

BOARD MEETING DATE: June 5, 2015

AGENDA NO. 26

PROPOSAL: California Fuel Cell Partnership Executive Board Meeting Agenda and Quarterly Updates 

SYNOPSIS: This report summarizes the California Fuel Cell Partnership Executive Board meeting held April 14, 2015, and provides updates for quarters beginning October 2014 and January 2015.

COMMITTEE: Technology, May 15, 2015; Recommended for Approval

RECOMMENDED ACTION:

Receive and file the attached Executive Board meeting agenda and quarterly updates.

Clark E. Parker, Ph.D.
SCAQMD Representative to CaFCP

MMM:FM:LHM

The next California Fuel Cell Partnership (CaFCP) Executive Board meeting is scheduled for October 20, 2015, in Sacramento.

Additional information about the CaFCP can be found at <http://www.fuelcellpartnership.org>.

Attachments

- 1) California Fuel Cell Partnership Executive Board April 14, 2015 Meeting Agenda
- 2) California Fuel Cell Partnership Quarterly Update (October–December 2014)
- 3) California Fuel Cell Partnership Quarterly Update (January–March 2015)

AGENDA

CaFCP Executive Board

April 14, 2015 8:00am – 5:00pm

Location: SCAQMD Headquarters, 21865 East Copley Drive, Diamond Bar, CA 91765
GB Conference Room

8:00am – 8:30am

Gathering and registration

8:30am – 8:40am

CaFCP Chair, Justin Ward

1. Welcome

Welcome and remarks from the CaFCP Chair

8:40am – 9:10am

CaFCP, Bill Elrick

2. 2014-2015 Actions for Station Network Activation and Development

The 2014 *Hydrogen Progress, Priorities and Next Steps* (HyPPO) report¹ called for priority actions to address short-term priorities under six broad topics. Speakers will highlight progress made on actions in the hydrogen station network, vehicle deployment and policy development topics.

9:10am – 10:10am

Honda, Steve Ellis
FCEV customers, TBD
CaFCP, Ben Xiong

3. Developing the Customer Experience

A robust FCEV market requires a user-friendly and reliable station network that customers can depend on, consistent with current gasoline fueling experience. Customers and stakeholders present about real-world experience, existing coordination and planning tools, and future needs to enhance the customer experience

10:10am – 10:40 am

BREAK

10:40am – 12:00pm

GO-Biz, Tyson Eckerle
ARB, Mike Kashuba
CaFCP, Joe Gagliano

4. Planning the Network Development

Synchronized station-vehicle planning and implementation is a foundational principal in CaFCP's 2012 *A California Roadmap*² and has guided ongoing activities. Speakers will address tools and projects, coordinated planning, future activities and challenges as the hydrogen station network grows toward 100 stations statewide.

12:00pm – 1:15pm

Lunch – on your own

The Blue Sky Café at SCAQMD only accepts cash payments

¹ <http://cafcp.org/sites/files/Roadmap-Progress-Report2014-FINAL.pdf>

² [http://cafcp.org/sites/files/20120814_Roadmapv\(Overview\).pdf](http://cafcp.org/sites/files/20120814_Roadmapv(Overview).pdf)

1:15pm – 2:15pm

CEC, Jim McKinney
SCAQMD, Lisa Mirisola
Cal State LA, Michael Dray

5. Infrastructure Execution

The timeline for planning and building hydrogen stations continues to improve, but still take considerably longer than a traditional gasoline station. Presenters will address successes, challenges and learnings about the process of building, commissioning and opening a hydrogen station, and what to expect for the future.

2:15pm-3:00pm

CaFCP, Keith Malone
GO-Biz, Tyson Eckerle
Air Liquide, TBD

6. Preparing Communities – Awareness, Education & Training

Education and outreach efforts cut across the designing, building, selling and use of FCEVs and associated infrastructure. Speakers will cover new and updated outreach tools and practices, and gaps that are not currently being filled.

