

U.S. EPA's State and Local Energy and Environment Webinar Series

Equitable Engagement and Access to Electric Vehicles

May 6, 2021

3:00 – 4:00 PM Eastern

Two audio options:

Listen via computer

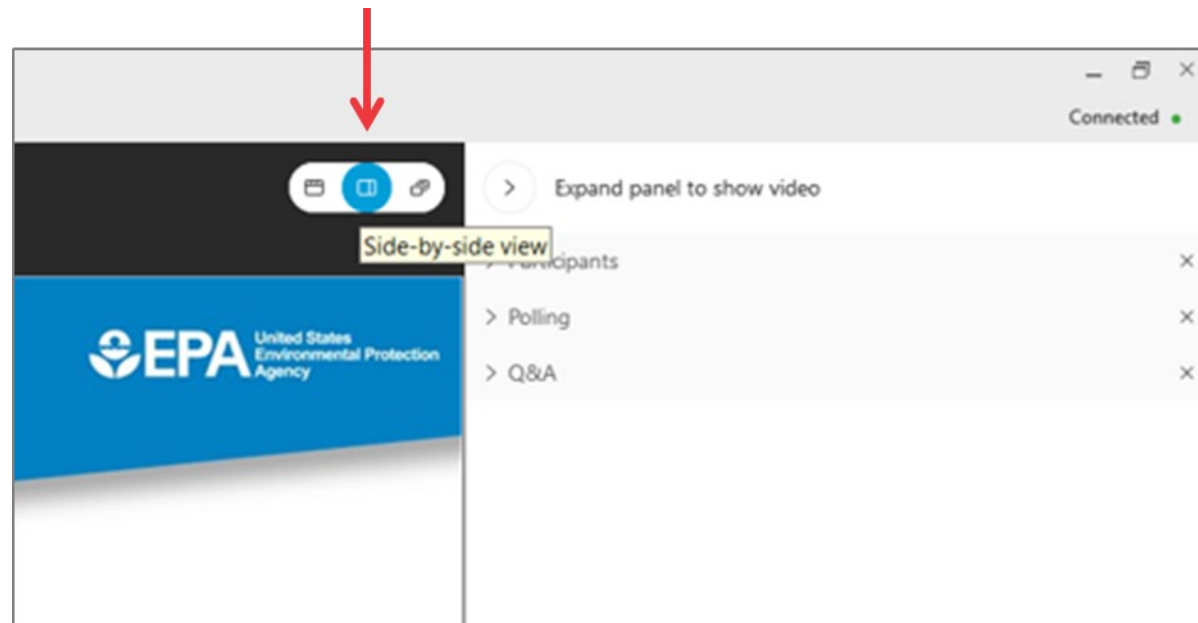
Dial 1-415-655-0002 or 1-855-797-9485

Event number: 185 814 5678



Screen View

- There are several layout options
- We recommend the side-by-side view



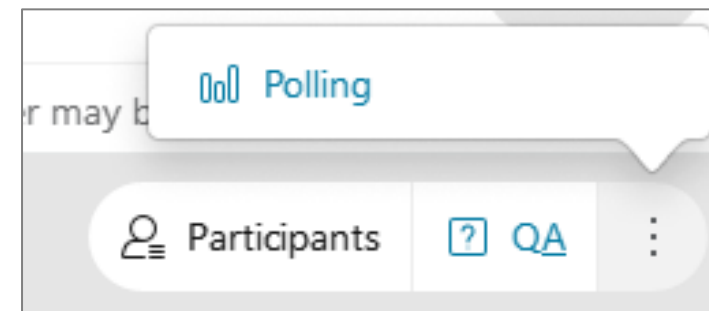
Webinar Panels

We'll use three panels

- Participants, Polling, and Question & Answer (Q&A)
- Use the arrow to expand or collapse the panels

Adding Panels

- If some panels don't appear, hover over the bottom of the screen and select the desired panels
- Select More Options (...) for additional panels
- Blue icons indicate active panels



