

**DOCKETED**

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## **EV Charging Access - Education and Outreach**

In order to enable greater electric vehicle (EV) adoption, in-person experiential ride and drive events have proved key to helping consumers make the transition to cleaner forms of electric transportation. Ride and drive events targeted at underrepresented communities (including low income and disadvantaged constituents) provide an opportunity for drivers to test-drive new and used EVs, talk with experts on EV lifestyle and charging technologies, learn about the various incentive programs offered, meet reps from local dealerships, and interact in a non-sales environment within their communities. In recent survey data (2019-2021) of almost 4000 consumers in California's central valley, 66% said they were interested in replacing their vehicles, and 87% said they would consider an electric vehicle as their next car after test driving an EV. So what's holding them back?

In working with low income and disadvantaged communities across California, Charge Across Town has found that access to new and used EVs is limited, knowledge about EV incentives and programs is lacking, and challenges to EV charging - in multi dwelling and single-family homes, as well as on the road - are major concerns.

We encourage the CEC and the California National Electric Vehicle Infrastructure Deployment Plan to fund education and outreach to multi-family housing (MFH) property owners and residents to:

- â—□ Enable greater plug-in electric vehicle adoption.
- â—□ Support increased EV charging access at the MFH by increasing awareness, demand and feasibility.
- â—□ And support replicable/scalable business and technology models for large-scale charging deployment.

Reaching this audience of MFH property owners and residents requires on-the-ground partnerships with CBOs, community trusted experts, multilingual ambassadors available to answer questions and spend 1:1 time with these constituents. By getting tenants excited about EVs - and demonstrating how an EV fits into their lifestyle, is affordable, and can be charged at home or on the road - we can increase adoption in these hard-to-reach communities.