

Clean Car Education and Outreach Proposed Strategy for 2002 / 2003

Summary of Goals

- 1) Provide simple, seamless and accurate information to identified audiences.
- 2) Promote the purchase of the family of clean cars.
- 3) Educate the public about the link between transportation choices, human health and the environment and the benefits of advanced technology, clean-air vehicle choices.
- 4) Foster an interest in cleaner cars and advanced vehicle technologies among younger generations that will have a large impact on their future vehicle purchases.

Outreach

GENERAL PUBLIC

Goal:

- ◆ Raise awareness about advanced-technology vehicles.

Public Relations / Media Pitch Ideas:

- ◆ Protect your personal freedom by choosing cleaner cars.
- ◆ Just try it!
- ◆ Evolution of clean vehicles – how the industry is moving forward and how far we've come in technology
- ◆ Clean cars – deliver on the fundamentals (performance, cost, range, lifestyle, etc)
- ◆ Clean cars are available now and are more affordable than you think with lease/purchase incentives available
- ◆ Energy independence – how cleaner cars get us closer
- ◆ Our environment in 10, 20, 50 years – why we need to change the way we drive.

Activities

- ◆ ZEVinfo.com revamp
 - Contract executed 6/26/02 and work has begun. Complete by end of 2002
- ◆ Participate in regional community events in 2003:

Event	Date	Cost
Earth Day - various locations	April	\$500
Sacramento Race for the Cure	May	
Health and Harmony Fair	June	\$500
Sacramento Danskin Tri	July	

Independence Day	July 4	0
Hopland Solfest	August	\$250
California State Fair	August	
Grass Valley Fair	August	0

◆ Participate in Auto Shows

Event	Date	Cost
California International Auto Show	October	\$2000
San Francisco Auto Show	November	
Los Angeles Auto Show	January	0

- ◆ Quarterly ride and drives at various/scheduled locations throughout California
- ◆ Kids sporting promotions such as AYSO Soccer (reaches kids and parents)
- ◆ Professional sporting events such as the Rivercats
- ◆ Re-vamp Cleaner Car Buyer's Guide

Materials

- ◆ Incentives brochure with small kiosk
- ◆ Clean Car Information brochure with small kiosk
- ◆ Cleaner Car Buyer's Guide brochure

MEDIA

Goals:

- ◆ Provide factual information about clean vehicles
- ◆ Resource for media reporting about clean vehicles and related topics
- ◆ Source for consistent messages

Advanced technology vehicles are:

- ◆ the evolution of transportation
- ◆ a solution to environmental problems
- ◆ a step towards energy independence
- ◆ less expensive to refuel
- ◆ fun to drive
- ◆ inevitable
- ◆ reliable
- ◆ performance comparable to ICE vehicles
- ◆ easily adaptable into current lifestyles – without sacrifice
- ◆ getting more affordable now - with current incentives
- ◆ rapidly evolving

Activities

- ◆ Press release launching online media kit
- ◆ Pitches to do a special section on the evolution of transportation
- ◆ Host annual reporter briefings – PIO
- ◆ Attend media conferences

Event	Date	Location	Cost
Society of Environmental Journalists Annual Conference http://www.sej.org/confer/	October	TBD	\$1000

- ◆ Conduct Brown Bags or seminars for media groups such as Environmental Media Services and Society of Environmental Journalists.

Materials

- ◆ Online Media Kit
 - Story ideas
 - Downloadable graphics
 - Regulations (in simple terms and available for full review)
 - Speakers bureau
 - Available vehicles / incentives
 - Clean car benefits
 - Fact sheets
 - Contacts – including EV drivers

CAR DEALERS

Goals:

- ◆ Provide information and answer questions about clean vehicle technologies
- ◆ Engender support for sales of clean cars
- ◆ Remove misconceptions

Advanced technology vehicles are:

- ◆ the evolution of transportation
- ◆ inevitable
- ◆ reliable
- ◆ comparable to ICE vehicles in performance
- ◆ easily adaptable into customer's current lifestyles – without sacrifice
- ◆ affordable with incentives – getting more affordable
- ◆ rapidly evolving
- ◆ able to deliver what conventional vehicles can't
- ◆ fun to drive
- ◆ what customers want
- ◆ are here to stay

Activities

- ◆ Provide presentations at California motorcar dealers association field meetings
- ◆ Attend/participate in dealer 20 groups
- ◆ Attend Conferences and meetings

Event	Date	Location	Cost
NADA Annual Conference	February 1-4	San Francisco	\$2600
CMDA Field Meetings	On-going	Various locations	Stay local = \$ 0

