

## Proposed ZEV Outreach Events –2003

### Prioritizations

- 4 Absolutely must participate if at all possible
- 3 Conference is worthy of participation and is consistent with goals and strategy
- 2 Conference is marginally important
- 1 Conference not worthy of participation

| Month     | Events   | Dates    | Cost*  | Type             | Priority |
|-----------|--|----------|--------|------------------|----------|
| January   | L.A. Auto Show with EVAA and CaFCP   | 4-12     | \$0    | Static with EVAA | 4        |
|           | ZEV College Tour – UC Berkeley   |          | \$0    | Static and R&D   | 4        |
| February  | <i>National Auto Dealers Association Annual Conference - San Francisco</i><br><a href="http://www.nada.org">www.nada.org</a> | 1-4      | \$2600 |                  | 3        |
| March     | National Science Teachers Association Annual Conference  | TBD      | \$2000 | Static and R&D   | 2        |
| April     | Earth Day - CSUS   | 19       | \$0    | Static           | 4        |
|           | Picnic Day - UC Davis  |          | \$0    | Static           | 4        |
|           | Whole Earth - L.A.   |          | \$500  | Static           | 4        |
| May       | <i>9<sup>th</sup> Annual Clean Cities meeting – Palm Springs</i><br><i>- partner with CEC or CaFCP</i>                       | 12-21    | \$2000 | Static and R&D   | 3        |
|           | California County Fleet Management Association   |          |        | Static and R&D   | 2        |
|           | Sacramento Race for the Cure   | TBD      | TBD    | Static, PaceCar  |          |
| June      | Air/Waste Mgmt Assoc. Convention (AWMA) – San Diego, CA  | 4-5      | \$1000 | Static and R&D   | 2        |
|           | Health and Harmony Fair - Santa Rosa   | 7-8      | \$500  | Static           | 4        |
|           | SAE Future Transportation Technology Conf., Costa Mesa, CA   | 23-25    | \$2500 |                  | 2        |
| July      | Independence Day Parades   | 4        | \$0    | Parades          | 4        |
|           | Danskin Triathlon - Sacramento   | TBD      | TBD    | Static           |          |
| August    | <i>California State Fair</i>   | 16 - 9/2 | \$2500 | Static           | 3        |
|           | Hopland Solfest  | TBD      | TBD    | Static           | 4        |
|           | Grass Valley Fair  | TBD      | \$0    | Static           | 4        |
| September | Michelin Bibendum, San Francisco/Bay Area, CA  | 23-25    |        |                  | 4        |

|                          |  |              |                 |                           |          |
|--------------------------|--|--------------|-----------------|---------------------------|----------|
| <b>October</b>           | <b>California Science Teachers Convention, Long Beach</b>  | <b>9-12</b>  | <b>\$2000</b>   | <b>Static and R&amp;D</b> | <b>4</b> |
|                          | Calif. International Auto Show - Anaheim   | 10-14        | \$2000          | Static and R&D            | 2        |
|                          | <b>League of California Cities Annual Conference <a href="http://www.cacities.org">www.cacities.org</a></b>                            |              | <b>\$1000</b>   | <b>Static and R&amp;D</b> | <b>4</b> |
|                          | Society of Env't. Journalists Annual Conference<br><a href="http://www.sej.org/confer/">http://www.sej.org/confer/</a>                 |              | \$1000          | Static and R&D            | 2        |
| <b>November</b>          | <b>EVS 20, Long Beach - Partner with CaFCP and/or CEC</b>  | <b>15-19</b> | <b>\$2000</b>   | <b>Static</b>             | <b>4</b> |
|                          | San Francisco International Auto Show  | 21-12/1      | \$2000          | Static and R&D            | 2        |
|                          | California State Association of Counties Annual Meeting - Monterey<br><a href="http://www.csac.counties.org">www.csac.counties.org</a> | 18-21        | \$1000          | Static and R&D            | 2        |
| <b>December</b>          |  |              |                 |                           |          |
| <b>Total 4 only</b>      |  |              | <b>\$6,000</b>  |                           |          |
| <b>Total 3's and 4's</b> |  |              | <b>\$13,100</b> |                           |          |

\* Cost does not include travel