

Proposed Enhanced Education Programs of DIY Small Can

Date: 11:00 am – 12:00 am PDT,
Wednesday-- January 30, 2019

Place: Cal/EPA Headquarters, CR 570
1001 I Street, Sacramento, CA 95814

Conference call number: 1-888-557-8511

Participant Passcode: 4399126

Agenda:

1. Introductions
2. Update on the Car Care Council (CCC) Statewide Consumer Awareness Campaign
 - Focus Groups
 - Website Development
 - Video Content Planning
 - Social Media Strategy
 - Digital Strategy
 - Outreach Planning and Development
 - In-Store Program & Training
3. Next Steps