



HTAC External Communications Subcommittee

OUTREACH WEBSITE PROJECT UPDATE

FEBRUARY 14, 2018

GARY P. STOTTLER, P.E.

GENERAL MOTORS GLOBAL PROPULSION SYSTEMS

Project Team

- ▶ Thanks to
 - ▶ Vanessa Trejos - FCTO
 - ▶ Greg Kleen – FCTO
 - ▶ Deanna Schenck – FCTO
 - ▶ Morry Markowitz – FCHEA
 - ▶ Connor Dolan – FCHEA
 - ▶ Margarita Mann – GM
 - ▶ HTAC members
- ▶ Your support and assistance is greatly appreciated!

HTAC Outreach Website Project

- ▶ Objective: Provide one-stop source of consistent, compelling messages, answers, and images to inform and educate media, policy makers and the public about the benefits of hydrogen and fuel cells.

Site features:

- ▶ “Landing Page” (home page) with broad images, FAQs, and links to modules of information
- ▶ Modules providing “elevator speech” level information on key hydrogen and fuel cell topics
 - ▶ Why Fuel Cells?
 - ▶ How does a Fuel Cell Work?
 - ▶ How do FCEVs and BEVs work together?
 - ▶ How does Hydrogen Safety compare?
 - ▶ Where can I get Hydrogen?
- ▶ The modules contain links to fact-checked, confirmed information

Project status:

To date:

- ✓ Approved by HTAC - May, 2017
- ✓ Project team completed assembled material - September, 2017
- ✓ Permission obtained for images - December, 2017
- ✓ Leadership review of final materials - January, 2018

Today:

- ▶ Update HTAC members
- ▶ Share content for discussion

Next Steps:

- ▶ FCTO Conduct internal website approval process – February, 2018
- ▶ Complete final webpage design – February/March, 2018
- ▶ Implement on HTAC page of EERE website – March 2018