

USDN EV Renter Access Project

Community Stakeholder Group Meeting 4

April 29, 2020

12:30-2:00

Skype video conference

Summary of Comments

Attendees: Shanna Brownstein (PGE), Brian Crise (BDS), Bill Cunningham (BPS), Eva DeCesaro (Pacific Power), Ben Gates (Urban Patterns), Robert Hayden, Eric Hesse (PBOT), Alan Hipolito (Verde), Eric Huang (Forth Mobility), Stephanie Lonsdale (PBOT), Barry Manning (BPS), Jacob Sherman (PBOT), Shawn Wood (BPS), Jon Williams (Metro), Sara Wright (Oregon Environmental Council)

Facilitators: Ingrid Fish (BPS), Marty Stockton (BPS)

EV Charging Access Strategies Selected from February 26th Meeting #2:

March 18th Meeting #3

- **Utility Investment** (7 votes) – in the “Reduce Financial Barriers” grouping
- **Publicly owned charging stations in publicly-owned parking lots** (5 votes) – added new by community stakeholders within the “Considerations for Public Infrastructure” grouping

April 29th Meeting #4

- **Community Data Gathering and Understanding** (5 votes) – in the “Understand Community Needs to Design Effective Programs” grouping
- **Education and Outreach Targeted towards MUD Owners** (5 votes) – in the “Education and Awareness” grouping

Facilitated discussion on the EV charging access strategies, **Community Data Gathering and Understanding** and **Education and Outreach Targeted towards MUD Owners** presented. Discussion questions include:

Group Discussion – Questions include:

- If you were one of the people who choose this strategy, why did you choose it?
- What is your vision for this strategy?
- How should this strategy idea be refined to fit the context of our city?
- Who does this strategy serve? How can it be equitable and tailored to serve additional renter demographics?
- What partners would we need to gather to implement this strategy?
- What are the key steps to implementation, either as a pilot or city-wide strategy?
- What challenges must the city overcome to implement the strategy?
- What would it cost to implement this strategy? How could it be funded, either as a pilot, or long-term?

Community Data Gathering and Understanding:

Establish contextual baselines through the compilation of data and geospatial analysis to better understand renter population, differentiated needs among disparate populations, the specific barriers they need to address, and to track the equitable distribution of EVSE. Additionally, develop a program to collect data on rental property locations and level of access to EV charging for each location to determine priority areas for EVSE deployment.

- Circumstances in our front-line communities are not good and now they're dramatically worse due to the pandemic. Across all needs, housing, jobs, transportation. EV charging and targeted outreach. If an individual can't pay rent in April and now can't pay rent in the month of May, I don't know how you can have this conversation with them if it's not a resource to recovery. Also, example of households navigating distance learning schooling and access to the internet and WiFi.
- Flagging Verde's focus groups on EV charging (Living Cully Mobility Assessment). Bilingual focus groups were held in relation to the Sugar Shack site. Folks wanted improved transportation in the Cully Neighborhood. Wanted access to EVs, Shared Shuttle. Concerns about not being able to afford these transportation services. Highlighted the concern of being unbanked. Access, Cost, Privacy to extractive personal data.
- Whether something like a HopPass would work with Smart Phones and EV Charging in response to Verde's comment on lack of access to banking and the digital divide.
- Is there a cash-less option for charging?
 - From Pacific Power in response, it depends on the manufacture. Most are either pay or connect with a credit card reader.
 - From Forth in response, there isn't really a cash option for EV charging. NFC transmission could be compatible with touchless transactions. Follow up with network providers on allowing cash transfers to a card ability needed.
- Population can have issues with phones that need frequent charging due to age of phones and types of data plans, therefore depend more on WiFi. Conversations with TriMet to put in WiFi at transit stations/stops.
- Another reason to collect data from the underserved communities, is to validate the assumption and/or confirm whether State rebates are being accessed and used.
 - Oregon's Department of Environmental Quality (DEQ) is tracking this data.
- How COVID-19 is impacting the renter population and how this related to EVs. This may be another area to explore.
- When conversations focus on metrics, a more nuanced way of looking at data and metrics in how we're measuring success. Not just number of chargers. If the perception of EVs being for white middle class households, what is the change of this perception over time.
- People focused metrics.

