



LeSage Consulting  
Getting the word out on alternative fuel vehicles  
and clean transportation.

## **Education & Public Awareness Services**

LeSage Consulting  
[www.jonlesage.com](http://www.jonlesage.com)

LeSage Consulting provides resources aimed at educating and informing groups on **alternative fuel vehicles and clean transportation**. Online and onsite seminars, ride and drives, and educational materials (including guides, video/audio, and slide presentations) are vital for answering frequently asked questions (FAQ) and breaking through range anxiety and other concerns.

### **User-friendly FAQ information on:**

- Plug-in electric vehicles, hybrids, hydrogen fuel cell vehicles, natural gas, propane autogas, biofuels, and other alternative fuels and vehicles
- Why consumers, companies, fleets, government agencies, and transportation providers are buying these vehicles
- Charging and fueling infrastructures
- Where the electricity and fuels come from
- Connectivity with mobile devices, navigation, and communication systems; finding available charging and fueling stations
- Fuel-efficient driving and idle reduction
- Lifecycle ownership costs, vehicle comparisons, maintenance, and resale
- Safety awareness
- What's in the marketplace today and what's coming down the pipeline
- Advanced fuels and technologies
- Regulatory environment

### **Audiences Served:**

#### **Dealers:**

- On-site seminars and media resources for car shoppers and customers with hands-on learning experiences.
- Videos with educational and informational overviews and how-tos.
- Why people are buying these vehicles.
- Focus on incentives, charging and fueling, dashboard technologies, ownership costs and funding, and connected car systems.
- Can coordinate programs with dealers and their OEM partners.

#### **Stakeholders:**

- Resources for groups bringing green vehicles and fuels to their communities: employers, municipalities, fleets, retailers, OEMs, campuses, parking garages,

condos and apartments, regulatory agencies, research centers, suppliers, infrastructure providers, and NPOs.

- Working with Clean Cities and other clean transportation organizations focused on coordinating with stakeholders.
- Education and awareness programs for employees, community organizations, media, local residents, business owners and executives, government staff, and elected officials.
- Events such as ride and drives, speaker panels, and facility visits.

#### **Conferences and Events:**

- Serving associations with membership in industry and special interest groups, charging and fueling infrastructure, professional networks, and conference and event planners.
- Coordinating educational seminars with speakers and materials; working with exhibitors and sponsors.
- Working with planning committees on conference themes and topics, and customized education sessions.

#### **Content and resources** in coordination with leading industry organizations including:

- US Dept. of Transportation's [Clean Cities](#)
- [National Alternative Fuels Training Consortium](#) at West Virginia University
- [CALSTART](#) and [NAFA Fleet Management Association](#)
- Rio Hondo Community College's [Alternative Fuel Program](#)
- Electric Drive Transportation Association and [GoElectricDrive](#)
- [Plug In America](#)
- [Propane Education & Research Council](#)
- [NGV America](#)
- [California Fuel Cell Partnership](#)
- [National Biodiesel Board](#)
- [Advanced Biofuels Association](#)