

Twin Cities Electric Vehicle Mobility Network: Community Engagement Overview

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Twin Cities Electric Vehicle Mobility Network

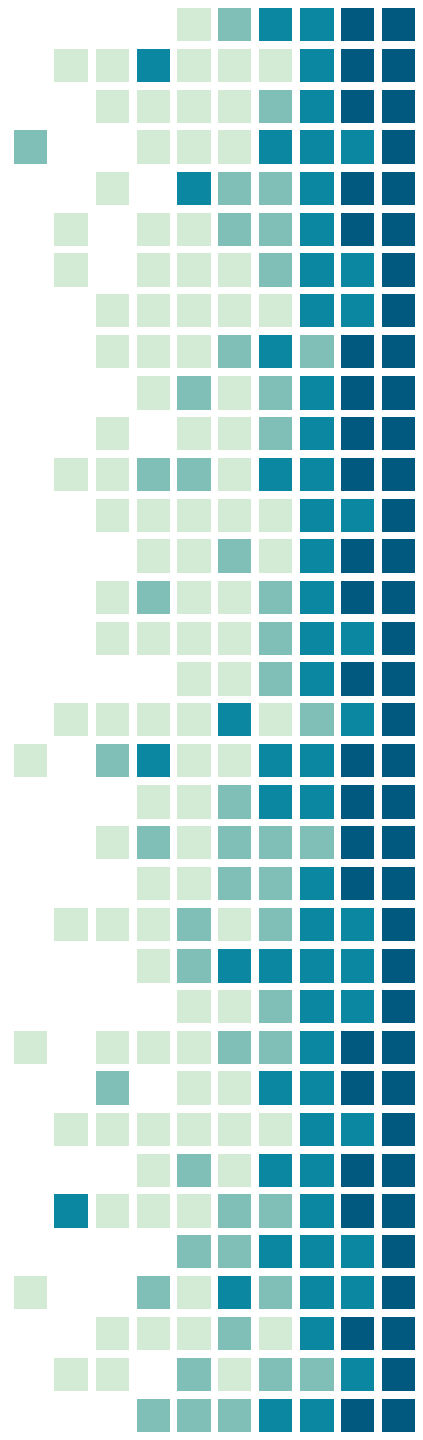
A partnership between City of Saint Paul, City of Minneapolis, Xcel Energy and HOURCAR



Part of the American Cities Climate Challenge

25 cities across the United States

Focuses on tackling climate change in the transportation and building efficiency sectors, which account for more than 80% of city-wide emissions



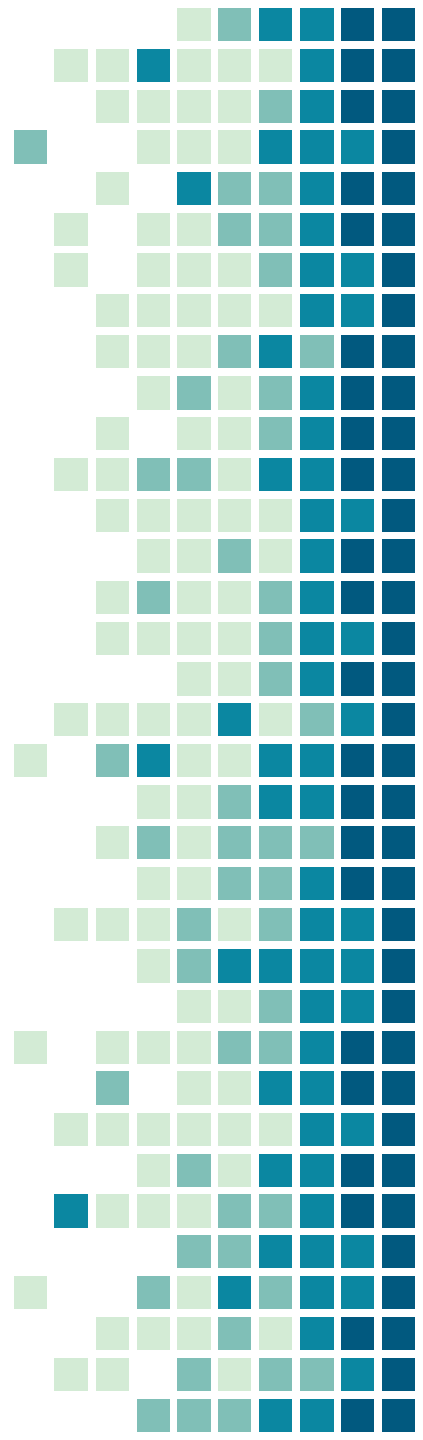
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Primary Objectives of TCEVMN

