



SacEV News Flash

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Current Events



Over the next several months, we'll be sharing our EV experiences and insights with the public. Here are some timely perspectives from Amy Frykman (Resource Media) and Alex Guberman about how to engage with the public when we discuss the current increases in gasoline prices.

Oil prices have spiked around the globe in the wake of Russia's invasion of Ukraine, and analysts predict that supply shortages will keep prices high in the coming months. Higher gas prices present a messaging opportunity for advocates of transportation electrification to point out the many benefits electric vehicles, but this needs to be done thoughtfully.



Sacramento's own nationally recognized YouTuber, Alex Guberman, and Forbes contributor, Tom Moloughney, help unpack these high gas prices in this [YouTube piece](#). "Wars like the current Russian invasion of Ukraine can be avoided, and it starts in your driveway with the choice of your car: electric or gas."

Amy Frykman has these tips for striking the right tone when you talk to others.



Tip 1: Beware the "elitist" trap.

Yes, transitioning to an EV may be a great way to save money when gas prices are high, but purchasing a new car is a huge endeavor and is not possible for many Americans, including those who will feel abrupt price increases most acutely. So when you are talking about high gas prices and the lower fueling costs of EVs, focus on the big picture and not the actions of individual car drivers. Highlight the importance of policies and programs that support the EV transition. Also highlight the imperative to support that transition to provide long-term price stability for drivers and to buffer the U.S. economy and individual families from future price shocks.

Tip 2: Acknowledge the pain of the moment.

In the rush to point to high gas prices and the benefits of having an EV, you might seem opportunistic—taking advantage of the misery experienced by many to advance your cause. Depending on the type of communication you are developing, you may want to acknowledge the pain of the moment, including the harm being experienced by those directly effected by the Russian invasion and the pain people around the globe are feeling from higher gas prices. You can then pivot to the core message: this again demonstrates the need to get off oil and gas—to make the US economy more resilient, to create new jobs, to shield consumers from the volatility of global oil markets, to improve air quality, and to save consumers money.

Amy also recommends looking at message guidance prepared by Climate Nexus for talking about [fossil fuels and the War in Ukraine](#), with up-to-date data points to support outreach and communications.

SacEV Meeting March 9, 2022



The March SacEV meeting will take place at 6 p.m. on Wednesday, March 9, and will help us launch a great EV year. Have an EV question? Here's a gathering of the experts! We expect the meeting to be in-person and also available via Zoom.

Location: [California Automobile Museum](#), 2200 Front St, Sacramento, CA.
You can tour the exhibit on the history of cars, including the GM EV1.

To join the meeting via Zoom, click [here](#).

5:30 pm Pre-meeting socializing outside the building or on Zoom

6:00 pm Meeting agenda:

- Welcome
- Eugen Dunlap reports on EVs at the Consumers Electronics Show
- Ash Dalal presents information on EV maintenance
- We describe April's Earth Day Events

7:00 pm Post-meeting mixer (in person and on Zoom)

Future Mobility Battery Projects



Join CleanStart for a chat with Christoph Lienemann of PEM Motion about future mobility battery projects.

Christoph Lienemann is responsible for North American operation of PEM Motion, a consulting and engineering company focused on future mobility solutions and their industrialization. He manages teams in Canada, Mexico, and the US. PEM Motion helped to establish Sacramento's California Mobility Center, a public-private innovation hub and industry-sized tech shop for enabling the future of mobility.

Date: Thursday, March 24, 2022

Time: 9:00 am to 9:45 am (PDT)

Register [here](#). CleanStart will send you the Zoom login information prior to the meeting time.

Upcoming Events



Touch A Truck at Playzeum hands-on event for kids

Interested in showing your EV to young kids? Bring your own kids or grandkids and join us at the Touch A Truck event.

This will mark our third year (the other two pre-pandemic) of **showing EVs to families in Yuba City and Marysville** at the Touch A Truck event. This event lets children explore vehicles of all types, including public service, emergency, utility, construction, transportation, and delivery vehicles. Children can touch their favorite vehicles, get behind the wheel, and meet the vehicle drivers who help to build, protect, and serve their community. Children's activities, games, and food trucks will round out the day's entertainment.

More than 2,000 people are expected to attend this annual event.

Date: Saturday, April 2, 2022

Time: 10:00 am to 3:00 pm (PDT)

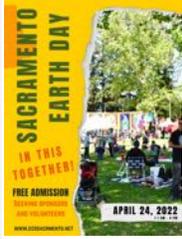
Where: 1980 South Walton Ave, Yuba City, CA 95993

For more information, contact (Guy.Hall AT SacEV DOT org)

Earth Day EVents Ahead



Mark your calendars for three Earth Day (or Earth Month) EVents, where you can bring your EV and share your EV experience with the public. Click on the links below for more information or to sign up.



