

A photograph of a man with dark hair and a beard, wearing a white t-shirt, looking upwards and to the right with a thoughtful expression, his right hand resting on his chin.

# Centering **EQUITY** in E-Mobility

Conscious of systemic barriers and inequities in society and other forms of oppression and historical injustice.

More importantly are the policy, programs and practices of your organization utilizing equitable and inclusive Social Justice Frameworks



## EVNoire Mobility Intelligence Consulting Group

- National, award winning Consulting Group
- Focus: Intersection of transportation, energy and environmental equity & engaging communities / workforce development
- Centered in Equity using a Social & Environmental Justice lens
- Clients include: Transit Agencies, Utilities and Co-ops, Non-Profits, Government Agencies, Public Health Organizations, and Regional and National organizations
- Extensive data | Emphasize financial & public health benefits
- Work with Communities around the country
- EVHybridNoire: Founders of the largest network of diverse EV drivers

*“Prioritizing Frontline Communities - Those hit **WORST** and **FIRST**”*

## ABOUT US

We have expertise in engaging

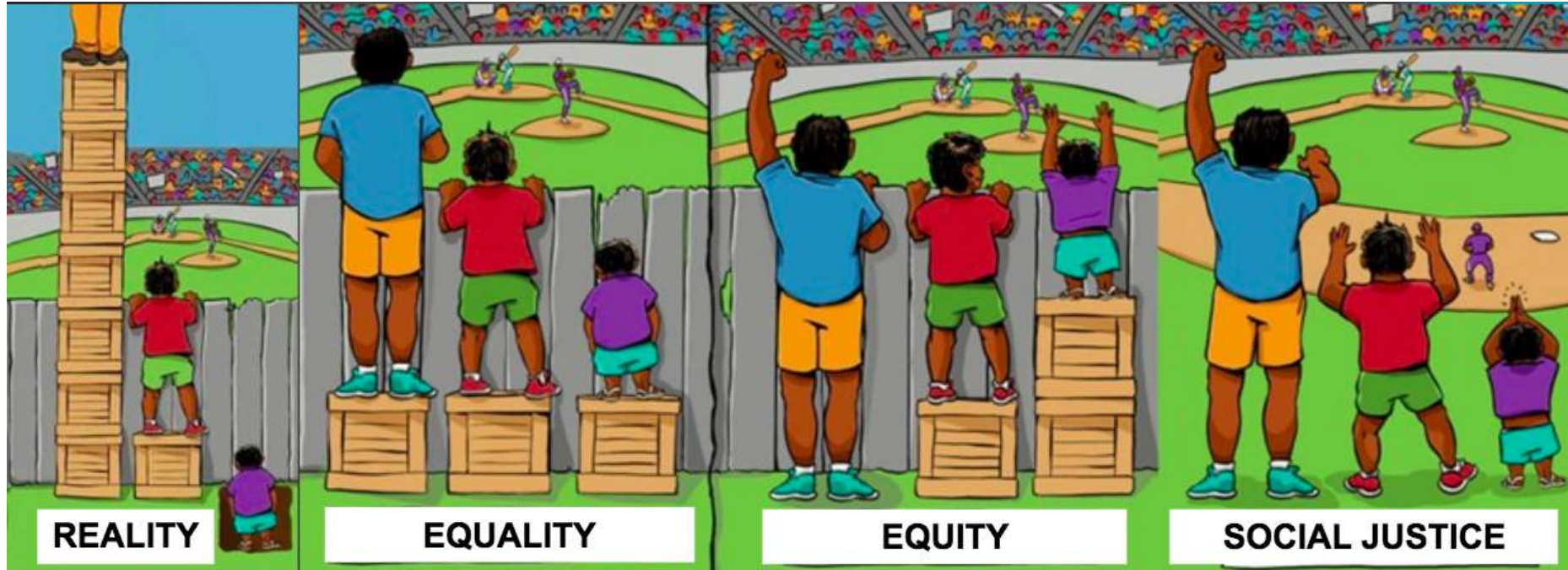
- Racial Ethnic Demographics
- African American & LatinX
- Underserved Communities
- Aging Population
- Rural / Immigrant Communities
- Multi Unit Property Residents
- Young Professionals Gens XYZ



## OBJECTIVES:

By The End of the Presentation, attendees will be able to:

1. Define Equity and articulate why it is important to address
2. Describe at least two ways Clean Transportation can benefit diverse communities
3. Explain how / why race and Mobility are intertwined
4. Articulate how your organization can integrate equity best practices into your EV Adoption / Strategic Plan



