



UC Davis STEPS PROGRAM:

So you want to sell 1.5 million ZEVs by 2025.

We can help you with that.

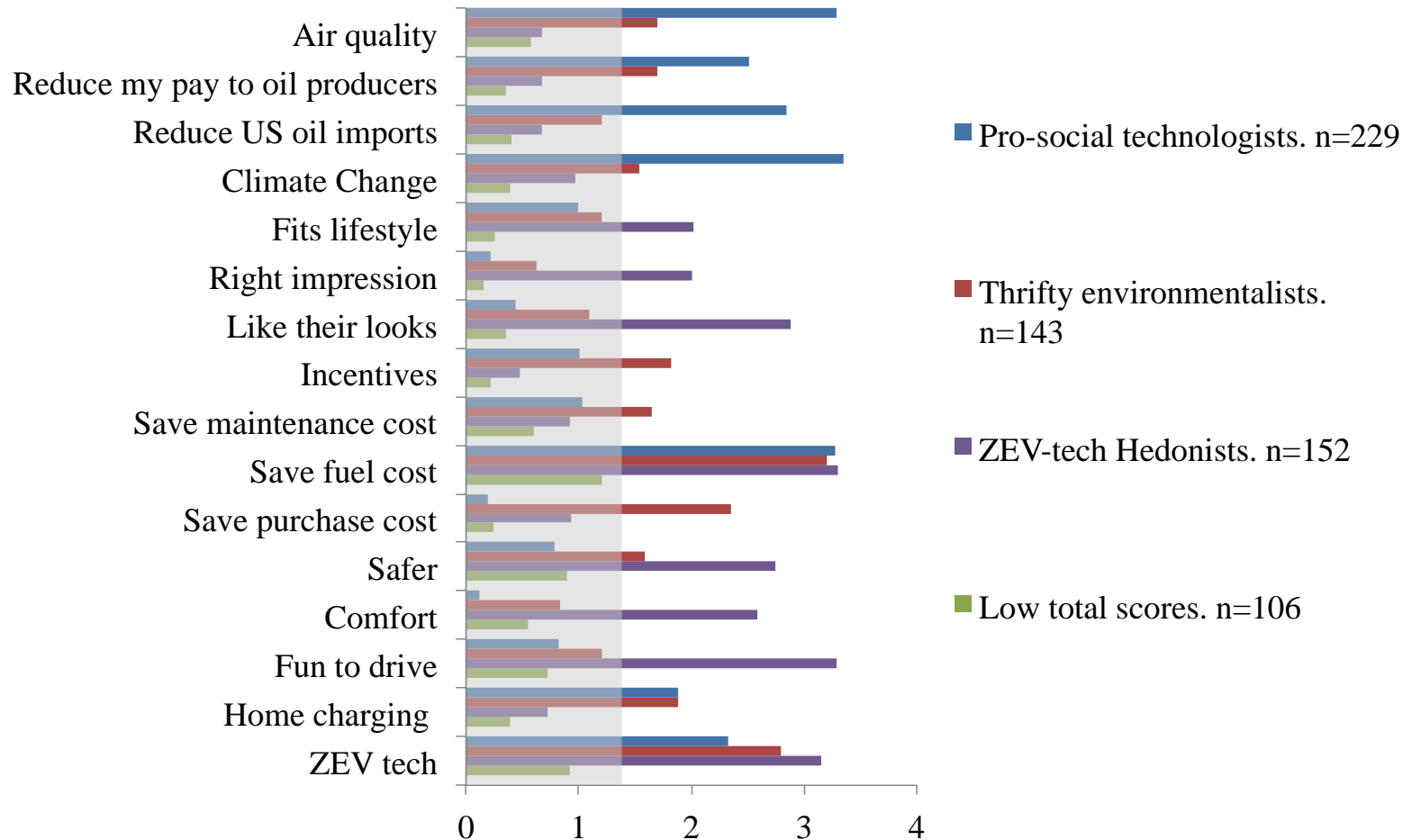
Ken Kurani, Gil Tal, Nicolette Caperello

