



San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT®



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TECHNOLOGY TRANSFER & OUTREACH PLAN

GROCER Project
Grant Agreement ZVI-22-014
January 28, 2025

Executive Summary

The Grocery Options for Carbon Emission Reductions (GROCER) project is a collaboration between the San Joaquin Valley Air Pollution Control District (the District), Charles Matoian Enterprises (herein referred to as OK Produce), and its project partners to deploy 50 zero-emission, battery-electric Class 8 trucks (including seven 2025 Volvo VNR models) and install fast-charging infrastructure at OK Produce's Fresno distribution center. The District will lead the project implementation of at least 24 dual-port DC fast charging stations and a battery energy storage system (BESS) to manage the grid impact of charging these trucks. Additionally, the District and its project partners will design and install distributed energy resources, aiming to provide at least 50% of the energy needed for the charging system.



Figure 1. Volvo VNR ZE Class 8 truck

The GROCER project has a significant focus on workforce development and community engagement to support zero-emission vehicle (ZEV) technologies. The project team is committed to engaging local communities on project design and implementation and will disseminate information about:

- The benefits of the electrification of the grocery and goods movement industries.
- The success and impacts of the project.
- The availability of commercialized heavy-duty ZEVs within the communities where the trucks will operate.

The benefits of the electrification of the goods movement industry are multi-fold, spanning economic, environmental, and social sectors and representing an essential part of California's transition to net zero or negative emissions by 2045. The implementation supports multiple [District Core Values](#), including the protection of public health, effective and efficient use of public funds, ingenuity and innovation, and active and effective air pollution control efforts while seeking to improve the San Joaquin Valley's economic prosperity and growth opportunities for all residents.

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The GROCER Project is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities. The project is administered by the San Joaquin Valley Air Pollution Control District.

Purpose

The goal of this Technology Transfer & Outreach Plan for the GROCER project is to guide the District’s strategy for leading outreach efforts, facilitating technology transfer, and communicating key project highlights and findings to a diverse range of stakeholders. The District aims to ensure these activities effectively reach key decision-makers and industry stakeholders, including fleet managers, truck drivers, local business leaders, community-based organizations (CBOs), regulatory agencies, and policymakers.

This plan is intended to:

1. Identify key stakeholder audiences and contextualize the project’s relevance to them.
2. Establish multi-modal pathways and strategies for technology transfer and outreach to the project’s key stakeholder audiences.
3. Define deliverables, metrics, and timelines to track the success of outreach activities.

Plan Implementation

Project Team

The GROCER Project Technology Transfer and Outreach Plan implementation team is composed of the primary Grantee (The District) and its project partners OK Produce and Momentum. Momentum will serve as the Outreach Lead in the implementation of this plan. In addition, project stakeholders impacted and affected by the activities proposed in this plan include industry professional associations, technology providers, community-based organizations (CBOs), workforce development groups, industry professionals (including fleet managers, drivers, and others in the goods movement sector), elected officials, and the public. The roles and responsibilities of these groups in the implementation of this plan are summarized in the RACI chart below.

Task	Responsible (R)	Accountable (A)	Consulted (C)	Informed (I)
Implement the GROCER Project Technology Transfer and Outreach Plan	Outreach Lead (Momentum)	The District, Outreach Lead (Momentum)	OK Produce, Truck OEMs, industry stakeholders, CBO partners, workforce development groups	Industry professionals, technology providers, elected officials, the public, and others as detailed below

Administration and Oversight

The Technology Transfer & Outreach Plan (TT&O Plan) will be implemented by the Outreach Lead and relevant project team members (identified above). Coordinated by the Outreach Lead, this internal “Tech Transfer Team” will convene an internal-facing, monthly meeting focused on the implementation of this TT&O Plan. Meeting agendas, presentation materials, minutes, and attendance logs will be provided to the project’s California Energy Commission Agreement Manager (CAM) in monthly calls. The Tech Transfer Team will also be responsible for preparing a Quarterly Outreach and Engagement Summary Report to be included in the project’s Quarterly Progress Reports.