3:00pm – 3:30pm**BREAK**

3:30pm – 4:15pm

CaFCP, Bill Elrick

7. Business items

- Approve Jan 15, 2015 decisions & assignments
- Select 2016 meeting dates
- Confirm 2015 vice-chair nomination
- Report on CaFCP organizational meetings
- HySTEP project proposal
- New member updates

4:15pm – 4:45pm

Chair, Justin Ward

8. Public comment period*

4:45pm – 5:00pm

Chair, Justin Ward

9. Meeting wrap up

A "no-host bar" reception will be held immediately following meeting at Diamond Bar Golf Course, 22751 Golden Springs Drive, Diamond Bar, CA 91765

*** Public comment period**

The public comment period provides an opportunity for members of the public to address the executive board on subject matters within the interest of CaFCP. Each person will be allowed a maximum of three minutes to ensure that everyone has a chance to speak.

Agenda items may be taken out of order and times may vary from those listed in the agenda. The board may choose to limit public comment at the chair's discretion.

This meeting is open to the public and will not be available by phone. This facility is accessible to persons with disabilities. Deadline for requesting ADA modification is April 8, 2015. Meeting materials will be posted at www.cafcp.org. This facility is accessible by public transit. For transit information, call (909) 839-7000 for Diamond Bar Transportation, website: <http://ci.diamond-bar.ca.us/index.aspx?page=496>. And California Transit link: <http://www.apta.com/resources/links/unitedstates/Pages/CaliforniaTransitLinks.aspx>.

CaFCP Quarterly Update
October-December 2014**Background**

The California Fuel Cell Partnership is a unique collaborative of auto manufacturers, energy companies, fuel cell technology companies and government agencies, including SCAQMD. This report summarizes CaFCP activity in or related to Southern California for April to June 2014.

In its fourth phase, 2013-2016, CaFCP members, individually or in groups, will focus on meeting these goals to achieve market launch:

- Prepare for larger-scale manufacturing, which encompasses cost reduction, supply chain and production.
- Work on the customer channel, including identifying and training dealers and service technicians.
- Reduce costs of station equipment, increase supply of renewable hydrogen at lower cost, and develop new retail station approaches.
- Support cost reduction through incentives and targeted RD&D projects
- Continue research, development and demonstration of advanced concepts in renewable and other low-carbon hydrogen.
- Provide education and outreach to the public and community stakeholders on the role of FCVs and hydrogen in the evolution to electric drive.

CaFCP and members' activities fall within three main strategic directions:

1. Support hydrogen station and vehicle deployment to enable commercial market launch in 2015 timeframe
2. Show feasibility and a clear value proposition to consumers, businesses and communities
3. Focus existing resources, engage new groups and pursue innovative concepts to overcome early market challenges

To successfully implement the vision, CaFCP activities must focus on technical, communications and business operations/strategies that require collaboration and coordination. A detailed CaFCP implementation plan is available as a separate document.

