

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



Summary Minutes from Friday, Oct. 8, 2021

Virtual Meeting – Via WebEx

Ad Hoc Committee Members (Present)

Councilwoman Ansari
Clark Miller
Lisa Perez
Omar Gonzales
Tim Sprague
Vianey Olivarria

Committee Members (Absent)

City Staff Present

Karen Apple, Sustainability
Mark Hartman, Sustainability
Karen Peters, City Manager's Office
Christine Mackay, Econ Development
Larry Smallwood, City Manager's Office
Alan Stephenson, Planning & Dev
Sandra Hoffman, Planning & Dev

David Benton, City Attorney
Sina Matthes, City Council Offices
Willa Kaough, Mayor's Office
Alice Bimrose, Aviation
Kimberly Brown, Aviation
Karl Kaseoru, ITS
Jesús Sapien, Transit

1. Call to Order/Roll Call

Councilwoman Ansari called the meeting to order at 10:06 a.m. and Mark Hartman, Chief Sustainability Officer performed the roll call. Councilwoman Ansari reported that this is the second meeting for this subcommittee.

2. Approval of Minutes – Sept. 10, 2021 Electric Vehicle Ad Hoc – Education, Outreach and Equity Subcommittee Meeting

Councilwoman Ansari requested a motion to adopt the minutes, Committee Member Perez called for a first motion and Committee Member Miller called for a second, unanimous pass, motion carried.

3. News and Announcements

Councilwoman Ansari introduced Karen Apple, EV Program Manager, to discuss recent news in the EV world.

Ms. Apple reported that the DOE estimates EV battery pack costs in 2021 are 87% lower than in 2008. Additionally, they are approaching \$100kWh mark. She reported that the auto industry will contribute more than \$500 billion into EV investment by 2030. With Ford contributing \$30 billion, Volkswagen \$60 billion and Honda \$46 billion. Ms. Apple reported that charging speeds are increasing. Norway estimated that could phase out gas-powered cars before 2025. Additionally, 9% of new cars sold globally will be EV or plug in hybrid. Ms. Apple stated that there is a global

increase in ownership and adoption rates. Ms. Apple provided information on the Climate Action Plan (CAP) that will go to City Council on October 12th, 2021 for approval.

Councilwoman Ansari and City of Phoenix Mayor Gallego toured Cruise and AV/EV company based in Arizona as part of the National Drive Electric week campaign. Councilwoman Ansari stated that the Phoenix area is becoming known as Electric Valley which will help to increase investments and opportunities.

4. Comparable Cities – Education, Outreach and Equity Programs Overview

Councilwoman Ansari introduced Mr. Hartman to provide the presentation.

Mr. Hartman presented an overview of comparable city approaches and EV Roadmaps as researched by Darice Ellis. (Ms. Ellis was unable to attend and present.) Mr. Hartman provided in list format, for further review, approaches and findings from BOS, DEN, HOU, LAX, SEA, TUC. Equity is central to EV strategies, leveraging partnerships and applying an equity lens when identifying EO actions. Mr. Hartman reported that EV actions are not the result of a single City department but more robust endeavors, including, partnerships with community organizations, environmental justice (EJ) organizations and nonprofits. Common themes for Equity and EO were discussed such as qualitative and quantitative data gathering. Target incentives and multi-language outreach were common themes noting translated education materials provides an opportunity to go deeper into more communities.

Mr. Hartman requested observations and thoughts on what other information is needed.

Committee Member Miller stated that the priority is understanding lessons that can be drawn from what other cities have done, to link discussions on EV to critical transportation mobility, housing, income, poverty outcomes that matter to the communities. He also stated that lack of access to mobility options correlates to low job opportunities, lower income, higher poverty. Equity means to expand their ability to move about the city for health care and housing and is in relationship to broader mobility equity goals. Committee Member Miller inquired as to how did other cities link EV equity to reducing transportation burdens from which the subcommittee can learn.

Committee Member Perez asked if the lead for EV equity was more for city councils or mayors offices, top down, or was it generated at the department level.

Mr. Hartman stated that primarily organization came initially from Sustainability departments and later supported/led by Mayor and City Council.

Committee Member Gonzales asked about ordinance or secured investments to assist with incentives within any of the EV Roadmaps.

Mr. Hartman identified specific programs that had incentives to start discussions.

Ms. Apple stated Justice40 initiatives information would be the guiding North Star to look at incentives and stated that she would check to see if grant funding was used for the pilot programs.

Mr. Hartman discussed more about EV low-income incentives.

