C2C: Clean Energy to Communities
U.S. DEPARTMENT OF ENERGY

Incorporating Community Priorities into Electric Vehicle Plans and Projects

Cohort Summary
January 2024

Incorporating Community Priorities into Electric Vehicle Plans and Projects

Laying the Groundwork for Engagement

January

Designing Engagement Strategies and Transportation Needs Assessments

March

Co-defining Success, Finding Funding and Tracking Outcomes

May

February

Connecting with Community Partners and Initiating Engagement

April

Peer Coaching + Designing a Transportation Future through Community Knowledge

June

Building a Culture of Ongoing Engagement and Trust

Cohort Participants

- Bellevue, WA
- Bronzeville Partners, Chicago, IL
- Centre County MPO, PA
- Durham, NC
- Fort Collins Utilities, CO
- Greater Portland COG, ME
- Ithaca, NY
- Missoula, MT

- North Miami, FL
- Salt Lake County, UT
- San Jose, CA
- SEEED, Inc., Knoxville, TN
- Stowe Electric Department, VT
- Vancouver, WA

Workshop 1: Laying the Groundwork for Engagement

Workshop 1 outlined the difference between outreach and engagement, and the importance of ensuring that community engagement helps determine the objectives and eventual outcomes of clean transportation projects.

Minna Toloui of Upright Consulting Services provided the following framework to help practitioners approach community engagement:

- **Do your work:** Research community context, and consider the goals of your engagement work
- **Show your work:** Show how you are integrating community input into plans and decision-making processes
- **Check your work:** Share outcomes with the community and continue iterating and learning from their responses

Outreach is usually one-directional, and may inform community members about an issue, problem, opportunity, or decision.
Outreach can occur in different phases of a project and serve as one piece of a larger engagement process.

Community engagement is a collaboration with the community to co-identify pathways, test strategies, and develop plans that meet local needs, concerns, and priorities.
Community engagement establishes a relationship that enables the public to participate in processes that affect them and their community.

Workshop 2: Connecting with Community Partners and Initiating Engagement

Objectives:

Discuss how to **build and sustain collaborative partnerships** between residents, community organizations, and municipal institutions

Identify ways to reach impacted community members and **develop non-transactional relationships** to support engagement

Participants discussed different approaches to **cultivating authentic community connections** in various contexts.

Participant takeaways included:
- Real community engagement takes time.
- Slow down and focus on relationships.
- Community engagement never ends--it's ongoing relationships.
- Really learn about folks before you enter the conversation.

Workshop 3: Designing Engagement Strategies

Angela Song from Seattle City Light shared how her team works to gather and incorporate community priorities into City Light's Transportation Electrification Strategic Investment Plan (TESIP).
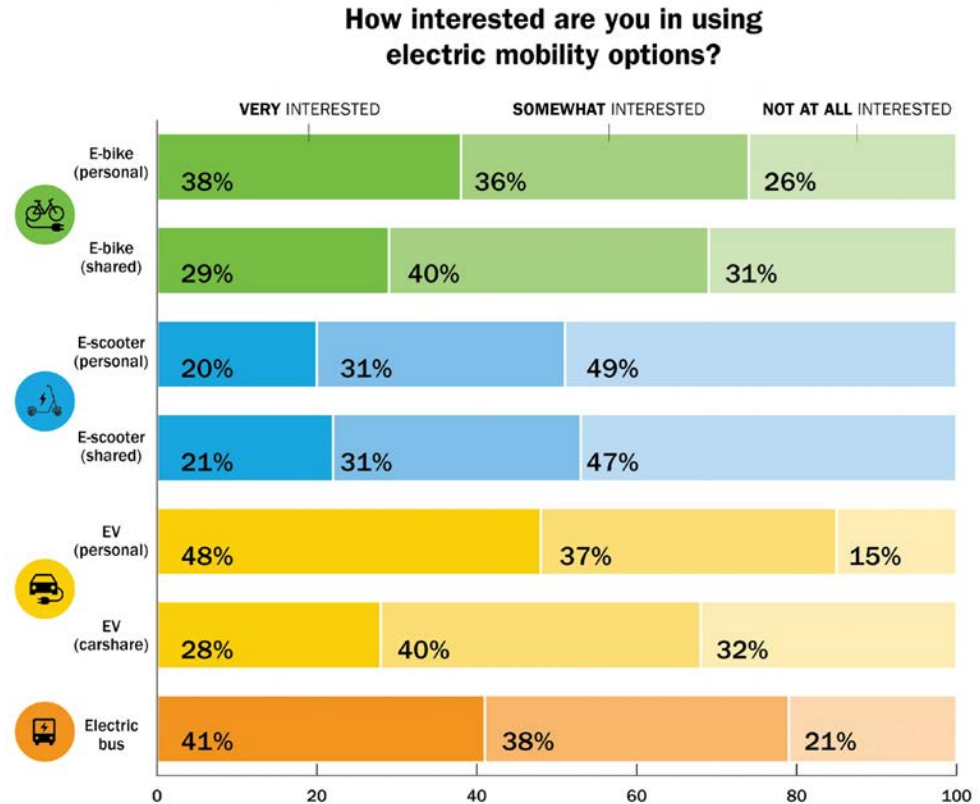
Seattle City Light is embedding community engagement into their work by co-designing publications, conducting focus groups and listening sessions, co-developing scopes of work, exhibiting at community events and festivals, and providing training and deep dives. Engagement activities resulted in five priorities:

1. Conduct stakeholder and consumer outreach around transportation electrification
2. Prioritize buses for electrification
3. Electrify commercial and local govt fleets in Duwamish Valley
4. Expand at-home and near-home charging for multifamily residents
5. Electrify high-mileage ride-hailing vehicles

Session 4: Designing a Transportation Future through Community Knowledge

Staff from Hennepin County, MN shared how they collected data on community interest in various forms of electric mobility.

This engagement work, conducted in partnership with NREL researchers, provided foundational information to the County, and Hennepin County has since applied for and received an Energy Futures Grant for a project entitled "Fully Charged: Advancing Equity through Transportation Electrification"

How interested are you in using electric mobility options?

	VERY INTERESTED	SOMEWHAT INTERESTED	NOT AT ALL INTERESTED
E-bike (personal)	38%	36%	26%
E-bike (shared)	29%	40%	31%
E-scooter (personal)	20%	31%	49%
E-scooter (shared)	21%	31%	47%
EV (personal)	48%	37%	15%
EV (carshare)	28%	40%	32%
Electric bus	41%	38%	21%

Workshop 4 Case Study: Next Steps Identified by Hennepin County

EDUCATE RESIDENTS ON CLEAN TRANSPORTATION

- Share materials in multiple languages to educate public on clean transportation options and local sites for transit, car sharing services, and mobility hubs.
- Host car-sharing ride and drive events.

COMMUNICATE FUNDING OPPORTUNITIES

- Cities: Provide a summary of federal (and state) funding opportunities
- Residents: Inform how to apply for state rebate programs (e-bikes, EV, etc.)

INFORM CITY PARTNERS ON COMMUNITY INPUT

- Suite of community-driven recommendations
- Data repository

Workshop 5: Co-defining Success, Finding Funding, and Tracking Outcomes

It is important to co-define metrics for success alongside community partners.

NREL researchers emphasized the importance of:
- Identifying indicators that can be weighted into a final metric
- Ensuring community participation in identifying those indicators and weighting
- Ensuring accountability in tracking progress towards the final metrics

EXAMPLE: INDICATORS → METRIC

Possible Metric	Possible Indicators	Percentages of Indicators
	# of electric buses circulating in DACs	15%
	# of electric micro-mobility options in DACs	10%
	#/count of chargers installed in/near DACs	15%
Access to Electric Mobility	Count of EVs in DACs	15%
	Utilization of chargers by EVs in DACs	20%
	$ saved in transportation fuel costs	25%

Session 5 Case Study: Co-defining Success, Finding Funding, and Tracking Outcomes

We also heard from Pamela Fann of Georgia Clean Cities on <u>asset-based community development</u> and finding funding. Highlights included:

- **Identifying what assets make a community special** to envision a transportation future centered around existing community assets, activities, and priorities
- **Clarifying what transportation investments are needed** to support and bolster economic activity in that community
- Developing a successful grant application through a **strong narrative around community assets and needs**

Source: Asset Mapping User Guide Overview. Institute of Museum and Library Sciences.