**Education and Outreach Deliverables​**

**Produce STRATEGY** for Community Outreach and Education that informs the size and scale of the needed program(s) such as

1. the number of potential staff needed for this program
2. list of education materials needed,
3. list of stakeholders,
4. number of residents and businesses to engage,
5. the possible City incentives (to supplement utility incentives, and federal/grant funding).

**Ideas added at Meeting #1**

1. The STRATEGY should consider: ​
   * recommended forms of outreach such as surveys, canvassing, phone banks and/or other outreach tactics to encourage participation
   * understanding resident and small business mobility and transportation needs and the corresponding EV benefits
   * outreach to high schools and universities
   * tracking participation from the disadvantaged communities’ members to ensure their input is included in the development of programs and policies
   * work hours and time of day for charging; include listening sessions to inform the approach
   * Explore possible partnerships with local media (print/cable/tv) to assist with outreach efforts including publications/media in Spanish. ​
   * Committee Member Olivarria requested that canvassing techniques be included and to reach out to residents early and often. In addition, that the engagement process include reaching out to business owners and renters to ensure all impacted residents are reached and engaged.
   * Committee Member Gonzales recommended conducting a survey that identifies residents current understanding of EVs (such as range anxiety, benefits, incentives, costs).
   * Committee Member Miller inquired if the City has a tool that can be used to gauge rapidly changing public attitudes on EV adoption.
   * Committee Member Olivarria requested that the outreach program be a layered approach to include surveys, canvassing, phone banking, with survey incentives (such as gift cards, food) and other types of outreach tactics to encourage participation.
   * Committee Member Miller requested that small business outreach should be included in the program. In addition, mobility and transportation needs should be considered in designing the education and outreach program.
   * Councilwoman Ansari suggested having a digital site or webpage to use as a repository that could provide education and outreach data such as interactive GIS map of EVSE locations, business offering EV amenities, FAQs. Convening smaller roundtables of developers and business to educate on rebates and incentives.
   * Committee Member Miller suggested engaging small and large business on the benefits of EVs regarding retention of talent, providing EV charging as a benefit to employees, opportunities, and challenges.
   * Environmental Quality Specialist, Darice Ellis, suggested getting high school and university students engaged in EV outreach and education campaigns.
   * Committee Member Olivarria recommended that the outreach programs take into account work hours and time of day when developing meeting times strategies, as the residents located in the disadvantaged areas may not be able to take time off of a job or meeting during day or nighttime hours. She also suggested that the City conduct a virtual listening sessions with the public to ensure that decisions are not made without public input to help in developing the EV Roadmap.
   * Councilwoman Ansari recommended having a future virtual town hall once the proposed deliverables are identified to discuss with the public.
   * Councilwoman Ansari suggested staff presentations on what other domestic, global cities, NGO, or companies are doing in regards to EV education and outreach programs.
   * Committee Member Gonzales suggested staff to review the Climate Action Plan for a link to the Colorado Air Pollution Control Division, Climate Equity Framework section to identify and obtain information on the education and outreach initiatives. As well as review the environmental justice framework and plan policies for the San Francisco Planning Department.
   * Councilwoman Ansari stated that the subcommittee will primarily focus on light duty vehicles but could include reviewing policies or programs regarding last mile deliveries.
   * Committee Member Miller recommended that consideration be given to all types of transportation to not create a disparate situation for another model or vehicle type.
   * Committee Member Gonzales said that California pilot programs establishing Green Zone districts and last mile delivery zones to reduce emissions within a city core should be included as options for review.

**Ideas added at Meeting #2**

* + Consider Last Mile Solutions
  + Need to Educate the Public of the scope of solutions
  + Overall Education program upfront (What happens to Jiffy Lube (i.e. job))
  + EV101
  + Why it is important to our city (pollution, asthma)

​

**Ideas added through staff review of other roadmaps**

* **Targeted** key audiences (local businesses, low-income, multi-family housing tenant/landlords)
* **Diverse actions**: websites, ride & drives, tours, workshops, conferences, lunch and learns
* **Considered Lessons learned** from other cities
* **Qualitative** – focus groups, listening sessions
* **Quantitative** data gathering – surveys (Seattle)
* **Incentives** for EV purchases, charging stations, and community input sessions
* **Targeted Communities**
* **Translated** Education Materials
* **Consistent messaging**, targeted outreach campaigns
* **Diverse partnerships** and stakeholders
* **Qualitative and quantitative** data gathering (Seattle)
* **Pilot programs** to increase availability of EV charging
* - focused on public stations and residential charging
* **Educate using influencers:** EVs in schools, workshops, conferences, lunch and learns, voice of the customer studies (Houston)
* **Translate EV 101** material to additional languages (Seattle = 7)

Next Step: For November Meeting, **Lisa Perez** will answer the following questions:

1. **What this will look like?**

* Organized by Goals, Strategies, Actions?
* Organized by Phases year 1,2,3?

1. **Overview of actions needed by Sub-Ctte and staff in Dec & January**
2. **Provide a list** of content needed for an information repository or webpage made available to the public regarding information and outreach data such as interactive GIS maps, business information, and FAQs.​

**All Sub-Committee members provide input on what information is important to add to** <phoenix.gov/electricvehicles>