



MEETING DATE: April 10, 2023

SUBJECT: EV Fair

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REVIEWED BY: Aida Fairman, Director of Environmental Services and Utilities

BACKGROUND

Goal 1.4A of the Climate Action and Adaptation (CAAP) Plan recommends the following:

- Develop a yearly EV fair with participation from local dealerships and owners.
- Develop a map of the city charging network and available dedicated parking spaces.
- Create a webinar series on EV ownership.
- Promote all available incentive programs and encourage their use.

The goal is to increase education and awareness of available EV resources and incentive programs.

STATUS UPDATE

City staff have continued to meet with the EV Fair Planning Committee (Sybil Cramer, Jerry Pohorsky, and Ben White – Silicon Valley Chapter of Electric Vehicle Association, Suresh Venkatraman – GreenTown, and Commissioner Van Reis) to establish elements of the fair and coordinate next steps.

The event will be held at the Los Altos Community Center on June 3, 2023, from 10 am to 2 pm. The plan is to incorporate a ‘meet and greet’ model where EV owners will display their vehicles. Attendees can chat with EV owners, ask questions, and explore different features of the vehicles. There will be E-bikes on display, as well as informational booths and exhibits.

The Committee has confirmed informational booth vendors and EV owners for the EV Fair.

The Committee is working with the City Communications Team to create marketing materials and a plan for advertising the event. Thus far, the Committee plans to promote the event through multiple platforms: El Camino Real/San Antonio and Fremont/Grant banners, webpage, Town Crier, GreenTown Newsletter, social media, City Manager Weekly Update, school newsletters, neighboring jurisdictions’ newsletters, and informational fliers.

The Committee will share a presentation with updates on the EV Fair planning.

DISCUSSION

1. Environmental Commission / City of Los Altos Booth
 - a. Volunteer schedule for booth

- b. Outreach materials / other elements to share at the booth
- c. EV recruitment