↑ Participants ↑ Q&A ↑ More Options
Polling

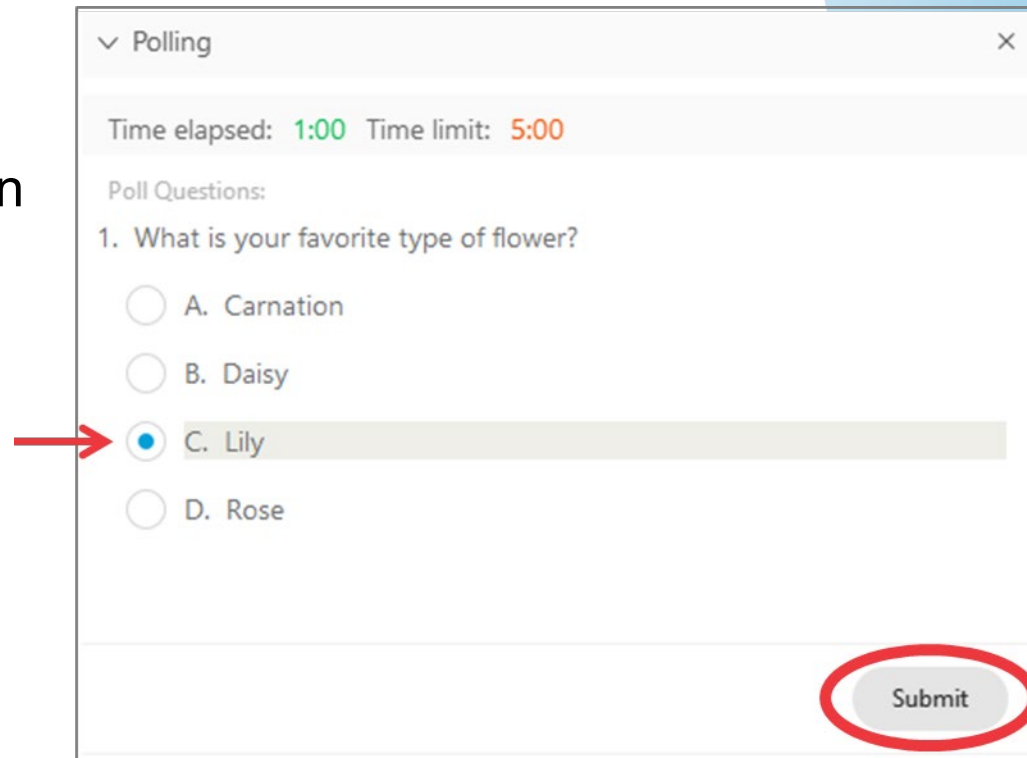
Polling and Feedback

Polling

- We'll ask several poll questions during the webinar
- The polling panel will appear when we open the first poll
- Select your desired response and hit "Submit"

Webinar Feedback

- A feedback form will pop-up when you exit today's webinar



The screenshot shows a poll window titled "Polling" with a close button (X) in the top right corner. Below the title, it displays "Time elapsed: 1:00" in green and "Time limit: 5:00" in orange. The section "Poll Questions:" contains one question: "1. What is your favorite type of flower?". There are four radio button options: "A. Carnation", "B. Daisy", "C. Lily", and "D. Rose". The "C. Lily" option is selected, indicated by a blue dot and a grey highlight bar. A red arrow points to the "C. Lily" radio button. At the bottom right of the poll window, there is a "Submit" button, which is circled in red.

- Participants are muted
- Questions will be moderated at the end
- To ask a question:
 1. Select “All Panelists” from the drop-down menu
 2. Enter your question in the Q&A box
 3. Hit “Send”



- EPA will post final webinar materials on the Webinar Series page:
www.epa.gov/statelocalenergy/state-local-and-tribal-webinar-series

Today's Agenda

- **Andrea Denny**, Office of Atmospheric Programs, U.S. Environmental Protection Agency (EPA)
Jessica Daniels, Office of Transportation and Air Quality (OTAQ), EPA
- **Rachel Sakata**, Oregon Department of Environmental Quality
- **Terry Travis**, EVNoire
- Question and Answer Session

Andrea Denny

Lead Environmental Policy Analyst

Jessica Daniels

Environmental Protection Specialist

U.S. Environmental Protection Agency



U.S. EPA's State and Local Energy and Environment Program



- We offer free tools, data and technical expertise about energy strategies, including energy efficiency, renewable energy and other emerging technologies, to help state, local and tribal governments achieve their environmental, energy and economic objectives
- Access these resources at: www.epa.gov/statelocalenergy
- Electrification Webinar Series
 - ▶ Upcoming topics: Equity & Access, Education & Engagement
 - ▶ Get notifications by subscribing to our newsletter:
 - www.epa.gov/statelocalenergy/state-and-local-energy-newsletters
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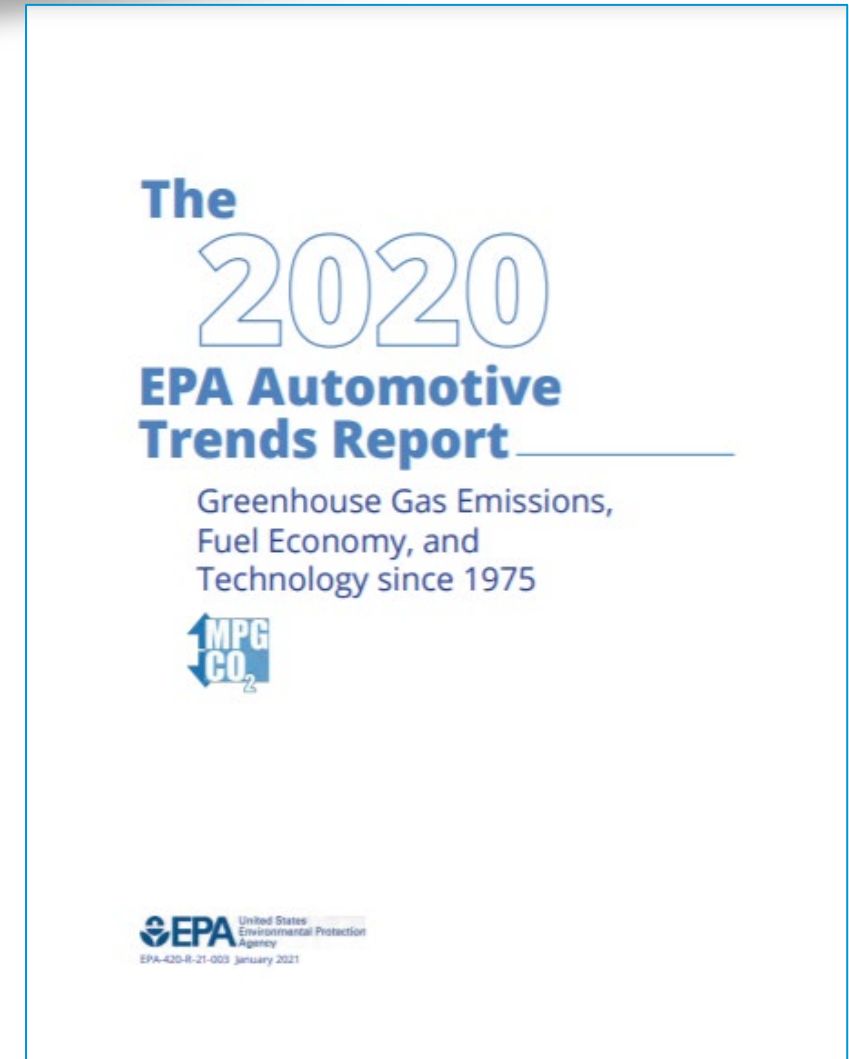
U.S. EPA's State, Local, and Tribal Transportation Resources