2014 Program Plan

Q4 accomplishments

1. Facilitate member collaboration The California Fuel Cell Partnership facilitates members and stakeholder coordination on projects and activities of common interest in order to leverage resources, communicate progress, bring together new players, and overcome challenges more quickly than could be accomplished by individual action.	
Heavy duty Fuel Cell Program	<ul style="list-style-type: none"> • Medium and heavy-duty FCEV Roadmap initiative underway, renaming to “Action Plan” due to status MD/HD FCEV technology • Held a Fuel Cell Bus Briefing Dec 2 for new legislators in Sacramento
Strategic Initiatives	<ul style="list-style-type: none"> • Participated in one H2USA meeting.
2. Support Station implementation CaFCP will monitor, coordinate and execute the activities to deploy stations for commercialization as outlined in the roadmap document.	
National ER Program	<ul style="list-style-type: none"> • Phase I of program is available (by request) and soon for download on www.h2tools.org • Beginning Phase II development -kickoff meeting Wed. Oct. 29 <ul style="list-style-type: none"> ○ Identify additional resources ○ Being supported by the National Fire Academy and NFPA
Station Performance Codes & Standards	<ul style="list-style-type: none"> • NFPA 2 Second Draft, 2nd meeting (Oct. 23rd) • SAE International in-person meetings first week of November <ul style="list-style-type: none"> ○ FC Interface Working Group <ul style="list-style-type: none"> ▪ In progress: J2719/1 Application Guideline for Use of Hydrogen Quality Specification and J2600 Compressed Hydrogen Surface Vehicle Fueling Connection Devices (revision)- target for ballot 2014 ○ FC Safety Task Force: <ul style="list-style-type: none"> ▪ J2990/1 (Gaseous Hydrogen and Fuel Cell Vehicle First and Second Responder Recommended Practice) expected to be a draft by the end of 2014, and go to ballot Q1, 2015. ▪ SAE J2579 Standard for Fuel Systems in Fuel Cell and Other Hydrogen Vehicles (revision)
Fuel retailers	<ul style="list-style-type: none"> • Held H2 FCEV education panel session with CAFCP members at annual NACS Show on Oct. 9, incl. FCEV on static display. • During Nov 17-19 Fuels Institute Board Meeting in Newport Beach, CaFCP participated as panel speaker and assisted w/H2 station tour.
Station implementation	<ul style="list-style-type: none"> • SOSS (to share station availability status with FCEV drivers) implementation in progress for CalStateLA and West Sacramento H2 stations. • Staff presented on 1. HyPPO 2014, 2. SAE TIR J2601/2 and 3. MD/HD FCEV Roadmap/Action Plan at Fuel Cell Seminar in LA (Nov 10-13). • Staff in five cities were briefed on FCEVs, hydrogen and the fueling network. (see listing below) • GO-Biz and CaFCP permitting workshop in Hayward on Dec 9.

Workforce development	<ul style="list-style-type: none">• Oct 2: Central Coast Clean Cities Best Practices workshop in Santa Barbara.• Oct 2: Long Beach Clean Cities Best Practices workshop• Oct 15: Sacramento Clean Cities Green Fleet Conference• Oct 17: Participated in Rio Hondo Automotive/Alternative Fuels Advisory Committee meeting. Provided tech training/ER materials to integrate.
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3. Implement hydrogen readiness

CaFCP will focus outreach in early market communities with a goal of easing station implementation, including community acceptance and accessibility of funding. The ultimate goal is to increase awareness and understanding of hydrogen and fuel cells, especially regarding progress and next steps in California, with government officials in Sacramento and Washington, D.C.

Activity	Description	Picture
Long Beach Clean Cities Coalition Oct. 2 , 2014	Exhibition	na
Clean Tech OC Oct. 8, 2014	Exhibition	
Northern California Green Fleet Forum, Oct. 15 -16, 2014	Presenter and exhibition and test drive	

<p>CHBC Fall Summit, Oct. 15-16, 2014</p>	<p>Exhibition and test drive</p>	
<p>Advancing Cleantech Innovation in the SFV (Keith) Oct 10, 2014</p>	<p>Exhibit</p>	<p>na</p>
<p>Fuel Cell Seminar, Nov. 10-13, 2014</p>	<p>Presenter and test drive</p>	
<p>Yolo County Air Quality Management District, Nov. 12, 2014</p>	<p>Presenter</p>	<p>na</p>
<p>World Business Academy, Santa Barbara Nov 17, 2014</p>	<p>Exhibitor</p>	

<p>Decarbonizing California 2020-2050 Nov. 17, 2014</p>	<p>Presenter</p>	<p>na</p>
<p>Fuel Cell Bus briefing event Dec. 2, 2014</p>	<p>Exhibition and briefing</p>	
<p>West Sacramento station grand opening Dec. 5, 2014</p>	<p>Speaker, exhibition and test drive</p>	
<p>NREL/GO-Biz/CaFCP permitting workshop Dec. 9, 2014</p>	<p>Presenter, exhibition and test drive</p>	

Legislative, NGO & Policy

Conduct one-on-one meetings with California state and federal elected officials and their staff in district and capitol offices. Conduct one-on-one meetings with influential NGOs at the local, state and national levels. Emphasize California's commitment to hydrogen and provide information about progress and plans. Provide education and information to policy makers.

