

**Revised Draft
ZEV Outreach Stakeholder Group Mission and Goals**

Members:

The Zero Emission Vehicle (ZEV) Outreach Stakeholder Group includes the public, electric vehicle (EV) drivers, car dealers, fleet managers, businesses, infrastructure developers, government, auto manufacturers, utilities and environmental and environmental education groups.

Mission:

The zero emission vehicle outreach stakeholder group will promote the availability and benefits of advanced clean-air vehicle choices through a variety of public outreach and education efforts.

Goals:

- 1) Educate the public about the link between transportation choices, human health and the environment.
- 2) Educate the public of their advanced technology, clean-air vehicle choices. (We will determine a way to quantify this and set a goal).
- 3) Ensure accurate information is available to the press
- 4) Promote the purchase of electric and other alternative fuel vehicles.
- 5) Expose people to vehicles (We will determine a quantifiable goal).
- 6) Increase the number of electric and other alternative fuel vehicles in the government fleets. (We will determine a way to quantify this and set a goal).

Strategies:

- 1) Market research
 - a. Compile current market research
 - b. Identify additional market research needs
- 2) Information
 - a. Share information among stakeholders
 - b. Develop and implement a media and public relations campaign
 - c. Create a speakers bureau
 - d. Counter negative press and information about new technologies
 - e. Hold educational Workshops for car dealers, fleets and government organizations. This can be done at conferences or individually.
- 3) Demonstration
 - a. Demonstrate vehicles at conferences and to organizations such as local air districts, California League of Cities, and fleets.
 - b. Place EVs in schools, driver training classes and auto shop classes

- c. Conduct ride and drives
- d. Provide coupons for EV Rental opportunities
- e. Develop loan programs for private citizens that include temporary home recharging equipment
- f. Incorporate clean vehicles into car sales demonstration promotions

Tools:

- 1) Multimedia web page
- 2) CD-Rom
- 3) Giveaways
- 4) ZEV events - annual ZEvent
- 5) Media Kit