



## Clean Fleet Expo Event Report

Marin Exhibit Hall | September 12, 2024 | 9 AM - 4 PM



|   |           |
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## Event Overview

The Transportation Authority of Marin held the second annual Clean Fleet Expo at the Marin County Fairgrounds on September 12th, 2024. The expo offered an immersive electric vehicle (EV) and alternative fuels experience for public agencies and fleet managers throughout the North Bay. Light-duty, medium-duty, off-road, and micromobility EVs were on display. Industry experts delivered breakout sessions and discussions about fleet conversion planning, incentives, procurement, and funding. Dealers and manufacturers provided details about vehicle features and functionality.

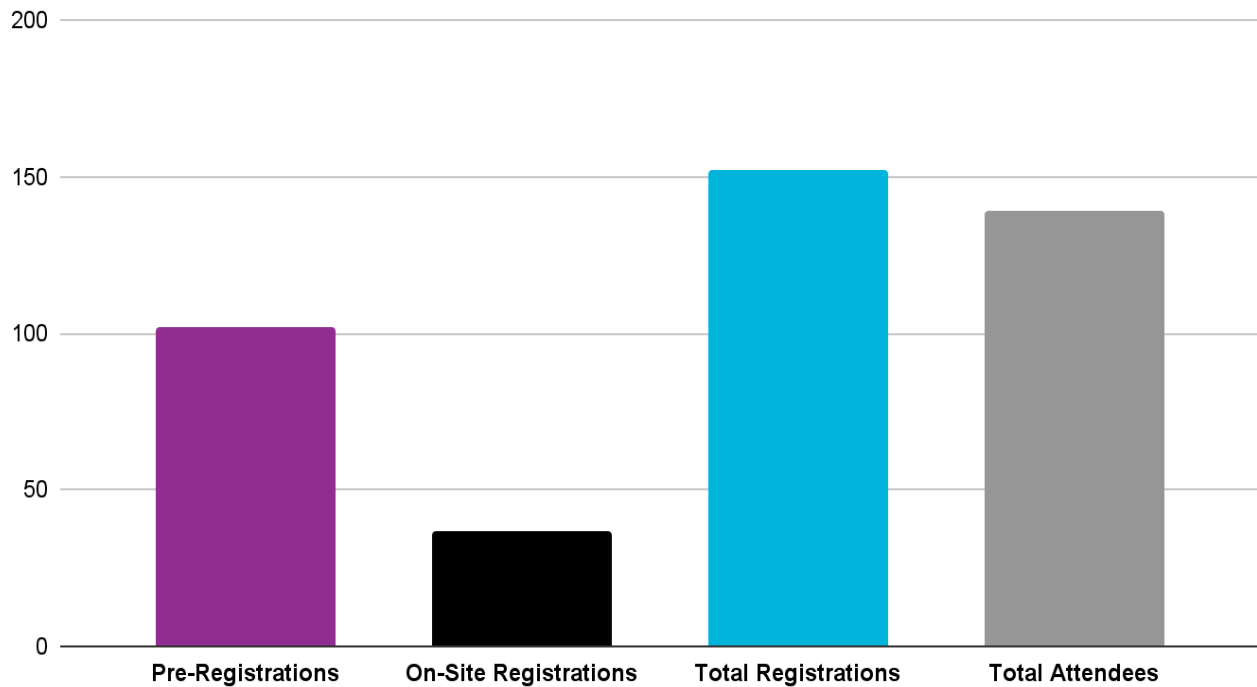


## Event Highlights

- 139 in attendance
- Opening remarks delivered by Brian Colbert, council member for San Anselmo and Transportation Authority of Marin County board member
- Debs Schrimmer, from the Joint Office of Energy and Transportation, served as event keynote
- Two breakout sessions and two speaking panels were well-attended with engaged audiences
- An electric school bus tour was delivered by Oakland Unified School District
- Attendees interacted with light-duty, medium-duty, off-road, and micromobility EVs

## Participation Data

| Exposure | Speakers | Exhibitors | Display Vehicles |
|----------|----------|------------|------------------|
| 6,500+   | 15       | 14         | 16               |



| Pre-Registrations | On-Site Registrations | Total Registrations | Total Attendees |
|-------------------|-----------------------|---------------------|-----------------|
| 102               | 37                    | 152                 | 139             |

## Exhibitors






- California Air Resources Board (CARB)
- California Sunlight
- Earthling Auto
- East Bay Clean Cities
- Ford
- GRID Alternatives
- Kingsburg Trucks
- Marin Transit
- NV5
- Oakland Unified School District
- Polaris
- Sprocket Mobility
- Sunwise Auto Group
- Sustainable Living Builders
- TEC Equipment

## Event Sponsors





Event sponsorships contributed to costs associated with:

- Food and refreshments
- Event materials
- Signage
- Staging and A/V equipment use

### Event Vehicles

There were sixteen EVs on display during the event including light-duty, medium-duty, heavy-duty, and micromobility options. Additionally, Oakland Unified School District provided an electric school bus tour. The following list are the vehicles that were present:

- Oakland Unified School District
  - Zum Type A Electric School Bus
- Marin Transit
  - 35-foot BYD Zero Emission Bus
- Kingsburg Trucks
  - Workhorse W4 CC Utility Truck All-Electric Zero Emissions
  - Workhorse W4 CC Dump All-Electric Zero Emissions
- Polaris
  - Ranger XP Kinetic Electric UTV
- Serramonte Ford
  - Ford Mach-E
  - Ford F-150 Lightning
  - Ford E-Transit
- TEC Equipment
  - Zero Emission Battery Electric Class 5 Truck (2)
  - Mack MD Electric
- BMW of San Rafael
  - BMW i5
  - BMW iX
- Micromobility
  - Electro-utility Scooter (2)
  - Electro-utility Cart

### Speakers

The expo commenced with opening remarks from Brian Colbert, council member for San Anselmo and Transportation Authority of Marin County board member. During lunch, a keynote presentation addressed policy research, micromobility, and partnerships with transit agencies. Two informative panels were held, focusing on fleet charging and strategies for transitioning to electric fleets. The event also featured two breakout sessions

discussing state regulations and electric fleets for schools.

## Keynote

Senior Advisor for Community and Urban Charging at the federal Joint Office of Energy and Transportation, Debs Schrimmer, joined as the keynote speaker. Debs brought a wealth of expertise in policy research, micromobility, and transit agency partnerships. Her pioneering work in innovative street design and curb management has reshaped urban transportation landscapes. Debs shared insights about funding opportunities to drive their sustainability initiatives forward.

## Breakout Sessions

The California Air Resources Board (CARB) hosted the “Aligning with CARB Regulations” breakout session. It was led by Abraham Sotelo and Julie Cooper, Air Pollution Specialists in the Mobile Source Control Division. The discussion highlighted ways for fleet managers to implement the Innovative Clean Transit (ICT) Regulation and the

Advanced Clean Fleets (ACF) Regulation. CARB also identified efforts to collaborate with stakeholders on compliance strategies and best practices for zero-emission technology deployment.

The “Empowering School Transportation: Advancements in School Fleet Vehicles and Charging” breakout session, led by Brent Johnson with NV5 and Rudi Halbright with PG&E, explored the latest technological advancements, case studies, and financial resources crucial for implementing EV charging solutions in school fleet operations. Panelists highlighted innovations in EV technology tailored for school fleets; discussed successful case studies about implementation strategies and impact on sustainability and efficiency; and provided insights into funding opportunities such as grants and incentive programs. Attendees discussed strategies to drive the adoption of electric school fleets forward.

## Panelists

Richard Battersby of East Bay Clean Cities moderated “Beyond Single Family Home Charging: Multi-Unit Dwellings, Workplaces, Retail, Public Spaces”. Patrick Finch with Electro Tempo, Maryline Daviaud Lewett with NV5, and Nadav Gur with Port Power



participated as experts. Panelists addressed the challenges faced by residents of multi-family dwellings, particularly in lower-income communities, who often lack access to at-home charging. The conversation highlighted barriers encountered by building owners in installing chargers and explored innovative strategies and policies to enhance access. Additionally, participants reviewed California's latest regulations on charging deployment, the growing interest from real estate developers in providing EV charging as an amenity, and the rise of retail charging to attract customers and benefit communities.

Kirk Brown of REACH Strategies moderated “Making the Transition to Electric Fleets: Benefits, Procurement Strategies, and Funding Opportunities”. Wes Lowe with Kingsburg Trucks, Brent Johnson with NV5, and Richard Battersby with East Bay Clean Cities participated as experts. Panelists discussed benefits of transitioning to EVs for fleets, including cost savings on fuel and maintenance and improved operational efficiency. They highlighted recent advancements in electric fleet technology, using case studies to showcase successful implementations. Panelists offered best practices for integrating EVs into existing fleets (including selecting and evaluating EVs), optimizing procurement processes, navigating regulatory requirements, and securing funding through grants.

### **Electric School Bus Tour**

The Oakland Unified School District (OUSD) invited attendees to experience a ride in one of its new electric school buses. OUSD has added 74 electric buses to its fleet this year, all featuring bidirectional charging capabilities. During the event, Kim Raney, OUSD's Director of Transportation, spoke with riders about the fleet conversion project. She explained that the initiative aims to improve the bus experience for children with special needs. The electric buses are paired with technology that alerts parents and caregivers a few minutes before the bus arrives, reducing the need for families to wait outside. The electric buses also provide a quieter, cleaner ride with fewer emissions, which helps reduce sensory triggers for students, allowing them to start their day with less stress. While learning about the fleet electrification project, riders enjoyed an air conditioned ride with comfortable seats.