2014 Q4 Statistics – Meetings and encounter

Elected officials: 3 (2014: 23)

Legislative staff: 17 (2014: 126)

NGOs: 2 (2014: 12)

Event name	Meeting Date	Meeting with
District meeting	10/17/2014	Assembly Member Bonnie Lowenthal (D-Long Beach) and aide, Victoria Chung, soon-to-be aide to Long Beach Councilwoman Lena Gonzalez
District meeting	10/29/2015	Green21 committee meeting with Vickere Murphy, office of State Senator Carol Liu (D-Glendale)
Community meeting	10/30/2014	District office staff of Assembly Member Sharon Quirk-Silva: Javiera Cartagena, district director and Calvin Sung, Tige Richardson, Daisy Campos, Michael Quibuyen, Amy Ramos, Sophie Tran and intern Mariela.
Community meeting	10/30/2014	Kera Seward, district director to State Senator Fran Pavley (D-Woodland Hills)
District Meeting	12/2/2014	Stacey Smith, Sacramento office director for U.S. Senator Barbara Boxer
FCEB briefing	12/2/2015	Hans Hermann, chief of staff to State Senator Loni Hancock, 3 other legislative, Bill Magavern, legislator director for Coalition for Clean Air and Will Barrett, American Lung Association of California
Community meeting	12/4/2014	Cesar Diaz, planning director, and Andrew Pennington, assistant planning director, Jason Levin, communications, John Popoch, legislative director, office of Los Angeles Council Member Bob Blumenfeld (Woodland Hills and SFV)
Station opening	12/10/2014	State Senator Richard Pan (D-Sacramento) attended the opening of the West Sacramento station. Keith staffed him during the event and arranged for Craig Scott to accompany him in the Mirai.
Station opening	12/10/2014	Chris Flores, office of Congresswoman Doris Matsui (D-Sacramento)
Station opening	12/10/2014	Julissa Delgado, office of U.S. Senator Barbara Boxer

Station opening 12/10/2014 Aubrie Fong, office of Assembly Member Kevin McCarty (D-Sacramento)

District office holiday party 12/16/2015 Vickere Murphy, deputy to State Senator Carol Liu (D-Glendale)

District meeting 12/17/2014 Raul Alvarez, district director and Ronald Gonzales-Lawrence, field representative, office of Assembly Member Anthony Rendon (D-South Gate)

Community Relations (Station-related outreach)

Activity	Meeting Date
Meeting with City of Ontario city officials	October 6
Meeting with La Canada Flintridge city officials	October 6
Meeting with Berkeley city officials	December 8
Meeting with Oakland city officials	December 8
GO-Biz and CaFCP permitting workshop in Hayward	December 9
Meeting with Hayward city officials	December 9

Website and Social Media

We provide outreach and education through events, materials, video, web and social media that increase awareness in the general public, build support in early market communities and support other projects' specific goals. Our online strategy is to deliver real-world information about FCEVs and hydrogen stations to early adopter audiences. We use email, blogs, Twitter, YouTube and Facebook to share messages about FCEV commercialization and technology with different audience types.

www.cafcp.org	Oct-14	Nov-14	Dec-14
Number of visits	8,942	16,022	9,239
Average time users spent on site	1:58	1:52	1:53
Most visited pages	Station map Home page FAQ Station Facts A California Road Map	Station map Home page FAQ Station Facts A California Road Map	Station map Home page FAQ Station Facts A California Road Map
Most searched keywords on Google to land on CaFCP website	where does hydrogen come from facts about hydrogen california fuel cell partnership where can you find hydrogen interesting facts about hydrogen	where does hydrogen come from hydrogen fueling stations in california hydrogen fueling stations california fuel cell partnership facts about hydrogen	where does hydrogen come from california fuel cell partnership hydrogen fueling stations hydrogen fueling stations in california interesting facts about hydrogen
Most searched keywords on cafcpc.org search engine	hydrogen price carrer elrick executive board	cost fcev stations in Texas ZEV Mandate cost of hydrogen price	hydrogen 10 facts about fuel cells ac transit OEM price per gallon
Most referred websites	google.com bing yahoo arb.ca.gov bing	google.com cnet.com bing yahoo arb.ca.gov	google.com bing yahoo arb.ca.gov driveclean.ca.gov