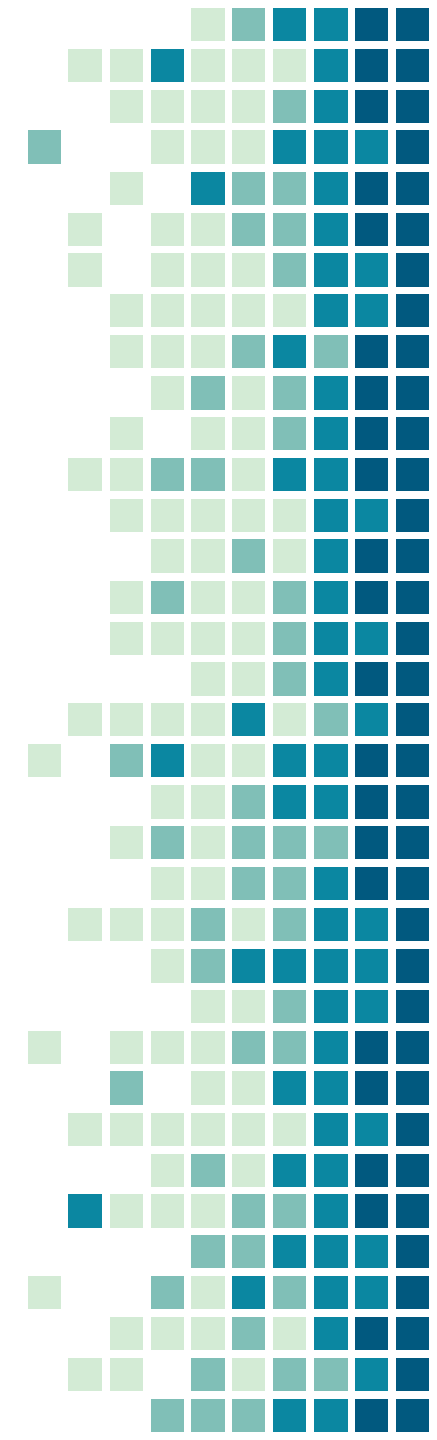
- Increase car sharing access in ACP50 neighborhoods through strategic community-based partnerships
- Encourage EV adoption through an increase of public charging options

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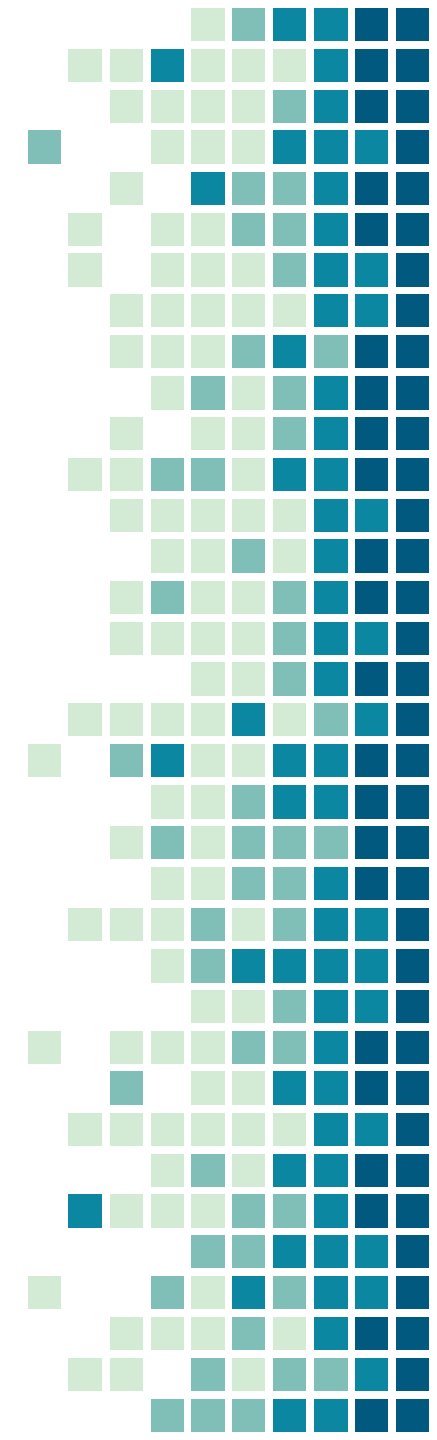
Goals of Engagement

- To better understand barriers to accessing HOURCAR and its service
- To educate people about electric vehicles and related charging infrastructure
- To inform people about the addition of publicly available charging options within St. Paul and Minneapolis
- To better understand affordability of service, including methods of payment
- To create ongoing partnerships with community partner organizations and individuals to engage more deeply around transportation needs, especially in historically underserved communities
- To take action to mitigate barriers to access through these partnerships
- To create programming that responds to the needs of community members



Summary of Engagement

- **Prototyping focus groups** (November 2019-April 2020)
- **Core Partner Council** (March 11th, 2020-December 11th, 2020)
- **Outreach to public housing residents** (November 2019-March 2020)
- **Outreach to charging hub adjacent neighbors through direct mail** (December 2020-present)
- **Survey** (September 2020-Present)
- **Website: stpaul.gov/ev** (September 2020-Present)
- **Virtual city-wide open houses geared toward the general public** (October 2020)



Core Partner Council

- Center of engagement
- 10 CBO
- Primarily led by POC
- Located within ACP50 neighborhoods





Recommendations

- Invest in an easy-to-use technology platform
- Integrate other languages
- Build awareness of car sharing and electric vehicles, especially in ACP50 neighborhoods
- Build relationships with community leaders and be flexible in approach
- Scale responsibly
- Created tiered pricing
- Use new and innovative payment technologies
- Leverage MaaS to your advantage
- Blending car sharing and ride hailing



Thank you

Any questions?

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