[EVs at ECOS Earth Day](#)

Date: Sunday, April 24, 2022

Time: 10:00 am to 2:00 pm (PDT)

Location: Southside Park, 8th & U Streets, Sacramento, CA 95818

This is one of the region's largest Earth Day celebrations, with music, vendors, exhibitors, a stage with events, children's activities, and food vendors. We hope to have owners display 20 EVs in the EV Showcase.

[Earth Day in the Foothills](#)

Date: Saturday, April 23

Time: 10:00 am to 3:00 pm (PDT)

Location: Sierra Pines United Methodist Church, 22559 W. Hacienda Drive, Grass Valley, CA 95949

In addition to EV displays, the event features:

- Three live music venues
- Local artists and vendors
- Nature photography classes
- Master gardener demonstrations and information
- Sustainable cooking demonstrations
- Educational and community organization booths
- Walking labyrinth
- Outdoor yoga, qi gong, and tai chi practice
- Earth-friendly activities for kids



[El Dorado County EV Event](#)

EVs will parade down Main Street in Placerville and then head to the Target parking lot supercharger location, where a booth will be staffed to answer the public's EV questions.

Date: April 3, 2022

Time: 11:00 am to 2:30 pm (PDT)

Where: Target Parking Lot, Missouri Flat Rd., Placerville, CA 95667

EVs Needed for SMUD Solar Car Race & Solar Regatta

We are seeking EV owners to bring their vehicles to SMUD's Solar Car Race and the Solar Regatta. Both are fun opportunities to interact with students and to share information about EV technology and benefits of driving electric.



At SMUD's Solar Car Race, solar-powered cars designed by local high school students compete in speed and design categories. At SMUD's Solar Regatta, teams of students design, build, and then race their own solar-powered boats.

The Solar Car Race will take place on April 20 from 9 a.m. to 2 p.m. at Cosumnes River College. The Solar Regatta will take place on May 13-14 at the Rancho Seco Recreational Area.

To volunteer to bring your EV, or to get additional information, contact SMUD's Suzette Bienvenue: **suzette DOT bienvenue AT smud DOT org.**

PG&E Proposes EV 2 Charging Infrastructure



PG&E is proposing the Electric Vehicle Charge 2 (EVC 2) project, which would support installation of charging infrastructure at multi-family housing, workplaces, and public destinations. EVC 2 would add ~16,000 new charging ports, both Level 2 and DC Fast Chargers, all available to the public. For more information click [here](#).

Date: Wednesday, March 2, 2022 (PST)

Time: 4:00 pm - 5:30 pm

[Meeting Access Here](#)

Event Funding, Sutter or Yuba Counties



Would you like to hold an Event in Sutter or Yuba County? If so, the Feather River Air Quality Management District is accepting applications for their Mini Grant Program. The Mini Grant Program funds projects that provide air quality benefits in Yuba and Sutter counties by reducing emissions from cars and trucks (including reducing vehicle miles traveled), and that have low costs and quick turnaround times.

Projects are awarded first come/first served. Applications will be accepted until June 1, 2022 or until all funding has been allocated. The program allocation for this year is \$16,000, with individual projects capped at \$2,000.

For more information or to download an application, click [here](#) or call (530) 634-7659 ext. 209.

Upcoming Webinars



EVs certainly are fun and save money, plus, there's an exciting journey in discovering more about them, their impact, and how they're changing the world for the better.

SacEV brings you a list of upcoming EV related presentations. In case you missed one, we've added pointers to the recordings. You

can also find this list on the SacEV.org website [HERE](#).

Join the National Electric Vehicle Association



When you join other SacEV members as national Electric Vehicle Association members, you are part of the national grass-roots community advocating for EVs in the USA. The national EVA is critically important to SacEV as it handles our administrative chores (tax filings, non-profit status, banking service, insurance, legal help, etc.) and provides value, such as webinars and the two nationwide events: National Drive Electric Week and Drive Electric Earth Day.

Your SacEV leadership team relies on these services, so we encourage you to join the national organization for the small sum of \$35 annually. You will also be able to keep current with the latest developments in the rapidly changing world of electric vehicles in our regular Current Events e-blog. This blog is full-color, available 24/7 on-line from your desktop, laptop, smartphone, or however you access the internet.

Your membership provides value to you, our local SacEV chapter, and you become a member of this critical national movement. **Please join NOW.** You may also send a check payable to the Electric Vehicle Association, c/o Guy Hall, 8325 Walden Woods Way, Granite Bay, CA 95746.

More SacEV Events Are Coming Up

Check the [SacEV calendar](#) for the latest EV-related activities.

If you've missed a Newsletter and for more information about the Sacramento Electric Auto Association visit our [website](#).