FACEBOOK	Oct-14	Nov-14	Dec-14
New likes	19	32	21
Lifetime likes	2,596	2,623	2,638
Lifetime Post Total Reach	11,934	10,201	13,730
Lifetime Engaged Users	368	651	1,062

TWITTER	Oct-14	Nov-14	Dec-14
Total Followers	1846	1889	1964
Total Lifetime Tweets	9806	9984	10,158
Link Clicks	477	268	328

CaFCP Quarterly Update
January – March 2015

Background

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To successfully implement the vision, CaFCP activities must focus on technical, communications and business operations/strategies that require convening, collaborating and communicating.

2015 Program Plan

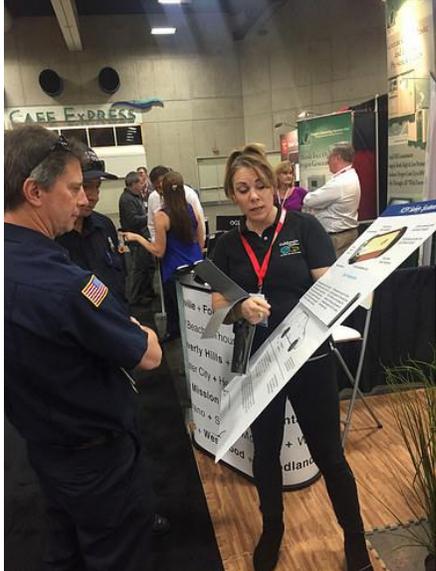
Q1 accomplishments

1. CONVENE	
Convene CaFCP members and stakeholders in a common forum to discuss the challenges and opportunities, exchange experiences and knowledge, and advance group sharing and progress. Build and expand trust among members via open communication. Maintain and enable the organization to achieve its mission and goals.	
Conduct CaFCP standing meetings	<ul style="list-style-type: none"> Jan 15 – completed public Executive Board meeting Completed 2 Steering Team meetings and 1 Working Group meeting
Conduct ad-hoc topical member and industry meetings	<ul style="list-style-type: none"> No meetings for Q1 in this category.
Expand CaFCP membership	<ul style="list-style-type: none"> Initiated discussions on strategy for membership expansion
2. COLLABORATE	
Collaborate to identify and address emerging challenges and translate into comprehensive and durable solutions. Retain the flexibility to address issues quickly as they arise, in the interest of advancing all members and industry.	
Member data and information needs	<ul style="list-style-type: none"> SOSS upgrade underway from SOSS 2.0 to 3.0, moving to consistent minimum 15 minute station status data reporting interval, which improves FCEV customer satisfaction.
Roadmap progress	<ul style="list-style-type: none"> Updates on status of funded stations shared by station implementers and government during in-person meeting, followed by a discussion on how to address challenges identified.
Roadmap 2.0 for stations 69-100	<ul style="list-style-type: none"> CaFCP staff functioning in supporting and facilitating role for discussions on the “69-100” strategy. Main responsibility for planning lies with CARB, as part of AB8 reporting.
Station Implementation Barriers	<ul style="list-style-type: none"> NFPA 2 on schedule for publication SAE International March in-person meetings <ul style="list-style-type: none"> Materials compatibility workshop conducted FC Interface Working Group <ul style="list-style-type: none"> SAE J2601 re-opened for inclusion of the MC Method (Honda) FC Safety Task Force: <ul style="list-style-type: none"> J2990/1 (Gaseous Hydrogen and Fuel Cell Vehicle First and Second Responder Recommended Practice) presented to FC Safety TF. Comments being addressed. Schedule modified; initial ballot by June, 2015 and final ballot in Q4. SAE J2579 Standard for Fuel Systems in Fuel Cell and Other Hydrogen Vehicles proposals being submitted CSA HGV 4.3 (Test Methods for Hydrogen Fueling Parameter Evaluation) in process of being updated to the Standard SAE J2601 <ul style="list-style-type: none"> Anticipated ballot date: December, 2015 CSA HGV 4.9 (Hydrogen Fueling Station Guidelines) comments being addressed with individual stakeholders <ul style="list-style-type: none"> Anticipated ballot date: December, 2015 ISO/TC 197 <ul style="list-style-type: none"> WG 24 (fueling stations)- final Draft document out for review (in April)