### **Exhibitor Outreach**

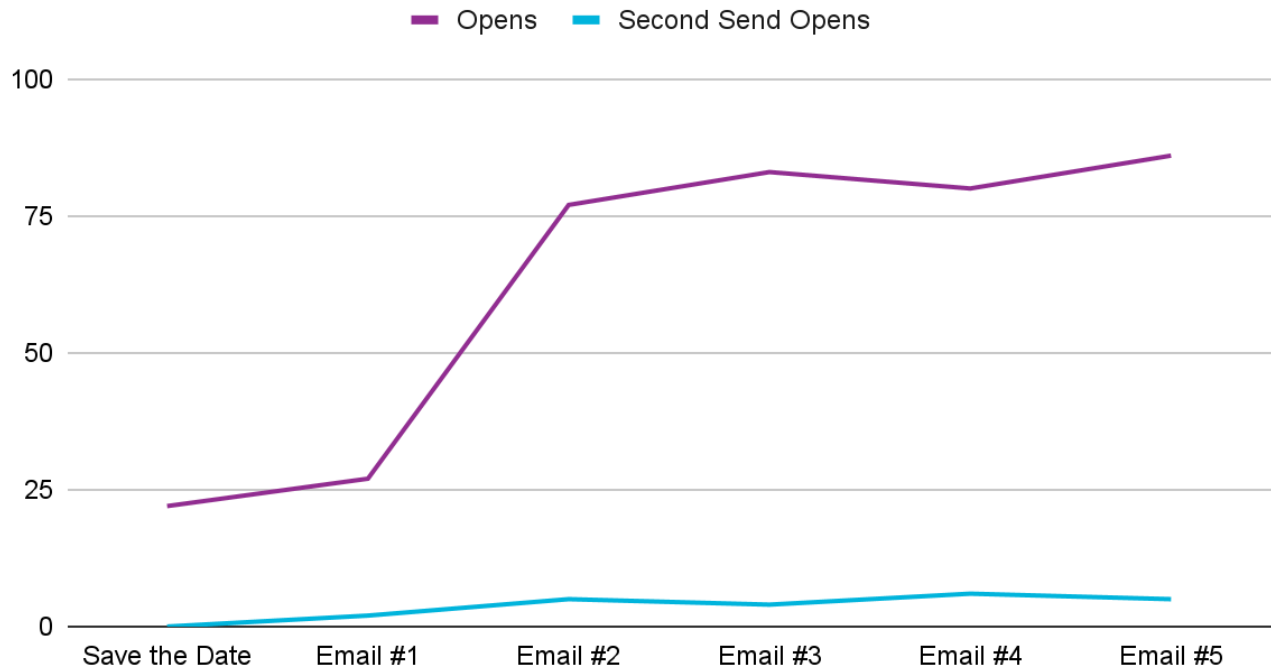
Exhibitors and speaker outreach involved a multifaceted approach, including phone calls, targeted email campaigns, and personalized follow-ups. This effort resulted in the participation of 14 exhibitors and 15 speakers at the event.

### **Exhibitor Email Campaigns**

The following data comprises the analytics of the email campaigns used during outreach to exhibitors and speakers.



## Opens and Second Send Opens



### First Sends:

|                         | Save the Date<br>6/20 | Email #1<br>Date<br>6/27 | Email #2<br>Date<br>7/16 | Email #3<br>Date<br>8/7 | Email #4<br>Date<br>8/26 | Email #5<br>Date<br>9/5 |
|-------------------------|-----------------------|--------------------------|--------------------------|-------------------------|--------------------------|-------------------------|
| <b>Number of emails</b> | 177                   | 172                      | 501                      | 522                     | 500                      | 492                     |
| <b>Delivered</b>        | 173                   | 171                      | 480                      | 495                     | 491                      | 481                     |
| <b>Opens</b>            | 22                    | 27                       | 77                       | 83                      | 80                       | 86                      |
| <b>Open Rate</b>        | 12.7%                 | 15.8%                    | 16%                      | 16.8%                   | 16.3%                    | 17.9%                   |
| <b>Clicks</b>           | 0                     | 2                        | 5                        | 4                       | 6                        | 5                       |
| <b>Click Rate</b>       | 0%                    | 1.2%                     | 1%                       | 0.8%                    | 1.2%                     | 1%                      |
| <b>Unsubscribe Rate</b> | 1                     | 0                        | 2                        | 3                       | 4                        | 2                       |

## Second Sends:

|                  | Save the Date<br>6/24 | Email #1<br>Date<br>7/2 | Email #3<br>Date<br>8/9 | Email #4<br>Date<br>8/29 |
|------------------|-----------------------|-------------------------|-------------------------|--------------------------|
| Number of emails | 153                   | 147                     | 426                     | 420                      |
| Delivered        | 152                   | 146                     | 411                     | 413                      |
| Opens            | 10                    | 4                       | 31                      | 22                       |
| Open Rate        | 6.6%                  | 2.7%                    | 7.5%                    | 5.3%                     |
| Clicks           | 0                     | 0                       | 1                       | 0                        |
| Click Rate       | 0%                    | 0%                      | 0.2%                    | 0%                       |
| Unsubscribe Rate | 0                     | 0                       | 1                       | 1                        |

## E-Bus Outreach

As part of our outreach efforts, we engaged with electric school bus manufacturers, distributors, and local school districts to organize an electric school bus ride that would allow attendees a hands-on experience with an e-bus and the opportunity to learn more about the procurement process.

|                  | E-Bus Outreach<br>Date 7/9 | E-Bus Outreach<br>Date 8/21 |
|------------------|----------------------------|-----------------------------|
| Number of emails | 23                         | 4                           |
| Delivered        | 19                         | 3                           |
| Opens            | 14                         | 1                           |
| Open Rate        | 73.7%                      | 33.3%                       |
| Clicks           | 0                          | 1                           |
| Click Rate       | 0%                         | 33.3%                       |

## Attendee Outreach

## Attendee Email Campaigns

Outreach efforts for this event targeted a diverse group of professionals from across the Bay Area, including fleet managers, business owners, government agencies, municipal leaders, school administration and operations professionals, school facilities managers, fleet operators, and school board members.

### First Sends:

|                         | Save the Date<br>6/20 | Email #1<br>Date<br>6/27 | Email #2<br>Date<br>7/16 | Email #3<br>Date<br>8/7 | Email #4<br>Date<br>8/26 | Email #5<br>Date<br>9/5 | Email #6<br>Date<br>9/9 | Email #7<br>Date<br>9/11 |
|-------------------------|-----------------------|--------------------------|--------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|
| <b>Number of emails</b> | 814                   | 790                      | 651                      | 766                     | 728                      | 719                     | 75                      | 98                       |
| <b>Delivered</b>        | 788                   | 781                      | 639                      | 745                     | 715                      | 705                     | 74                      | 98                       |
| <b>Opens</b>            | 196                   | 199                      | 168                      | 191                     | 218                      | 150                     | 40                      | 50                       |
| <b>Open Rate</b>        | 24.9%                 | 25.5%                    | 26.3%                    | 25.6%                   | 30.5%                    | 21.3%                   | 54%                     | 51%                      |
| <b>Clicks</b>           | 0                     | 17                       | 15                       | 4                       | 8                        | 6                       | 14                      | 23                       |
| <b>Click Rate</b>       | 0%                    | 2.2%                     | 2.3%                     | 0.5%                    | 0.01%                    | 0.9%                    | 18.9%                   | 23.5%                    |
| <b>Unsubscribe Rate</b> | 4                     | 7                        | 2                        | 5                       | 2                        | 1                       | 0                       | 0                        |

### Second Sends:

|                         | Save the Date<br>6/24 | Email #1<br>Date<br>7/2 | Email #3<br>Date<br>8/9 | Email #4<br>Date<br>8/29 |
|-------------------------|-----------------------|-------------------------|-------------------------|--------------------------|
| <b>Number of emails</b> | 610                   | 596                     | 574                     | 527                      |
| <b>Delivered</b>        | 604                   | 587                     | 561                     | 515                      |

|                         |      |       |      |       |
|-------------------------|------|-------|------|-------|
| <b>Opens</b>            | 50   | 53    | 47   | 57    |
| <b>Open Rate</b>        | 8.3% | 9.03% | 8.4% | 11.1% |
| <b>Clicks</b>           | 0    | 3     | 2    | 5     |
| <b>Click Rate</b>       | 0%   | 0.5%  | 0.4% | 1%    |
| <b>Unsubscribe Rate</b> | 2    | 2     | 2    | 0     |

## Event Promotion

A [landing page](#) was created for the Clean Fleet Expo where visitors could learn about event offerings and register. The landing page was used across all promotional and marketing efforts as a point of reference for potential exhibitors, speakers, and attendees.

|                     | Sessions | New Sessions | New Visitors | Bounce Rate | Pages per Session | Avg Session Duration |
|---------------------|----------|--------------|--------------|-------------|-------------------|----------------------|
| <b>Landing Page</b> | 131      | 39.69%       | 52           | 76.34%      | 2.19              | 1m 58s               |

## Promotional Materials

The following creative assets were distributed as part of event promotion and given to event exhibitors, speakers, stakeholders, and collaborators to share with their networks. Promotional materials were available in English and Spanish. The complete promotional kit is available [here](#).

## Email



## Flyers

2024

# CLEAN FLEET EXPO

September 12 | 9:00 am - 4:00 pm  
Marin County Fairgrounds

Join industry leaders, experts, and innovators in fleet management to explore the latest advancements in clean and sustainable transportation.