- EPA's OTAQ protects human health and the environment by reducing air pollution and greenhouse gases from mobile sources and the fuels that power them, advancing clean fuels and technology, and encouraging business practices and travel choices that minimize emissions
- We help state, local, and tribal governments achieve their environmental and other objectives by providing expertise on:
 - ▶ State Implementation Plans
 - ▶ Transportation Conformity
 - ▶ Vehicle Emissions Inspection & Maintenance and state fuel programs
 - ▶ Travel Efficiency and Greenhouse Gas (GHG) Planning
 - ▶ MOtor Vehicle Emission Simulator (MOVES), Calculators, and Tools
- Access these resources at the State and Local Transportation Resources page:
www.epa.gov/state-and-local-transportation

OTAQ's Voluntary Programs and Initiatives

- EPA's OTAQ also has several voluntary programs and initiatives for state, local, and tribal governments as well as other stakeholders
- Clean Diesel Program – To reduce diesel emissions that impact public health
 - ▶ Includes grants and rebates under the Diesel Emissions Reduction Act (DERA)
 - ▶ www.epa.gov/cleandiesel
- Ports Initiative – To improve environmental performance near ports
 - ▶ www.epa.gov/ports-initiative
- SmartWay – To advance sustainable transportation supply chains
 - ▶ www.epa.gov/smartway

- EPA Automotive Trends Report
 - ▶ Public information about new light-duty vehicle greenhouse gas emissions, fuel economy data, technology data, and auto manufacturers' performance in meeting the agency's GHG emissions standards
 - ▶ www.epa.gov/automotive-trends
- EPA Green Vehicle Guide
 - ▶ Learn more about emerging options in transportation like zero emission vehicles (ZEVs), shared mobility, and self-driving cars
 - ▶ www.epa.gov/greenvehicles



Andrea Denny
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Jessica Daniels
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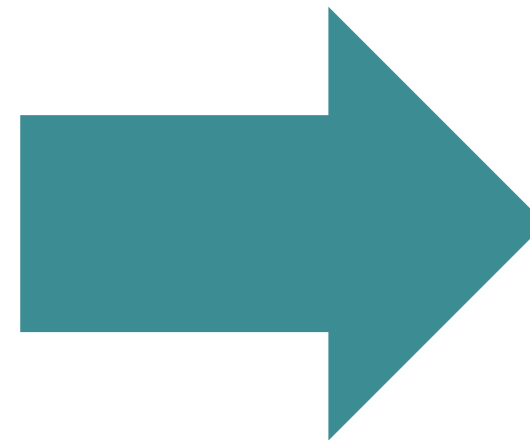


**State and Local
Energy and Environment Program**

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What avenues is your organization considering to achieve equitable access to EVs? (select all that apply)

- Rebates and/or incentives
- EV-ready infrastructure requirements
- Awareness campaigns
- Creation of materials in multiple languages
- Other (enter in Q&A box)
- None



Poll 1

Oregon Clean Vehicle Rebate Program

Rachel Sakata

Oregon Department of Environmental Quality



Oregon Clean Vehicle Rebate Program

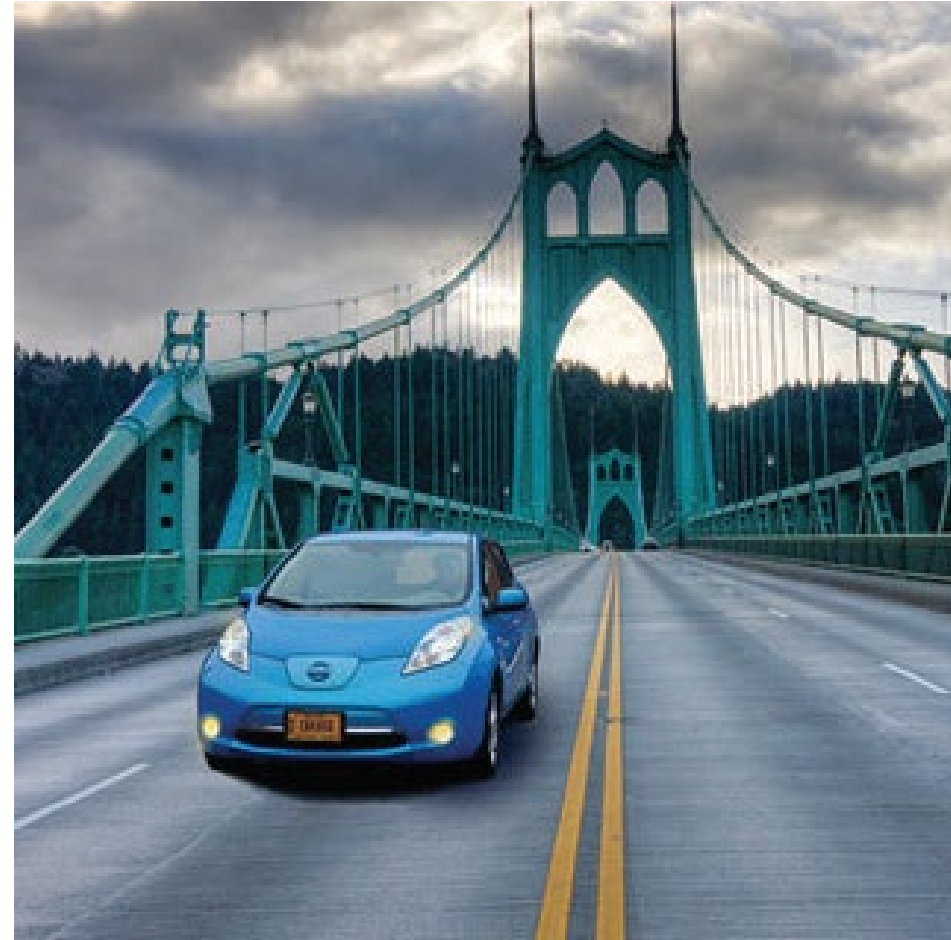
Equitable Engagement and Access to Electric Vehicles Webinar
May 6, 2021