	<ul style="list-style-type: none"> ○ WG 5 (materials compatibility) kickoff meeting in Ann Arbor, MI in March
<p>Expand value proposition of H2 and FCEVs</p>	<ul style="list-style-type: none"> ● Submitted a letter to consider H2 as renewable energy storage medium option to CEC docket for CEC Integrated Energy Policy Report (IEPR) effort. ● Initiated discussion about renewable H2 and how to shape a strategy for California on this topic.
<p>Medium- and heavy-duty vehicle and FCEB strategies</p>	<ul style="list-style-type: none"> ● MD/HD FCEV Action Plan timeline approved by members. Publication is targeted for Q1 2016. ● Staff supported organization and participated in International Fuel Cell Bus Workshop at SunLine Transit in Thousand Palms, Feb 24-26.

3. COMMUNICATE

Communicate, educate, inform and promote H2 & FCEVs benefits and opportunities to key outside stakeholders and general public for increased and continued support. Become readily recognized as the face of the industry for trustworthy information and assist.

Activity	Description	Picture
<p>Firehouse World Jan. 26-29, 2015</p>	<p>Exhibitor</p>	
<p>SAE Hybrid & Electric Technology Symposium, Feb. 12, 2015</p>	<p>Speaker</p>	
<p>Global Port Summit (LAEDC) Feb 13, 2015</p>	<p>Exhibitor</p>	

<p>WPMA conference and expo Feb. 17-19, 2015</p>	<p>Exhibitor</p>	
<p>Third Annual California Renewable Energy and Storage Technology Conference, Feb. 21, 2015</p>	<p>Presenter and exhibitor</p>	
<p>European Union FCEB delegation presentations to Governor's office, CARB/CEC, President Pro Tem DeLeon and Asm Speaker Atkins' office Feb. 23, 2015</p>	<p>Member support</p>	

<p>International Fuel Cell Bus Workshop, Feb. 25-26, 2015</p>	<p>Exhibitor and member support</p>	
<p>Woodside Town Hall Meeting GO-Biz/HTEC event, Mar. 16 2015</p>	<p>Exhibition and member support</p>	
<p>Diamond Bar station dedication Mar. 25, 2015</p>	<p>Test drive and member support</p>	

<p>Woodside/Portola Valley Earth Day Festival Mar. 28, 2015</p>	<p>Exhibition</p>	  <p>Mercedes-Benz</p> <p>B-Class F-CELL Technical Data</p> <ul style="list-style-type: none">● Fuel cell● Electric motor● Transmission● Drive system <p>Drive System: Electric motor with Fuel Cell Transmission: 8-speed automatic with regenerative braking Maximum Speed: 106 mph Rated Torque: 214 ft-lb Rated Output: 134 hp Fuel Consumption: 53 mpg CO₂ Emissions: 0.2 g/mi Range: 240 mi</p> <p>PicCOLLAGE</p>
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Legislative, NGO & Policy

Conduct one-on-one meetings with California state and federal elected officials and their staff in district and capitol offices. Conduct one-on-one meetings with influential NGOs at the local, state and national levels. Emphasize California's commitment to hydrogen and provide information about progress and plans. Provide education and information to policy makers.

2015 Q1 Statistics – Meetings and encounter

Elected officials: 6 (2015 to date: 6)

Legislative staff: 37 (2015 to date: 37)

NGOs: 0 (2015 to date: 0)

Event name	Meeting Date	Meeting with (Names and titles of all persons)
District meeting	1/22/2015	State Senator Tony Mendoz (D-Montebello), and staff Alma Marquez, district director and Calvin Sung, field representative
District meeting	2/2/2015	Madeleine Moore, special projects and Timothy Lippman, senior field deputy, office of Los Angeles County Supervisor Sheila Kuehl; and Javier Hernandez and Danielle Valentino, deputies, office of Los Angeles County Supervisor Hilda Solis.
Event	2/3/2015	Victoria Alvarez, consultant, Assembly Transportation Committee (Asm. Jim Frazier, chair)
Capitol meeting	2/23/2015	CARB and CEC staff, including CEC Commissioner Janea Scott, Catherine Dunwoody, CARB and others
Capitol meeting	2/23/2015	Staff of Assembly Speaker Toni Atkins, including Zack Olmstead, a special assistant who deals with transportation issues.

