

## **Project Plan - Nov 6 2011 updated DRAFT**

### **Carbon Masters™ Program, WSU Whatcom Extension Submitted by Ken Carrasco**

#### **Statement of need:**

Personal and commercial transportation introduce a large proportion of greenhouse gases to the atmosphere. Newly developed technology such as personal electric cars can significantly reduce the amount of these gases. However, many potential purchasers of these vehicles are reluctant because of the understandable fear that they will quickly expend their available battery charge and may even be stranded. A credible, watchable, and non-preachy video of somebody's real-world experience who lives far from town which is properly disseminated throughout the community will prompt many of these people to initiate a serious inquiry as to the feasibility of such a vehicle in their own lives. A side-benefit is a discussion of climate change and greenhouse gases, among other negative aspects of fossil fuels.

#### **Statement of goal and objectives from community service action:**

##### **Goal:**

To persuade more people to purchase an all-electric vehicle ("EV") such as the Nissan LEAF for their personal transportation needs because the typically-held objection to the purchase of these vehicles—the range on a battery charge—will be alleviated by this project.

##### **Objectives:**

- Produce a five-minute video about my own Nissan LEAF showing my experiences over the past 3 months/3,000 miles driving round-trip from Acme to Bellingham.
- Disseminate the video on widely-available social media including YouTube and Facebook among others.
- Network in the community to solicit venues where this video and a personal presentation would be welcome (an obvious example would be to consult personnel at the local Nissan dealership - and other brands may be interested such as Ford; others would be Sustainable Connections, PSE Green Power program personnel, A-1 Builders, the EVSE organization in Seattle, etc.).
- Present the video and present at these venues, especially courting non-conventional audiences who would not necessarily be proactive in initiating the thought of purchasing an all-electric vehicle would be pursued.

#### **List of educational and leadership methods used:**

- Use of video equipment and effective editing in a storyline with high production value.
- Networking in the community.
- Personal presentations to audiences, especially the business or other non-conventional sectors.

**List of expected outcomes in the community as a result of this effort:**

Increased conversations throughout the community about the value of an electric vehicle.

**Brief strategy on how to measure success in the community:**

A higher rate of EV purchases by members of the community.

**Brief list of steps to be taken:**

- Produce a storyline of the video
- Produce a shotlist of the video
- Find a narrator, partner in the film
- Shoot the video
- Edit the video
- Form a focus group, get feedback.
- Incorporate feedback, lock the video.
- Print a flyer about the video, distribute.
- Post the video on YouTube, Vimeo, etc.
- Solicit invitations from the community.
- Give personal presentations.

**Brief list of assets needed.**

Video equipment and editing software/computing hardware are already in my possession.

**Timeline:**

Immediate first steps will be to develop the storyline and shotline, begin shooting video.