



FOR IMMEDIATE RELEASE

Adopt a Charger Electrifies Seacliff State Beach with Fee Free Electric Vehicle Chargers thanks to a grant from the California Energy Commission, and Match Funding from the Monterey Bay Air Resources District

Aptos, CA – December 4, 2019 – One of the most popular State Beaches in Santa Cruz County – Seacliff State Beach – now has even more appeal for plug-in electric vehicle owners with the addition of new, free charging courtesy of the Adopt a Charger program. Utilizing a grant from a California Energy Commission (CEC) and match funding from the Monterey Bay Air Resources District (MBARD), Adopt a Charger installed (8) 240 volt, Level 2 EV charging stations.



(David Frisbey from MBARD plugs in his Honda Clarity PHEV)

A ribbon-cutting celebration was held today at the site of the Adopt a Charger EV charging stations in the parking lot of Seacliff State Beach. The ribbon-cutting celebration was hosted by Jordan Burgess, California State Parks Deputy District Superintendent for the Santa Cruz District; Kitty Adams, Executive Director, Adopt A Charger, Inc., and David Frisbey, Planning and Air Monitoring Manager, Monterey Bay Air Resources District (MBARD). Special guests included MBARD staff, representatives from Santa Cruz nonprofit Ecology Action, and a number of plug-in vehicle owners from the area.

California State Parks recreational activities and outdoor experiences draw approximately 85 million visitors each year –an increasing number of who drive plug-in vehicles. Installation of EV charging stations (EVCS) is part of the “Cool Parks” initiative by California State Parks that responds to the pressing challenges of climate change and seeks to educate park visitors, and motivate the broader public to be part of the solution.

“California State Parks is proud to be a partner in the push for sustainable transportation opportunities,” said Jordan Burgess, Deputy District Superintendent for the Santa Cruz District. “As a department known for protecting our most valued natural resources, we’re excited to provide our visitors EV charging stations at Seacliff State Beach. We look forward to exploring more opportunities to help preserve our environment for future generations to enjoy.”



(Deputy District Superintendent, Jordan Burgess, plugs in the State Parks Mitsubishi Outlander PHEV)

“The California State Parks have always stood for environmental stewardship, and I am grateful that Adopt a Charger can help them promote electric vehicles.” said Kitty Adams, Executive Director of Adopt a Charger. “The EV chargers at Seacliff State Beach enable zero emission travel to this popular destination, and are a great opportunity for outreach and education. By offering EV charging at State Parks, we raise awareness of the new technology and enable interaction between actual owners and the EV curious. Plug-in vehicles reduce greenhouse gas emissions by at least 45% compared with gasoline vehicles, and have a much lower cost of ownership.”

Seacliff State Beach is a California State Park located on Monterey Bay, in the town of Aptos, in Santa Cruz County. It is located off Highway 1 on State Park Drive, about 5 miles south of Santa Cruz. The beach is most known for its fishing pier and the concrete ship SS Palo Alto, lying in the water. The recently installed EVCS at Seacliff are conveniently located in the day-use parking lot. The park features swimming, surfing, fishing, picnicking and fire pits.

Funding for the project came from a CEC grant received by Adopt a Charger, that helped facilitate the installation of EV chargers at 16 parks, with match funding provided by the Monterey Bay Air Pollution Control District and donated EVCS from the Electric Power Research Institute.

“The California Energy Commission is pleased to partner with Adopt a Charger, MBARD and California State Parks to help provide local access to charging infrastructure and support the state’s transition to clean, zero-emission electric vehicles,” said CEC Commissioner Patty Monahan. “These new chargers provide convenient access to charging infrastructure that allow electric vehicle drivers to enjoy California’s state beaches while supporting the state’s goals for zero-emission vehicle adoption, improving air quality, and combating climate change.”

“MBARD is pleased to partner with California State Parks and Adopt a Charger on this electric vehicle infrastructure project which makes EV charging available at Seacliff State Beach. This strategic location on Highway 1 fills a gap in the network of charging stations along this important transportation corridor. By funding the installation of charging stations, MBARD promotes the adoption of fully electric vehicles, leading to significant long-term air quality benefits, said Richard A. Stedman, MBARD Air Pollution Control Officer.”

About the California State Parks

Founded in 1855, California Department of Parks and Recreation manages more than 280 park units, which contain the finest and most diverse collection of natural, cultural, and recreational resources to be found within California. For more information visit CA.Parks.gov

About Adopt-A-Charger

Adopt-a-Charger is a 501(c)3 nonprofit organization founded in March 2011 to accelerate the wide spread adoption of plug in electric vehicles by broadening the charging infrastructure. Adopt-A-Charger’s unique approach matches a sponsor with a host site located at a popular public destination: parks, colleges, museums, beaches and the like. By “adopting” a location, the sponsor agrees to pay for equipment, installation, maintenance, and administration fees for three years (occasionally utilizing grants and/or host contribution. For more information visit Adoptacharger.org

About the California Energy Commission

The California Energy Commission is leading the state to a 100 percent clean energy future. It has [seven core responsibilities](#): developing renewable energy, transforming transportation, increasing energy efficiency, investing in energy innovation, advancing state energy policy, certifying thermal power plants, and preparing for energy emergencies.

About Monterey Bay Air Pollution Control District

The mission of the Monterey Bay Air Resources District is to Protect Public and Environmental Health while balancing Economic and Air Quality Considerations.

The District is responsible for air monitoring, permitting, enforcement, long-range air quality planning, regulatory development, education and public information activities related to air pollution, as required by the California Clean Air Act and Amendments (HSC Section 40910 et seq.) and the Federal Clean Air Act and Amendments (42 U.S.C. Section 7401 et seq.).

For more information contact Kitty.Adams@adoptacharger.org or (310)766-7160