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