

# Proposed Enhanced Education Programs of DIY Small Car

**Date:** 10:00 am – 12:00 pm PDT,  
Wednesday--, October 10, 2018

**Place:** Cal/EPA Headquarters, CR 440  
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
    1. Sacramento
    2. Los Angeles
  - Website Development
  - Video Content Planning
  - Social Media Strategy
  - Digital Strategy
  - Outreach Planning and Development
  - In-store Program
3. Summary of 2017 inspections and ongoing 2018 inspections
4. Next Steps