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.

Understanding the Context & Environmental Issues around EMobility in Diverse Communities
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
EQUITY 101

Thought Leaders in Equity and EMobility

EVNoire.com
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
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...
The Effects of Vehicle Emissions on Climate Change and The Human Body

- **CO₂**
- **Sulphur Dioxide (SO₂)**
- **Nitrogen Oxides (NOx)**
- **Ozone (O₃)**
- **Microscopic Particles**
- **Toxic Metals**
- **Lead**
- **Arsenic**
- **Mercury**
- **Nickel**
- **Cadmium**
- ** Chromium**

**Inflammation**
- **Increased coagulation**
- **Blood pressure**

**Heart**
- **Heart attack**
- **Heart rate variability**
- **Heart disease**

**Brain**
- **Stroke**
- **Decreased IQ**
- **Diseases of central nervous system**

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

**Reproductive System**
- **Lower birth weight**
- **Impaired foetal growth**
- **Premature birth**

**Key**
- CO₂
- Inflammation
- Heart
- Brain
- Lung
- Reproductive system

**Alerts**
- CO₂ Levels
- Microscopic Particles
- Toxic Metals
How Electrification Can Benefit All Rate Payers

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 TIGUE

Nov 14, 2019

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

Fred Lambert · Jun. 8h 2019 2:41 pm ET · @FredLambert

Elon Musk Teases Tesla Cybertruck 240V AC Outlet

The 2020 Ford F-150 will be released with an option for its own onboard, built-in gas generator, and companies like Indiana’s Real AC Power, provide chassis-integrated generator systems for internal combustion engine trucks. Electric vehicle makers abandoned this segment for unknown reasons. However, Tesla CEO Elon Musk is teasing about a 240V AC Power outlet on the Tesla Cybertruck, something which neither BoltRider nor

Largest Electric School Bus Program In United States Launching In Virginia

Comments
E-MOBILITY EQUITY: Why Communities Should Be Prioritized

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

WASHINGTON (AP) — Senate Minority Leader Chuck Schumer is proposing a massive climate bill that would flood the market with at least $462 billion in federal subsidies for electric vehicles and other clean cars.

Schumer's ambitious proposal Thursday comes as Democratic presidential candidates have outlined aggressive plans to cut oil, gas and coal emissions.

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

UNITED STATES CONGRESSMAN BOBBY L. RUSH

Proudly Representing the 1st District of Illinois

Thought Leaders in Equity and EMobility
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**

Thought Leaders in Equity and EMobility

EVNoire.com
Disrupting The Electric Vehicle Narrative
Prioritizing Those MOST Impacted
Thank You

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