



**FOR IMMEDIATE RELEASE**  
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## **Electric Car Show for National Drive Electric Week**

**Sunday, September 18, 10 AM - 2 PM at Camino Real Marketplace in Goleta**

**SANTA BARBARA, CA** – The Community Environmental Council (CEC) and Santa Barbara County Air Pollution Control District (SBCAPCD) present the Goodland Drive Electric Car Show, a **free** public event showcasing the latest electric vehicles **on Sunday, September 18 from 10 a.m. - 2 p.m. next to the Farmer's Market at Camino Real Marketplace in Goleta.**

A celebration of National Drive Electric Week, which runs September 10-18, the show serves as a resource for anyone wanting to find out about owning and driving a plug-in electric vehicle (EV). Local EV owners will be on hand throughout the event to share their experiences and insights into driving electric.

The car show is supported by the Plug In Central Coast initiative, a partnership between public agencies and nonprofits that work to support the adoption of electric vehicles in local communities. CEC and SBCAPCD founded the initiative in 2011, and its importance was underscored in 2012 when Governor Brown established a target to have 1.5 million electric vehicles on the road by 2025 to support California's climate change and air quality goals.

"Few people realize that transportation accounts for 37 percent of California's carbon footprint – more than any other sector of the state's economy," said Sigrid Wright, CEC Executive Director and CEO. "There is more data showing that climate change is already playing out and may be taking place faster than expected, so we want to focus on solutions that will help us cut emissions as quickly as possible. Replacing conventional automobiles with electric vehicles is one of the most effective steps that people can take to reduce carbon emissions today."

Aeron Arlin Genet, SBCAPCD Director, noted, "Cars and trucks are a large source of air pollution in our county. More electric vehicles on the road means less air pollution overall, and cleaner air near our busiest roadways."

Goodland Drive Electric attendees can learn about these environmental benefits as well as the financial advantages of EV ownership. "The average U.S. household spends nearly one-fifth of its total income on transportation, and in California the average driver would cut transportation costs in half by replacing a conventional gas-powered automobile with an electric vehicle," said Cameron Gray, CEC's Energy Associate. "If drivers have rooftop solar, the savings can be even larger." Gray added that people are often pleasantly surprised that electric motors offer much quicker acceleration than standard engines.

Camino Real Marketplace has hosted the Goodland Drive Electric Celebration for the past four years. In 2015, the shopping center worked with CEC, SBCAPCD, and City of Goleta staff to install the city's first publicly available DC Fast Charger, which can recharge an electric vehicle to nearly full capacity in as little as 30 minutes. "We support cleaner, more sustainable transportation options," said Mark Ingalls of Camino Real, LLC. "Giving customers access to fast and convenient charging at the marketplace is one way that we are doing our part and giving back to the community."

**To RSVP for the Goodland Drive Electric Car Show, visit [CECSB.org/event/goodlanddriveelectric](http://CECSB.org/event/goodlanddriveelectric).**

**To participate, contact Cameron Gray at (805) 963-0583 x111 or [cgray@cecmail.org](mailto:cgray@cecmail.org).** To learn more about driving electric, visit [CECSB.org/choose-electric](http://CECSB.org/choose-electric).

All community members are encouraged to attend the free Goodland Drive Electric Car Show, and to bring reusable bags along for buying locally grown Farmer's Market goods.

## **About Community Environmental Council**

Since 1970, CEC has worked to create change in areas with the biggest impact on our environment — including energy, transportation, waste, and food systems. In addition to public education and advocacy, CEC provides direct support to the community on actionable solutions such as choosing high-efficiency electric vehicles, driving less, adding solar to homes, ditching single-use plastic, and making food choices that support the environment.

For more information on CEC:

- Find CEC on the web at [CECSB.org](http://CECSB.org)
- Like CEC on Facebook at [Facebook.com/CECSB](https://www.facebook.com/CECSB)
- Follow CEC on Twitter [@CECSB](https://twitter.com/CECSB) and on Instagram [@CEC\\_SB](https://www.instagram.com/CEC_SB)
- Call CEC at 805-963-0583 ext. 100

## **About Santa Barbara County Air Pollution Control District**

The Santa Barbara County Air Pollution Control District is a local government agency that works to protect the people and the environment of Santa Barbara County from the effects of air pollution. See [www.OurAir.org/ev-charging-program/](http://www.OurAir.org/ev-charging-program/) for information on funding available for publicly accessible charging stations.

For more information on SBCAPCD:

- Find SBCAPCD on the web at [OurAir.org](http://OurAir.org)
- Follow SBCAPCD on Twitter [@OurAirSBC](https://twitter.com/OurAirSBC)

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