

City of
Santa Clara

Marketing Committee

June 21, 2017



**City of
Santa Clara**
The Center of What's Possible

Website Redesign Project

- Contract was approved last week with Vision for website redesign
- City staff working with Vision to schedule Kick-off date
- Project duration: Approximately 6 months from Kickoff date
- Begins with Usability Study – input will be requested from users and general public





Santa Clara Electric Vehicle Charging Center

Outreach Opportunities Discussion

Larry Owens, Silicon Valley Power
Kara Gross, Joint Venture Silicon Valley



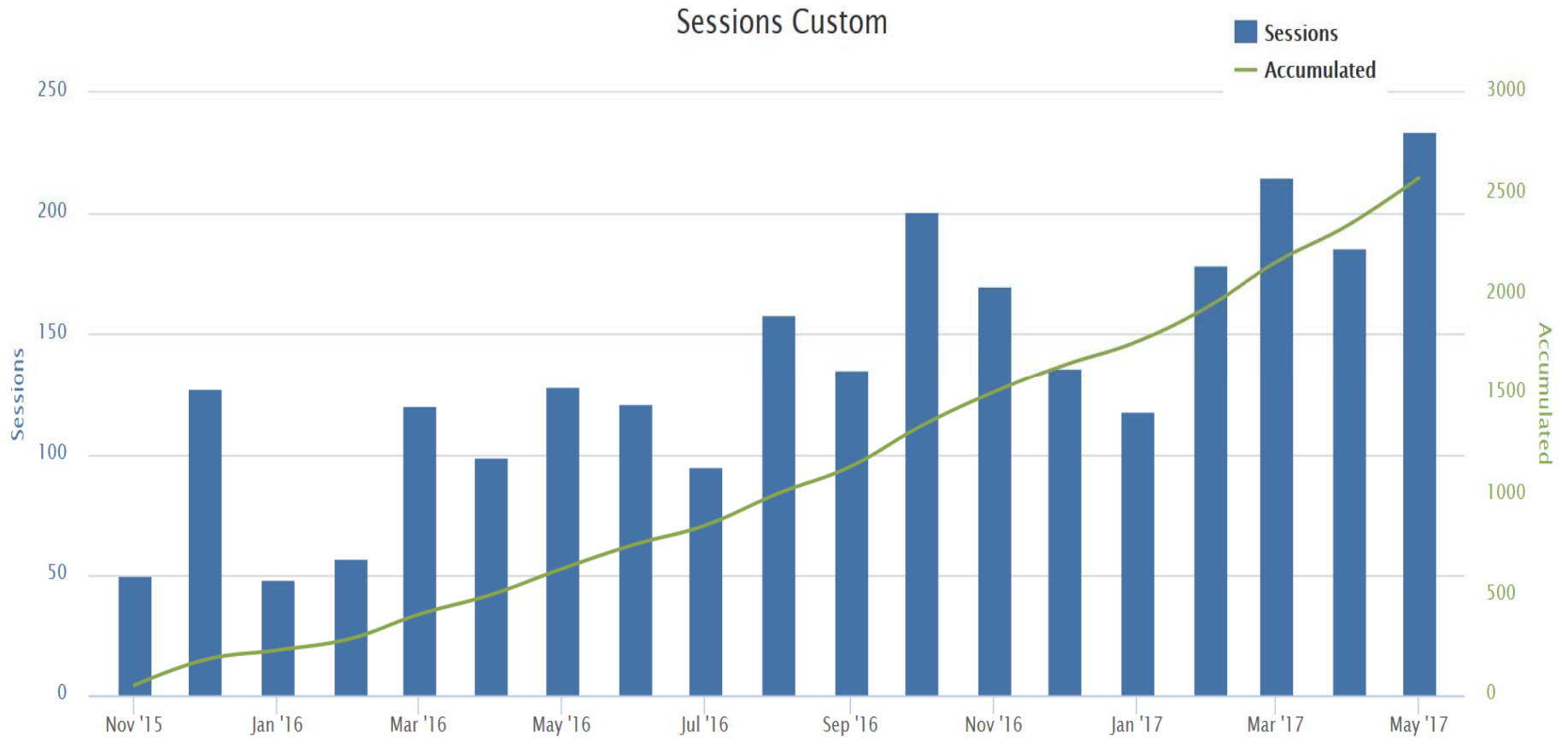
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Goals of the Project