**PRESENTED BY:**  
TAM  
Transportation Authority of Marin

**Don't miss out on the opportunity to:**

- Learn about local, state, and federal incentives
- Interact with alternative fuel vehicles
- Meet dealers and manufacturers to learn about vehicle specifications and capabilities

Hear from experts through panel discussions and breakout sessions, including:

- Installing charging infrastructure at multi-family dwellings and business
- Advances in EV technology for school fleets
- Making the transition to EV's benefits, procurement strategies, and funding opportunities

Register Now! Visit: [event.org/CleanFleetExpo](http://event.org/CleanFleetExpo)





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## Social Media

WE'RE EXCITED TO ANNOUNCE OUR PARTICIPATION AT THE

2024

# CLEAN FLEET EXPO

September 12, 2024  
9:00 am - 4:00 pm  
Marin County Fairgrounds  
10 Avenue of the Flags  
San Rafael, CA 94903

**PRESENTED BY:**  
TAM  
Transportation Authority of Marin




2024

# CLEAN FLEET EXPO

September 12, 2024  
9:00 am - 4:00 pm  
Marin County Fairgrounds  
10 Avenue of the Flags  
San Rafael, CA 94903

[event.org/CleanFleetExpo](http://event.org/CleanFleetExpo)







2024 CLEAN FLEET EXPO

September 12, 2024  
9:00 am - 4:00 pm  
Marin County Fairgrounds  
10 Avenue of the Flags  
San Rafael, CA 94903

PRESENTED BY: TAM Transportation Authority of Marin

2024 CLEAN FLEET EXPO

TAM Transportation Authority of Marin

2024 CLEAN FLEET EXPO

September 12, 2024  
9:00 am - 4:00 pm  
Marin County Fairgrounds  
10 Avenue of the Flags  
San Rafael, CA 94903

TAM Transportation Authority of Marin

### Partner Promotion

After receiving the promotional kit, a number of organizations actively promoted the event. The following list is a sample of social media posts that were made.

- [Kingsburg Truck Sales](#)
- [Marin Transit](#)
- [MCE](#)
- [NV5](#)

### Press Release

A press release was drafted and distributed to local organizations and media outlets. It resulted in an online placement by [Marin Transit](#).

|                  | Press Release Outreach<br>Date 9/5 | Press Release Outreach<br>9/10 |
|------------------|------------------------------------|--------------------------------|
| Number of emails | 31                                 | 30                             |
| Delivered        | 29                                 | 29                             |
| Opens            | 11                                 | 12                             |
| Open Rate        | 37.9%                              | 41.4%                          |
| Clicks           | 0                                  | 1                              |

|                   |    |      |
|-------------------|----|------|
| <b>Click Rate</b> | 0% | 3.4% |
|-------------------|----|------|

## Registration Survey Summary

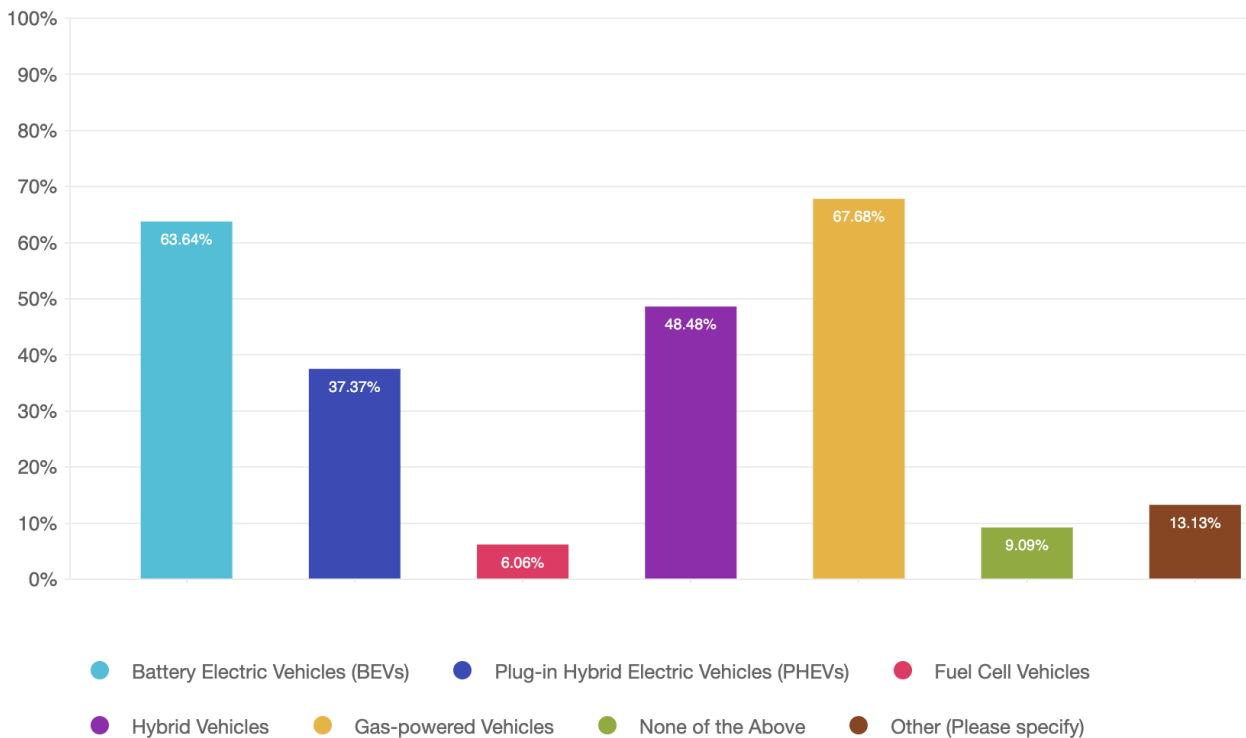
The purpose of the 2024 Clean Fleet Expo registration survey was to gather information from attendees ahead of their participation in the event. Participants were requested to provide basic contact information and share procurement plans along with topics of interest.

### Survey Highlights

- 47% of respondents have plans to procure additional vehicles in the next year
- 64% of participants currently have BEVs in their fleet
- 48% of participants currently have hybrid vehicles in their fleet
- 37% of participants currently have PHEVs in their fleet

### Survey Results

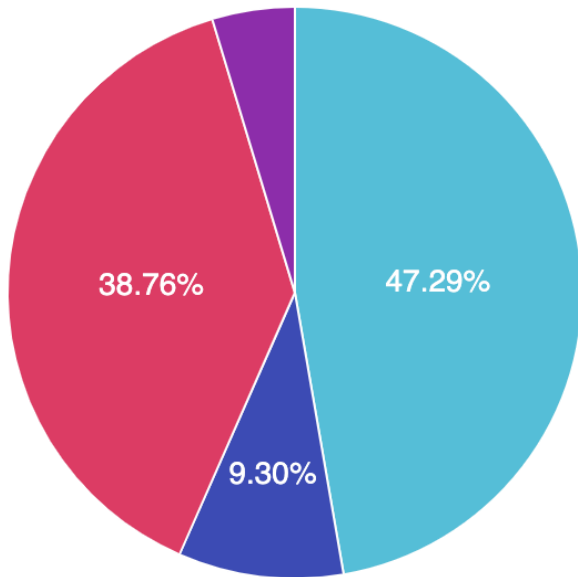
What types of vehicles are currently in your fleet? (check all that apply)



Other:

- 1. EV
- 2. CLEARResult
- 3. Diesel (3)
- 4. Marin made EV driveable toolboxes
- 5. Diesels, Diesel-Hybrid
- 6. Diesel powered equipment
- 7. F250
- 8. Large Trucks
- 9. Vessels (2)
- 10. Electric Ferries (via Angel Island Tiburon Ferry)

Do you have plans to procure additional vehicles in the next year?



● Yes ● No ● Unsure ● Other (Please specify)

Other:

- 1. For my town
- 2. CLEARResult offers Technical Assistance for MCE
- 3. After July 1st, 2025
- 4. Applied for a grant for EV school buses

How many vehicles do you plan to procure?



|    | <b>Organization</b>   | <b>Number of Vehicles</b> |
|----|---|---------------------------|
| 1  | Performance Food Group  | 100                       |
| 2  | Town of Corte Madera  | 3-4                       |
| 3  | Youth Transportation Organization                             | 10                        |
| 4  | PACE Supply Corp.   | 20                        |
| 5  | Ross Valley Fire  | 2                         |
| 6  | Sustainable Living Builders Inc.                              | 3                         |
| 7  | Contra Costa County Public Works Facilities Services Division | 20                        |
| 8  | Fairfax Police Department                                     | 1                         |
| 9  | Contra Costa County Public Works Fleet Division               | 125                       |
| 10 | City and County of San Francisco                              | 100                       |
| 11 | City of Vallejo   | 15                        |
| 12 | UC Berkeley Facilities Services                               | 10                        |
| 13 | Elise Hunter Consulting                                       | 20                        |
| 14 | Contra Costa County   | 60                        |
| 15 | County of Sonoma  | 50                        |
| 16 | Marin County  | 5+                        |
| 17 | City of Santa Rosa  | 1-2                       |
| 18 | Central Marin Police Authority                                | 4                         |
| 19 | City of Santa Rosa  | 100                       |
| 20 | Marin County Parks  | 2                         |
| 21 | UCSF  | 2                         |
| 22 | Port of Okaland   | 4                         |
| 23 | Port of Okaland   | 5                         |

|    |                                       |       |
|----|---------------------------------------|-------|
| 24 | UC Berkeley                           | 10-20 |
| 25 | UC Berkeley                           | 1     |
| 26 | UC Berkeley                           | 10+   |
| 27 | UC Berkeley Facilities Services       | 6-10  |
| 28 | Marin Sheriff                         | 5     |
| 29 | County of Alameda                     | 30    |
| 30 | Shoreline Unified School District     | 2     |
| 31 | City of Mill Valley                   | 5     |
| 32 | City of Vallejo                       | 15    |
| 33 | County of Sonoma                      | 80    |
| 34 | Marin County Sheriff's Office         | 15    |
| 35 | City of Vallejo                       | 5     |
| 36 | Tamalpais Community Services District | 2     |
| 37 | Central Marin Police Authority        | 2     |
| 38 | Marin Academy High School             | 2-4   |

Do you have a green procurement policy? If yes, please explain.

