Acterra’s Karl Knapp GoEV Program Honors Local Electric Vehicle Advocate

**Event Name:** Acterra Ride & Drive Event and Karl Knapp GoEV Program Launch  
**Event Date:** Sunday, September 16, 2018  
**Event Time:** 1:00 PM – 4:00 PM  
**Event Venue:** Peninsula Conservation Center, 3921 East Bayshore Road, Palo Alto  
**Event Details:** View and take a spin in an electric vehicle at this free event. Talk to EV owners and dealer representatives. Learn about range, pricing, available makes and models, and the future for this game-changing technology. Some of the models scheduled to participate include: BMW i3, Chevy Bolt, Chevy Volt, Chrysler Pacifica Hybrid, Fiat 500e, Ford Focus Electric, Kia Soul EV, Nissan Leaf, Tesla Model S, 3, and X and VW eGolf.  
**Event Website and Pre-Registration:** [https://www.acterra.org/goev/](https://www.acterra.org/goev/) (Walk-ins welcome)

PALO ALTO, September 13, 2018--The legacy of an influential electric vehicle (EV) advocate and renewable energy expert will be honored with the official launch of Acterra’s Karl Knapp GoEV Program from 1 to 4 p.m. on September 16, 2018 at the Peninsula Conservation Center on East Bayshore Road.

This month Acterra announced receipt of a large, multi-year private gift recognizing renewable energy hero Dr. Karl Knapp. Knapp has over 30 years’ experience in the industry and formerly served as a Senior Resource Planner for City of Palo Alto Utilities, managing the City's renewable energy, energy efficiency and climate protection programs. In the Stanford community, where Karl Knapp received his bachelor’s, master’s, and doctoral degrees, Knapp is best known for his popular “Understanding Energy” course (co-taught with Jane Woodward, Kirsten Stasio, and Diana Ginnebaugh) which explores the technological, policy, and social dimensions of energy use, including electric vehicles. As an early adopter and advocate, Karl Knapp arranged electric vehicle demonstrations on the Stanford campus and in the late 1990s became one of the first Americans to own a City-EI, a 3-wheeled EV manufactured in Denmark.
To date, Acterra has provided approximately 1400 Bay Area test drives in response to data showing that drivers who have personally test driven an EV are more likely to buy electric. “Educational outreach is the perfect way to pay tribute to Karl Knapp,” said Ariane Erickson, GoEV program manager. According to Erickson, the Karl Knapp GoEV program will enable Acterra to conduct more EV workshops and “ride & drive” events and continue Knapp’s outreach to Stanford students, thus creating more opportunities for people to discover the advantages of electric vehicles: less money spent on fuel and maintenance, less climate change pollution, and a quieter driving experience. “This pledge has really allowed our program to take flight. Sales of electric vehicles in the Bay Area have surged in the last 5 years, but gas-powered vehicles still comprise 83% of new vehicle sales in California. We need to turn that number on its head and get EVs to become 83% of sales,” said Erickson.

Another goal of the Karl Knapp GoEV program is to help people from every socio-economic level enjoy the clean-energy benefits of EVs. Greg Bell is a Palo Alto resident who has participated in Acterra’s ride & drive events for many years. “The test drives help dispel some myths about EV ownership, especially that you have to be higher-income,” Bell said. “Lower-income folks can look into state of California incentives for pre-owned EVs, and EVs have lower maintenance and energy costs. Leasing is another option. I think more people would adopt EVs if they knew the whole range of options.” Julie Noblitt, Director of Energy & Climate programming at Acterra, added, “California is leading the nation in cutting air pollution by shifting away from gas-powered cars. Acterra’s GoEV work underscores our need to make clean energy access easier and cheaper for everyone, regardless of their financial means.”

The Karl Knapp GoEV Program launch coincides with Acterra’s free National Drive Electric Week Ride & Drive event, one of 300 simultaneous events in the nation. In addition, a special reception will be held for friends of Dr. Knapp from 4 to 6 p.m. at the Peninsula Conservation Center, 3921 E. Bayshore Road, Palo Alto.

About Acterra: Action for a Healthy Planet
Acterra is a 501(c)(3) nonprofit based in Palo Alto that brings people together to create local solutions for a healthy planet. Acterra works locally to help people build climate-resilient communities, as well as save energy, use cleaner power, and reduce their carbon footprint at home, at work, and in the community. For more information, visit acterra.org.