



Office of the City Manager

August 31, 2017

To: Honorable Mayor and Members of the City Council
From: *Dee* Dee Williams-Ridley, City Manager
Subject: Drive Electric at the Farmer's Market, September 9, 2017

On Saturday, September 9th, from 11 am - 3 pm, an electric vehicle (EV) event, [Drive Electric at the Farmer's Market](#), will be held in the Civic Center Parking Lot. This free, public event for National Drive Electric Week is co-hosted by the Ecology Center and East Bay Clean Cities Coalition and supported by the City of Berkeley. The goal of the event is to raise awareness about EVs in order to increase electric vehicle adoption as an alternative to conventional car ownership.

EV owners and local dealerships will display their electric vehicles and answer questions. Community organizations, such as the Clean Vehicle Rebate Project, Sierra Club, League of Women Voters, and 350 Bay Area, will provide resources about tax credits, rebates and discounts such as [SunShares](#). Increased EV model options, federal tax credits, and state and utility rebates make EVs more affordable than ever before.

The transportation sector is the largest single contributor to greenhouse gases statewide and makes up a majority of [Berkeley's emissions](#). Increasing the number of EVs on the road is a key strategy of Berkeley's [Climate Action Plan](#), the roadmap for reducing our community's greenhouse gas emissions by 33% below 2000 levels by 2020 and 80% by 2050.

Please share this information with community members and feel free to contact Timothy Burroughs, Interim Director of the Planning Department, for more information.

Attachment: Drive Electric Flyer

cc: Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager
Ann-Marie Hogan, City Auditor
Timothy Burroughs, Interim Director of Planning and Development
Jordan Klein, Manager, Office of Economic Development
Phil Harrington, Director of Public Works
Farid Javandel, Transportation Division Manager

Saturday, September 9
11 am - 3 pm

Drive Electric

AT THE FARMERS' MARKET

*Civic Center Parking Lot
1980 Allston Way, Berkeley*

**It's time to make the switch to
a zero emission car!
Electric Vehicles (EVs) are
more affordable than ever.**

- **Test drive** the latest EV models
- Talk to local EV owners
- Find resources for purchasing and leasing, **rebates and deep discounts** like [SunShares](#).

SUPPORTED BY

Berkeley Climate Action Coalition, Clean Vehicle Rebate Project, Sierra Club SF Bay Chapter, League of Women Voters, 350 Bay Area, and the cities of Berkeley, Albany, El Cerrito, and Oakland.

CO-HOSTED BY



VISIT ECOLOGYCENTER.ORG FOR MORE INFO