|   | Yes   | No                     | Explanation  |
|---|---|------------------------|--|
| 1 |   | Performance Food Group |  |
| 2 | Youth Transportation Organization                             |                        |  |
| 3 |   | Ross Valley Fire       |  |
| 4 | Contra Costa County Public Works Facilities Services Division |                        | We have an Administrative Bulletin requiring vehicle purchases to be zero emission or PHEV with at least 30 miles range on battery power. Exemptions have to be justified and approved by the County Administrator's Office and Fleet Manager. |
| 5 | MCE   |                        | California Green Business  |

|    |   |                                |  |
|----|---|--------------------------------|--|
|    |   |                                | certified.   |
| 6  | Fairfax Police Department                       |                                |  |
| 7  | Contra Costa County Public Works Fleet Division |                                | We are mandated by the Board of Supervisors of Contra Costa County to procure BEVs and PHEVs when possible to reduce our Carbon Footprint annually |
| 8  | City and County of San Francisco                |                                | California ACF law is getting us to buy 50% ZEV for the next two years.  |
| 9  | Town of Fairfax                                 |                                | Council direction to move towards electrification of fleet vehicles and establishment of a microgrid.  |
| 10 | UC Berkeley Facilities Services                 |                                | ePACT<br>ACF   |
| 11 | Elise Hunter Consulting                         |                                | Vehicle replacement policy for EVs or PHEVs.   |
| 12 | Contra Costa County                             |                                | All new vehicle procurement must be ZEV. County Fleet Manager and County Administrator signature required for all waivers to this policy.          |
| 13 |   | County of Sonoma               |  |
| 14 | City of Santa Rosa                              |                                | The City of Santa Rosa has a plan to start replacing gas powered vehicles with EV vehicles.  |
| 15 |   | Central Marin Police Authority |  |
| 16 | Marin County Parks                              |                                | We are trying to go green in the future  |
| 17 | UCSF  |                                | UCOP Policy essentially requires 100% electric for certain vehicle classes and a total of 50% of other vehicle                                     |

|    |                                       |                             |   |
|----|---------------------------------------|-----------------------------|---|
|    |                                       |                             | types to be electric.   |
| 18 | UCSF                                  |                             | 50% of all purchases are EV or Hybrid.  |
| 19 | MCE                                   |                             | We are a California Green Business.   |
| 20 | Port of Okaland                       |                             | If an alternative fuel option is available we have to purchase it, Mandated by our Board of Directors.                          |
| 21 | University of CA Berkeley             |                             |   |
| 22 | UC Berkeley Facilities Services       |                             | 75% of light duty vehicle purchases must be alternative fueled.   |
| 23 | City of San Rafael                    |                             | We are almost complete with our new fleet policy which preferences green fleet and CARB rules.                                  |
| 24 |                                       | County of Marin             | But we have just secured an MTC grant to develop a fleet electrification plan.  |
| 25 | City of Mill Valley / Town of Tiburon |                             | Have drafted an environmentally preferable procurement policy with information on CARB regulations.                             |
| 26 | City of Santa Rosa                    |                             | Follows State guidelines. In order based on availability and applicability. BEV, Plug In Hybrid, Hybrid, Alternative Fuel, ICE. |
| 27 |                                       | Mill Valley School District |   |
| 28 |                                       | Mead & Hunt                 |   |
| 29 | Tamalpais Community Services District |                             | Looking for EV trucks to meet CARB regulations  |

## Attendee Post-Event Survey Summary

The purpose of the post-event survey is to provide a comprehensive overview of attendees' experience and capture insights and suggestions for improvement. This summary will be considered during future event planning to enhance the effectiveness of the event and overall participant experience.

## Attendee Post-Event Survey Results

Please rate the value of the Beyond Single Family Home Charging panel

- One hundred percent of respondents rated 5/5.

Please rate the value of the Aligning with CARB Regulations breakout session.

- One hundred percent of respondents rated 5/5.

Please rate the value of the Making the Transition to Electric Fleets panel.

- Fifty percent of respondents rated 5/5.
- Fifty percent of respondents rated 4/5.

Did the Clean Fleet Expo event increase your understanding of vehicle procurement, funding, fleet electrification?

- Forty percent of respondents rated 5/5.
- Forty percent of respondents rated 4/5.
- Twenty percent of respondents rated 3/5.

How did you hear about this event?

- Invite from Transportation Authority of Marin
- Email (3)
- Vendor

Please share your most memorable experience at the event.

- I met a few great attendees.

Would you like to provide any additional feedback?

- It would be much more impactful for me if you were able to share a list of attendees or at least attending companies.

Do you plan to attend next year?

- Sixty percent of attendees responded yes.

- Forty percent of attendees responded maybe.

## Exhibitor Post-Event Survey Summary

The purpose of the exhibitor post-event survey summary is to provide a comprehensive overview of exhibitor feedback. It aims to capture insights, experiences, and suggestions for improvement. This summary will inform future event planning to enhance the overall participant experience.

### Exhibitor Post-Event Survey Results

Please describe the overall event impact based on your experience.

- I enjoyed the event very much and got to see many new products coming out that would be beneficial to the environment.

On a scale of 1-5 stars, how would you rate the overall event?

- One hundred percent of respondents rated 5/5.

On a scale of 1-5 stars, how was your experience working with the production team?

- One hundred percent of respondents rated pre-event logistics 5/5.
- One hundred percent of respondents rated pre-event communications 5/5.
- One hundred percent of respondents rated day-of coordination 5/5.

Do you plan to participate next year?

- One hundred percent of respondents selected yes.

## Recommendations

### Planning: Event Time and Venue

What Worked:

- The timing of the event, Thursday from 9:00 a.m. to 4:00 p.m., worked well. It provided time for all panels and breakout sessions, a catered lunch, and opportunities to explore the exhibit hall.
- The venue was in a central location, near public transportation, and had ample parking.

Lessons Learned:

- The exhibit hall was located at the back of the fairgrounds, which made it difficult for first-time attendees to find upon arrival; therefore, additional signage should be added to better direct attendees to the location.

## Exhibitor and Speaker Outreach

### What Worked:

- Many exhibitors and sponsors from the inaugural event were eager to participate in the event.

### Lessons Learned:

- More input from industry experts about current pain points and trends before the event launch needs to be gathered. This information will be used in determining the direction of content for speaking sessions.

## Attendee Outreach

### What Worked:

- There was a notable increase in a quicker response time for attendee registrations as a result of the momentum from the inaugural event.

### Lessons Learned:

- Identify and target fleet manager cohorts and groups to increase attendee registration.
- Begin outreach sooner and expand throughout the North Bay.

## Panelists and Breakout Sessions

### What Worked:

- We received a significant amount of interest from potential speakers for this year's expo, with a diverse range of experts eager to participate and contribute to the event's success.

### Lessons Learned:

- Conversations and speaking engagements should acknowledge attendees' frustration with regulations while emphasizing actionable strategies to tackle current challenges. Speakers should prioritize solutions and approaches.
- Identify a focus group of experts ahead of event planning to tailor content and event goals to provide solutions to challenges.
- Clarify the goals for each session and establish a stronger process for panelist content approval.
- Some speakers did not align with the agreed upon context for the sessions. A clear direction and approved content should be provided to all speakers.
- Conduct more in-depth research on relevant topics (e.g., challenges) and provide a one-page content overview with the initial speaker invitation.

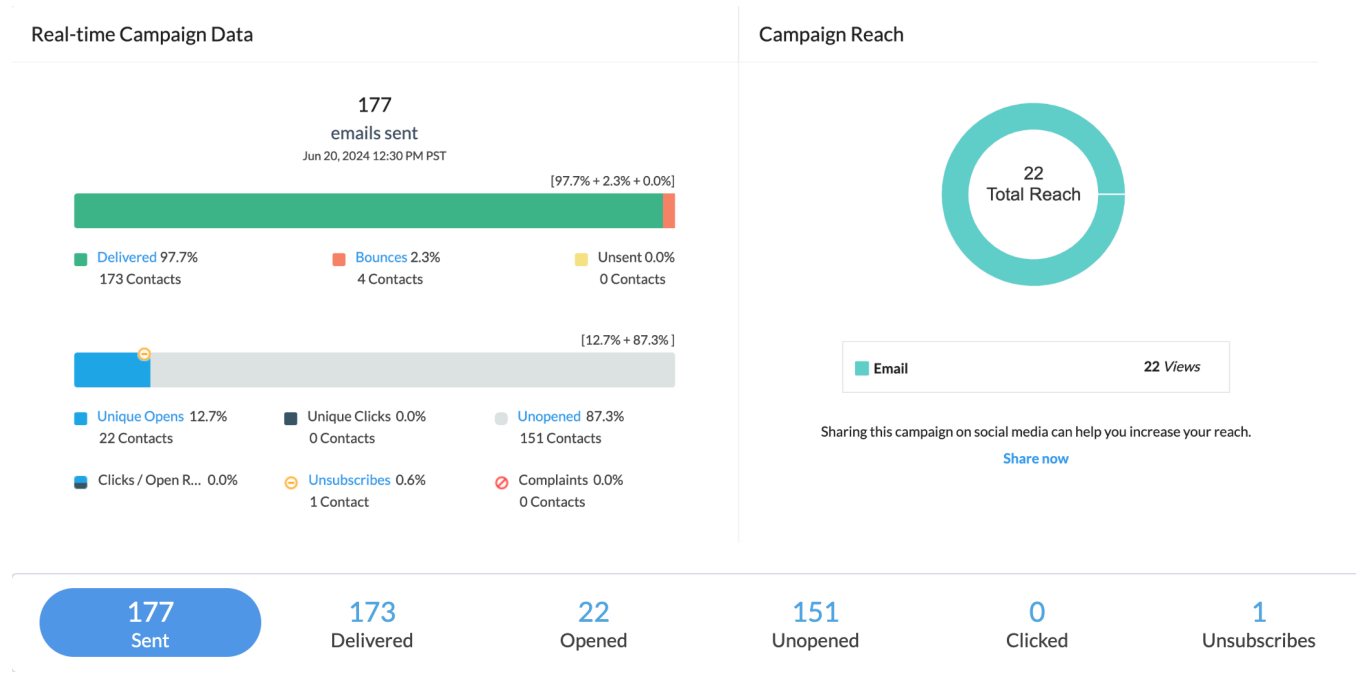
- Ensure that all speaker slides have a deadline for approval prior to the event.
- Begin speaker outreach at least 6 months in advance.