Mr. Hartman presented on demographic and survey data included in the 2019 O&D Ridership study to highlight information about use and transit (bus and rail) ridership patterns. He suggested that the Subcommittee may wish to review demographics regarding auto ownership patterns to consider how incentives could be integrated into the broader transportation needs assessment. He also highlighted minority populations map from ridership report to identify for filtering/modeling purposes.

Mr. Hartman highlighted 2017 EV survey results and 42% wanted to know more about EVs, and residents were supportive of EVs, ownership, EVSE installs.

Mr. Hartman reviewed the 2020 census data, age, pop, income, ethnicity and the County's travel reduction program, and results. He stated that information has been requested from the County on the results from incentives and travel behavior portion of the travel reduction survey.

Mr. Hartman highlighted the American Forests' treeequityscore.org as one possible source of an equity map, and asked the Subcommittee if the City were to have an EV-Equity map, what criteria should be used to create it? How would it differ from the treeequityscore.org map? What should it be based on?

Committee Member Miller suggested an option could be explored to map the transportation burden (energy monthly household income going to transportation costs), zero car households geography accessibility, and what fraction of jobs be accessed with 30 mins or an hour. He stated that this could be used in comparison with transit maps.

Mr. Hartman said the Transit Department had some good data on commute times, and 2050 goal of residents being a 10 min walk of transit stations. He inquired as to what criteria should there be for an equity map; low income and access to transit.

Committee Member Gonzales provided information on a tool CALQ Enviro Screen, which categorizes low income and pollution burden and identifies which communities are most impacted by pollution. Furthermore, Committee Member Gonzales addressed that it be more about climate change and less about getting more cars on the road.

Committee Olivarria commented that D8, D7, D5 are the most impacted council districts, and focus should be on communities impacted by pollution.

Mr. Hartman highlighted the EPA EJ Screen tool and asked if there are any criteria that could be suggested to modify, and/or other unique EV equity criteria that the Subcommittee should review.

Committee Member Miller recommended using the percentage of households that own an electric vehicle to measure ownership (no car vs car) and used vs. new—how old the used car is. He suggested to review how this is portrayed and if income is a good proxy or is something else going on. He also stated that older cars are contributing to local air pollution more, need more repairs and have increased costs.

Mr. Hartman stated most equity maps point to the same geographic locations but is there anything unique that needs to be shown to underscore an EV related issues and potential pilot programs or approach.

Committee Member Olivarria stated the time to get to transit is an extended length, and health related issues can make it hard for people to use public transit. If maps will be overlaid, they should identify length of times to transit and if they are shaded. South Phoenix experiences high pollution due to large trucks. She inquired as to how do we move people/business towards EV options?

Committee Member Miller provided input on EV/AV as a transport service, alternative models to electric transit, shade structures, mobility options and chargers for e-scooters/bikes to enhance transit systems.

Mr. Hartman stated that the last mile is integral to get to transit stops for potential ebikes/escooters, car share or shuttles. He suggested that the Subcommittee explore using charging stations and incentives to highlight EV rideshare options.

Committee Member Gonzales conveyed information from pilots in LA with associated studies that address to last mile options, create equity zones that mandate only use and create parking options in these communities.

Committee Member Olivarria stated that residents don't know how long they may have to wait to use public transit. She also stated that people had mentioned not having options to track bus arrivals is an issue.

Mr. Hartman stated communication is valuable and use of transit apps via phones. Mr. Hartman stated the City had previously offered a grid bike/bike share pilot program in choice neighborhoods which provided a mobility solution. He suggested exploring and extending e-mobility options to include other forms of EV (e-scooters) to last mile.

5. Existing Survey and Demographic Data

Mr. Hartman reviewed the deliverables list and suggested inserting additional information as a workplan development strategy.

6. Recommended Actions – Workplan and Schedule Development

E/O Deliverables

1. What would it look like:

Councilwoman Ansari asked for clarification of development and end product.

Committee Member Perez provided an overview of her residential information and deliverables. She stated that there is no light rail option, limited bus options, no rapid transportation, no grid bikes or scooters, and a lot of semitrucks. Committee Member Perez continued to suggest that educating residents on EVs is the first level approach. She also inquired as to what are the additional aftereffects to business that are focused on internal combustion engines and how does the EV agenda effect businesses. She stated that there needs to be a set of goals, strategies and tactics for education.

Committee Member Gonzales suggested creating a structure with vision and mission statement as intro which includes bullet points with strategies to achieve the goals.

Mr. Hartman provided a summary of E/O deliverables to include, production of outreach recommendations, questions needed for a needs assessment survey and a list of content needed for an information repository/webpage.