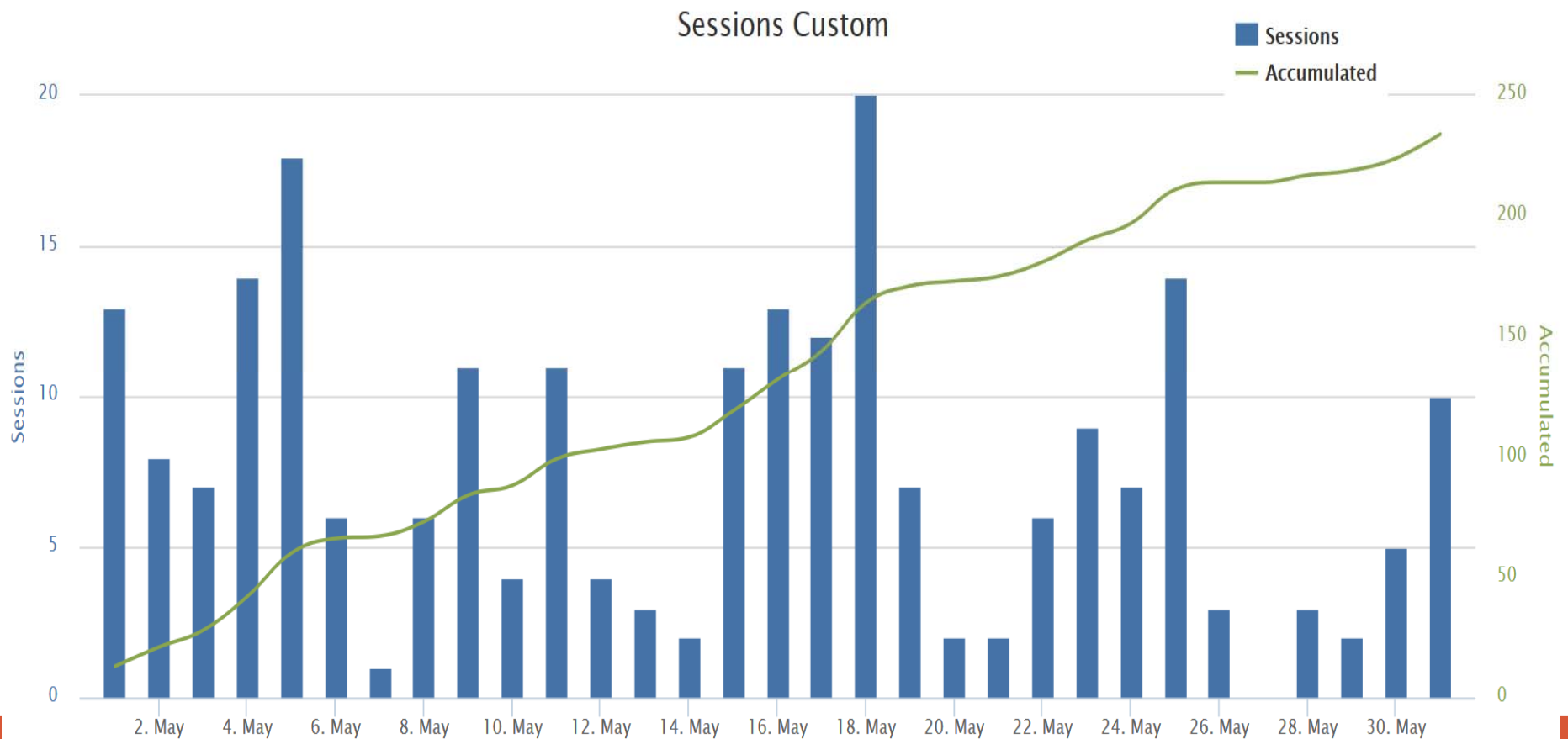
- ✓ Build the EV Charging Center for visitors to Levi's Stadium, California's Great America, the Santa Clara Convention Center, Techmart, and hotels & businesses
- ✓ Demonstrate the operational viability of a large, networked and managed destination charging site
- ✓ Develop and demonstrate remote control of site; limit peak power demand & match solar power production at the site
- ✓ Charge up to 48 EVs simultaneously, and provide 100-200+ EV sessions per day, with minimal impact on facility, through parking management processes