Rachel Sakata | Oregon Department of Environmental Quality

Background

- In 2017, the Oregon Legislature directed the Department of Environmental Quality (DEQ) to implement a zero emission electric vehicle rebate program
- DEQ receives \$12M annually, via a “privilege tax” imposed on car dealers
 - Program sunsets January 2, 2024



Types of Rebates

Standard rebates

- \$750-\$2500 rebates
- Anyone can purchase or lease a new electric vehicle or motorcycle



Charge Ahead rebates

- \$2500 rebate
- Low and moderate income households only
- Purchase or lease of new or used electric vehicle
- Can be combined with Standard rebate



Charge Ahead Program

Charge Ahead Rebate Program

- At least 10% of rebate funds dedicated to Charge Ahead
- Provides an opportunity to make EV purchases more achievable for low and moderate income households
- Increases the market for used EVs



Program Challenges / Lessons Learned

- Awareness of the program among underserved communities
 - Focused outreach and education to potential Charge Ahead applicants
 - Community Partner Toolkit
 - Program specific materials in alternate languages

OBTENGA UN REEMBOLSO DE HASTA \$5,000 EN UN VEHÍCULO ELÉCTRICO



OREGON
CLEAN
VEHICLE
REBATE
PROGRAM

¿DE CUÁNTO ES EL REEMBOLSO?

\$2,500 - Reembolso estándar

Hasta \$2,500 de reembolso en la compra o el alquiler de un vehículo eléctrico a batería nuevo, un vehículo eléctrico híbrido con enchufe o motocicletas de cero emisiones.

\$2,500 - Reembolso Charge Ahead

\$2,500 de reembolso en la compra o el alquiler de un vehículo eléctrico a batería nuevo o usado o un vehículo eléctrico híbrido con enchufe para conductores de Oregon de ingresos bajos a moderados.

\$5,000 - Reembolso Combinación Estándar + Charge Ahead

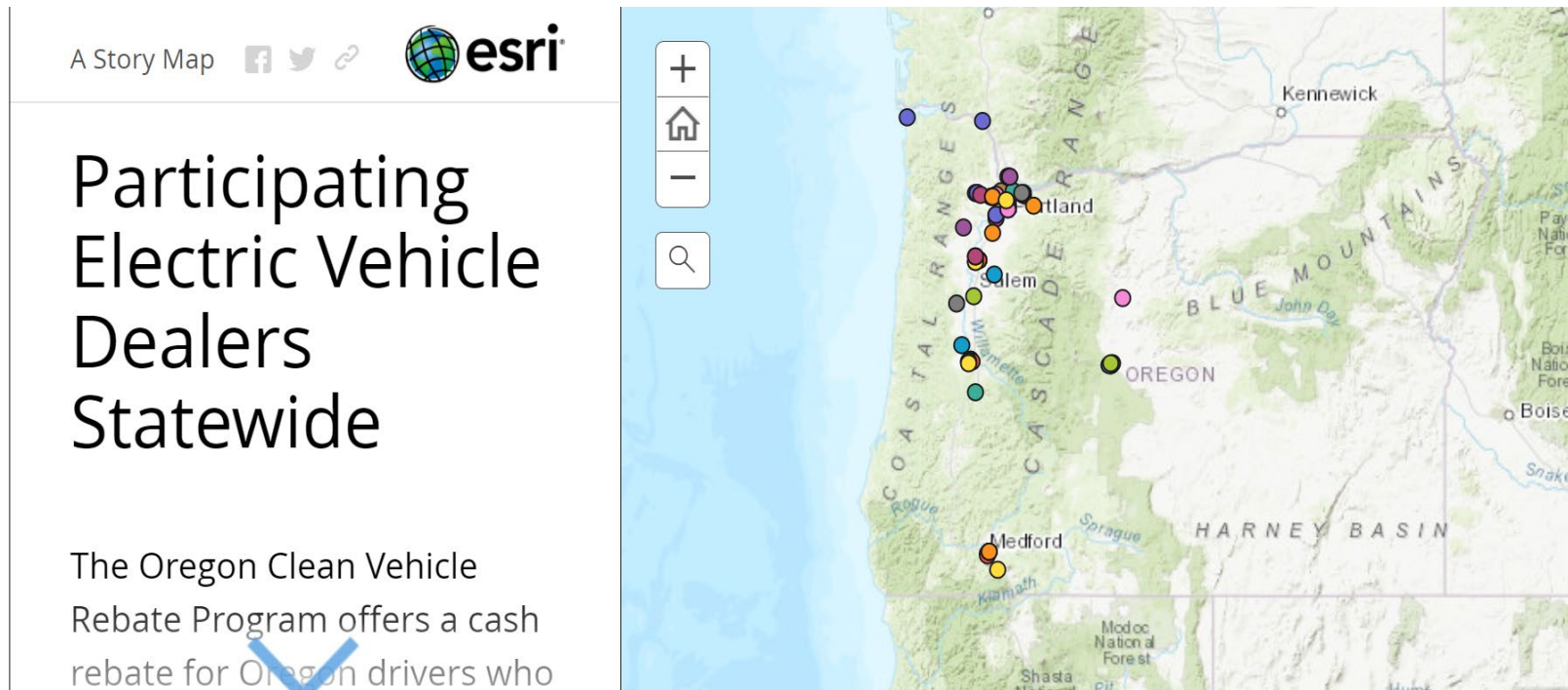
Hasta \$5,000 de reembolso en la compra o el alquiler de un vehículo eléctrico a batería nuevo o un vehículo eléctrico híbrido con enchufe para conductores de Oregon de ingresos bajos a moderados.

