The Community Environmental Council

- Environmental non-profit, founded in 1970
- We are a “Think and Do Tank” working on solutions
- Pioneered recycling, hazardous waste reduction, organic gardening, watershed programs
- Now focus entirely on clean energy – renewable energy, energy efficiency, sustainable transportation
Why EVs?

EV + PV = Zero Emission Driving

- Many are EPA rated around 100 mpg equivalent
- Produce zero tailpipe emissions, reduce GHGs by 75%
- Use clean, increasingly renewable electricity
- Driving on Sunshine
Challenges

- EVs are very new
- Lots of misinformation
- Charging time and infrastructure
- Range
- Cost
Santa Barbara is an early adopter market!
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• SCE identifies us as the #4 market out of 183 cities
• SB Nissan - #3 dealer for most reservations in SoCal
• Top hybrid market and demographics
• Late 2010, no EV readiness efforts in Santa Barbara
Forming Plug in Santa Barbara

- Getting local governments, businesses, and other stakeholders on board
- Utility is a key partner - excellent PEV readiness and support from SCE
- Workshops – aimed at government staff and early adopters
Forming Plug in Santa Barbara

- Press events at first local delivery of Leaf and Volt
- Media stories – Driving on Sunshine
- Events showcasing EV technology – Earth Day, Green Car Shows.
- Social media – Facebook page, blogs, EV community building
Inclusion in Coulomb ChargePoint Program

- Coulomb selected for DOE award
- Working with partners to identify and apply for sites
- Matching funds through Santa Barbara County Air Pollution Control District
- Greasing the wheels to get applications in, educate partners, answer questions
- Site visits and choosing best locations, administering APCD match
EV Readiness Planning

• Central Coast planning – APCD partners
• DOE grant – smallest of 6 regions
• CEC grant – consultant selection and our approach
  – Product - Central Coast EV Readiness Plan – mostly adopting best practices from other areas
  – Bring workshops and trainings to the Central Coast
  – Take our existing events to the next level
Future Activities

- Monitor charging station use and patterns
- Work with hotels, workplaces, and other private locations to add EV charging stations
- Work with partners to implement EV Readiness Plan
- DC fast charging
- Continue to attract state and federal funding to area for planning and infrastructure
- Educate residents on new EV models, technology, and benefits of solar charging
Thanks!

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Facebook Group – Plug in Santa Barbara