Capitol meeting	2/24/2015	Representatives of the Governor, including Wade Crowfoot, deputy director of the Governor's Office of Planning and Research, Randall Winston, special assist in the Governor's office and Kate White, Deputy Secretary of Environmental Policy and Housing Coordination, California Transportation Agency.
Capitol meeting	2/24/2015	President Pro Tem of the State Senate, Kevin de Leon, Kip Lipper, policy consultant (utilities, environment) and Alexandra Salgado, policy consultant (transportation).
Capitol meeting	2/24/2015	Scott Sellars, science fellow, office of Assembly Member Bill Quirk (D-Hayward)
Capitol meeting	2/24/2015	Ernesto Meza, legislative assistant to Assembly Member Cristina Garcia (D-Downey). Spoke briefly with Vivian Erickson, scienc fellow in office.
Capitol meeting	2/24/2015	Tina Andolina, senior policy consultant, office of State Senator Ben Allen (D-Redondo Beach)
Capitol meeting	2/24/2015	Alex Harold, legislative aide, Assembly Member Kevin McCarty (D-Sacramento)
Capitol meeting	2/24/2015	Erin Riches, principal consultant, Senate Transportation and Housing Committee
Capitol meeting	2/24/2015	John Nam, legislative director, office of Assembly Member Evan Low (D-Campbell)
District meeting	3/5/2015	Los Angeles County Supervisor Sheila Kuehl, 3rd district and her staff, Torie Osborn.
District meeting	3/9/2015	Robert Pullen-Miles, district director of Assembly Member Autumn Burke (D-Inglewood). Robert is also the mayor of Lawndale.

District meeting	3/13/2015	Assembly Member David Hadley (R-Torrance) and Sara Witfong, district director
District meeting	3/13/2015	Brian Mineghino, field representative, office of Assembly Member Patrick O'Donnell's (D-Long Beach) and two interns
District meeting	3/13/2015	Samantha David, district director of State Senator Ben Allen (D-Redondo Beach)
Community meeting	3/18/2015	Ontario Mayor Paul Leon and Mayor Pro Tem Alan Wapner
ZEB Coalition Sac Day	3/25/2015	Andrei Gribakov, legislative aide, transportation, and Henry Stern, principal consultant, office of State Senator Fran Pavley (D-Woodland Hills), chair of Senate Committee on Natural Resources and Water
ZEB Coalition Sac Day	3/25/2015	Alicia Priego, legislative director, Senator Beall (D-Campbell), chair of Senate Transportation and Housing
ZEB Coalition Sac Day	3/25/2015	Bridget Kolakosky, legislative director, Assemblyman Tony Thurmond (D-Richmond)
ZEB Coalition Sac Day	3/25/2015	Reichel Everhart, chief of staff, Assemblyman Kansen Chu (D-San Jose)
ZEB Coalition Sac Day	3/25/2015	Jonathan Feldman, press secretary, Assemblyman Mike Gipson (D-Carson).
ZEB Coalition Sac Day	3/25/2015	Kim Craig, staff member, office of Assembly Speaker Toni Atkins.
ZEB Coalition Sac Day	3/25/2015	Assemblyman Richard Bloom (D-Santa Monica), chair of Assembly Budget Subcommittee on Resources and Transportation and Anthony Molina, legislative aide.

ZEB
Coalition Chris Norden, legislative director for Senator Jeff
Sac Day 3/25/2015 Stone.