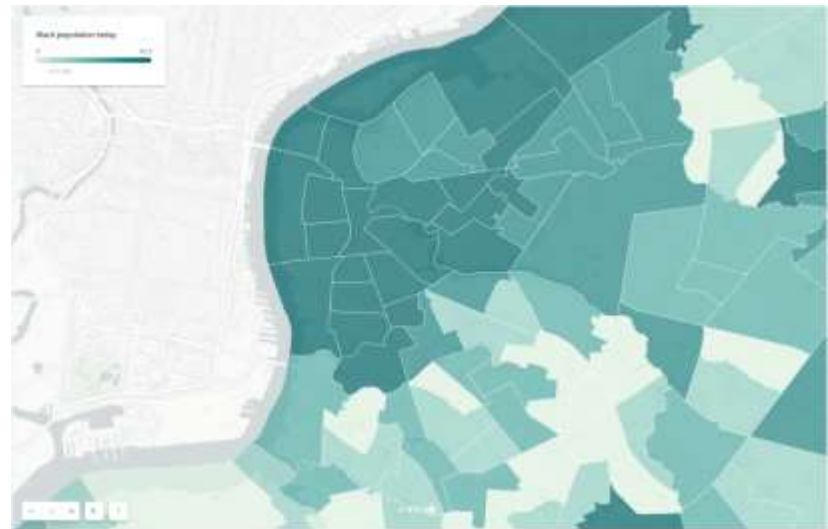


**EMobility Equity:** Development of a transportation system that increases access to high quality mobility options, reduces air pollution, and enhances economic opportunity to all members of the community.

Due to systemic issues underserved and communities of color have to be prioritized in these conversations.

# Historical Perspective

Camden, NJ  
1930s vs Today



☰ **AJC**



A Georgia State study says diesel school bus fumes drive down test scores

Thursday, July 18, 2019 @ 1:36 PM



Georgia Supreme Court ruling could cost...



## Minorities Are Being Left Out Of The Electric Vehicle Revolution

In California, Latinos and African-Americans simply are not buying electric cars. It's time for some new marketing.



BY ARIEL SCHWARTZ  
2 MINUTE READ

The Prius is an emblem of the environmentally aware upper middle class, and at this point, electric vehicle purchases are mostly limited to early adopters who have the cash to experiment with an entirely new kind of vehicle. And according to a report (PDF) from the Greenlining Institute, cost and lack of consumer education may

## Cars and trucks are America's biggest climate problem for the 2nd year in a row

Overall emissions are falling, but not fast enough to hit international targets.

By Umair Irfan on January 14, 2018 10:02 am



## BLACK CHILDREN SIX TIMES MORE LIKELY TO DIE OF ASTHMA

*A national study found that black children are six times more likely to die from asthma than Hispanic or white children in the U.S.*

ATLANTA, GA - There is no cure for asthma, but with the proper diagnosis, medication and an asthma management plan, symptoms can be controlled. When not properly controlled asthma can be deadly. A study being presented at the 2017 American Academy of Allergy, Asthma & Immunology (AAAAI) Annual Meeting called "Where Do Children with Asthma Die? A National Perspective from 2003 to 2014" seeks to address where and which demographics of children are dying because of asthma in the United States.

Deaths from asthma, especially among children, are sentinel events that can be avoided with

# The Effects of Vehicle Emissions on Climate Change and The Human Body

MICROSCOPIC PARTICLES

OZONE

SULPHUR DIOXIDE (SO<sub>2</sub>)

OZONE (O<sub>3</sub>)

NITROGEN OXIDES (NO<sub>x</sub>)