June 2, 2016

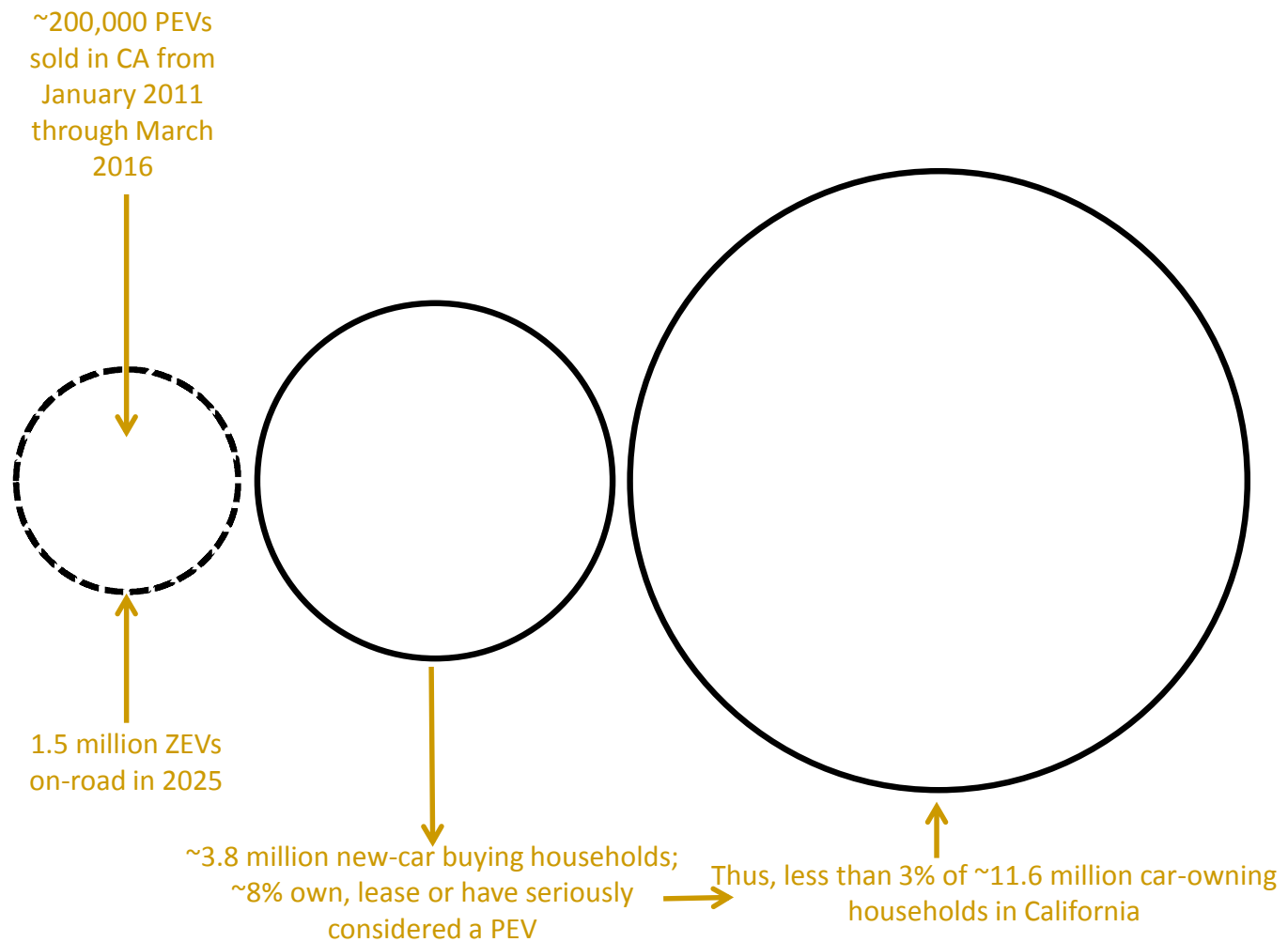
Rationale for, and design of, large-scale, multi-party, recursive marketing

