Santa Barbara Earth Day Festival - Green Car Show Presentations

When: Sunday, April 20, 2008  10:00 am - 5:30 pm  
Where: Santa Barbara County Courthouse Sunken Gardens (On Anacapa St. between Figueroa and Anapamu, downtown Santa Barbara)

Presentations:  Wednesday, April 30, 2008  1:00 pm - 4:00 pm

Background

Earth Day was first proposed by Senator Gaylord Nelson of Wisconsin, who envisioned an “environmental teach-in” to be held on April 22, 1970. Nelson’s proposal was in part a response to several environmental disasters that occurred during the time, including the 1969 oil spill off the coast of Santa Barbara. Twenty million people celebrated the first Earth Day, largely through community organized events. This year, it is expected that 1 billion people will celebrate Earth Day worldwide¹.

The South Coast Earth Day Festival is organized by Santa Barbara’s Community Environmental Council², and the group has been organizing this annual celebration since 1990. The theme of this year’s festival is “Reduce Your Eco-Footprint”, and the festival will feature will feature more than 200 booths and activities, free bicycle valet parking, and live music on a solar-powered stage. The festival will also feature a Green Car Show, which is the subject of this assignment.

The Assignment

Each group will be assigned a particular vehicle technology. We would like you to gather all of the information you can about this technology at the show by visiting related exhibits and talking to the exhibitors about your group’s technology. The technologies are:

• Bio-diesel
• Ethanol
• Hybrids
• Plug-in hybrids
• Electric
• Hydrogen - Fuel cell
• High efficiency gasoline Smart Car

Each group will prepare a 15-20 minute presentation on their assigned technology that includes information from the car show as well as additional research. We would like you to present an overview of the technology and then go into specifics of a passenger vehicle that uses/runs on this technology. Specifically, you will choose one passenger vehicle that runs on your technology. If possible, you should choose a vehicle that is on display at the Car Show.

Your presentation should include, at least, the following four components, which you can include in any order. You can also include any other information that you think is interesting and relevant.


² http://www.communityenvironmentalcouncil.org/Events/earthday/
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1. Overview of the alternative vehicle technology
   • A basic explanation how the car works (the scientific and technological principles that are involved).
   • Technical Specifications of the vehicle (fuel economy and other fuel specs, emissions, maintenance costs, battery life, etc.)
   • The availability of the vehicle (Is it available now? If not, when will it be available? Is there a waiting list?)
   • Special Features/Options of the vehicle
   • What infrastructure is needed to support widespread use of this car? Is that infrastructure available now? Are there plans for it in the future?

2. Experience at the Green Car Show
   • Exhibit set-up (How are the exhibits arranged? Can people get in the cars, test-drive them? How well-represented is the technology?). Bring back as much documentation as you can from the exhibits for reference.
   • Information from exhibitors (What do they think is important about the vehicle? Did they talk about anything that you were unable to verify through other sources or that contradicted these sources?)
   • Observations of the crowd at the booths (Demographic information? How are people engaging with the exhibit?)
   • You are encouraged to interview people who are checking out the exhibits to find out what they think of the vehicles. Do they think they are too expensive, practical, etc? Does the design of the car appeal to them?

3. Advertising and Marketing
   Find an example of an advertisement from a brochure, online magazine, etc. to include in your slides and discuss the advertising strategy.
   • How is the vehicle marketed and who is the target market?
   • Do you think the ad is effective given your observations of the crowd?
   • Do you think the claims made in the ad are valid?

4. Your reactions
   • What did you think of this car? Was there consensus in your group?
   • Do you think this technology will succeed? Why or why not?
   • Do you think this technology is "green"? How green is it?

Requirements

• The presentation slides can be done in Powerpoint or PDF. It would be great to include pictures, video, audio, etc. in your slides.
• Each member of your group must present some part of your talk.
• Your slides must include a picture of each of your group members in front of a booth or car at the Car Show that relates to the technology that your group is profiling. Your entire group can all appear in one picture or you can have several pictures.
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Transportation

By Bus: You can take the bus from UCSB to the Transit Center in downtown Santa Barbara. The buses are free on Earth Day. Here is some basic information on the bus lines. Please verify the stops and schedule on the MTD web site (http://www.sbmtd.gov).

  Line 24x: UCSB express (stops at UCSB North Hall every hour on Sundays)
  Line 11: (stops at UCSB North Hall every half hour on Sundays)

The Earth Day Festival and Green Car Show are just a few blocks from the Transit Center.

By Car:
From UCSB, take 101 S towards Santa Barbara
Take exit 98 for Carillo St. towards Downtown
Turn Left at W. Carillo St.
Turn Left at State St.
Turn Right on E. Anapamu St.

Anapamu St. may be blocked off, but there is plenty of parking nearby.