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***Charge Across Town Launches in San Francisco***  
*Real-Estate Development Firms and Car Share Group Join Partnership*  
*Goal to Make San Francisco "EV Ready" and Advance Adoption of Electric Vehicles*

SAN FRANCISCO, Calif., April 23, 2012 -- **Charge Across Town**™ today announced the launch of a major electric vehicle (EV) education campaign aimed at making San Francisco the leading U.S. city in EV adoption and infrastructure. **Charge Across Town** is a non-profit designed to foster partnership between local government, business leaders and industry organizations and provide education and awareness to consumers, employers and the real estate community about the benefits of electric vehicles.

**Charge Across Town** also announced today that major commercial and residential real estate partners **TRI Commercial** and **McGuire Real Estate** have joined the partnership, supporting the belief that electric vehicles are key to the future of Bay Area transportation. Other partners include **City CarShare**, which has one of the greenest fleets in the nation, and **CalCars.org**, a leading advocacy group for hybrids and EVs.

**Charge Across Town** is supported by the **Tides Center**, and works in collaboration with **San Francisco's Department of the Environment** and the **Business Council on Climate Change (BC3)**.

"The City has made major progress in installing public EV charging stations, and the continued adoption of electric vehicles is key to helping meet our greenhouse gas reduction goals," said Melanie Nutter, Director, San Francisco Department of the Environment. "**Charge Across Town's** outreach and education efforts to our City's residents will help transform the market and make San Francisco the EV capital of the U.S."

"**Charge Across Town** was born out of the need to bring consumer education at the grassroots level, as well as outreach to the larger private business sector, to support

EVs and the needed EV infrastructure,” said Maureen Blanc, executive director, **Charge Across Town**. “We think San Francisco will lead the way in EV adoption in the United States. Our goal is to get San Francisco “EV Ready” through innovative city-sponsored EV charging stations, public awareness campaigns, and the active engagement of San Francisco’s tech- and environmentally-savvy business sector.”

In addition to ongoing educational events and awareness campaigns, **Charge Across Town** will sponsor “EV Week” September 17-20, 2012 to highlight industry trends and help consumers and business leaders answer the question “Are you EV Ready?”

San Francisco already has committed to building the charging infrastructure needed to make the city EV-ready. Actions underway include:

- *Public Charging:* The city is installing nearly 100 charging stations at approximately 20 public garages and parking lots around the city and the airport. There is no fee for use of the city-installed charging stations for at least the first two years, until the end of 2013.
- *Residential charger programs:* San Francisco is working with other cities and counties in the Bay Area to make sure there are streamlined procedures for permitting and installing home EV chargers, and discounts for home chargers are available through a program funded by the Bay Area Air Quality Management District. The Department of Environment’s MultiCharge SF program is helping multifamily buildings become EV ready, and includes a state-funded demonstration program available exclusively in San Francisco that will place chargers in more than 20 condominiums and apartment buildings.
- *City Fleet:* Most light-duty cars and trucks in the city’s municipal fleet are alternatively fueled vehicles, including 25 plug-in cars and trucks. The city anticipates doubling the number of plug-in vehicles in the coming year.
- *Commercial/Workplace charging:* Employee parking and other commercial locations are high priority for EV chargers. The city is working with organizations such as the Business Council on Climate Change to help businesses accelerate EV-readiness.
- *Taxicabs:* San Francisco is home to two innovative EV taxi programs: The Municipal Transportation Agency is organizing a program of 25 EV cabs that will serve the city’s outlying neighborhoods. Separately, San Francisco and San Jose will host the first North American Battery Switch Stations in a pilot program with Better Place, which will include a fleet of 60 specially built EV cabs operating with switchable battery packs.
- *Car sharing:* San Francisco is the top market for car sharing with City CarShare, Zip Car, and others adding plug-in vehicles to their green car share fleets.

**About Charge Across Town**

*Charge Across Town*™ is a non-profit organization fostering public-private partnership between city government, local businesses and the electric vehicle (EV) community to advance the adoption of EVs, reduce carbon emissions from the transportation sector, and help create clean energy jobs in California and beyond. *Charge Across Town* will raise awareness of EVs and educate consumers on the benefits, costs and feasibility of owning an electric car. It will advance the EV infrastructure by educating and incentivizing commercial and residential property owners on the costs and benefits of installing EV charging stations. For more information visit [www.chargeacrosstown.com](http://www.chargeacrosstown.com).

**About San Francisco Department of the Environment (SFE)**

SF Environment creates visionary policies and innovative programs that promote social equity, protect human health, and lead the way toward a sustainable future. SFE puts its mission into action by mobilizing communities and providing the resources needed to safeguard our homes, our city, and ultimately our planet @ [www.sfenvironment.org](http://www.sfenvironment.org).