Target Audiences for Technology Transfer and Outreach

Key audiences for the project and potential outreach targets include industry stakeholders, technology

providers, community-based organizations (CBOs), trade associations, policymakers, workforce development, and networking groups, as well as the general public throughout the eight-county service area of the San Joaquin Valley Air Pollution Control District. The Outreach Lead will coordinate the development of a set of outreach engagement and technology transfer activities to build relationships and raise awareness of the project for each audience identified. Specific examples of relevance, outreach activities, and entities in each audience are described in the subsections that follow and may be added to throughout the life of the TT&O by the District or the Project Partners

Industry Stakeholders

The GROCER project is highly relevant to multiple industry stakeholders, including commercial fleet owners and managers (both large and small), truck drivers, goods movement professionals, warehouse/distribution center owners and operators, sustainability directors, and local business leaders. The District will be able to connect with these groups and individuals through the project team's professional networks and participation in professional associations, conferences, and trade group meetings. Potential members of this audience include:

- Council of Supply Chain Management Professionals
- Warehousing Education and Research Council
- Manufacturers Council of the Central Valley

Technology Providers

Outreach to technology partners will target utilities serving the project area, charging infrastructure providers, fleet charging management software providers, and distributed energy resource (DER) providers (e.g., solar, BESS, generators, hydrogen storage). The District and Tech Transfer Team will explore technology transfer and outreach opportunities with these providers in the course of implementing the project scope. Collaboration may involve co-hosting educational webinars, joint media posts, in-person community events, co-authoring journal articles, etc. Potential technology provider partners include:

- Pacific Gas & Electric Company
- Fresno State University's Energy Engineering Research Group Southern California Edison
- NextEra Energy Resources (NEER)

Community-Based Organizations

Since GROCER project trucks will operate primarily in Fresno County, California, community outreach will focus on environmental groups, Chambers of Commerce, and CBOs that support underserved communities affected by air pollution. These organizations can help ensure that knowledge about the benefits of the GROCER project reaches all parts of the community. The District can support and partner with these organizations by offering resources for developing their own project outreach plans and/or for a strategic review of project-related outreach materials. The District and project team can also partner with CBOs to develop and seek funding for new initiatives that build on the GROCER project's goals and objectives for the community and could co-host or sponsor project events led by partner CBOs. Target groups include:

- Binational California (Community Air Program Ambassador)
- Hands On Central California / Fresno Street Saints

- Central California Asthma Collaborative
- Fresno Housing
- CALSTART
- Project Clean Air in Bakersfield

Trade Associations

Trade Associations are not only a key target audience for technology transfer activities, but they also play a critical, central role in the professional lives and operations of GROCER project partners and stakeholders. Many relevant trade associations have trucking fleets and warehouse/distribution center members with which they can connect the Tech Transfer Team. Once appropriate/relevant associations are identified by the District and GROCER project partners, they can be a conduit to expanded outreach and engagement. Potential groups include:

- California Trucking Association
- Western States Trucking Association
- National Association of Fleet Administrators (California and local Chapters)
- Harbor Trucking Association
- California Electric Transportation Coalition

Policymakers & Elected Officials

The project team will build on the District's existing outreach to local government and policymakers to raise awareness of the GROCER project's status and its benefits to the community. This project also contributes to statewide decarbonization goals and is relevant to state representatives. The District may conduct engagement with relevant regional planning departments regarding CEQA compliance and lessons learned, connect with local and state representatives to participate in ride-and-drive events or infrastructure tours, and/or share project content and explore partnerships for knowledge transfer with policymakers. Potential targets for outreach and engagement include:

- Fresno City Council
- Fresno County Board of Supervisors
- County Planning Department
- Fresno City Mayor's Office
- State Assemblymember(s) and Senator(s) offices from the San Joaquin Valley
- Congressional Representatives from the San Joaquin Valley
- The Eight San Joaquin Valley Council of Government Organizations

Agricultural Industry Stakeholders

The agricultural sector is central to the region in which the GROCER project operates. The project team will build on the District's existing relationships with agricultural organizations, companies, non-profits, and trade associations in order to engage the sector and raise awareness of the GROCER project's relevance to the agricultural sector among its members. Potential audiences and partners in this category include:

- Fresno County Farmer's Bureau
- Individual farmers and landowners

- California Cotton Ginners and Growers Association and Western Agricultural Processors Association
- Nisei Farmers League
- Milk Producers Council

