

## College Campus ZEV Tour

<b>PROPOSAL</b>	Tour college campuses throughout California with an advanced technology, clean-air vehicle exhibit
<b>PURPOSE</b>	College students are an excellent audience for learning about new, advanced technology vehicles. The College Campus ZEV Tour is a proactive approach to ZEV outreach and education.
<b>GOAL</b>	The goal is to educate and inform the upcoming generation of drivers/buyers and to spread the word about new vehicle technologies while receiving press and media attention at college campuses and their communities.
<b>TARGET AUDIENCE</b>	19-25 year old college students. Faculty and college administrators. People living within college community
<b>TARGET MESSAGES</b>	College students have many different interests. We should try to appeal to them all in some way or another. These include the environmentalists, scientists, engineers, techies, political scientists, and gearheads.
<b>DATES</b>	Pilot event in spring 2002 at CSUS. The 2002/2003 College ZEV Tour will begin in fall 2002
<b>SCHOOLS</b>	CSUS UC Davis UCLA UC Santa Barbara Cal Poly SLO Cal Poly Pomona UCS UC San Diego UC Irvine California State University L.A. UC Riverside Community Colleges

<b>EXHIBIT</b>	Tent Table Banner/Signs Brochures/information Possible raffle Premiums - Items college students use Music - local college band Ride and Drive Raffle
<b>VEHICLES</b>	RAV4 EV EV for Ride and Drive Hybrid Fuel Cell - if/when possible Electric bikes/scooter
<b>VENUES</b>	Work with campus administration to reserve times, dates and area for exhibit.
<b>PARTNERS</b>	University Environmental Clubs Science, Engineering and/or Transportation Programs on the different campuses that want to demonstrate related programs and developments to students
<b>PROMOTION</b>	School newspaper School radio Flyers distributed by on-campus partners Web site Teachers with special interest in this to make announcements, etc.
<b>STAFF</b>	ZEV-Implementation Section ? Lisa ? Melissa  PIO ? Jim ? Genny ? Dimitri
<b>BUDGET</b>	?

**SCHEDULE FOR PILOT:**

Develop name for ZEV tour and catchy messages	March 29, 2002
Reserve vehicles	March 29, 2002
Contact pilot campus and schedule event	March 29, 2002
Buy Raffle Prizes - if possible	April 5, 2002
Develop theme, graphics, brochures and information for campus tour	April 5, 2002
Develop promotional pieces including flyers and press releases	April 5, 2002
Contact potential partners	April 12, 2002
Contact promotional contacts	April 12, 2002
Conduct pilot event in Sacramento	early May 2002
Presentation to Exec. Staff about success of pilot.	June 2002
Launch 2002/2003 Tour	September 2002