Materials

- ◆ Produce an educational piece for car dealership owners and managers - Working with Peter Welsh on this product. E-mailed him draft on July 18, 2002
- ◆ Produce accompanying brochure for car sales people

POLICY MAKERS/LOCAL GOVERNMENT**Goals:**

- ◆ Educate policy makers and local government about clean cars
- ◆ Provide information resources

Advanced technology vehicles are:

- ◆ the evolution of transportation
- ◆ a solution to environmental problems
- ◆ a big step towards energy independence
- ◆ a tool for a positive public image

Activities

- ◆ Support and participate in events that educate legislators and policy makers about clean car technologies
- ◆ Provide accurate information on the web site
- ◆ Provide EV loans to eligible policy makers

Event	Date	Location	Cost
League of California Cities Annual Conference	October	TBD	\$1000

Materials

- ◆ ev Loan Fact Sheets/web site
- ◆ Links to local ordinances
- ◆ Contact list

FLEETS

Goals:

- ◆ Educate fleets about their clean vehicle options
- ◆ Provide information and benefits of clean cars
- ◆ Resource for purchasing and leasing clean cars

Advanced technology vehicles are:

- ◆ the evolution of transportation
- ◆ inevitable
- ◆ reliable
- ◆ performance comparable to ICE vehicles
- ◆ meet many fleet needs – without sacrifice
- ◆ going to save you money in the long run
- ◆ provide solutions to fleet regulations and mandates
- ◆ have lower maintenance and refueling costs
- ◆ a tool for a positive public image

Activities

- ◆ Participate/coordinate in fleet incentive outreach events
- ◆ Attend and participate in fleet conferences

Event	Date	Location	Cost
National Clean Cities Conference - Palm Springs	May	Palm Springs	\$1500
California County Fleet Management Association	May	Sacramento	
Government Technology Conference	May	Sacramento	

Materials

- ◆ Fleet resource kit
- ◆ Information on incentive programs and how to participate
- ◆ Fleet resource web site
- ◆ ev Loan for public agencies

Industry

Activities

Event	Date	Location	Cost
EVS 20 - Long Beach	December 2003	Long Beach	\$2000

Materials

- ◆ fact sheets
- ◆ web site

Education

STUDENTS: Elementary, Junior High, High School

Goals

- ◆ Reach kids about the environment and advanced vehicle technologies and options
- ◆ Plant the seed for future sustainability

Advanced technology vehicles are:

- ◆ cool
- ◆ the evolution of transportation
- ◆ comparable to ICE vehicles in performance
- ◆ rapidly evolving
- ◆ a solutions to environmental problems
- ◆ a big step towards energy independence.

Activities

- ◆ Speak at and attend career fairs
- ◆ Attend/exhibit at National Science Teachers Association Conference and California Science Teachers Association Conference
- ◆ EVs for Education: provide EVs to public agencies to use in outreach and educational activities. This program is planned to continue through 2004
- ◆ Kids sporting promotions such as AYSO Soccer

Event	Date	Location	Cost
National Science Teachers Association Conference	March	TBD	\$2000
California Science Teachers Association Conference -	October	Long Beach	\$2000

Materials

- ◆ Working with Office of Education on Air Quality Game modeled after the Ventura County APCD "EV Quest" game
- ◆ Develop resource kit for teachers modeled after California Fuel Cell Partnership Teacher's Kits

COLLEGE STUDENTS - NEXT GENERATION CAR BUYER'S

Goals: Inform the next generation car buyers about their clean vehicle choices.

Advanced technology vehicles are:

- ◆ the evolution of transportation
- ◆ reliable
- ◆ comparable to ICE vehicles in performance
- ◆ easily adaptable into current lifestyles – without sacrifice
- ◆ affordable with incentives – getting more affordable
- ◆ rapidly evolving

- ◆ able to deliver what conventional vehicles can't
- ◆ a solution to environmental problems
- ◆ a big step towards energy independence
- ◆ Cool

Activities

- ◆ **College Outreach Campaign**
 - Visit 12 colleges in California (see table of outreach events for dates)
 - Technology showcase – the future of transportation
 - Environmental awareness – today's choices affect future health
 - Ride & drives
 - Vehicle exhibits and promotions
 - College media promotions
- ◆ EVs for Education – providing colleges with EVs to use in classes
- ◆ Work with Junior Colleges to have classes for EV technicians

Materials

- Information Card/Brochure for students
- Student focused materials and display
- Survey