Workforce Development, Educational Institutions and Networking Groups

Workforce development and the San Joaquin Valley's educational institutions are an integral part of the GRO CER's project scope and provides an additional pathway through which to conduct knowledge transfer and lessons learned, as well as to raise awareness of the project and curate best practices ahead of the implementation of project tasks related to workforce development. Through early engagement with these groups, the District and its project partners have an opportunity to position themselves as leaders in the implementation of best practices for workforce development and training in clean fleet technology deployment. Potential audiences and partners in this category include:

- Advanced Transportation Center at the Fresno City College West Fresno Center Campus
- Fresno County Economic Development Program (Fresno EDC)
- Central California Community Foundation
- Central Valley Tech Connect
- Fresno State Transportation Institute
- San Joaquin Valley Clean Cities Coalition

Key Strategies for Technology Transfer and Outreach

Planned outreach strategies for the GRO CER project leverage the District's role as a leader in coordinating clean air initiatives by building on existing programs and connecting disparate groups through the common priority of clean fleet demonstration. In consultation with the District and the rest of the project team, the Outreach Lead will determine which groups to engage earlier or later, send and receive information, and track communications for each group. The Outreach Lead is to report progress on outreach and engagement milestones in project team meetings. Outreach strategies will also be flexible and developed throughout the project as needs arise.

Technology Showcasing

Industry Trade Shows, Workshop, and Conference Participation

Strategy: The District and project team will identify industry experts, relevant trade shows, workshops, and conferences in which to participate. The strategy will include sharing successes, and lessons learned, and encouraging fleets, technology developers, OEMs, etc. to partner with the District and/or consider the San Joaquin Valley for further demonstration projects. Industry trade shows and conferences will be utilized to seek partnerships for problem-solving and to raise awareness of the project outside the Fresno region. Workshop and conference participation may take the form of presenting on the DER modeling completed to support GRO CER deployments, serving on technology panels discussing battery-electric tractor trucks and commercial product roadmaps, and/or industry considerations for battery-electric truck deployment, and/or Q&A sessions about Class 8 truck adoption and charging infrastructure deployment.

Goal(s): Raise awareness of the GRO CER project and communicate project progress to industry leaders beyond the Fresno region; broaden the project's network of technical professionals geographically.

Objective(s): Virtual or in-person participation in at least 2-3 events annually. Begin active partnerships with 1-3 industry experts for project implementation problem-solving. Potential industry trade shows and conferences include:

- Advanced Clean Transportation (ACT) Expo
- Technology & Maintenance Council's Annual Meeting & Transportation Technology Exhibition for the American Trucking Association
- Green Truck Summit
- Intelligent Transportation Systems World Congress
- MOVE America
- Verge Electrify
- World Ag Show (Tulare, CA)

Workshop/Forum Creation and Hosting

Strategy: Create and host educational workshops, seminars, technology working group meetings, and/or similar technology transfer forums to offer interactive events where attendees (expected to be both in person and virtual) can engage in the real-world problem-solving taking place through the project deployments. Hosting these forums establishes the District and the GRO CER project partners as authorities on this content, and will generate a list of interested stakeholders with nearby projects, providing opportunities to understand their status and needs. The District and project team will

determine a list of priority topics for educational workshops and potential working groups (including the Fleet Working Group described below) and create a roadmap for creation and hosting.

Goal(s): Establish the District and GRO CER project team as leaders in clean fleet conversion and deployment knowledge transfer to regional stakeholders; Raise awareness of the GRO CER project through workshop participation; transfer knowledge on clean fleet development and deployment to regional fleet managers.

Objective(s): Participate in at least 2-3 workshops and/or industry working groups, including the Fleet Working Group proposed below; create and lead at least 2-4 workshops throughout the duration of the project for two or more key project audiences. Potential industry workshops the GRO CER project Partners and the District could lead include:

- District Funding Programs 101 for Fleet Managers
- Low Carbon Fuel Standards and IRA Tax Incentives for Goods Movement Professionals
- Grants 101
- Measurement & Verification 101

Application to Conference and Panel Presentations

Strategy: The District and the GRO CER project team will apply to secure presentation and/or panelist slots at the conferences they attend.

