



MEETING DATE: February 13, 2023

SUBJECT: EV Fair

PREPARED BY: Casey Leedom, Sustainability Coordinator

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 – 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 plans to send out notifications to informational booth vendors and EV owners in the next month.

The Committee plans to advertise the event through multiple platforms: Main Street and South Los Altos banners, webpage, Town Crier, GreenTown Newsletter, social media, City Manager Weekly Update, school newsletters, neighboring jurisdictions’ newsletters, and informational fliers.

Staff will bring a more detailed update to the Environmental Commission in March.

DISCUSSION

1. Environmental Commission / City of Los Altos Booth
2. Event Names:

- a. Destination Electric
- b. Electrify Your Ride
- c. The EV Everything Extravaganza
- d. The Los Altos Ultimate EV Expo