OREGON
CLEAN
VEHICLE
REBATE PROGRAM

State of Oregon
DEQ Department of Environmental Quality

Program Challenges / Lessons Learned

- Increasing rebate accessibility
 - Establishing pre-qualification program for dealer point of sale
 - Ease of applying



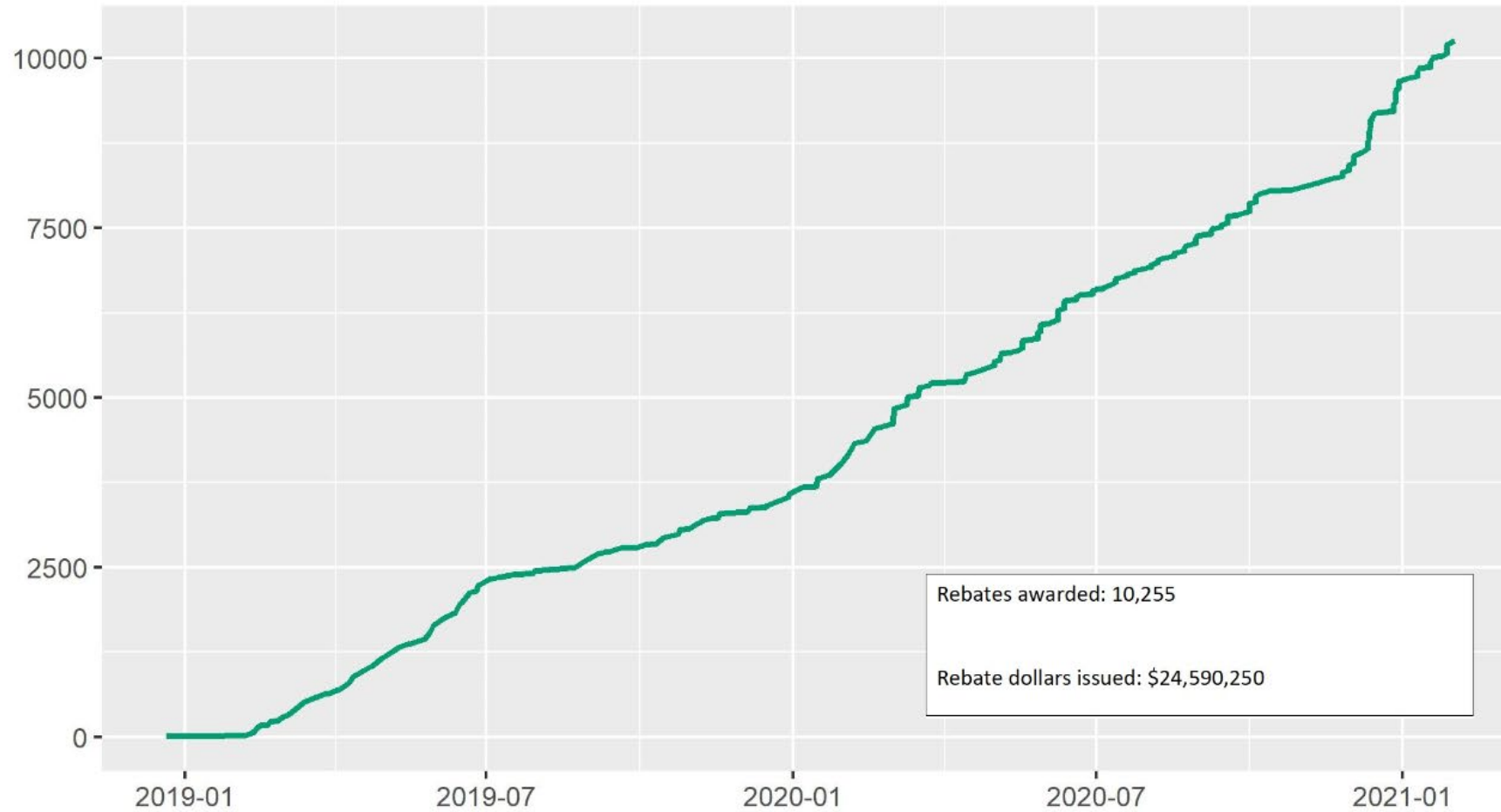
Program Challenges / Lessons Learned

- Availability of charging infrastructure



Program Status

Total EV Rebates Awarded*



*Both Standard and Charge Ahead rebates are included.