ZEB
Coalition Martha Guzman-Aceves representing Governor
Sac Day 3/25/2015 Brown

Community Relations (Station-related outreach)

Activity	Meeting Date
Meetings with City of San Diego council offices	January 14 and 15
Meeting with Lawndale city officials	January 27
Meeting with Palo Alto city officials	February 9
Meeting with Foster City city officials	February 9
Meeting with Los Altos city officials	February 9
Meeting with Woodside city officials	February 9
Meeting with West LA public affairs rep, League of CA Cities	February 12
Present to La Canada Flintridge city council	February 17
Ontario State of the City event	March 18
Hayward Sustainability Committee meeting	March 23

Website and Social Media

We provide outreach and education through events, materials, video, web and social media that increase awareness in the general public, build support in early market communities and support other projects' specific goals. Our online strategy is to deliver real-world information about FCEVs and hydrogen stations to early adopter audiences. We use email, blogs, Twitter, YouTube and Facebook to share messages about FCEV commercialization and technology with different audience types.

www.cafcp.org	Jan-15	Feb-15	Mar-15
Number of visits	12,084	8,927	9,232
Average time users spent on site	1:42	1:38	1:33
Most visited pages	Station map Home page FAQ 10 facts about hydrogen Station Toolkit	Station map Home page FAQ 10 facts about hydrogen Station Toolkit	Station map Home page FAQ 10 facts about hydrogen Station Toolkit
Most searched keywords on Google to land on CaFCP website	where does hydrogen come from hydrogen fueling stations california fuel cell partnership http://cafcp.org/ hydrogen fuel stations	where does hydrogen come from california fuel cell partnership how are fuel cells different from batteries cafcp hydrogen facts	facts about hydrogen where does hydrogen come from difference between fuel cell and battery hydrogen facts hydrogen fuel cell facts
Most searched keywords on cafcp.org search engine	biodiesel cost bus briefing hydrogen HyPPO	40404 well to wheels California Road Map career cost	executive board Hydrogenics how it works hydrogen joe gagliano
Most referred websites	google.com yahoo bing disqus arb.ca.gov	google.com yahoo bing arb.ca.gov semalt.semalt.com	google.com yahoo bing arb.ca.gov www1.social-buttons.com

FACEBOOK	Jan-15	Feb-15	Mar-15
New likes	21	21	35
Lifetime likes	2,655	2,669	2,559
Lifetime Post Total Reach	12,926	10,685	12,571
Lifetime Engaged Users	1,367	1,194	1,182

TWITTER	Jan-15	Feb-15	Mar-15
Total Followers	1994	2042	2090
Total Lifetime Tweets	10252	10457	10676
Link Clicks	336	319	395

E-blast – Well to Wheels	
Air Benefits – Sept. 16, 2014	
Contacts:	8,564
Opened:	15% - 1,285 contacts
Bounced:	1.7% - 149 contacts
No Info:	83.3% - 7,130
Clicked:	1% - 107 contacts
Unsubscribed:	13

E-blast – Well to Wheels	
Water Consumption – Oct. 6, 2014	
Contacts:	8,506
Opened:	15.0% - 1,276 contacts
Bounced:	1.4% - 120 contacts
No Info:	83.6% - 7,110 contacts
Clicked:	1% - 126 contacts
Unsubscribed:	9

E-blast – Well to Wheels	
Climate Change – Sept. 22, 2014	
Contacts:	8,530
Opened:	13.8% - 1,173 contacts
Bounced:	1.7% - 147 contacts
No Info:	84.5% - 7,210 contacts
Clicked:	1% - 95 contacts
Unsubscribed:	6

E-blast – Well to Wheels	
Energy Security – Oct. 13, 2014	
Contacts:	8,443
Opened:	12.4% - 1,051 contacts
Bounced:	1.9% - 162 contacts
No Info:	85.6% - 7,230 contacts
Clicked:	1% - 53 contacts
Unsubscribed:	6

E-blast – Well to Wheels	
Energy Efficiency – Sept. 29, 2014	
Contacts:	8,504
Opened:	14.6% - 1,239 contacts
Bounced:	1.7% - 145 contacts
No Info:	83.7% - 7,120 contacts
Clicked:	2% - 146 contacts
Unsubscribed:	11