Charging Session per month, November 1, 2015 – May 31, 2017



Charge Sessions per day, May 1-31; 234 Total



EV Charging is a benefit to you

- ❑ Increase attraction to the area – EV Charging Here!
- ❑ Augment your outreach, media, and on-line communication to promote your “EV friendly” destinations
- ❑ Highlight as a success story for EV charging infrastructure supporting major destination sites



Next Steps

- A simple graphic for use on your website and other media, paired with:
 - Signage in the area directing vehicles to the EVCC
 - Boilerplate text for use in any documents, such as RFP responses
 - A centralized webpage with real-time availability info
- A press release from the CVB targeting key audiences
- Other ideas?



Santa Clara Electric Vehicle Charging Center



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Open City Hall Santa Clara Art & Wine Festival

- Open City Hall Passport– promotes visit to City booths to obtain free prize
- Banner Installation



LEARN ABOUT CITY SERVICES!

Get to know your city! Visit each booth and collect a passport stamp. When you have 12 stamps, visit City Hall Central and win a souvenir!

Souvenirs available for the first 250 people

- 1 City Manager's Office & Human Resources
- 2 Parks and Recreation
- 3 Public Works
- 4 Library
- 5 Finance Utility Billing
- 6 Information Technology Department
- 7 Police Department
- 8 Fire Department
- 9 Tap Water Express
- 10 Water Department
- 11 Silicon Valley Power
- 12 Community Development



