



**Electric Vehicles North Texas (EVNT)
Stakeholder Group
Education, Outreach and Marketing Committee
Meeting Notes from January 28, 2010 Stakeholder Meeting**

Committee Leader: Pamela Burns (North Central Texas COG)

Next Meeting: February 17, 2010, 3:00 p.m. CST (NCTCOG Offices – Cottontail Conference Room)

Next Meeting Topic:

Committee Members:

Jennifer Cohen (North Texas Clean Air Coalition)

Paul Bruton (EV Tech., Inc.)

Brian Tulloh (TXU Energy)

Jeff Miller (Green Car People)

Carrie Paige (EPA Region 6)

Comments/Goals

Training:

- Coordinate with Dallas-Fort Worth Clean Cities and EVTech
- Provide installer training
- Provide mechanic training
- Provide first responder training

Phase I:

- Identify groups; profile
- Comm. Database
- Develop profile template (Clean Air Coalition and NCTCOG)

Phase II:

- Create toolkit:
 - FAQ/Visuals (flow charts)
 - Dispelling myths
 - Purchasing power
 - Return on investment
 - Emissions
 - Range anxiety

Phase I Deliverables:

- Compile market research on consumer behavior toward plug-in vehicles (Texas A&M University and University of Texas)
- Create summary of benefits and continue promotion to local government officials
- Identify groups; profiles
- Communications database
 - Develop profile template