Goal(s): Beyond conference and panel attendance at conferences and industry trade shows mentioned above, members of the GRO CER project team will apply to represent the GRO CER project in relevant conference sessions and panel discussions.

Objective(s): Secure at least 2-4 presentation slots at relevant conferences; participate in and/or lead at least 1-2 panel discussions throughout the duration of the project.

GRO CER Project Partners and District-Hosted Events and Knowledge Transfer Initiatives

Ride & Drive Events

Strategy: With its project partners, the GRO CER Project Partners and the District will host at least one Ride & Drive-style event. These are unique and engaging events where qualified parties, project stakeholders, and/or the general public can ride in or drive one or more of the deployed trucks. Depending on the type and scale of the event, participants may also virtually ride or drive the trucks through live event web hosting services and/or VR technology. Ride and Drive events may be open to the general public or invite-only for targeted audiences in alignment with GRO CER project goals and implementation timelines. During Ride and Drive events, the GRO CER Project Partners and the District will educate participants on the project and its benefits and gather participant feedback about the technology, their perception of it, and their understanding of the GRO CER project in conversations and/or informal surveys throughout event activities.

Goal(s): Give hands-on technology exposure to the general public and industry professionals (drivers, fleet managers, etc.); raise awareness of District regional efforts, increase understanding of the GRO CER

project and its benefits.

Objective(s): Host one Ride & Drive-style event with a target of 15-20 area fleet participants.

Legislative Information Session(s)

Strategy: The Outreach Lead will coordinate with the District to send periodic project updates to the policymakers and legislators identified in the key audience targets for outreach by the GRO CER project team. Upon nearing project completion, the GRO CER Project Partners and the District will host one or more legislative information sessions at a relevant project site. The GRO CER Project Partners and the District may choose to select one or more legislative partners to co-host each event and invite legislators and relevant attendees to the site(s). Attendees can see the trucks and/or charging infrastructure, meet drivers and project team members, and listen to them present on GRO CER project progress, innovations, impacts, and benefits. The session(s) will be designed to encourage replicability and spread project awareness. The District and GRO CER project partners may choose to host county-specific events with local legislators or invite legislators/constituents from other regions of the state or country to attend a larger session event in order to drastically expand the information's reach.

Goal(s): Increase understanding of GRO CER-deployed technology and project activities among legislators and policymakers; increase the likelihood of project replicability through far-reaching educational events.

Objective(s): Host 1-2 information session(s) with 1-4 legislators and constituents from the local congressional districts representing the San Joaquin Valley. Host 1-2 information session(s) with 1-4 legislators and constituents from the California State Senate and California State Assembly districts representing the San Joaquin Valley.

Convene a Fleet Working Group

Strategy: Establish a critical group to communicate with specifically around clean fleet conversion, technology deployment, funding, workforce development, and relevant incentive programs and industry best practices. The District and GRO CER Project Partners could offer group participants free consultations about relevant fund opportunity identification, targeted workshops, training and guidance documents, and basic competitiveness/optimization assessments for GRO CER-relevant projects and initiatives to encourage membership and participation.

Goal(s): Promote the dissemination of best practices and innovations in fleet electrification, workforce training, infrastructure development, and grant utilization; strengthen collaboration across regional stakeholders and GRO CER project partners to maximize fleet conversion opportunities, connections, and sustainability impacts.

Objective(s): Establish the Fleet Working Group with at least 5 participating members by September 30, 2025; host quarterly working group meetings to discuss fleet conversion strategies, funding opportunities, and industry challenges; offer at least 2 tailored workshops for Fleet Working Group members on topics such as funding programs, infrastructure planning, and vehicle technology advancements; provide personalized fleet consultations to at least 2 working group participants, helping them identify funding opportunities and optimize fleet transition strategies; distribute at least 2 curated guidance resources specific to clean fleet deployment for working group members.

