



TO: Environmental Commission
FROM: Xiomara Aguirre, Development Services Technician
SUBJECT: EV FAIR

RECOMMENDATION:

Staff recommends pausing the EV (Electric Vehicle) Fair in 2025 and instead providing outreach during the Los Altos Downtown Farmers Market.

BACKGROUND

CAAP Goal: Goal 1.4A of the Climate Action and Adaptation (CAAP) Plan is to increase education and awareness of available EV resources and incentive programs.

City staff and the EV Fair Planning Committee planned the EV Fair –Destination Electric for the years 2023 and 2024. The EV Fair has provided education and awareness opportunities about electric vehicles.

ANALYSIS

The EV Fair provides an opportunity for residents that are interested in learning about electric vehicles to explore their options. The elements of the events have been:

- Attendees talk to EV owners about their experience owning electric vehicles.
- Numerous different EV models are showcased
- Booths provide information on incentive programs and electrification.

Both the EV Fairs had great outcomes and were a success despite the weather being unpredictable. This year the EV fair had the following participants:

- Over 18 electric vehicles brought in by local volunteers
- Over 12 informational booths on electrification and incentive programs,
- Showcasing 3 E-Bikes and a test ride area.
- Volunteers through Greentown Los Altos and Los Altos Highschool Green Team

City staff began meeting with the EV Fair Planning Committee about a year before the 2024 EV Fair. This includes coordinating times to meet with the planning committee to plan, coordinating with graphic designers for promotional materials, assuring space and time for the event, coordinating with volunteers, outreach to vendors, ensuring safety for the event and participants, promoting the event throughout the city, etc. There was a clear challenge with limited time and effort that could be reserved for event coordination and planning due to the large amount of effort that big events take.

RECOMMENDATION

Taking into consideration the coordination and planning efforts required to plan the EV Fair events for the last two years, City staff is recommending that we pause planning for the year 2025 and conduct outreach at the Los Altos Farmers Markets to meet CAAP Goal 1.4A.

The Los Altos Farmers Market happens every Thursday from May to October from 4-8 PM. Outreach can be done for various items including building electrification, dark skies, single use plastics, and electric vehicles.