TOXIC METALS

SOOT AND DUST

ARSENIC

NICKEL

CADMIUM

LEAD

CHROMIUM

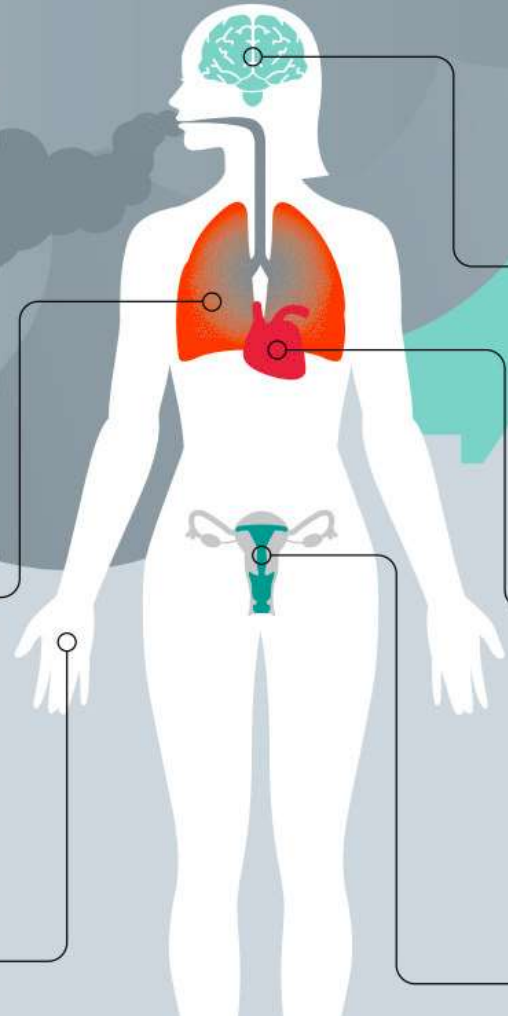
MERCURY

CO<sub>2</sub>

CO<sub>2</sub>



KEY



**Lung**

- Lung cancer
- Asthma attacks
- Infections and cough
- Impaired lung function
- Impaired lung growth in children

**Hand**

- Inflammation
- Increased coagulation
- Blood pressure

**Brain**

- Stroke
- Decreased IQ
- Diseases of central nervous system

**Heart**

- Heart attack
- Heart rate variability
- Heart disease

**Baby**

- Lower birth weight
- Impaired foetal growth
- Premature birth





# How Electrification Can Benefit All Rate Payers



## Trucks: The Next & Necessary Frontier of Electric Vehicles

Americans are driving bigger vehicles and more miles than ever following a [sustained drop in fuel prices that began a few years ago](#). Pickup trucks reign supreme in the US, claiming [the top three spots](#) of all vehicles sold in 2018. Ford sold more than 909,000 trucks last year, eclipsing competitors and leaving the highest-selling electric vehicle (EV)—the Tesla Model 3—in the rearview, despite its record-breaking 140,000 units sold. Ford has said that large vehicles are positioned to [take over 50%](#) of the total EV sales by 2030.

## U.S. Electric Bus Demand Outpaces Production as Cities Add to Their Fleets

Cities are still working through early challenges, but they see health and climate benefits ahead. In Chicago, two buses save the city \$24,000 a year in fuel costs.



BY KRISTOFFER TIGHE

Nov 14, 2019



## Rivian R1T electric pickup truck owners will be able to share power with vehicle-to-vehicle charging

Fred Lambert | Jun. 6th 2019 2:41 pm ET | @FriederLambert



Comments

Rivian's CEO confirmed that the electric truck startup is going to enable vehicle-to-vehicle charging so R1T electric pickup truck owners will be able to share power



## Largest Electric School Bus Program In United States Launching In Virginia

# **E-MOBILITY EQUITY:**

## **Why Communities Should Be Prioritized**

1. Historical & Environmental Contexts
2. Transportation Burden / Costs
3. Barriers to Adoption
4. Benefits

E&E NEWS

AUTOMOTIVE

## Electric Car Advocates Want to Expand Access to Low-Income Communities

Those most impacted by air pollution should be able to more easily use cleaner vehicles, environmentalists argue

By Maxine Joselow, E&E News on June 20, 2018



## Schumer proposes \$462 billion car swap - gas for electric

By ELLEN KACHMERE October 18, 2018



WASHINGTON (AP) — Senate Minority Leader Chuck Schumer is pushing Democrats' climate bill to make the rubber meets the road, proposing a \$462 billion trade-in program to get millions of Americans out of climate-damaging gas vehicles and into electric or hybrid cars over the next decade.

RELATED TOPICS  
Climate

Schumer's release proposed late Thursday joins a slew of climate and trade-in bills programs that Democrats' presidential candidates have outlined to support car, gas and coal industries.



## Rush Introduces Major Legislation to Substantially Reduce Emissions in Transportation Sector, Promote Use of Electric Vehicles



Often The Electrification Equity Debate Falls Into Two Buckets  
Electric Cars vs Electric/Fuel Cell Buses

Best practice = multimodal strategy combined with wrap  
around programming i.e. **Awareness Outreach & Education**



## Opportunities / Next Steps

- Craft culturally relevant strategy to engage underserved communities / Prioritizing Communities
- Partner with Organizations w/ expertise / reflective of communities that are impacted
- Awareness / Education / Outreach must be intentional
- Develop programs to increase EV Adoption / Awareness
- Future opportunities / workforce development / charging infrastructure



# EMobility Equity Conference

**Goal:** To facilitate real conversations about strategies and best practices for engaging communities hit worst and first by air pollution.

**Thursday | June 18 | Portland, Oregon**



**Disrupting The Electric  
Vehicle Narrative  
Prioritizing Those MOST  
Impacted  
Thank You**

**Shelley Francis**  
shelley@[evnoire.com](mailto:shelley@evnoire.com)  
**888.MOB.LITY**



## SOCIAL MEDIA / FOLLOW ME



**@DrShelley1**



**@Dr\_EV\_Shelley**



**@Dr EV Shelley**