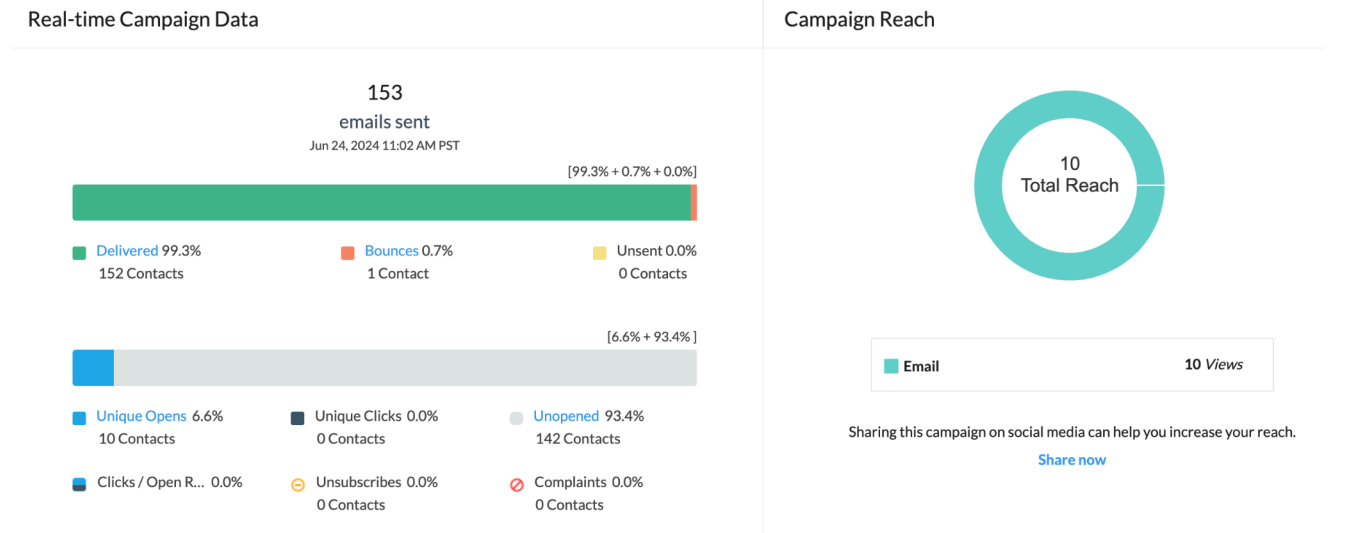
# Appendix A

## Exhibitor Outreach Email Analytics

Save the Date



Save the Date Resend



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152 Delivered

10 Opened

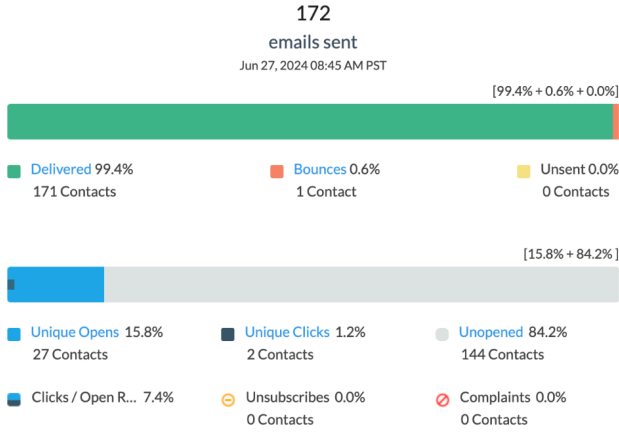
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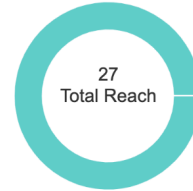
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### Email #1

#### Real-time Campaign Data



#### Campaign Reach



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27 Opened

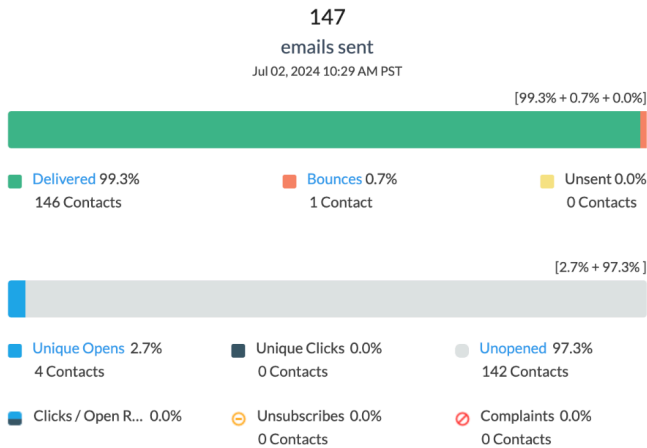
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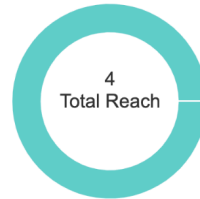
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### Email #1 Resend

#### Real-time Campaign Data



#### Campaign Reach



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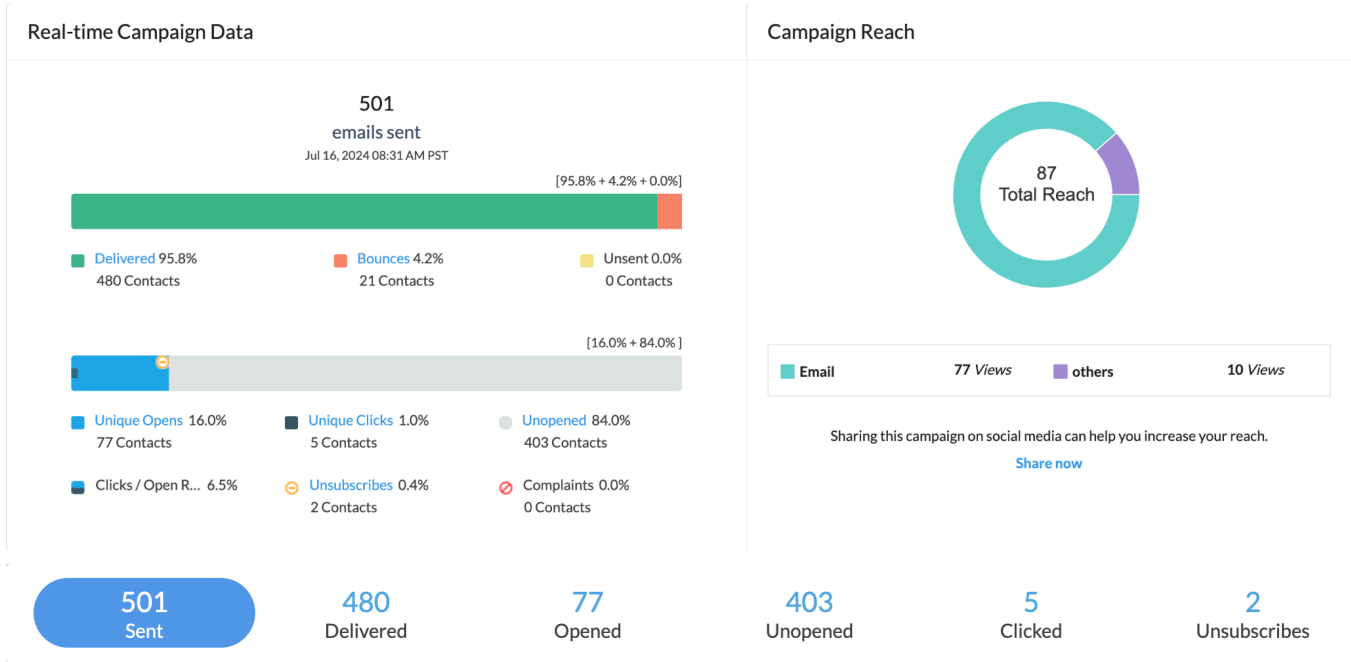
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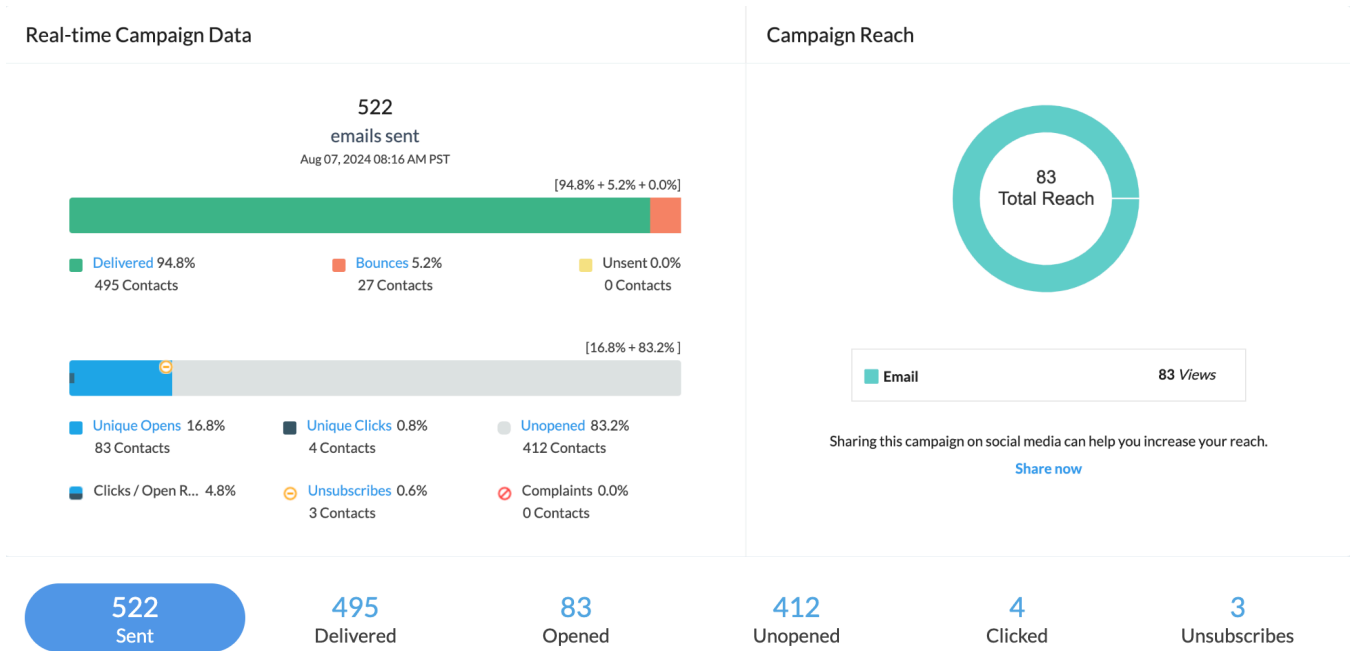
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0 Unsubscribes