Curate and Share Fleet Conversion Guidance Resources

Strategy: The GRO CER project partners and the District will curate and compile a shortlist of the most useful, impactful existing guidance resources to help fleets overcome the barriers to electrification. The strategy will be to keep the list short and focused only on the resources that will be useful to get Fleet Working Group members started in their earliest stages of fleet transition. Example resources include:

- [Electric Vehicle Charging Guidebook for MDHD Commercial Fleets \(2019\)](#)
- [Southern California Edison's "Drive Change" Guidebook to Fleet Electrification and Infrastructure](#)
- [CALSTART's Infrastructure Planning Tool](#)

The curation and verification/validation process may connect and overlap with other key outreach strategies, e.g., the Tech Transfer Team may collaborate with the industry partners and experts identified through conference and professional networking to vet and validate the curated resources, ensuring their relevance and effectiveness.

Goal(s): Provide fleet managers, stakeholders, and Fleet Working Group members easy access to high-quality, practical resources to guide their initial fleet electrification efforts and decision-making.

Objective(s): Identify key resource focus areas based on Fleet Working Group member feedback; curate, update as necessary, and distribute a shortlist of approximately three (3) essential guidance resources in each focus area identified to Fleet Working Group members and other relevant project stakeholders by DATE TBD. Ensure guidance resources are accessible in appropriate languages as necessary.

Digital Outreach and Engagement

Website Development and Management

Strategy: The Outreach lead in consultation with the GRO CER project partners and the District will create a project website, accessible to all viewers without a login or paywall and with language accessibility. Email communications will be sent to stakeholders when the website is live and whenever critical content is uploaded to the site. Media such as press releases, news articles, project updates, and other resources will be available on the website and additional interested parties (registered via the website) will be notified of such updates through email blasts and social media posts, when appropriate.

Goal(s): Provide a central source and a one-stop shop for information about all aspects of the project (including both project benefits and ongoing work).

Objective(s): Host a live project website with an event calendar and update content quarterly.

The website must adhere to the District's *Messaging, Brand and Communications Guide: Standards and Best Practices for Media For Grants and Incentives Projects*.

Engage with News and Media Outlets

Strategy: The Outreach lead in consultation with the GRO CER project partners and the District will proactively engage with local, regional, and industry-specific news and media outlets to promote project milestones, success stories, and the broader impacts of the electrification efforts on the goods movement industry. This engagement will include press releases, interviews, feature stories, media

briefings, and the use of digital media platforms. The focus will be on raising awareness of the GRO CER project’s achievements and positioning the District and its partners as leaders in delivering community benefits through fleet electrification.

Goal(s): Increase public and industry awareness of the GRO CER project and its role in advancing fleet electrification and clean air initiatives; help establish the District and GRO CER project partners as thought partners and leaders in clean transportation and sustainability within key media spaces.

Objective(s): Host one kick-off or ground-breaking press conference event inviting GRO CER project partners and the District to speak. Host one press conference event upon full project deployment inviting GRO CER project partners and the District to speak. Issue at least one press releases about major project milestones, new developments, and successes throughout the project; secure coverage from a target of 2-5 local, regional, and industry-specific media outlets by the end of the project period; conduct at least one interview for release online with project leaders and key stakeholders to highlight the benefits of the GRO CER project and its impact on clean transportation.

All engagement with news and media outlets must adhere to the District’s *Messaging, Brand and Communications Guide: Standards and Best Practices for Media For Grants and Incentives Projects*.

Social Media Presence

Strategy: Project-related social media posts will occur through existing accounts of the key project partners and outreach audience targets. All posts will follow the purpose and themes described in the TT&O Plan. The Outreach Lead will share posts on pre-identified, existing social media accounts, with posting timed to coincide with major project milestones and/or events.

Goal(s): Leverage social media to amplify or broaden the impact of project benefits and impacts, raising awareness about project activities and events, and boosting participation and engagement.

Objective(s): Share a series of 5–10 consecutive posts on the project team’s social media accounts according to the strategy outlined.

All social media activity must adhere to the District’s *Messaging, Brand and Communications Guide: Standards and Best Practices for Media For Grants and Incentives Projects*.

Measurable Outreach and Engagement Targets

The Outreach Lead will work with the District and GRO CER project team to develop measurable outreach and engagement targets in alignment with the themes of the project and its TT&O Plan. Associated Specific, Measurable, Achievable, Relevant and Time-bound (SMART) milestones will be documented and tracked on the Project’s overall reporting timeline; draft milestones are summarized in Table 1 and are subject to additions and updates as the project develops.

