

**ELECTRIC VEHICLE AD HOC SUBCOMMITTEE
EDUCATION, OUTREACH AND EQUITY (EOE)**
Summary Minutes of
Friday, Sept. 10, 2021



City of Phoenix

Virtual Meeting – Via WebEx

Ad Hoc Committee Members Present

Councilwoman Yassamin Ansari - Chair
Omar Gonzales
Clark Miller
Vianey Olivarria
Lisa Perez

City Staff Present

Karen Apple	David Benton
Jacob Carnes	Darice Ellis
Mark Hartman	Aaron Kane
Larry Smallwood	

1. Call to Order/Roll Call

Councilwoman Ansari called the meeting to order at 10:03 a.m. and Mark Hartman performed the roll call.

2. Welcome and Introductions

Councilwoman Ansari provided an overview of the subcommittee objectives and turned to sub-committee members individually to allow time for committee members to introduce themselves to one another and the public. Councilwoman Ansari then allowed all present City staff to provide introductions. Councilwoman Ansari stated that the EOE Subcommittee would meet monthly on the second Friday of each month at 10:00am.

3. News and Announcements

Councilwoman Ansari opened the floor for news and announcements.

Chief Sustainability Officer, Mark Hartman provided an overview and status of the proposed \$7.5B in funding for electric vehicles in the currently proposed federal infrastructure bill and other upcoming funding opportunities. He also stated that the auto manufactures are producing more makes and models that are affordable and would have longer ranges.

Councilwoman Ansari commented that September 9th was World EV Day and also commented on the availability of more affordable makes and models coming to market soon.

**ELECTRIC VEHICLE AD HOC SUBCOMMITTEE
EDUCATION, OUTREACH AND EQUITY (EOE)**
Summary Minutes of
Friday, Sept. 10, 2021



City of Phoenix

4. Overview of Sharepoint Site and Use

Mr. Hartman provided overview of the sharepoint site which would be used as a central repository of information related to this Subcommittee. This site is for city staff and Subcommittee members. Examples of information stored on this site: sample EV roadmaps, meeting minutes, and meeting recordings. The City website www.phoenix.gov/electricvehicles was also highlighted as an additional resource.

5. Discussion of Equity Deliverables

Councilwoman Ansari recommended the subcommittee review other city EV Roadmaps and then she provided an overview of several equity-focused deliverables that the sub-committee could consider.

Committee Member Miller recommended this committee identify a full scope of equity issues and questions that need to be addressed in the EV Roadmap to help guide this effort (i.e., address mobility needs, lower emissions, minimizing the addition of more risks and burdens to low-income areas, access to public charging) to understand the comprehensive nature of the equity issues. The proposed EV Roadmap could identify a comprehensive list of issues to help inform future mobility decisions.

Committee Member Perez recommended including rural areas due to the lack of access to EV charging options, and adding incentives for developers to install EV charging infrastructure for residents in areas that are lacking EV infrastructure.

Councilwoman Ansari requested a staff presentation be prepared that identifies what other cities have done in regards to EV equity programs and an overview of the results.

Committee Member Miller requested a list of proposed metrics/outcomes that the City Council could establish as targets or items to measure and requested a staff presentation on how other cities have developed to measured equity success of programs, for example: Target is time based and metric is fraction or number of EV charging stations in disadvantaged areas.

Councilwoman Ansari requested a staff presentation on other cities targets/metrics and policy recommendations on how they reached those targets.

Councilwoman Ansari recommended that the Justice 40 initiative be used as a framework in developing the EV Roadmap.

6. Discussion of Education and Outreach Deliverables

Committee Member Olivarria requested that canvassing techniques be included and to reach out to residents early and often. In addition, that the engagement process

**ELECTRIC VEHICLE AD HOC SUBCOMMITTEE
EDUCATION, OUTREACH AND EQUITY (EOE)**

**Summary Minutes of
Friday, Sept. 10, 2021**



City of Phoenix

include reaching out to business owners and renters to ensure all impacted residents are reached and engaged.

Councilwoman Ansari provided an overview of sample education and outreach deliverables.

Committee Member Miller asked what the city has already developed in terms of survey data needs regarding mobility and transportation and what other cities have developed in terms of EV needs assessment survey data. He stated that it was important to know what residents are thinking and feeling in the EV space and to gauge their knowledge base to better develop an engagement and outreach campaign.

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.

Mr. Hartman suggested that the City start with the current public attitudes and move forward with ongoing surveying to gain a better understanding of the evolving attitudes toward EV adoption.

Committee Member Olivaria 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.

Mr. Hartman suggested city staff could obtain information from the Travel Reduction Program survey data administered by the County that gathers travel behaviors from employees of major employers in the valley.

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.

**ELECTRIC VEHICLE AD HOC SUBCOMMITTEE
EDUCATION, OUTREACH AND EQUITY (EOE)**

**Summary Minutes of
Friday, Sept. 10, 2021**



City of Phoenix

Councilwoman Ansari suggested outreach and education programs would include reaching out to high schools and universities.

Environmental Quality Specialist, Darice Ellis, suggested getting high school and university students engaged in EV outreach and education campaigns.

Mr. Hartman requested the members of the subcommittee review the city's EV webpage (www.phoenix.gov/electricvehicles) and provide input on changes and/or additional information that would helpful for education and awareness. For example, the website could include a page for small businesses.

Committee Member Gonzales requested that the City continue to include and track participation from the disadvantaged community members to ensure their input is included in the development of the program.

Councilwoman Ansari requested the assistance of the subcommittee members to help advertise and obtain input from the community and the city will identify methods to get the public's input into the process.

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.

Mr. Hartman asked if autonomous vehicles should be included in the scope of this subcommittee.

Councilwoman Ansari responded that electric autonomous vehicles issues should be reviewed at a later date and not included for discussion in this subcommittee.

**ELECTRIC VEHICLE AD HOC SUBCOMMITTEE
EDUCATION, OUTREACH AND EQUITY (EOE)**

**Summary Minutes of
Friday, Sept. 10, 2021**



City of Phoenix

Committee Member Gonzales asked if this subcommittee is only looking at light duty passenger vehicles or will it include medium and heavy-duty vehicles. He suggested

the subcommittee could focus on how other sources of emissions are impacting disadvantaged areas.

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.

Mr. Hartman suggested to identify focus areas to manage the scope of the work and to identify clear and attainable deliverables by January.

7. Recommendations to the Full Committee

Councilwoman Ansari asked who on the Subcommittee would like to present this information discussed on Oct. 1, 2021 at the full Committee meeting. She also mentioned that the next Subcommittee meeting will occur Friday, October 8, 2021. Committee Member Perez volunteered to present Equity deliverables and Committee Member Olivarria volunteered to present Education and Outreach deliverables.

Motion for Subcommittee Members Perez and Olivarria to present at the next Committee meeting on Oct. 1, 2021 passes unanimously.

8. Public Comment

Councilwoman Ansari asked if any members of the public had registered to speak. No members of the public registered to speak for public comment.

9. Adjournment

Councilwoman Ansari adjourned the meeting at 11:19 a.m.