

To: California Air Resources Board
RE: VW Electrify America, Cycle 1 Investment Plan

The Sacramento Electric Vehicle Association (SacEV), is a 600+ member organization, and as stated by Ron Freund, Chairman of the Electric Auto Association, "... one of the largest and most active EAA chapters in the country." We strongly support the choice of Sacramento as the first awardee for the Green Cities program for many reasons.....



For years SacEV has partnered with SMUD, car dealers and many community groups to initiate the wider understanding and adoption of these 21st Century mass produced alternatives to traditional polluting choices.

The Sacramento area enjoys unique support from SMUD with strong coordination of educational outreach programs hosted, planned, and staged by SacEV. **No other area of the state** has this track record of cooperation and effective impact in bringing the understanding of how EVs can improve our quality of life.

The non-profit SacEV has the outstanding history of educational outreach to schools, colleges, businesses, publications and public events to enlighten the public about this new technology.

Even with extremely limited funds, SacEV, members invested over **4000 hours of volunteer time** with its partners, put on **55 EV educational events in 2015 and 2016** plus wide ranging activities which included:

- **3,570 Test drives** for people interested in experiencing driving electric.
- **15,265 One-on-one conversations** on whether an EV can work for you.
- 162 Member owned EVs provided for event support (show and tell) at over 55 events.
- Providing **educational scholarships** for Automotive Technology programs.
- **Bimonthly public informational events** on EV offerings, programs, infrastructure with an opportunity to meet EV industry experts for direct Q & A on "how an EV works for you."
- Engaged State Government offices and utilities in consultation on policy and planning for the adoption and infrastructure needed for EVs.
- Working closely with the national Electric Auto Association to share ideas, success strategies and programs that work.
- Published several articles not just across the country, but also into Germany, about EV events and activities, along with tips and techniques for holding successful EV events.
- Provided SacEV generated public material to train Auto Sales reps with regard to success in the EV sales process.



- Co-developed Public Service Announcements highlighting the excitement and pleasure of driving electric.

This past history demonstrates that the Sacramento community has the foundation already in place to develop a further expansive and effective educational outreach program when adequate funding is actually available.

Community Experience in Partnerships for Collective Action:

The following have consistently demonstrated successful collaboration in promoting the adoption of EVs in this area already:



- SacEV
- SMUD,
- Sacramento, Placer, El Dorado and Yolo counties,
- Sacramento and neighboring cities,
- Sacramento Clean Cities,
- Council of Governments,
- California Auto Museum,
- UC Davis Institute of Transportation,
- Air Quality Districts,
- Sierra Club,
- Auto dealerships,
- Sacramento Area Regional Technology Alliance,
- ChargePoint, ClipperCreek, and other EVSE manufacturers
- Kaiser-Permanente and other businesses,
- other local cities/governments in the region

The Sacramento area has a unique, substantial and active history of cooperative efforts between governmental, public, and community groups in promoting community interests in health. The Green City award would allow that *history* to become a *future* with a major impact on improving community health and wellness, and extend to broader regions.



Respectfully Submitted,

George L. Parrott, Ph.D., President, Sacramento Electric Vehicle Association

Guy Hall, Chief Strategic Officer, Sacramento Electric Vehicle Association