Data as of February 8, 2021

Questions?



Contact:

Rachel Sakata

Senior Air Quality Planner/

Oregon Clean Vehicle Rebate Program Manager

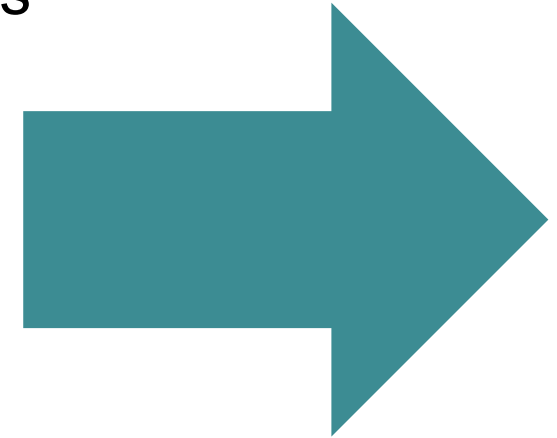
Oregon Department of Environmental Quality

Rachel.Sakata@deq.state.or.us

503-229-5659

What are the largest barriers for your organization to achieve equitable access to EVs? (select all that apply)

- Under-resourced or non-existent rebate/incentive programs
- Limited current or near-term EV infrastructure
- Misunderstanding about EV ownership
- Lack of awareness about EVs generally
- Language or cultural barriers
- Other (enter in Q&A box)



Poll 2

Equitable Engagement and Access to Electric Vehicles

Terry Travis
EVNoire





 **EVNO**  **RE**

**Equitable Engagement and
Access to Electric Vehicles**

 **EPA**

Engaging Diverse Communities

■ WIN-WIN

■ Situation

Any project should be executed
not for the community, but
WITH the community as **partners**

The solution to many of our
pressing social problems lie
within the community



Why engage people most affected by problems being addressed?

↳ Those who are closest to the **PROBLEM**, are also closest to the **SOLUTION**

How to engage diverse communities & community based organizations?

↳ **Listen** to better understand the causes of the problem, barriers to solutions, and ideas for solutions

Empower communities to become involved through participation in the initiative and transparency of it



EVNOIRE

1

Be inclusive of diverse communities

- Representative sample vs. oversampling of minority groups
- Remain conscious of diversity within diverse communities

2

Include those affected

- Frontline communities, underserved areas, environmental justice communities

3

Engaging Individuals vs. Community-based Organizations (CBOs)

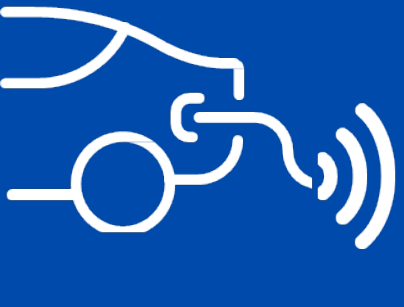
- CBOs can serve as a bridge to individuals
- Familiarize yourself with the different sectors of the community and how to relate to your intended project

When Engaging Communities Understand



"Things Will
Move At
The Speed
of **TRUST**"

"You Have To Do The WORK"



Listening to the community

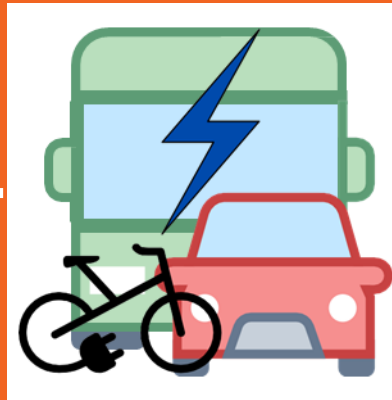
- Familiarize your organization prior to engagement
- Engage subject matter experts collaborate with CBO's to facilitate **Community-Based assessments** to...
 - identify and set priorities based on community needs
 - understand the determinants of mobility issues
 - identify assets, strengths and resources that might support a program
 - help to decide how to best address an issue



THE TRANSPORTATION LANDSCAPE IS CURRENTLY FAILING BLACK, INDIGENOUS, AND PEOPLE OF COLOR COMMUNITIES. AS ELECTRIC MOBILITY RISES, WE MUST PREVENT REPEAT OF INEQUITIES

HUGE GAP IN DIVERSITY OF MOBILITY OPTIONS & EV ACCESS

Racial/Cultural + Women + Rural + Lesbian, Gay, Bisexual, Transgender, Queer + Aging, etc...



Multimodal



68

DIFFERENT MODELS

*Plug-in Hybrid EV / Battery EV

10+ MANUFACTURERS OF BUSES

100+ EBIKE BRANDS

1.7 MILLION EVS

3K ELECTRIC TRANSIT BUSES

600K EBIKES

ON U.S. ROADS TODAY

CORRECTING CURRENT AND HISTORICAL RACIAL, SOCIAL, AND ECONOMIC INJUSTICES THROUGH THREE EQUITABLE CONSIDERATIONS

PROCEDURAL EQUITY

Including the voices of those facing inequity in the design and implementation of solutions

DISTRIBUTIONAL EQUITY

Ensuring those who are disadvantaged receive the greatest benefits and fewest burdens

STRUCTURAL EQUITY

Creating frameworks that promote continues equitable decision- making





Empower Diverse Communities

- **Offer transparency**
- **Technical capacity**
- **Involve in the planning process**
 - defining problems and creating goals
- **Recognize strengths of communities**
 - i.e., talents, skills, cultural heritage, values



Addressing obstacles to participation

Lack of trust towards outside groups or pre-conceptions and attitudes towards your organization