1. Conclusions from a multi-state study of consumers and ZEVs
2. ZEV marketing program proposal

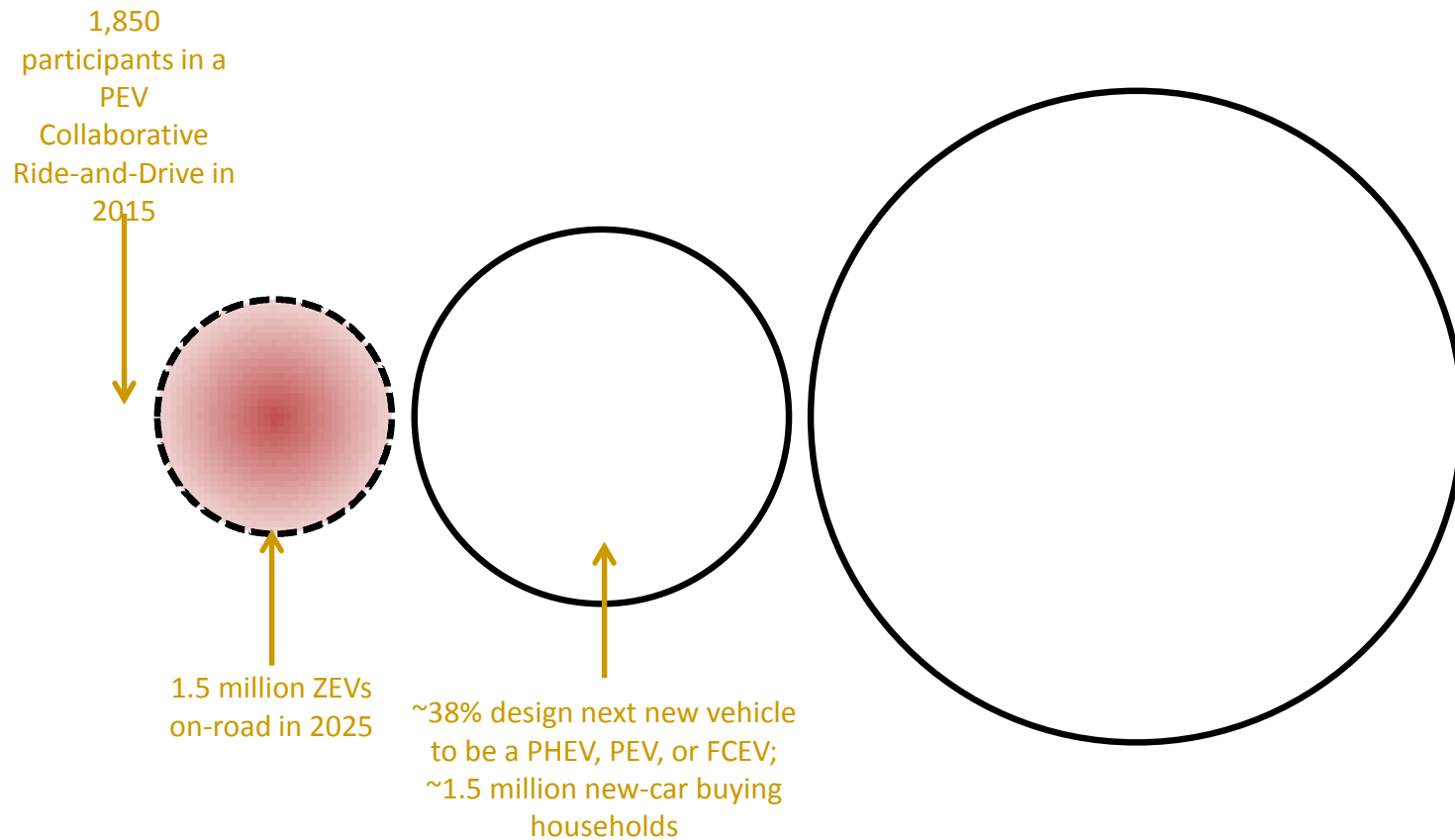
Content: Why do people design PHEVs, BEVs, or FCEVs?



Rationale for large-scale, multi-party, recursive marketing



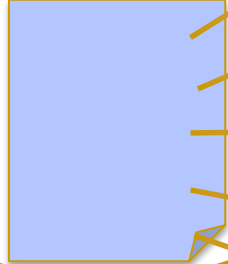
Rationale for large-scale, multi-party, recursive marketing



Design Proposal

Main statewide survey with URL links to directory of information and activities by topic area, region, calendar.

Survey (Census) of car-owning households in CA



Directory & Events Calendar

- Gov't & NGO Info. & Education websites
- Social media, other contacts with drivers
- Vehicle Makers
- Dealerships / Genius sellers
- Ride-and-drives
- Car Sharing
- Utilities
- EVSE providers

Follow-up survey to measure effect of information/activities on interest/action and provide feedback to marketing and policy.

Redirect

Re-survey respondents who follow links back from Directory or Event to Main Survey