

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



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

Virtual Meeting – Via WebEx

**Ad Hoc Committee Members (Present)**  
**(Absent)**

Councilwoman Ansari  
Clark Miller  
Lisa Perez  
Omar Gonzales

**Committee Members**

Vianey Olivarria

**City Staff Present**

Albert Crespo, Transit  
Darice Ellis, Office of Sustainability  
Emma Collins, Office of Sustainability  
Gary Jacobsen, Aviation  
Joe Bowar, Transit  
Joe Giudice, Public Works

Karen Apple, Office of Sustainability  
Karl Kaseoru, ITS  
Mark Hartman, Office of Sustainability  
Martha Espindola, City Auditor Office  
Sandra Hoffman, Planning & Development

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

Councilwoman Ansari called the meeting to order at 10:07 a.m. and Karen Apple, the City's EV Program Manager performed the roll call.

**2. Approval of Minutes – Feb. 11, 2022, Electric Vehicle Ad Hoc Committee: 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 Gonzales called for a second. Unanimous pass, motion carried.

**3. Working Session – Draft EV Roadmap Outreach Plan**

Councilwoman Ansari introduced Mark Hartman, Chief Sustainability Officer, to discuss the Electric Vehicle (EV) Roadmap outreach plan.

Mr. Hartman started the discussion by highlighting the goals of the roadmap: prioritizing equity, accelerating public adoption of electric vehicles, and leading by example. Before engaging the public, he would like to know which goals should be prioritized during these outreach events.

Councilwoman Ansari commented that accelerating public adoption of electric vehicles will likely have more engagement than the topic around city fleet. She suggested finding community hubs to be the location of these outreach events, as

she receives many comments about where EV infrastructure should be located from residents.

Committee Member Perez echoed Councilwoman Ansari's feedback. In her community, there is limited EV charging availability. Retail hubs are likely more conducive. She wanted to know the level of public understanding when considering the future of EV, specific to the removal of combustion engines.

Committee Member Miller inquired about mobility challenges currently faced. That way we know what the problem map looks like. He further inquired about the public's ideas around EV that may help address mobility needs. This information may help guide investments. If gasoline prices remain high, it would be good to understand how this impacts mobility and whether people are already thinking about EV usage to address high gasoline prices. Do people see EV in their neighborhoods, if so, what do they think about EVs?

Committee Member Gonzales commented he would like to know when projects will be engaged and how this initiative would scale across the state.

Mr. Hartman took a moment to reaffirm the comments of the committee, specific to areas they would like to include in the outreach campaign. Highlighting specific locations, where should the EV stations be located? Where are retail locations that could be a high usage area? What are people thinking about EV in general? Mobility challenges above and beyond EV. Energy prices and potential to draw attention to EV when conditions warrant.

Committee Member Miller responded to Mr. Hartman's comment on spiked energy prices. By 2030, does the city expect that 1 out of 5 people will own EVs or is there another figure determined? This may help the public understand scale.

Councilwoman Ansari commented that considering everything happening in the market, the response should not be continuing to drill but instead move away from our dependence on fossil fuels. This may help encourage EV usage long-term.

Mr. Hartman commented that yesterday a reporter was inquiring about gas price impact. His response to them was if going to an electric vehicle when gas prices were stable saved \$14,000 for 12,000 miles over ten years, then when gas is \$4/gallon you can save \$22,000 over ten years. Some of these scenarios should be shared.

Committee Member Miller would also like to encourage input from small businesses. He has been talking to some small businesses about sustainability goals. There is a lot of confusion around opportunities and how to incorporate them into business models.

Mr. Hartman transitioned the discussion to focus on the various outreach categories determined. He would like to know whether any other stakeholders should be included and whether any of the committee members have interest in leading any of these community discussions.

Ms. Apple noted that Committee Member Miller had to leave the meeting and is no longer in attendance.

Committee Member Perez suggested including non-profits in this outreach plan because they likely have good partners. An example non-profit she suggested is the Vitalyst Foundation.

Councilwoman Ansari commented that it would be great to have some of these community meetings at the locations that have EV charging installed. Many of these locations are cultural and community hubs.

Mr. Hartman transitioned to discuss the community survey. The survey will provide a broader reach of community input. A copy of the draft survey is located at [www.phoenix.gov/electricvehicles](http://www.phoenix.gov/electricvehicles).

Committee Member Gonzales noted that incentives may be a good indicator of ownership barriers. What level of incentive would encourage EV ownership?

Mr. Hartman commented about incentives and highlighted which incentives are included in the survey that may encourage EV ownership.

Councilwoman Ansari commented on the survey question regarding EV charging locations. She wondered if breaking this question out by location/region and then the type of place is warranted.

Committee Member Perez responded that she agreed. For her community, large centers are the best locations for a hub. Walmart and Fry's grocery as examples. She does not believe any other locations would be feasible. She was, however, surprised that for Desert West Community Center, an EV charging station was placed in the front, specifically the side of the senior center. She believes this location is taking away from elderly parking and could impact future events. A decision on where EV charging is placed should be considered, she is unsure if the city has input there.

Mr. Hartman responded that cost was likely the driver.

Councilwoman Ansari asked when the city would like survey feedback completed by.

Mr. Hartman responded within the next week. A draft survey will be completed within two weeks. The survey will be available in both English and Spanish.

Committee Member Perez asked about community event participation. When does the city need to know committee member availability?

Mr. Hartman responded that the schedule should be completed in a week, once this is provided, a deadline will be shared specific to input of member availability to support these events.

**4. Public Comment**

Councilwoman Ansari asked for public comment. No public comment.

**5. Future Agenda Items**

No additional items requested.

**6. Adjournment**

Councilwoman Ansari adjourned the meeting at 10:47 a.m.

Next meeting is scheduled for Friday, April 8, 2022.