



Plugging into Equity: A Community-Centered EV Carshare Program

National Association of Clean Air Agencies

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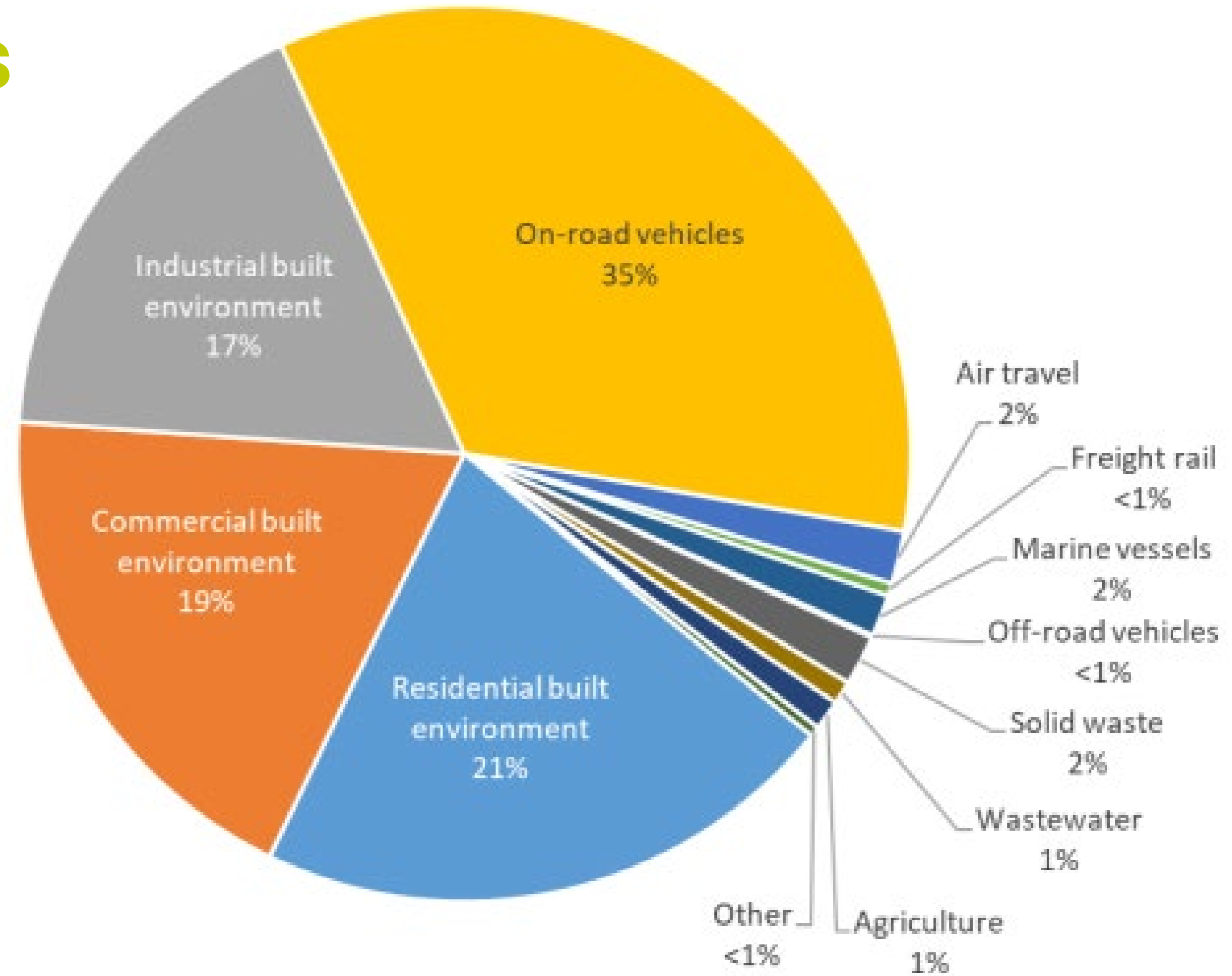


Agenda

- Background: Emissions, Electricity, and EV's TCO & Equity
- Villa Comunitaria and Project Overview
- Funding
- Model Carshare Programs
- Successes & Challenges
- Next Steps
- Q/A

Background: Emissions

- Transportation emissions accounted for 35% of the regions total GHGs
- Significant health impacts, especially from diesel vehicles
- Disadvantaged communities disproportionately impacted by transportation pollution



Background: Electricity & Washington's Clean Energy Transformation Act (CETA)



2025
NO COAL
STANDARD



2030
GHG NEUTRAL
STANDARD



2045
100% CLEAN
STANDARD





Background: EV's Total Cost of Ownership is Lower

- Purchase prices of new EVs are approaching parity with comparable ICE vehicles
- Inflation Reduction Act offers tax credits/rebates for both new and used EVs, further lowering upfront cost
- Costs per mile for electricity are lower and less volatile than gasoline or diesel
- Maintenance costs are also lower, with far fewer parts that require maintenance during the life of the vehicle

Villa Comunitaria EV Carshare Overview

- Community-owned, 3-year pilot project
- Ongoing work from Villa's participation the Agency's 2018 feasibility study "Facilitating Low-Income Utilization of Electric Vehicles"
- Agency to fund one EV and provide resources for program development
- Seattle City Light to provide on-site EVSE (two Level 2 heads)
- Villa to undertake all program management and outreach with Agency assistance