Committee Member Gonzales provided comments on strategies for E/O section to be included in the overall document.

Councilwoman Ansari provided clarification that the internal details should not go into the EV Roadmap. Stated that the recommendation should be kept clear and concise.

Committee Member Perez requested clarification on what is included in the E/O section and suggested that the subcommittee create action items.

Committee Member Olivarria recommended addressing how the group will communicate vs what's going to be communicated. She inquired as to what will be the output of a document that is visual or a website that is interactive, or info graphics that will help communicate to the community. Additionally, she stated that the information has to be accessible and easy to understand.

Mr. Hartman described that the primary deliverable will be recommendations to Council. He also stated, however, if the recommendation is for an outreach campaign, for example, it would need to define the size and scope of that outreach; did they envision a full set of program staff and resources that could support a major EV campaign?

Councilwoman Ansari recommended a larger robust campaign and more work on education, creating a year 1, Year 2, and Year 3 plan, with this subcommittee just doing year 1: engaging stakeholders, identifying needed materials, and recommendations for a full team dedicated to outreach to implement.

Committee Member Olivarria suggested focusing on education and outreach in Phase 1 with a phased approach for equity groups in Phase 1, 2, 3 EV Roadmap.

Mr. Hartman clarified that there are two actions that would be helpful; 1) describing E/O campaign focused on EO communication and the size of program, and 2) what the subcommittee can get done by the next meeting. He also inquired as to who would do the work and what would be the timeframe.

Committee Member Perez suggested an approach, to develop an EO plan for other subcommittees. She stated to create strategies to tie together the three subcommittees, which creates a more comprehensive strategy.

Committee Member Miller recommended prioritizing and communicating in phase 1 and building a strategy. He also stated to articulate the EV Roadmap will need a communication and education strategy that is focused on goals, targets, incentives, impacts. He stated, additionally, creating an equitable engagement strategy for communities, understanding EVs into the city will be a large transformation and implications.

Councilwoman Ansari posed to the group to answer what can be done by next meeting, based on a phased approach, and outline approaches, 1) listening phase, developing a timeline, 2) post public strategy launch 3) long term over the next 4 years.

Mr. Hartman commented on strategy to develop an EO plan and Equity plan. He asked for thoughts on how to approach and address deliverables.

Committee Member Perez asked to clarify what needs to be produced to the Full Committee.

Mr. Hartman provided clarification that the same approach of determining the next steps for the SC is being asked of all 3 subcommittees.

Committee Member Perez recommend starting with the City of Phoenix Village Planning Committee meetings with outreach and education.

Mr. Hartman asked for someone to organize/synthesize all of the components of E/O plan. Committee Member Perez and Committee Member Olivarria stated they would initiate.

Mr. Hartman asked about who can organize information for a needs assessment survey. Committee Member Miller asked for a model needs assessment survey, staff to look for one.

Mr. Hartman asked the subcommittee to send their list of items that they want to see on the EV webpage to Ms. Apple.

Mr. Hartman asked about equity recommendations and asked that the list might look like using policies, programs, and actions with information/input from other cities have done.

Committee Member Gonzales stated he would work on equity recommendations.

Mr. Hartman asked for someone to create an outline for the size and scale of the equity recommendation.

Committee Member Miller stated he would start the equity outline.

Mr. Hartman asked about Justice 40 and how to integrate into the other equity components.

Committee Member Olivarria stated she would start on Justice 40 initiatives.

Committee Member Olivarria asked for clarification on small business that rely on autos and develop a transition plan that may be impacted by the transition of EVs.

Councilwoman Ansari agreed with Committee Member Olivarria.

Committee Member Miller stated that EVs don't only mean vehicles, can mean a much more diverse space. Is the goal electrification of transportation or more focused on cars?

Councilwoman Ansari stated that it's just vehicles. Recommending using another section of the strategy to look at other EV modes of transportation in phase 2.

Mr. Hartman clarified focus on light duty vehicles in phase 1, future phases could focus on other e-mobility options.

7. Public Comment

Councilwoman Ansari asked for public comment. No public comment.

8. Future Agenda Items

Councilwoman Ansari asked for items that should be included in the transition plan.

Committee Member Perez asked for a list of resources within the City, can we use Channel 11, how will other departments and resources be available to the subcommittee.

Mr. Hartman stated that this subcommittee would create the recommendations. If approved by City Council, then departments would be assigned areas of work.

9. Adjournment

Councilwoman Ansari adjourned the meeting at Meeting adjourned at 11:57pm. Next meeting is November 12th, 2021.