Campaign Overview

February 14, 2018

FCHEA
Fuel Cell & Hydrogen Energy Association

Strategic Elements

California Engagement

Meetings with Influencers and Decision makers

Earned Media

Op-ed Series

Participation in Industry Events

California Engagement – Northeast State Capitol Tour

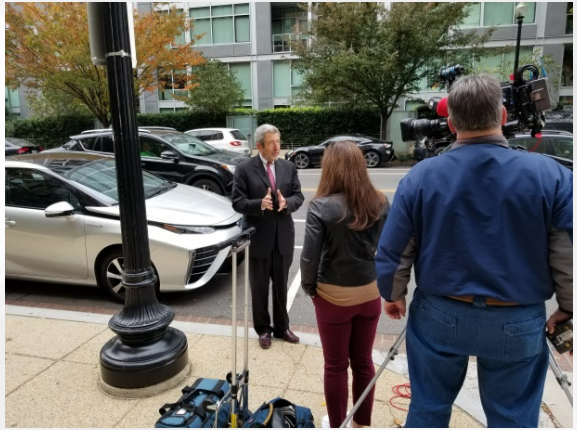
- FCHEA traveled with California officials from the California Energy Commission, Air Resources Board, and Governor's Office, as well as industry representatives from Toyota, Honda and Air Liquide
- Visited Trenton, New York City, Hartford, Albany, Providence, and Boston

Stakeholder Engagement

Met with over 20 different stakeholder organizations and dozens of individuals

Media Engagement

Held over 30 one-on-one media briefings and eight media FCV ride and drives



Bylines & Op-Eds

Placed nine op-eds Automotive News, Detroit News, Washington Times, Crain's New York, The Hill, Boston Business Journal, Washington Examiner, Commonwealth Magazine, and the Albany Times Union

Many additional media placements and published interviews on television, radio, online and in print

Automotive News “There’s room on the road for all ZEVs”
The Detroit News “The future of zero emission cars”
Crain’s “What zero-emission vehicles need to own the road in New York”
The Hill “Hydrogen holds the key for next eco-friendly car boom”
Boston Business Journal “Viewpoint: In Massachusetts, a resounding yes for zero-emission vehicles”
Times Union “New York should boost fuel cell vehicle technology”
The Washington Times “Fuel Cells—The ‘Triple Crown’ winner for America’s energy future”
CommonWealth “Fuel cell vehicles need more support”
Washington Examiner “Hey, Congress: There’s room on the road for all zero-emission vehicles”

Events Supported

Held ride & drives, hosted exhibits, and provided presentations at 25 conferences and events to increase awareness with key groups, policymakers, and the public

Thank you!

FCHEA