Additional Resources

- Successfully awarded ~\$200K from WSDOT's FY23 Zero-Emission Access Program (ZAP)
- Project team: PSCAA, Villa Comunitaria, Environmental Coalition of South Seattle (ECOSS), Seattle City Light, and the Pacific Mobility Group
- Provides funds for second EV, additional staffing resources, a low-income voucher program, and ongoing outreach and education

Model EV Carshare Programs

- Existing programs that have served as good models as we develop the pilot program:
 - Senior Housing Assistance Group's (SHAG) Affordable Carshare Program; Community Life Group (King County, WA)
 - Clean Rural Shared Electric Mobility (CRuSE) Project; Forth Mobility (Hood River, OR)
 - Equitable EV Carshare Program; Good2Go (Boston, MA)



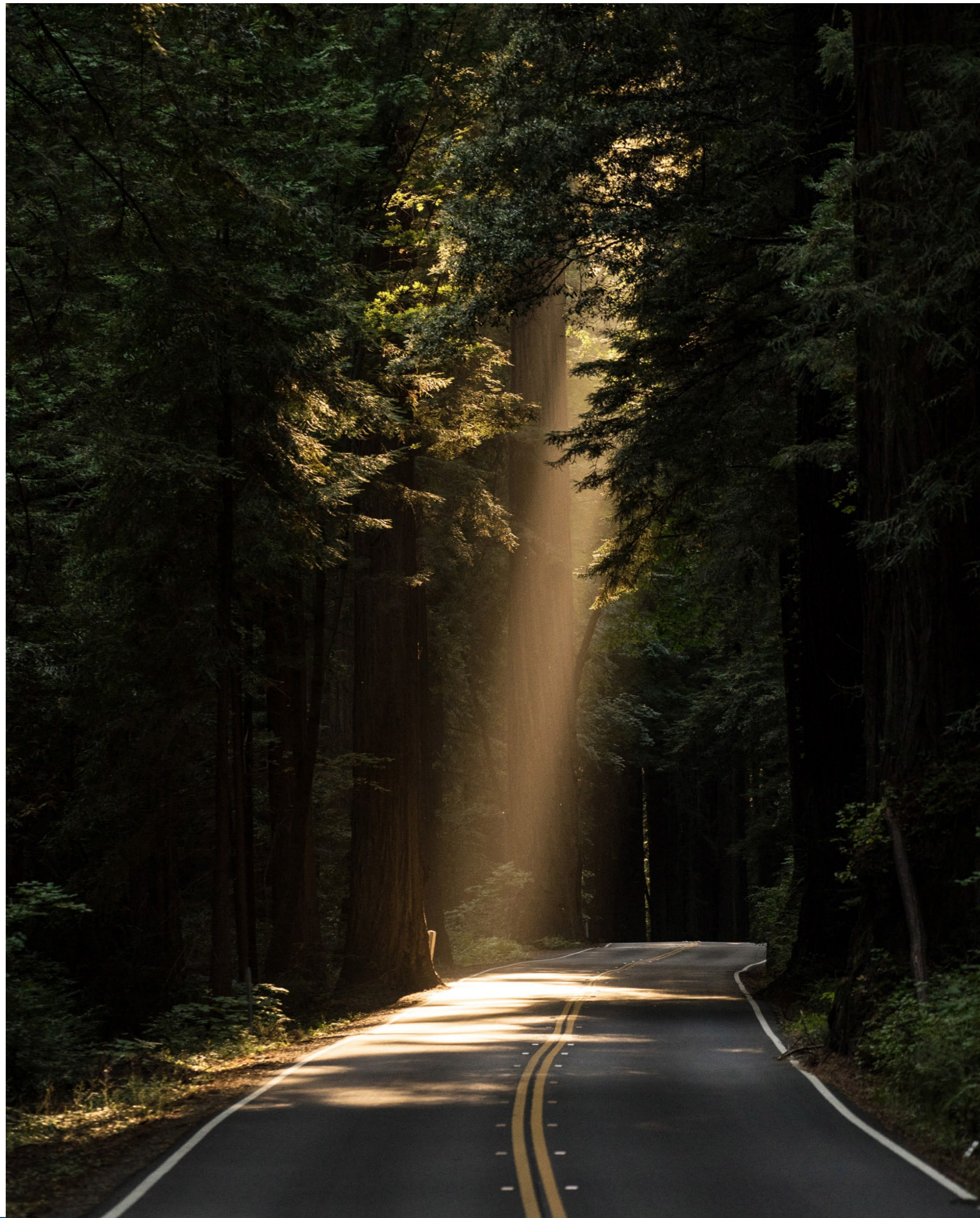
Agency's Successes and Challenges

SUCCESSSES

1. Secured external funding to supplement Agency funds
2. Developed expertise in carshare programs
3. Fostered relationships with community, utilities, and non-profits to create regional interest in carshares

CHALLENGES

1. Community group serving lots of functions has limited bandwidth
2. Insurance coverage for community-owned vehicle
3. Supply chain delays due to COVID-19



Next Steps

- **Q1:** Recruit Carshare Program Manager, develop carshare procedures, Agency purchases 1st EV, install EVSE
- **Q2:** Conduct community-wide outreach and training, secure Phase 1 carshare users
- **Q3:** WSDOT grant purchases 2nd EV, develop long-term performance metrics, implement low-income voucher program, secure Phase 2 carshare users
- **Q4:** Continue community-wide outreach and training, track and monitor program progress

Thank you! Questions?

**Sara Nichols
Air Resource Specialist**

**206-687-4038
saran@pscleanair.gov**