Using the metrics listed in Table 1 as a starting point, the District and project team will establish a series of Key Performance Indicators (KPIs) regarding the sharing of information through the TT&O Plan, including KPIs related to outreach, communication, and marketing efforts associated with the sharing of key outcomes and learnings from the project. This will also include KPIs regarding the variety of

stakeholders that will be included in communications about the project.

Table 1. Summary of O&E SMART Milestones

SMART Milestone	Potential Partner(s)	Metrics
Engage community partners at least once per quarter to promote project awareness	Central California Asthma Collaborative, Break the Barriers International, Hands On California, Fresno Unified School District, Fresno EDC, Central California Community Foundation	# of community partners engaged # of meetings/hours of engagement # of sign ups % of participants from DACs
Engage community, industry, and labor stakeholders through at least four events per year	Central California Asthma Collaborative, Break the Barriers International, Hands On California, Fresno Unified School District, Fresno EDC, Central California Community Foundation, Fresno City College, Fresno EDC	# of events hosted/sponsored/facilitated and attended # of participants/reach of engagement % of participants from DACs # of surveys given; survey response data and results
Pursue funding opportunities to pursue with new fleet partners	Local fleet managers, Fleet Working Group members	# of funding opportunities identified/applied # of new fleet partners engaged
Fleet Working Group convened	GROCER project partners and target audience members such as fleet managers, agricultural representatives, trade association representatives, CBO representatives, public agencies and others	# of working group members # of meetings/hours of engagements attendance rates # of communications/updates sent
Incorporate key project stakeholder/audience feedback into final GROCER project products or critical path decisions	Fleet Working Group members, GROCER project partners and target audience members such as fleet managers, agricultural representatives, trade association representatives, CBO representatives, public agencies and others	# of decisions that incorporated stakeholder feedback # of project products/collateral/deliverables with stakeholder feedback incorporated
Host live website for project-related events and information	GROCER project partners and target audience members such as fleet managers, agricultural representatives, trade association representatives, CBO representatives, public agencies and others	# of site visits/quarter # of events shared # of registered subscribers/RSS
Host Ride & Drive-style event	GROCER project partners and target audience members such as fleet managers, agricultural representatives, trade association representatives, CBO representatives, public agencies and others	# of local area fleet participants # of public participants/attendees # of media postings precipitated
Host legislative information session	GROCER project partners and target audience members such as fleet managers, agricultural representatives, trade association representatives, CBO representatives, public agencies and others	# of legislators in attendance # of congressional districts represented # of constituents in attendance # of media postings precipitated

Soliciting and Incorporating Feedback

The GRO CER project partners and the District will implement a multi-faceted approach to gather feedback from project stakeholders, including project partners, fleet managers, policymakers, industry professionals, and the general public. This approach will utilize both formal and informal channels to ensure comprehensive input is captured.

Surveys and Questionnaires

Post-Event Surveys: Surveys will be distributed following each workshop, Ride & Drive event, and educational forum to gather immediate feedback on the relevance, clarity, and usefulness of the content presented.

Stakeholder Questionnaires: Detailed questionnaires will be sent to Fleet Working Group members and key stakeholders every year to assess their ongoing needs, challenges, and progress in fleet conversion and understand how the GRO CER project team can address them through its TT&O efforts.

In-Person Feedback During Events

During Ride & Drive events, groundbreakings, legislative information sessions, and other in-person events, project partners will engage directly with participants to solicit real-time feedback on the technology and infrastructure being demonstrated. Informal conversations and structured interviews (during legislative information sessions) will be conducted to capture participant perceptions and areas for improvement.

Incorporating Feedback

Feedback will be reviewed on an ongoing basis by the District, the Tech Transfer Team, and GRO CER project partners. The Outreach Lead will be responsible for categorizing, prioritizing, and addressing the input received. The Tech Transfer Team will adapt the TT&O Plan as needed based on feedback received and analyzed. Changes to workshops, event formats, guidance resources, and outreach methods will be documented and communicated to project partners in monthly check-ins.

Feedback Response and Follow-Up

The District will respond to feedback through follow-up communications to key audiences in alignment with the project team's communication protocols, ensuring that stakeholders are aware of how their input is being incorporated. This will be implemented by the Outreach Lead and could include updates on actions taken in response to feedback or modifications made to the project based on stakeholder input.

