



## Piet Canin

**Strategic Development Director, Ecology Action**

Piet has been designing, implementing, and evaluating cutting edge sustainable transportation programs for over three decades. He brings extensive program management and development expertise in Sustainable Transportation, Electric vehicle education and outreach, Electric vehicle infrastructure, transportation planning, and advocacy. As our Strategic Development Director, Piet focuses on innovation, building new programs that solve current environmental issues, and public/private collaborations. He has extensive experience working with a diversity of partners including schools, businesses, public health, safety and transportation agencies, and community groups and individuals.

### Recent Work Experience

**Strategic Development and Program Director, Community Programs Division, 2019-present**

Vice President, Sustainable Transportation Division, 2012-2019

Program Manager, Sustainable Transportation Division, 2000-2012

- Responsible for securing public and private funding to implement our electric vehicle education and awareness program along with our adult transportation programs.
- Since 2010, has led the development of Ecology Action's EV education and awareness programs. Initiated the first EV Ride n Drive, EV Displays and public education events in the Monterey Bay.
- Contributed to two California Energy Commission funded ZEV planning grants for the Monterey Bay. Documenting ZEV adoption barriers, needs and goals.
- Project managed a California Energy Commission funded EV charger program that resulted in the installation of 40 public charging stations in the Monterey Bay. Worked with site hosts, electricians, and permitting agencies to install public EV charging stations.
- Coordinated with Hertz rental company to place and promote several EV rental cars in their Santa Cruz fleet. Developed promotional materials for Hertz staff and customers.
- Advises on the strategic direction of Ecology Action's sustainable transportation programs with a focus on employer based electrified transportation and adult biking programs

### Education and Certifications

B.A., Politics,  
University of California,  
Santa Cruz, 1986  
Certified Instructor, League  
of American Bicyclists

### Contact for Piet Canin

Ecology Action  
877 Cedar Street, Ste 240  
Santa Cruz, CA 95060  
831.515.1327  
[Piet.Canin@ecoact.org](mailto:Piet.Canin@ecoact.org)