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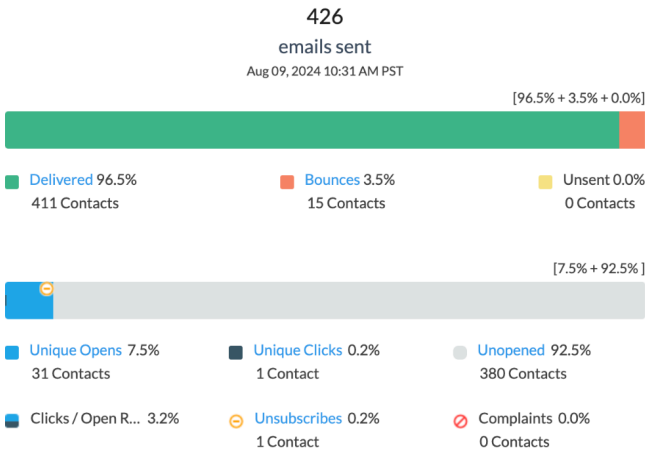


## Email #3



### Email #3 Resend

#### Real-time Campaign Data

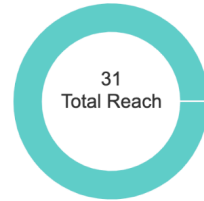


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411 Delivered

31 Opened

#### Campaign Reach



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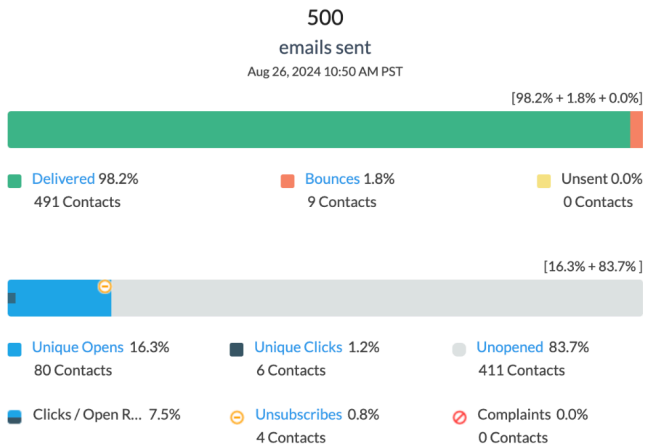
380 Unopened

1 Clicked

1 Unsubscribes

### Email #4

#### Real-time Campaign Data



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80 Opened

#### Campaign Reach



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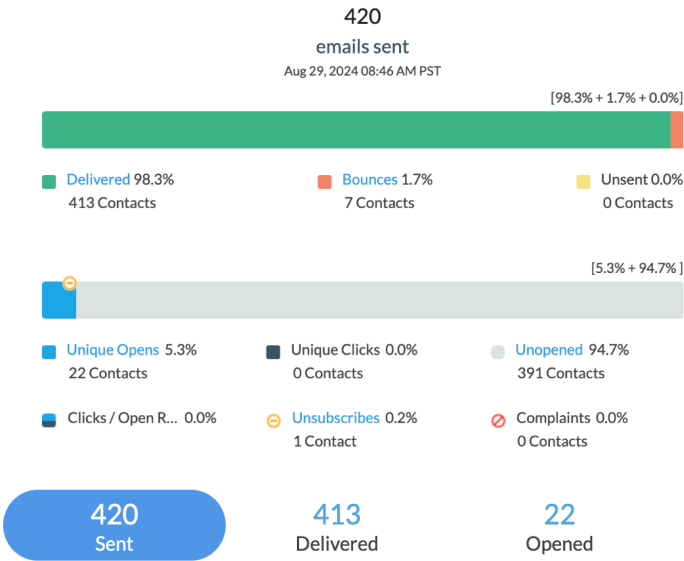
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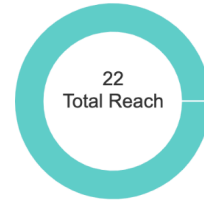
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### Email #4 Resend

#### Real-time Campaign Data



#### Campaign Reach



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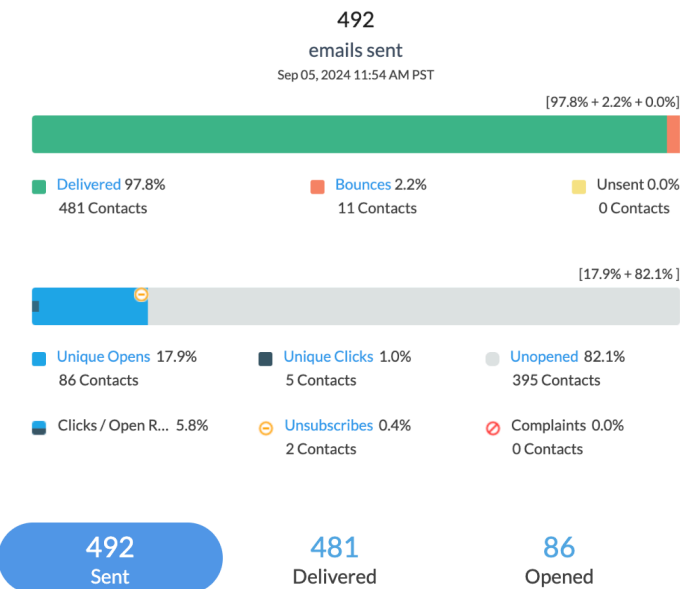
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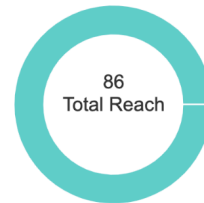
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### Email #5

#### Real-time Campaign Data



#### Campaign Reach



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5 Clicked

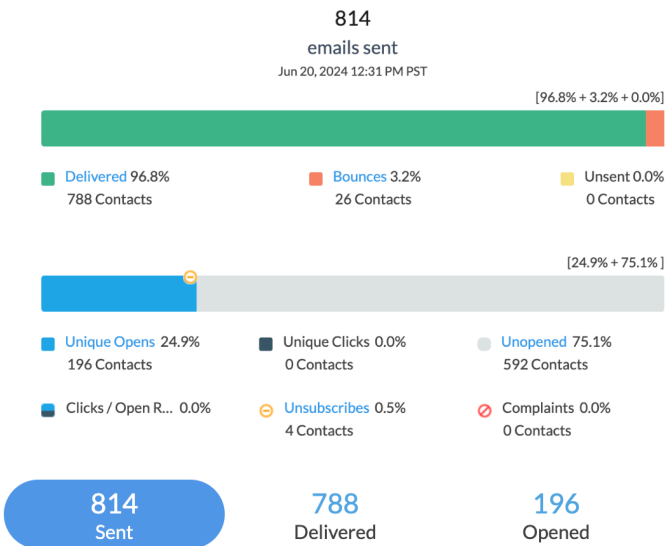
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# Appendix B