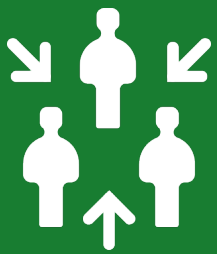
Recognize the limitations of your organization's expertise - work with those experts in diversity/ equity and inclusion and those with existing relationships in the area

History of being ignored

Diverse communities impacted first and worst by transportation issues have been ignored when they tried to participate to solve issues affecting them in the past

Limited experience with community engagement

Be clear about what community members can expect from engagement
-what they gain from becoming involved
-what you/ your organization gains from involving community



Rural Engagement



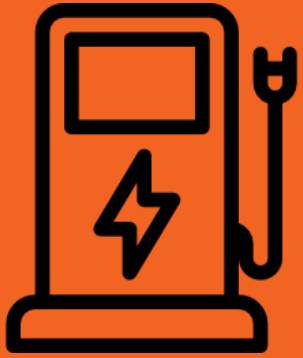
Challenges to rural mobility:

- Development patterns
- Long travel distances
- Low transit ridership
- High transit costs
- Low transit service

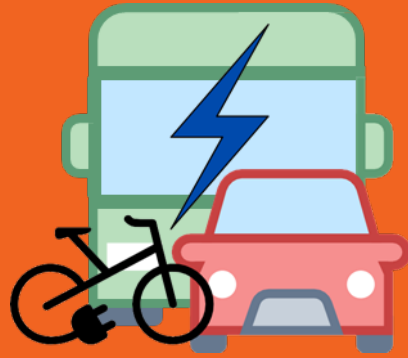
E-Mobility working with rural communities

- Community-based planning
- Increasing awareness of clean transit services
- Car-sharing and ride-sharing
- Multimodal options (e-scooter, bike)
- Mobility wallet for unbanked households

North Stars With Equitable E-Mobility



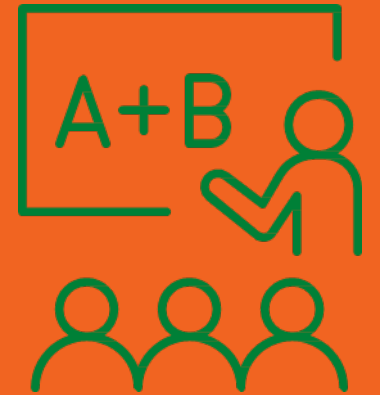
**Access to Equitable
Charging Infrastructure**



**Expand Multimodal
Mobility Options**

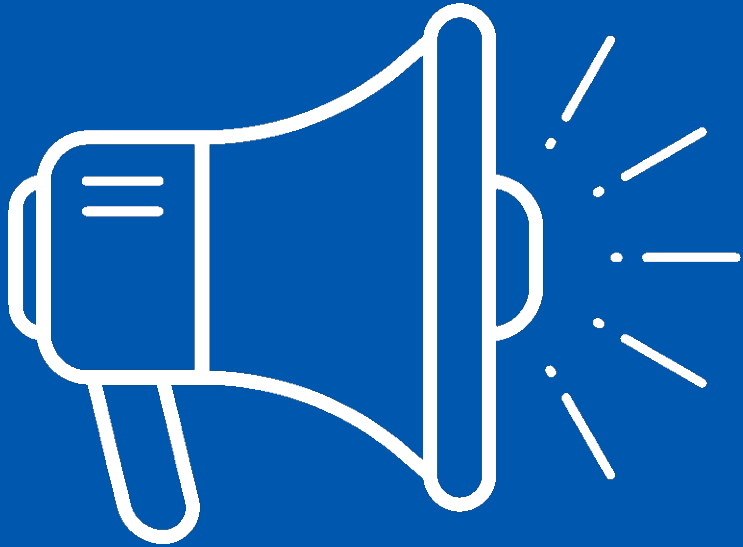


**Financing and
Affordability**



**Education and
Outreach**

Messenger Matters

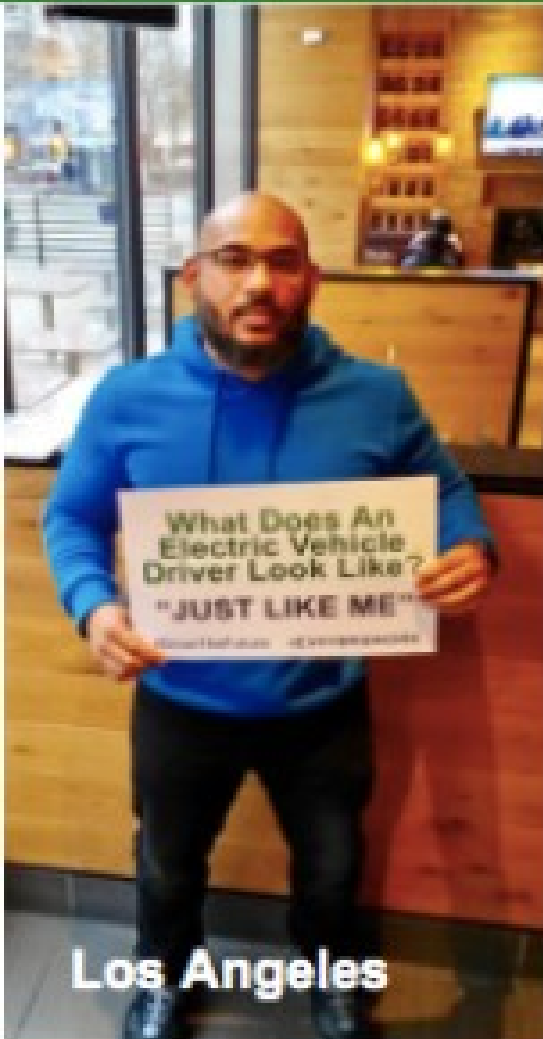


- Thought leaders
- Trusted sources
- Seen as an ally to the community
- Expertise in equity development