Measurable Targets for Feedback Incorporation

The District (via the Outreach Lead and the Tech Transfer Team) will collect feedback from at least 15 stakeholders through post-event surveys and questionnaires by December 31, 2026. The Tech Transfer Team will ensure that at least 80% of feasible and cogent feedback received is integrated into subsequent project activities, workshops, and guidance resources by the project's end. The District will provide documentation demonstrating how stakeholder input has been acted upon in the Final Report.

Deliverables

The Outreach Lead and GRO CER project team will be responsible for creating physical and digital content for use in outreach activities, as well as coordinating project team participation at events to showcase the GRO CER project’s technology and impact. The following subsections describe physical and digital deliverables to prepare for use in outreach, engagement, and technology/knowledge transfer. Materials will be provided in English and Spanish, and/or other languages appropriate for the intended audience(s). All physical and digital materials must adhere to the District’s *Messaging, Brand and Communications Guide: Standards and Best Practices for Media For Grants and Incentives Projects*.

Project Videos

The project team will produce and share project videos for the project events below, in addition to any other needed video content. Momentum will be responsible for coordinating the planning, capturing, editing, and distribution of project videos. The videos will be hosted on YouTube or Vimeo, and embedded on the project website (see below).

Groundbreaking/Ribbon Cutting Events

The Project Team will determine which event should constitute groundbreaking and/or Ribbon Cutting during monthly check-in calls; the Outreach Lead will coordinate the event and its promotion in alignment with the TT&O Plan. Potential events include the delivery of the final fleet trucks to the Fresno distribution center; drive-off of the first ZE truck on its debut route, and the commissioning or completion of the charging infrastructure.

Construction

The video will document and explain the construction and installation of the charging infrastructure for the Class 8 battery-electric trucks.

Project Website

The project will have its dedicated content accessible online; this may be either a subpage on the District’s webpage, OK Produce website, or a separate complete site, hosted independently. Once the project team determines appropriate hosting configurations, the Outreach Lead will launch the page content, which will include:

- Project overview including partners, broad timeline, and objectives.
- Event page for project-related announcements and event details displayed through an embedded Google calendar.
- Links to websites of project-relevant organizations and participating CBOs.
- Project videos.

Written Content

Project Fact Sheet(s)

The initial Project Fact Sheet will be produced by the project team to describe the project and its

expected benefits. The format will be the California Energy Commission (CEC)-approved standard, provided by the CEC Commission Agreement Manager (CAM). The final Project Fact Sheet will be created at the project's conclusion, which will describe the project and actual benefits resulting from it, as well as lessons learned from project implementation. If feasible, the final Project Fact Sheet will be available in both English and Spanish and uploaded to the project website.

Press Releases

Where necessary or appropriate to achieve outreach and engagement targets, press releases will be drafted and distributed via the communications personnel connected to the project team. All press releases will be submitted to the CAM for Media Office and GROCER Project Partners for review and approval before release.

Journal Articles

If appropriate, the project team plans to publish technical data about research and demonstrations through journals and conference presentations. The primary intended audience for these publications includes academic institutions, standards organizations, vehicle and equipment OEMs, and industry/fleet managers. The Outreach Lead will publish annual reports on current project updates, deployment challenges, and solutions, lessons learned on pilot routes, community engagement, and workforce development. Project team members will participate in clean transportation conferences and promote project research and learning through presentations while soliciting feedback from other industry experts. The goal will be to share detailed, technical information with entities supporting the advancement and adoption of the technology in the goods movement industry.

The GROCER Project is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities. The project is administered by the San Joaquin Valley Air Pollution Control District.

Outreach Schedule

Task/Milestone/ Deliverable Description	2024				2025				2026			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Project Website												
Draft Technology Transfer & Outreach Plan												
Final Technology Transfer & Outreach Plan												
Initial Project Fact Sheet												
Final Project Fact Sheet												
Community outreach/press event #1												
Community outreach/press event #2												
Quarterly community outreach events (information sessions, workshop participation/creation, industry event participation, etc.)												
Fleet Working Group Quarterly Meetings												