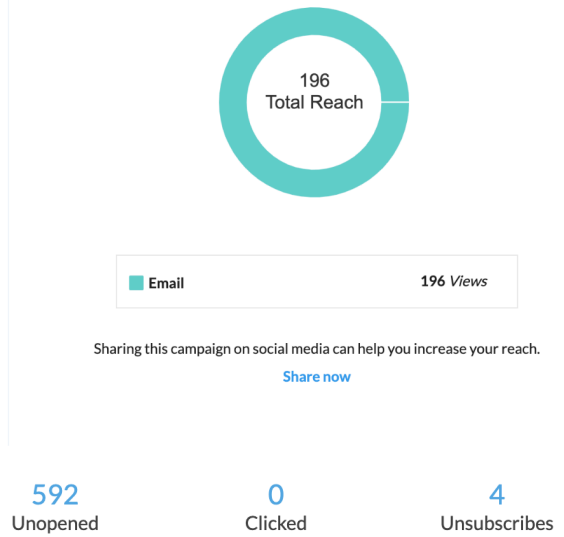
## Attendee Outreach Email Analytics

### Save the Date

Real-time Campaign Data

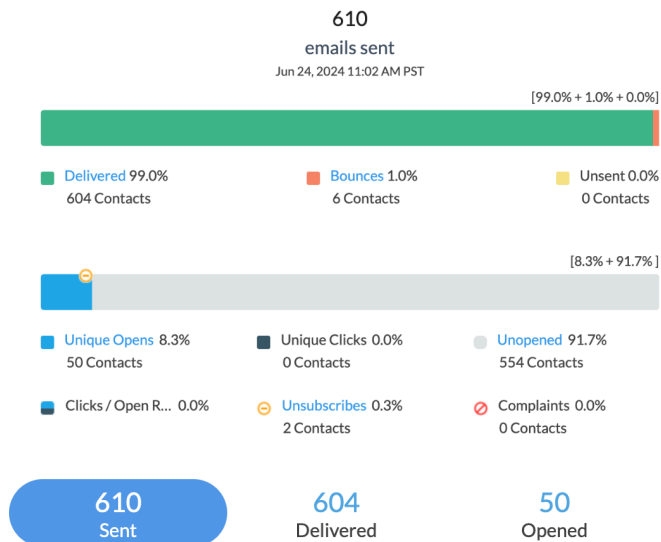


Campaign Reach

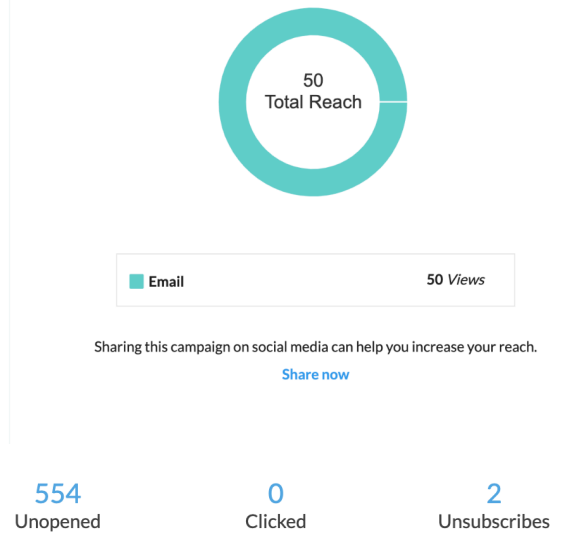


### Save the Date Resend

Real-time Campaign Data

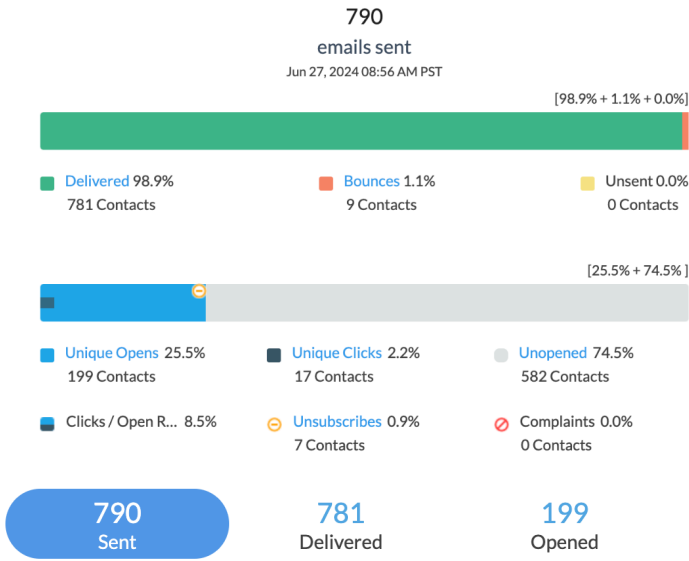


Campaign Reach

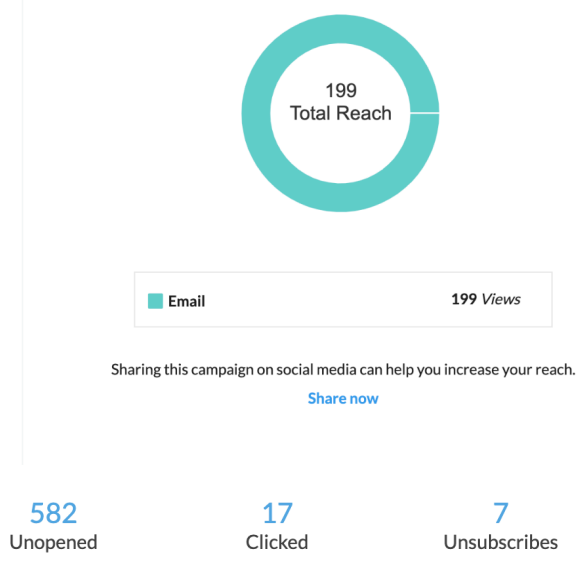


## Email #1

### Real-time Campaign Data

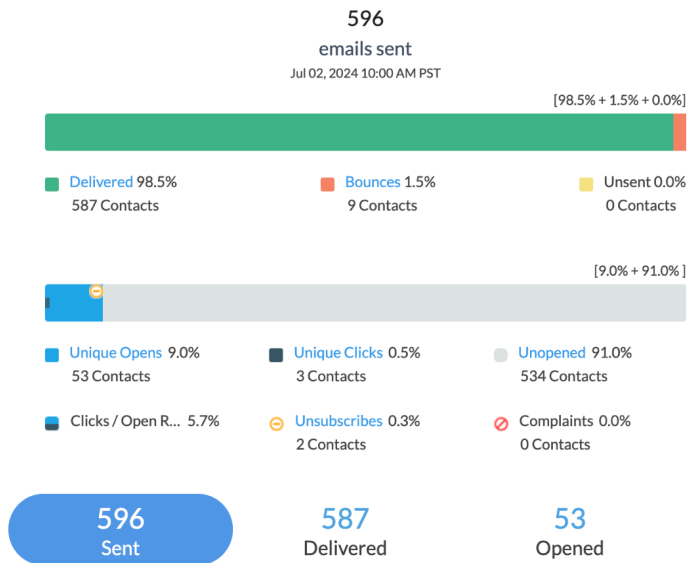


### Campaign Reach

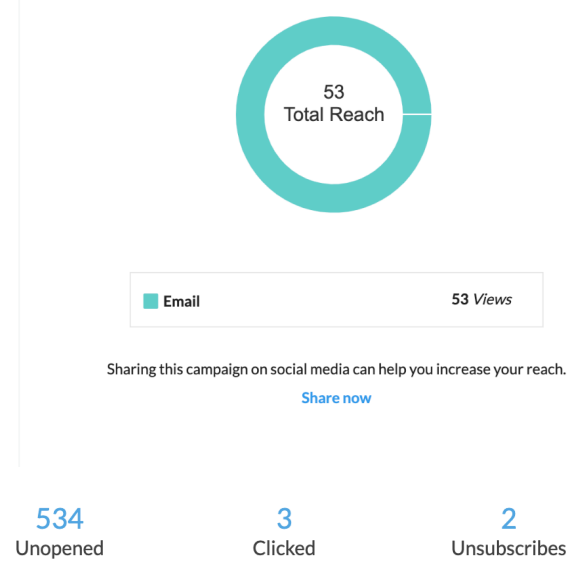


## Email #1 Resend

### Real-time Campaign Data

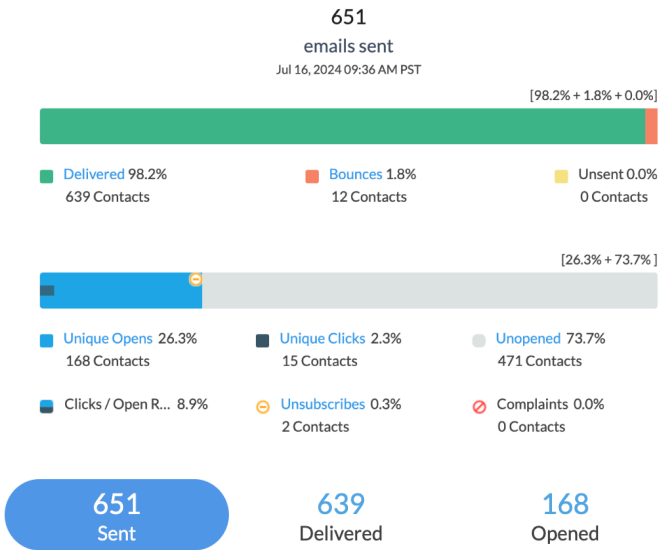


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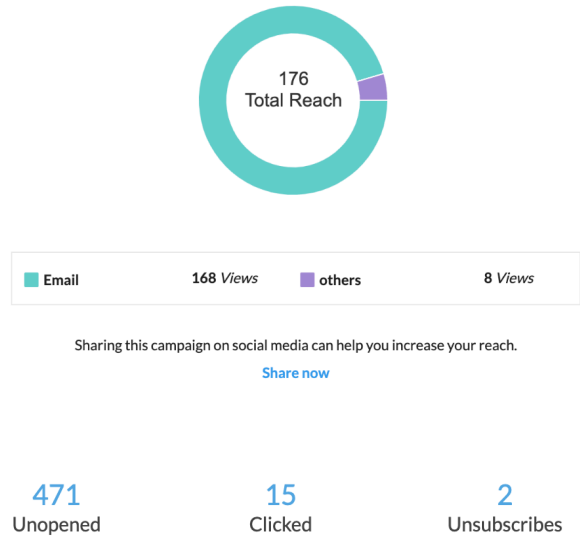


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### Real-time Campaign Data

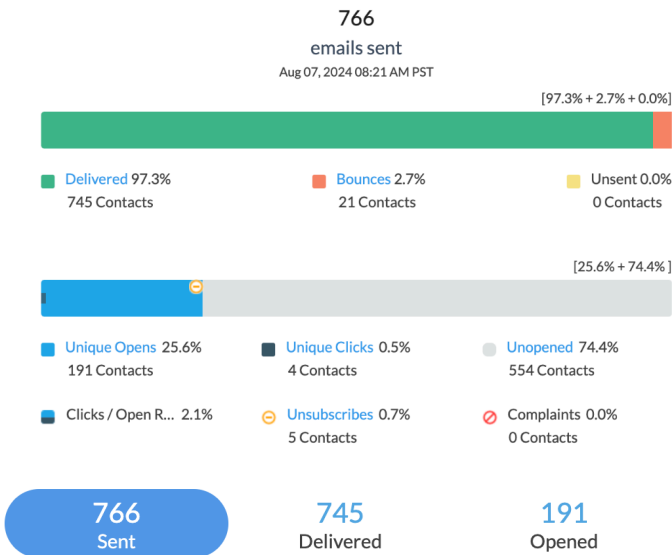


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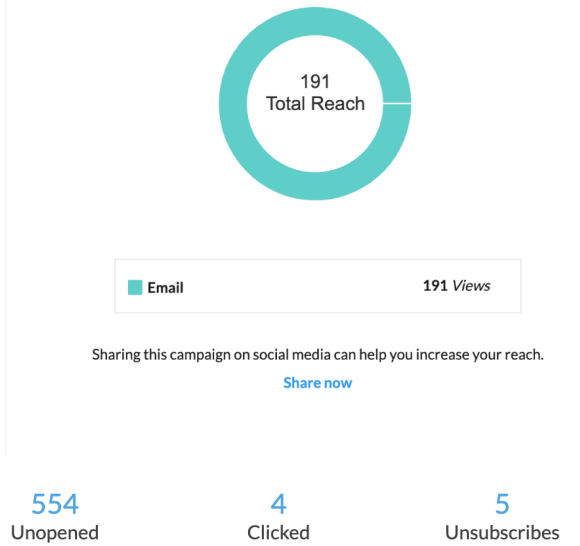