EVHYBRIDNOIRE

ELECTRIFYING, ENGAGING & EDUCATING DIVERSE COMMUNITIES THROUGH MOBILITY

The Nation's Largest Network of Diverse EV Drivers & Enthusiasts - Members/Chapters



Los Angeles



Chicago



Atlanta



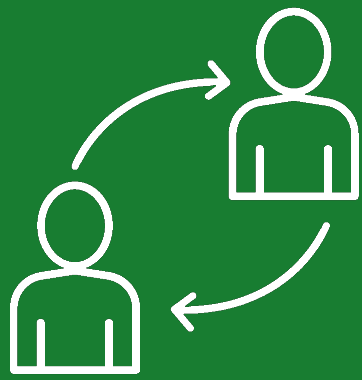
Washington DC



NATIONAL
**E-MOBILITY
EQUITY VIRTUAL
CONFERENCE**

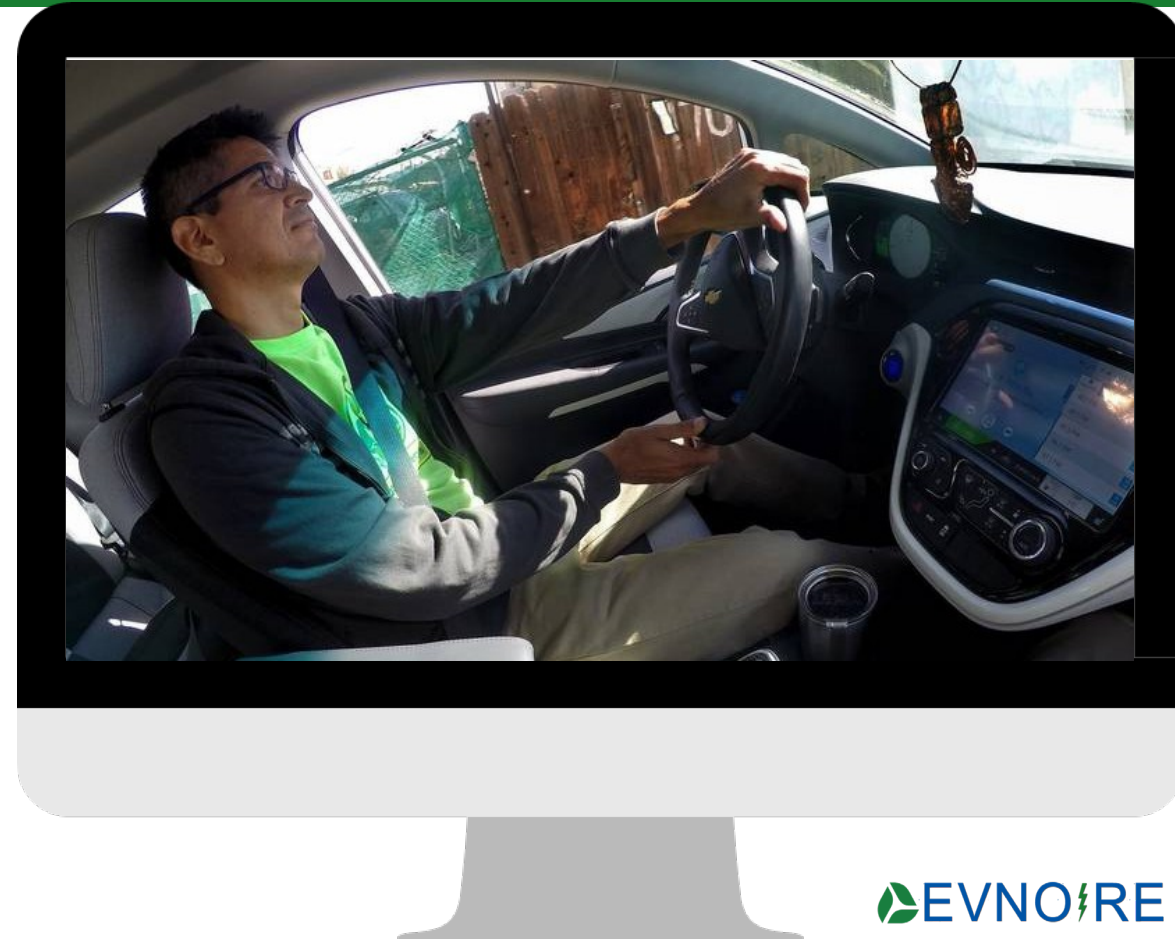
EMobilityEquityConference.com

**NOVEMBER
12TH AND 13TH
2020**



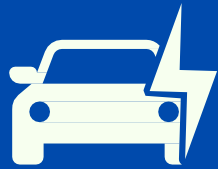
Continual Engagement

- Important to not only seek community when need their expertise
- Maintain a consistent long-term relationship with those you want to/may want to engage in the future
- It's not a one-nightstand! It's a long-term relationship



CENTERING DIVERSITY
EQUITY & INCLUSION AS
WE ACCELERATE TOWARDS
A CLEAN MOBILITY FUTURE

THANK YOU



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Question and Answer Session



Connect with the State and Local Energy and Environment Program

U.S. Environmental Protection Agency

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State and Local
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Guest Speakers

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