

Projects

Electric Vehicle Outreach and Engagement

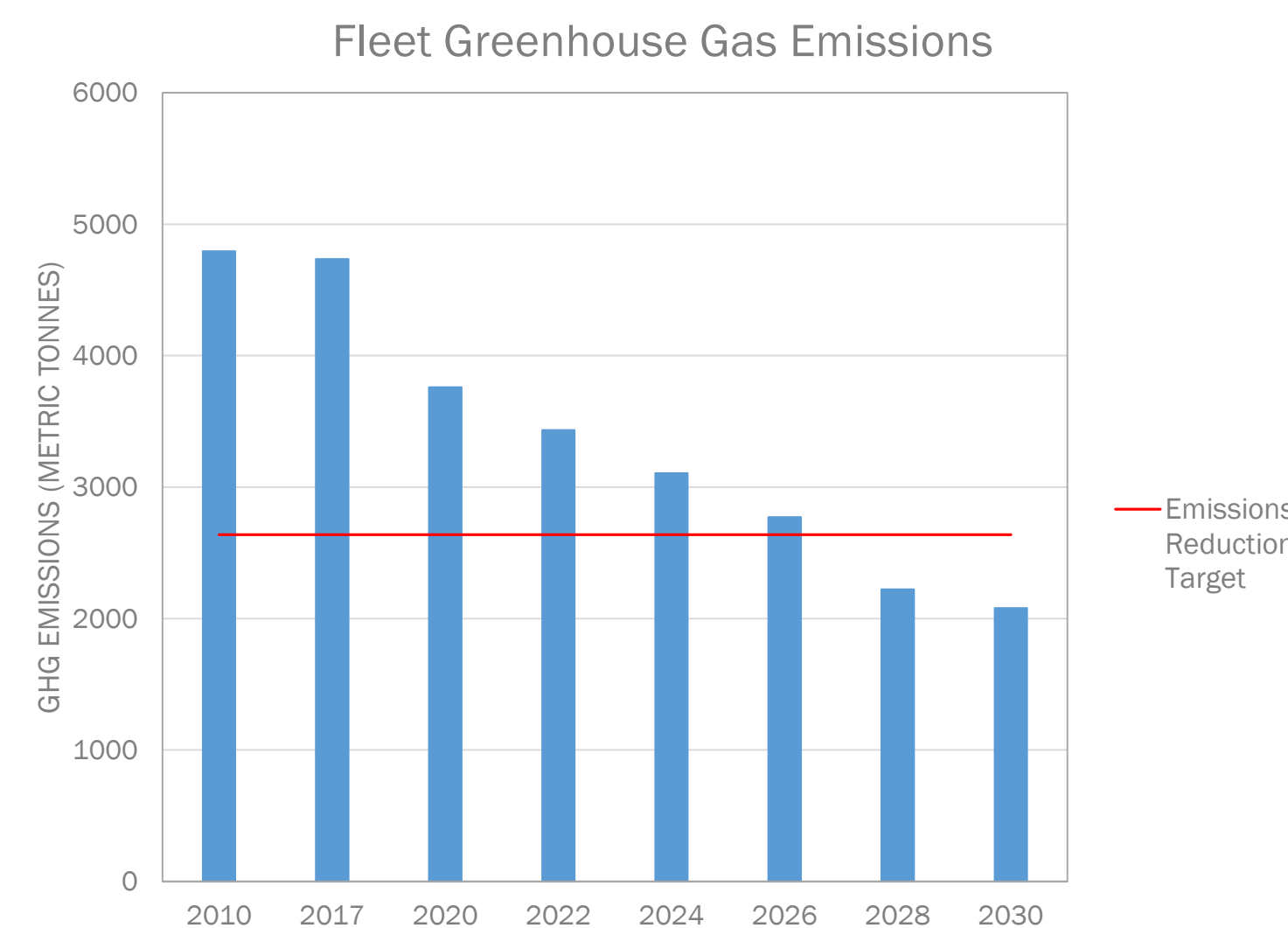
When given a choice between electric vehicles (EVs) and gas vehicles, Alameda County employees tend to choose gas vehicles. Through interviews with employees, we discovered this was mainly due to knowledge gaps and anxiety about how to use them.

To address these knowledge gaps and promote EV utilization I led the following outreach strategies:

- Authored a County-wide employee newsletter promoting EVs
- Organized 4 EV Ride and Drive events for employees to learn how to unplug, operate, and properly recharge EVs
- Coordinated a raffle contest, where any employee that drove an EV at least once within the contest timeframe was entered to win a prize

Electric Vehicle Procurement and Conversion Plan

As part of Alameda County's effort to reduce greenhouse gas emissions, as set forth in our Climate Action Plan, a significant portion of our 1200-vehicle fleet will need to be converted to advanced fuel vehicles, including battery-electric and hybrid models. To determine how many gas vehicles need to be converted each year to meet a 45% reduction in fleet greenhouse gas emissions, I developed a 12-year procurement plan for the County's fleet manager.



Results and Achievements

EV Outreach

- Educated 90 employees on how to properly use EVs
- Increased EV utilization by 23%
- Boosted proper EV charging behavior by 50%

EV Procurement/Conversion Plan

- Plan will be used to inform County-wide vehicle replacement decisions



Lessons Learned

Successful Strategies

- Lack of employee knowledge and familiarity with EVs is a major barrier to wide scale adoption of EVs in public fleets
- Education is critical to motivate behavior change
- Developing long-range plans is important to meet emissions reductions goals

Recommendations for Improvement / Program Expansion

- Alameda County should focus on continuing to educate employees on how to use EVs since hands-on training has proven effective in increasing utilization
- Efforts should also be focused on eliminating data discrepancies in the County's GPS and fleet management software as these inconsistencies may lead to greenhouse gas emissions being underreported in analyses

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Brittani is a graduate of UC Berkeley where she studied Environmental Policy and Management. She is interested in transportation, community development, and sustainability.

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