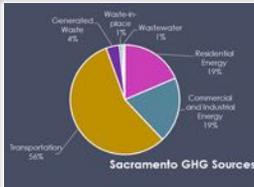




SacEV News Flash

Sacramento Transportation Climate Change Workshop



Last October, the community requested that the Sacramento City Council conduct a workshop on transportation in the context of climate change. This workshop has been scheduled for **January 25 at 2:00 pm**, and will include:

- An overview of the relationship between greenhouse gas emissions (GHG) and transportation.
- Guest speakers and outside experts on mobility and climate.
- Staff recommendations to advance goals through transformative projects and pursuit of critical funding.

You can join the meeting virtually [here](#). More information [here](#).

California Hydrogen Leadership Summit



The California Hydrogen Leadership Summit will explore methods to accelerate the production, use, and storage of hydrogen. The summit will be held on February 1 at the Sheraton Grand in Sacramento. Registration is free for non-profits.

Since hydrogen fuel cells compete with batteries as sources of power for EVs and other electrification technologies, it's useful for us to keep up with plans and financing for hydrogen use.

Register: <https://www.cahydrogenleadershipsummit.com/#register>

Apparently, no option is available to attend the summer virtually.

Say "Thanks" to Johan



Johan Verink, volunteer photographer for both SacEV and DEVA, takes amazing photos of EVs and their owners. Whether he photographs EV event displays, cars that are charging, or EV owners cruising with a favorite pet, his work ensures that EV events are recorded and can be shared with the public.

Johan is a retired wastewater engineer from the Netherlands who for years has been seeking the answer to a difficult problem: how to establish a single indicator for climate change. His search is ongoing.

We appreciate Johan's smile, his persistent energy, and, of course, his great photos.

Johan is one the the many volunteers who further EV adoption by helping to educate the public about the benefits of EVs. The next time you see Johan, say "Thanks!"

Do Apartments/Condos Discourage EV Ownership?

Charging an EV can be challenging for someone living in an apartment or condo. If you have put off buying an EV because you live in multifamily housing or had difficulty charging an EV in that environment, please tell us about your experiences and perspectives. We're gathering information to help us advocate for more charging infrastructure in multifamily housing. **Contact:** news AT SacEV DOT org

Guess which New EV is coming to SacEV

The next SacEV meeting is on March 9, so you have two months to guess which recently released EV will be showcased on site at the meeting. Hint: the name starts with "L."

Mark your calendar for 5:30 pm on March 9, at the California Auto Museum.

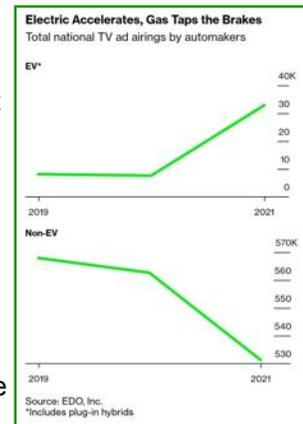
More EVs are Appearing in TV Advertisements



According to a [Bloomberg article](#), "Until this year, the history of EV advertising has been defined by absence. Tesla, the market leader, famously doesn't advertise and the legacy automakers mostly neglected the few electric models they offered."

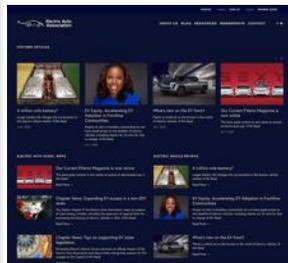
For example, in 2020 Audi spent \$18M on EV ads and \$53M on non-EV ads. That flipped in 2021, when Audi spent nearly \$54M on EV ads and only \$13M on non-EV ads.

We believe that work done by EV advocates has encouraged car companies to increase EV promotion. Hopefully, the ads help to make EVs "normal" for the public. More ads drive more sales, which drive more ads, which drive more sales...



Dave Lee talks about EV ad expenditures on his [Youtube channel](#) and describes how he sees other EV manufacturers trying to catch up with Tesla.

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](#).

