

# Expanding zero-emission mobility equity and access

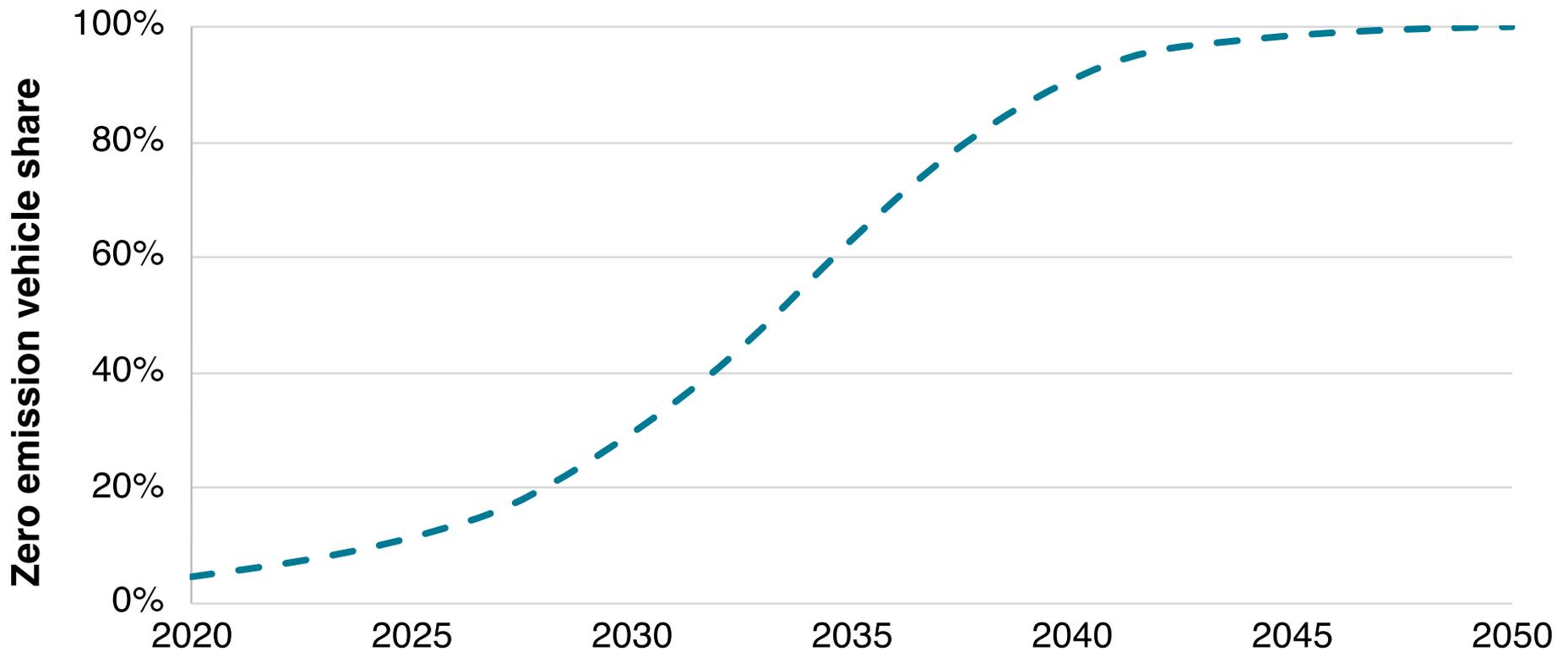
*Pete Slowik*

*Drive Electric Pennsylvania Coalition meeting  
October 22<sup>nd</sup>, 2020*



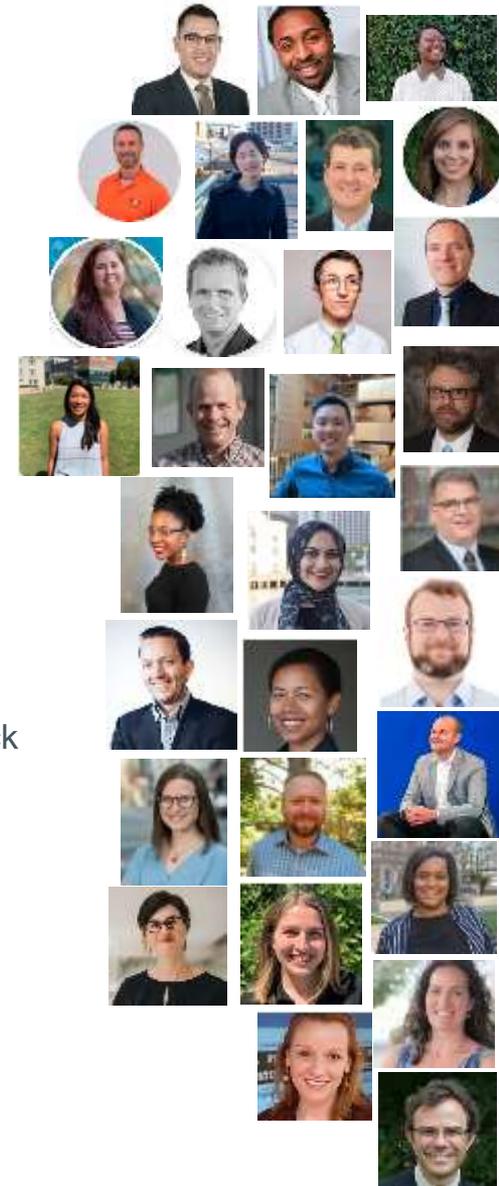
# Many groups share goal of 100% ZEVs

- Must move beyond the early adopters, beyond the majority market



# Expanding Access Listening Series: schedule and line-up

- **Objective:** Discuss and explore global practices, successes, and lessons learned amongst experts working to expand electric mobility and promote equitable access
- **IZEVA members:** Baden-Württemberg, British Columbia, California, Canada, Connecticut, Germany, Maryland, Massachusetts, Netherlands, New Jersey, New York, Norway, Oregon, Québec, Rhode Island, UK, Vermont, Washington
- **Framing:** Jeff Allen, *Forth*; Terea Macomber, *Grid Alternatives*; Joel Espino, *The Greenlining Institute*; Eleanor Fort, *Green for All*; Terry Travis, *EVHybridNoire*
- **Incentives:** Rachel Sakata, *Oregon DEQ*; Terea Macomber, *Grid Alternatives*; Simon-Pierre Rioux, *Québec Electric Vehicle Association*; Brett Williams, *Center for Sustainable Energy*; Carl-Friedrich Elmer, *Agora Verkehrswende*; Petter Haugneland, *Norwegian EV Association*
- **Infrastructure:** Andrea Pratt, *City of Seattle*; Bob Van Meter, *Community development leader*; Karl Popham, *Austin Energy*; Zach Franklin, *Grid Alternatives*; Aaron Milano, *Portland General Electric*; Mark Tang, *Bay Area Air Quality Management District*; Kathleen Yip, *TransForm*; Nicole Scott-Harris, *New Jersey Environmental Justice Alliance*
- **Economic benefits:** Ingrid Fish, *City of Portland*; Zainab Badi, *Grid Alternatives*; Nick Clark, *British Columbia Ministry of Energy and Mines*; Tegan Molloy, *Forth*; Jon Stenning, *Cambridge Econometrics*; Joy Massey, *TransForm*; Petter Haugneland, *Norwegian EV Association*
- **Diversifying the market:** Ingrid Fish, *City of Portland*; Isabelle Joncas, *Equiterre*; Chelsea Sexton, *EV advocate and advisor*; Jen Grebeldinger, *Community Energy BC*; Eva DeCesaro, *Pacific Power*; Dave Roberts, *Vermont Energy Investment Corporation*



Questions: What policies, programs, or initiatives are underway right now to expand zero-emission mobility equity and access?

