



Office of the City Manager

February 25, 2021

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Re: Promoting Weekly Electric Vehicle Workshops

The Planning Department's Office of Energy and Sustainable Development (OESD) is partnering with the non-profit [Drive Clean Bay Area](#) (DCBA) to co-sponsor an ongoing series of weekly electric vehicle (EV) workshops. Each month DCBA is hosting three "[EV 101](#)" workshops that explore the many benefits of electric cars (improved air quality, lower maintenance and fueling costs, reduced carbon emissions, etc.) as well as incentives and special programs for income-qualified drivers that make electric car ownership more affordable. The EV 101 workshop, called "Electrify Your Ride," also touches briefly on electric bikes. Additionally, once a month, DCBA is hosting an "[EV 102](#)" workshop geared to new EV drivers to learn how they can claim incentives, navigate charging, and reduce energy bills by switching to a special EV rate. [Interested community members can register now](#) to participate in any of these workshops.

The weekly workshops provide an intimate setting where participants can ask questions and talk candidly with current EV drivers. If your office would like to promote these workshops on a regular basis, please reach out to Jordan Klein (jklein@cityofberkeley.info) and Rebecca Milliken (rmilliken@cityofberkeley.info) to receive more information including a monthly outreach email about upcoming EV educational events and seasonal preferred pricing discount programs.

Transportation is the largest source of greenhouse gas emissions in Berkeley. Electric vehicle education supports the City's [Climate Action Plan](#) and Fossil Fuel Free goals by encouraging electric vehicle adoption, as well as supports City Council's recent [referral](#) to explore how the City of Berkeley could ban the sale of gas vehicles sooner than the State's goal of 2035. The [2020 Electric Mobility Roadmap](#) also identifies consumer education as a strategy to eliminate emissions from private vehicles.

Please share these programs with community members. The attachment provides brief event descriptions and images to facilitate information sharing with your constituents.

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Attachment 1: Electric Vehicle Outreach Content (Word document)

cc: Paul Buddenhagen, Deputy City Manager
David White, Deputy City Manager
Jenny Wong, City Auditor
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager
Jordan Klein, Interim Director, Planning and Development Department



New Year, New Ride

[Online Electric Vehicles 101 & 102 Workshops](#)

Whether you are exploring plug-in cars or a new EV owner, there is a workshop to help you accelerate your clean vehicle journey. The City of Berkeley joins the nonprofit Drive Clean Bay Area to cosponsor weekly electric car webinars. The EV 101

workshop discusses the wide variety of vehicles on the market today, and their respective ranges. Other topics include home and public charging, rebates and incentives, special programs for income qualified drivers, and tips for finding the right plug-in car for your lifestyle. The EV 102 workshop is geared for new EV drivers who want to take a deeper dive into charging, learn how to claim incentives, and get tips on saving money through an EV electricity rate. At these intimate workshops, you'll have opportunity to talk with EV drivers and get your questions answered. Learn more and [register here for a free workshop](#).

Alternate Images: Find more images to download at: <https://drivecleanbayarea.org/resources/>