Mission College: You are welcome here



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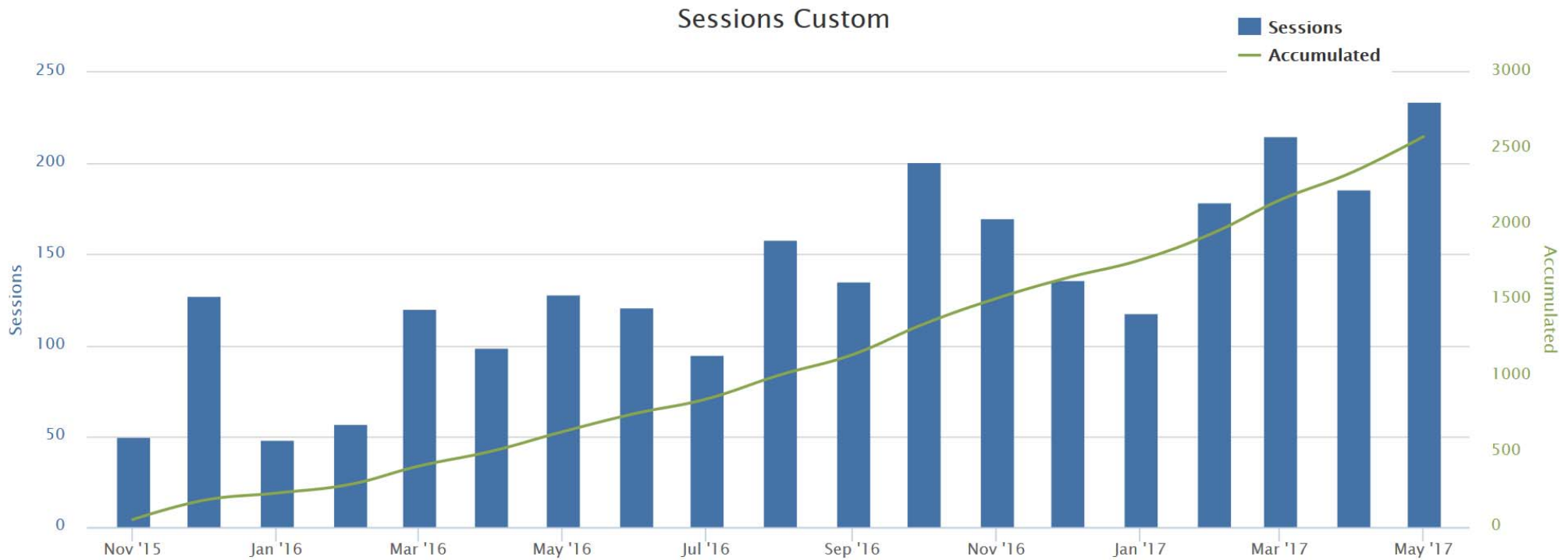
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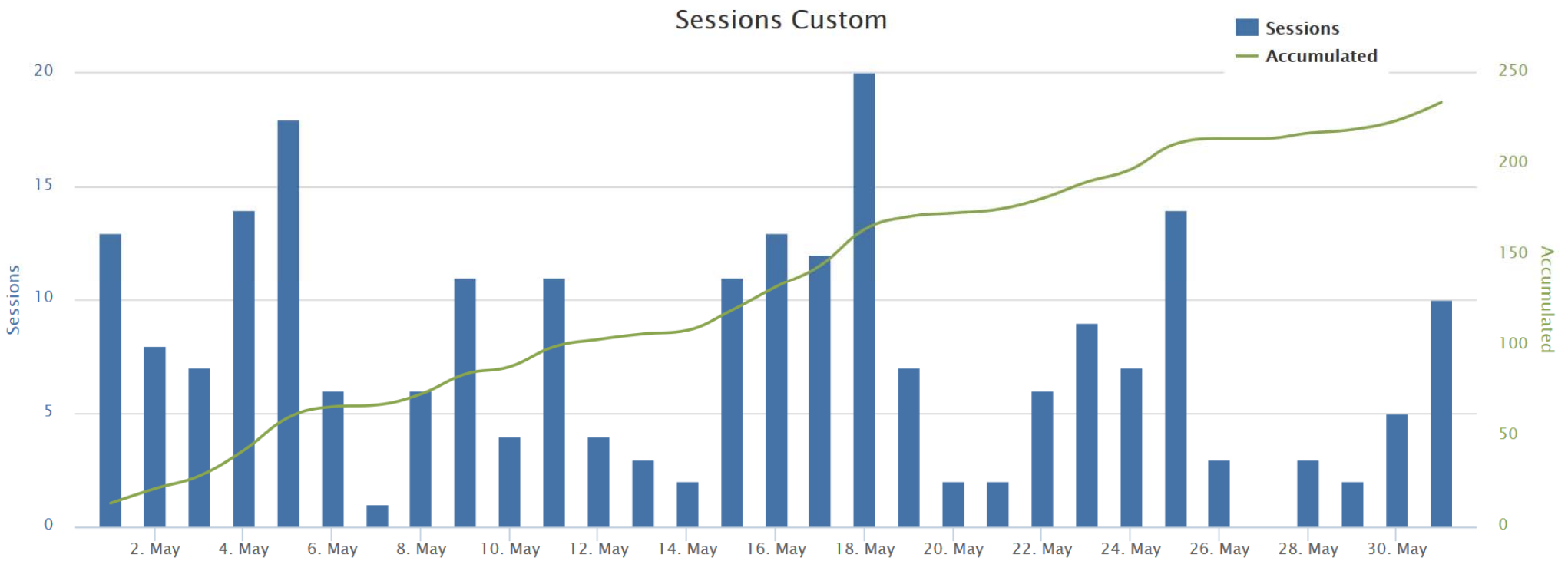
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