

**CITY OF PHOENIX**  
**ELECTRIC VEHICLE AD HOC COMMITTEE:**  
**EDUCATION, OUTREACH AND EQUITY SUBCOMMITTEE**



**Summary Minutes from Friday, February 11, 2022**

Virtual Meeting – Via WebEx

Ad Hoc Committee Members (Present)

Clark Miller  
Lisa Perez  
Omar Gonzales

Ad Hoc Committee Members (Absent)

Councilwoman Ansari  
Vianey Olivarria

City Staff (Present)

Mark Hartman, Sustainability  
Karen Apple, Sustainability  
Felissa Washington Smith, Public Works  
Gary Jacobsen, Aviation  
Karl Kaseoru, ITS  
Anthony Rios-Gurrola, Streets

Kimberly Brown, Aviation  
Sandra Hoffman, Planning & Dev  
Sarah Demory, Aviation  
Scott Coughlin, Parks  
Joe Giudice, Public Works  
Darice Ellis, Sustainability

**1. Call to Order/Roll Call**

Mark Hartman, Chief Sustainability Officer called the meeting to order at 10:08 a.m. and Karen Apple, the City's EV Program Manager performed the roll call. Mr. Hartman reported that this is the sixth meeting for this subcommittee.

**2. Approval of Minutes – Jan. 14<sup>th</sup>, 2022, Electric Vehicle Ad Hoc Education, Outreach and Equity Subcommittee Meeting**

Mark Hartman requested a motion to adopt the minutes, Committee Member Perez called for a first motion and Committee Member Gonzales called for a second, unanimous pass, motion carried.

**3. News and Announcements**

Agenda item was skipped during the meeting due to time constraints. The presentation is available online and includes information on the VW ID Buzz debut, an increase in workplace charging installations, development of Goodyears new EV tire, France including legislation to enforce inclusion of EV ads, Ford increasing F-150 Lightning production, and NYC to invest in EVs.

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#### **4. Street Transportation – Micromobility Program Overview**

Mr. Hartman introduced Anthony Rios-Gurrola, Micromobility Planner, from the Street Transportation Department to present on the City of Phoenix Micromobility Program.

Mr. Rios-Gurrola provided a presentation on the city micromobility program which included information on what is micromobility, e-scooter pilot program details, overview, statistics, and next steps for the micromobility program. Mr. Rios-Gurrola continued to provide information on a proposed shared micromobility program including equity components, parking requirements, vehicles and fleet size, community outreach methods, key questions, outreach results, and next steps.

Committee Member Perez asked when the city could anticipate this program going citywide. Mr. Rios-Gurrola stated that there is not a timeline for that at this point in time. Committee Member Perez stated that this is still lacking wide-reaching equity components.

Ms. Ellis asked if the community knew what micromobility meant when the city administered the micromobility surveys and did the Streets Transportation team provide education around the term. Mr. Rios-Gurrola stated that they did provide a brief education around the term.

Committee Member Gonzales asked what the cost was for the scooter or other micromobility opportunities. Mr. Rios-Gurrola specified that it is a dollar to unlock and then 39 cents per minute, with the average ride being approximately \$5. Committee Member Gonzales provided support for payment options and equitable price points. Additionally, he asked if the parking corrals were being provided by the city. Mr. Rios-Gurrola stated that corrals would be provided through various vendors.

#### **5. Planning for Community Outreach**

Darice Ellis, Sustainability Specialist, provided a presentation on the community input plan for the Draft EV Roadmap. The presentation included information on goals for outreach, focus groups, assets and partnerships, activities, and expected outcomes.

Committee Member Perez asked why the presentation targeted small businesses, why they only targeted small business and not the large businesses as well, and what the threshold was to make that determination. Ms. Ellis provided clarification.

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Committee Member Perez provided support for including all of the VPC during this outreach. Ms. Ellis provided clarification on time constraints, equity, and capacity being the deciding factor of the current Draft EV Roadmap outreach plan.

Committee Member Perez asked if outside people would be allowed to present at these community outreach event. Ms. Ellis asked how the members saw their role and welcomed assistance.

Committee Member Miller suggested those engaged in fleet systems and big businesses would be an important piece.

Mr. Hartman suggested offering a list of where they plan on engaging the community and creating a schedule so that members can sign up to be presenters.

Committee Member Perez suggested including the budget meeting in the schedule. Likewise, she suggested various times be available for these meetings so that more people can attend.

Mr. Hartman highlighted the use of surveys and asked the Committee members what kinds of information to include.

Committee Member Perez supported the inclusion of general background information on EVs and to assess communities baseline understanding of EVs. Conversation around the plan and goals of the surveys continued.

The agenda moved to item four, a presentation on micromobility from the City Streets Department.

#### **6. Draft EV Roadmap Deliverables and Timeline**

Mr. Hartman introduced Ms. Apple to provide a brief overview of the EV Roadmap deliverable and timeline.

Ms. Apple reminded members of the subcommittee that the Draft EV Roadmap overview would be included in the General Information Packet what was scheduled to be provided to City Council members on February 17, 2022. Additionally, early education and outreach is scheduled to be conducted in early March 2022 to infinity and employee groups. Furthermore, the Draft EV Roadmap is scheduled to be included on the agenda for the March 29, 2022 City Council Policy meeting.

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Additional outreach to be conducted in April and May with a final EV Roadmap to City Council in late June 2022.

Ms. Apple reminded the Subcommittee members to contribute to the outline that was provided to them. Ms. Apple highlighted that this Subcommittee has approximately 20 items that they are recommending to City Council review and comment.

**7. Public Comment**

Mr. Hartman asked for public comment. Kyoungsoon Park was registered to speak.

Mr. Park is interested in Phoenix's EV information and stated that there were technical issues. Furthermore, he was confused by the meetings purpose but was supportive of public outreach and education. He mentioned that he has high expectations for micromobility like the e-bike, and with private companies will be very important to this program. Mr. Park continued to suggest that the information be available in more places than just the website.

Mr. Harman directed Mr. Park to the city's EV website [phoenix.gov/electricvehicles.com](http://phoenix.gov/electricvehicles.com) to continue the conversation.

**8. Future Agenda Items**

Mr. Harman asked for future agenda items.

Committee Member Gonzales suggested different classes of vehicles and highlighted an RFI that LADOT released on zero emissions delivery zones. Furthermore, he suggested that the city investigate that as a future pilot program.

Committee Member Perez asked about the single point of payment, if someone wants to use different modes of transportation like a universal transportation card, and what was the status.

Mr. Hartman confirmed that this topic should be addressed in the upcoming meeting in March.

Mr. Hartman asked if subcommittee members would like the EV news update after adjournment.

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**9. Adjournment**

Mr. Hartman adjourned the meeting at 12:02pm. Next meeting is scheduled for Friday March 11, 2022, at 10:00am.