- An observation on the State EV rebate – Personally applied in December 2019. In follow up contacts with the state agency, learned that rebate processing has been farmed out to an out-of-state (San Diego) company Center of Sustainable Energy (CSE) which was disappointing to hear.
- Income level has delayed rebate processes for determining who qualifies.
- PGE does a lot of EV focused market research every year. Would be happy to learn what demographics are being reached and if PGE is asking the right questions. PGE is willing to offer a presentation on market research, especially renters and people living in MDs.
- Opportunity to have a conversation with the Oregon Department of Energy related to prior legislative year. Statewide and opportunity to focus in on renters in their research.
- City of Portland has met with ODOE. Their work is less qualitative.
- PBOT would be very interested in market research (utilities and Forth), ODOE, etc.
- Metro is interested in where this work goes. Metro is an affordable housing funder and is interested if EV charging infrastructure may become a requirement.
- Data gathering, in developing buildings, we're interested in a user manual that would help the development community. As a user (describing to the end user) how to access, use the infrastructure.
- Chargeway with beacons, PGE is happy to give more information. The Chargeway app allows people feel more comfortable with using the infrastructure. PGE residential rebate charging program. People that install charging infrastructure will be eligible for a PGE rebate.
- Along with the DOE, Forth is working on a toolkit program for best practices for MUDs on building infrastructure into these projects.

Education and Outreach Targeted Toward Multi-Dwelling (MUD) Building Owners:

Develop an outreach program that is tailored to the needs and perspectives of MUD Owners. The program would cover a wide range of topics (e.g., recommended vendors list, opportunities in peer-to-peer EV charging matching programs, benefits and added value of energy management systems, business trainings to help MUD owners find value in EVSE training on emerging business models, and low cost methods of facilitating on-site charging).

- Forth shared that recently they were in contact with Qmerit. Normally work with OEMs like Volvo or Jaguar. Forth could build a portal to a reliable list of vendors.
- PGE charging rebate, we have the opportunity to support women and minority-owned businesses. PGE is thinking is there a way to partner with Portland Clean Energy Community Fund (PCEF). Is there a way to blend City goals in a partnership?
- Technical assistance plus, especially early on with multi-dwelling owners is needed. We've had a fair amount go through a Pacific Power process. Pacific Power's technical assistance program includes support for multi-unit housing. It starts with an online intake form. What is the end use? Public, work or tenant charging. Site visit. Consultants (C2) are on contract to support this work. A technical assistance report is received. At that point they're able to go out to receive bid from info in the report. Pacific Power

does email promotions, bill inserts, email, Regional Business Managers to outreach and promote this program.

- Will follow up if PGE has a similar program to Pacific Powers.
- City of Portland (BPS and BDS) could help promote utility programs.
- If targeted outreach includes affordable housing providers, there could be overlap in data-gathering. New development has to meet the Transportation Demand Management (TDM) program. Any building of 10 or more units has an evolving and expanding TDM program.
- Oregon Opportunity Network (OON) is a good organization and venue to engage with and promote various programs. Oregon Opportunity Network is a statewide association of nonprofit affordable housing and community development organizations that provide housing and economic opportunity.
- Regarding the location strategy, suggest knocking out places that don't have multi-dwelling zoning/housing (e.g., Skyline) or higher income areas (rents). A suggestion for further refinements.
- City is prioritizing areas that wouldn't be picked up by the market. (income, education, previous Prius owners). Concern about locking people out of EV use due to the lack of infrastructure in existing buildings and areas. Potential partners include utilities, Forth, BDS, Oregon Opportunity Network (OON), affordable housing providers.
- Challenge is, paying attention to utility programs that target multi-dwellings. Owners and end users have different priorities. Developer, owner and tenants all have different needs.
- Duncan Wise, Milwaukie, Oregon, multi-dwelling building owner that is providing EV charging.
- A challenge EV charging and its effect on rent. Cost outlay and not wanting to increase rents. Retrofitting older buildings with EV.
- How will this work related to increased rent and the desire not to increase displacement.

Next Steps:

- **City of Portland** finalize an actionable plan or roadmap for implementing one or more strategies that answer the question, “what would it take to implement this strategy here?” (**May/June 2020, check this timing with Cadmus**)
- **Cadmus** finalizes Playbook of 6-10 strategies to enable EV charging for tenants that describes the applications and pathways to implementation for each approach (**Update Timeline**)
- **City of Portland** developing a plan for keeping this group updated
- **Communicate City Staff work plan** for next 18 months