

Road Charge Pilot Participant Recruitment Strategy ^{TAB 8b}

- Public Awareness & Understanding
- Recruitment and Deployment of Key Influencers
- Maintain Volunteer Interest

Activities:

- ✓ Develop Web Landing Page for Pilot Volunteers
- ✓ Media and Stakeholder Engagement
- ✓ Employer & Partner Recruitment
- ✓ Grassroots Outreach
- ✓ Social Media