What are the biggest opportunities going forward to advance equitable zero-emission transportation policy in your state?

# Webinar 1: Framing and motivation

- Expanding ZEV access has major social and environmental benefits
- There is a big difference between reaching a mainstream market and reaching historically marginalized communities
- Real progress happens when equity is operationalized into planning and policymaking
- Building internal capacity and education should be an ongoing effort around topics of racism, inequity, and how stakeholders play a role

**“Sometimes well-intentioned stakeholders can cause more harm than good if they haven’t thought through a holistic electrification strategy with Equity coded in at the core from the inception of program or policy.”**

—Terry Travis, EVHybridNoire - The nation’s largest network of diverse EV drivers and enthusiasts

# Webinar 2: making ZEVs affordable

- Equity-focused incentive programs appear to have some early success in diversifying ZEV access
- Incentives would ideally be streamlined for disadvantaged communities, with carveouts for outreach and engagement
- Incentive programs can be refined to meet goals
  - Increasing rebate values, issuing targeted incentives and funding, engaging community-based organizations

**“We have the data to be smart and strategically target incentives to those who need them most... that will improve cost effectiveness”**

—Brett Williams, Center for Sustainable Energy

# Webinar 3: making ZEVs convenient

- Charging infrastructure can be viewed as a symbol of displacement and gentrification – acceptance is tied to access and engagement
- A broad approach can work for many diverse communities:
  - Consult with communities with the biggest barriers about their mobility needs
  - Determine how technology can address needs
  - Work backward to design policies to solve needs
- Opportunities to expand charging options:
  - Invest in underserved communities
  - Partner with community organizations
  - Tailor outreach and education

**“Infrastructure investments aren’t inherently equitable...we have to be really intentional if we want to create equitable access and provide benefits, centering on the communities we want to serve.”**

—Zach Franklin, GRID Alternatives

# Webinar 4: economic ZEV benefits

- With ZEVs' lower per-mile costs, more inclusive access is key to maximizing individual and societal benefits
  - Electrifying many modes provides a broader ecosystem of clean mobility choices: bikes, scooters, buses, carshare, rideshare, ride-hail, transit
- Varied impacts on manufacturing require careful planning
  - Demonstrate ZEVs' employment and economic benefits
  - Develop labor readiness strategy, training and skill development programs
- To ensure equity in the ZEV transition, investments need to be made in people and not just in capital

**“Governments should prioritize incorporating workforce development into existing and new ZEV programs and not treat job training as an afterthought or added benefit.”**

—Zainab Badi, GRID Alternatives

# Webinar 5: diversifying the ZEV market

- First-hand exposure, outreach, and education are critical.
- Rural communities face unique needs and require unique actions
- Outreach, awareness, and communication strategies are most effective when community driven and tailored to local contexts
- Stakeholders can help by:
  - Working with existing networks and community organizations
  - Identify media opportunities to complement new policies or actions
  - Provide standardized facts about used ZEVs (e.g., range, functionality)

**“We really need to figure out what priorities communities of color and low-income communities have in the first place and design our marketing approach to focus on those priorities so that people really see themselves in an electric future.”**

—Ingrid Fish, City of Portland

# Concluding thoughts

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- A more comprehensive approach to equity and inclusion is needed
- Equitable ZEV access requires intentional policies and actions
- Targeted focus on the most marginalized groups can promote racial justice and accelerate ZEV growth simultaneously
- Programs would be more accessible to disadvantaged communities when there is dedication to engagement and outreach
- All communities and their mobility needs differ. There is no one size fits all solution, and communities need and want to be involved

Questions: What policies, programs, or initiatives are underway right now to expand zero-emission mobility equity and access?

What are the biggest opportunities going forward to advance equitable zero-emission transportation policy in your state?

## Contact and more info

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ZEV Alliance home page: <http://zevalliance.org>

Full Listening Series summary report: <https://www.zevalliance.org/expanding-zev-access/>

## Acknowledgments

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