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### Real-time Campaign Data



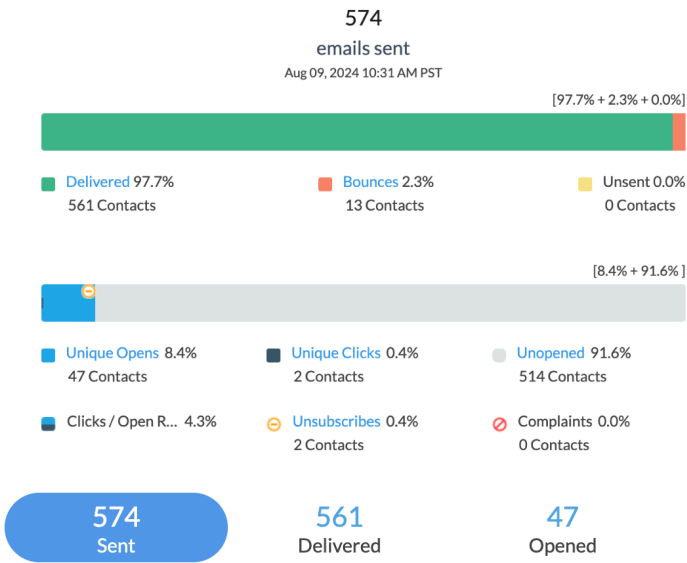
### Campaign Reach



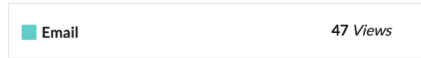
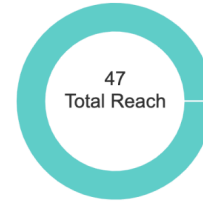


### Email #3 Resend

#### Real-time Campaign Data



#### Campaign Reach

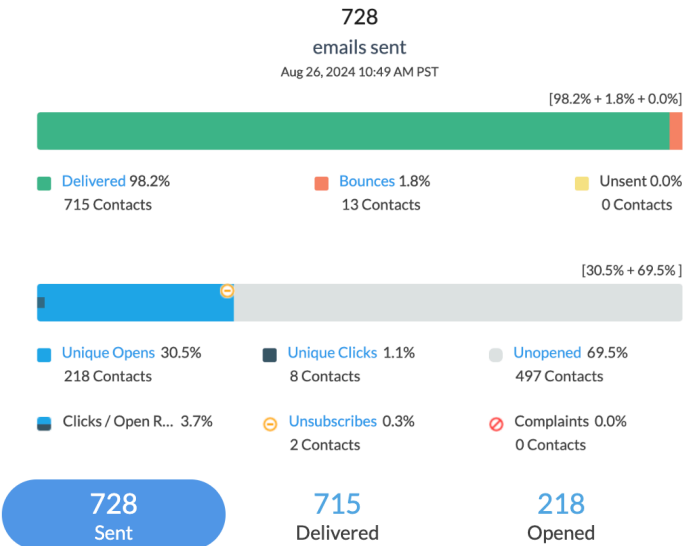


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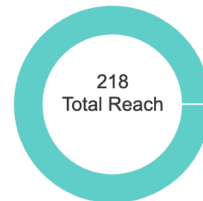


### Email #4

#### Real-time Campaign Data



#### Campaign Reach

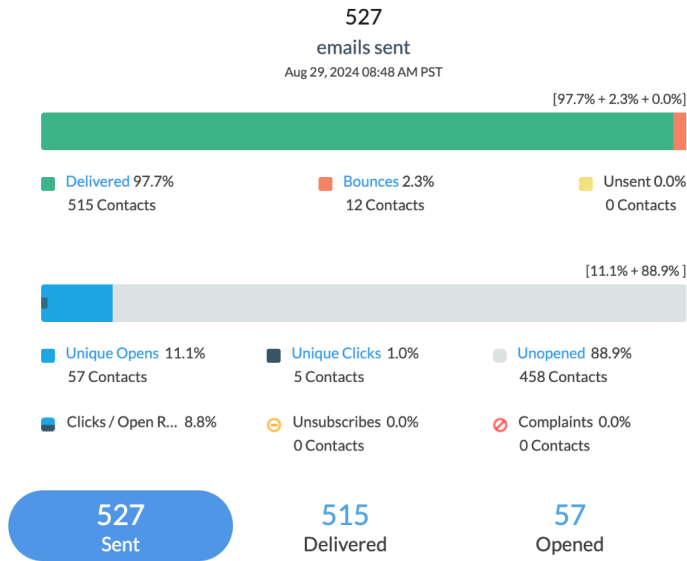


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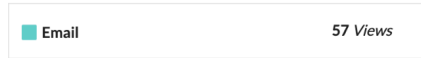
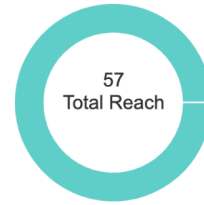


## Email #4 Resend

### Real-time Campaign Data



### Campaign Reach



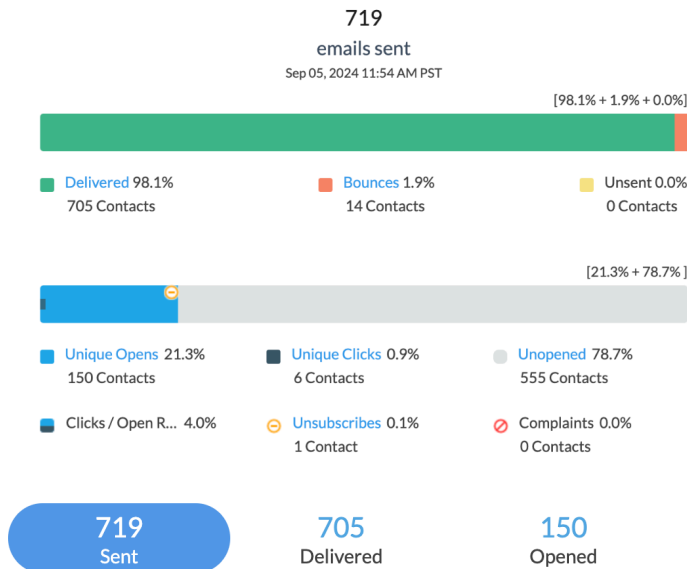
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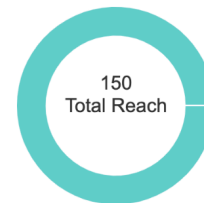
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## Email #5

### Real-time Campaign Data



### Campaign Reach



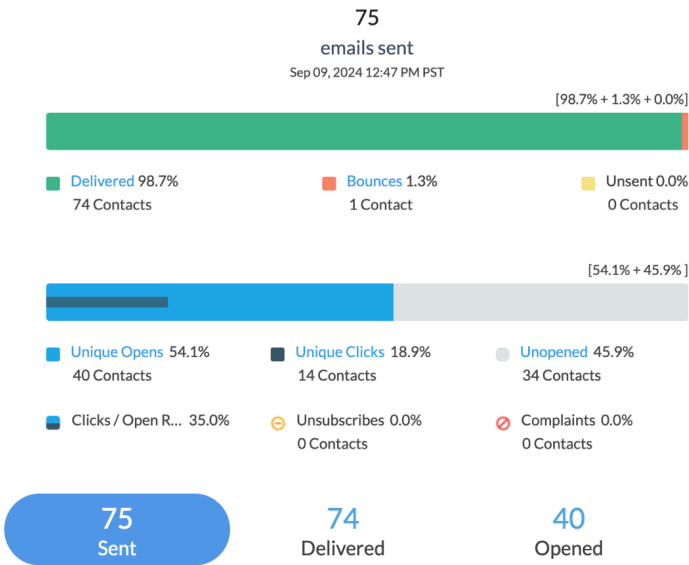
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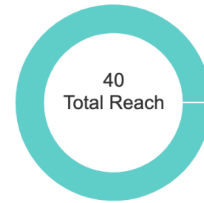
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### Email #6

#### Real-time Campaign Data



#### Campaign Reach

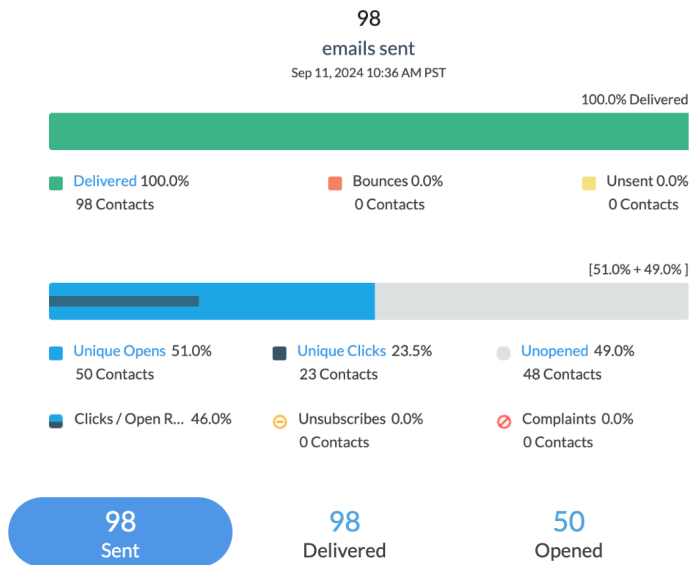


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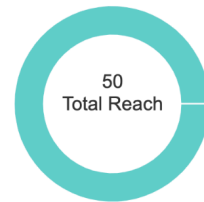
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### Email #7

#### Real-time Campaign Data



#### Campaign Reach



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48 Unopened      23 Clicked      0 Unsubscribes