

NORTH CAROLINA

Equitable Electric Mobility in Black and Hispanic Communities



WEBINAR QUESTIONS + ANSWERS

Q: What's the process for forming a new local chapter of EV Hybrid Noire?

A: EVHN has a presence in the Raleigh-Durham area and Charlotte. Interest from new or existing members to form requests to start new chapters should contact info@evhybridnoire.com.

Q: Any additional insight as to why women were more likely EV owners than men? Do men travel more miles (ie - limited EV charging infrastructure)? Or does this question refer to who operates a married couples EV?

A: African American women are one of the most educated groups in the U.S. Women make the majority of the household decisions, and EVHN data along with data from our study with UCS, Consumer Reports, and GreenLatinos has found that African Americans, Asians, and Hispanic communities have the highest propensity for EV Adoption.

Q: How did you define home charging access? Does this include a level 1 or anything above a level 1 wall plug?

A: Home charging access was defined by participants who reported they had the ability to charge at home - we purposefully didn't specify what level of charging access as that can be something that a more general audience wouldn't understand how to answer if they didn't already have the charger/knowledge of the technology.

Q: What tips do you have for organizations that want to do a similar survey/interview process in other geographic areas? Are stipends helpful to allow participation?

A: The equity engagement principals in EVHN's brief include generalized guidance for engagement. The brief can be accessed at evhybridnoire.com/resources/downloads/.

Q: Although the narrative is that men dominate the EV industry the research shows women are more invested in EV how can we reshape this narrative?

A: Continuing research among marginalized groups is critical to changing the narrative because our findings show that there are places where the narrative has already shifted or is shifting, but without equity-based data and research, there is no way to capture those narrative shifting points.

Q: How might you expect the study results to change if carried out in other geographic areas? For example, in more liberal states?

A: EVHN is wrapping up analysis in another study in the Mid-Atlantic states (Maryland, DC, West Virginia, Virginia) and the demographic profiles of the participants show a unique angle: we had nearly 60% of Black participants, 75% of whom lived in an urban area compared to a white minority who was overwhelmingly rural (92%) and disproportionately low income (over half). The results of that study show that many demographics interact together to form EV opinions, knowledge, and belief, all of which must be taken into account to avoid generalizing.

Q: What does the data tell us about the audience we should be targeting for education/exposure to EVs? what demographics represent the low-hanging fruit in terms of the most likely people to transition to EVs? Or more broadly, what does this data tell us about what we should be doing to expand EV awareness/use in communities of color?

A: This data tells us that more work needs to be done to understand how demographic factors interact to produce the results our work highlighted in the webinar.

Q: Are there key community leaders whom you would target to help build awareness/exposure to EVs?

A: There are orgs that are interested in being part of this conversation - some are now part of our NC EV Collaborative Convening.

Q: We want equitable access to clean vehicles and their associated benefits! But how are you navigating the hurdle that, across all demographics, the over-reliance on single passenger vehicles for transportation is a challenge for sustainability/air quality/well-being?

A: Vehicle mile traveled (VMT) reduction is a part of the NC Clean Transportation Plan. There is a VMT Reduction Work Group meeting monthly to identify needs and solutions. Their work (along with all Clean Transportation Workgroups) is available on the plan's MURAL. Click on #13, VMT Reduction on the Outline on the right of the screen. Folks are welcome to add questions or ideas to the board.

Q: How does your work fit with Governor's Clean Transportation Plan?

A: The Clean Transportation Plan is nested within Governor Cooper's Executive Order 246, which centers equity in the pursuit of a clean energy and transportation economy. See this blog for more detail.

Q: Did any of the data address the current availability of existing or proposed EV Charging Stations (urban areas, etc). I am currently involved with a group in Charlotte to expand EV infrastructure with public & private entities and then develop avenues to increase ownership opportunities.

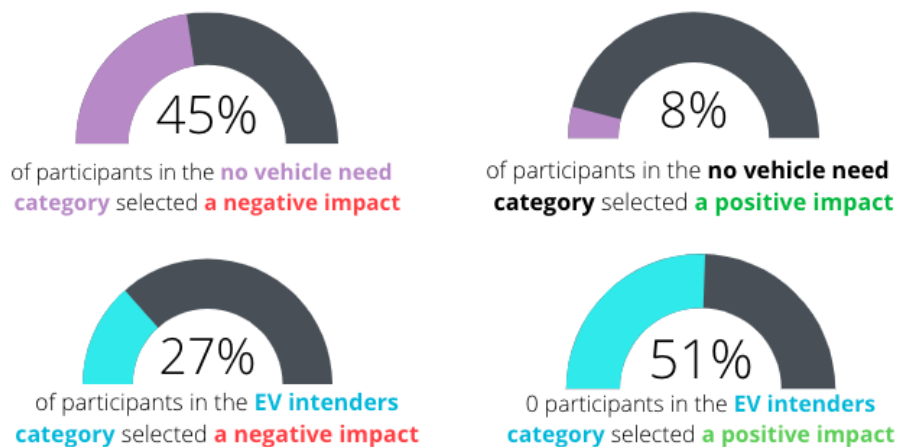
A: Followup work can address this - we have metadata we can use to compare where participants were located and where chargers are.

Q: Does EVHN have recommendations on the level of stipends to provide participants?

A: It depends on the time commitment - generally I would say best practice for an hour of a community member's time (an individual's) time for anywhere from between \$75 - 100 - for a professional working in the space \$125 - \$150 / this would be a thank you honorarium so it doesn't need to be their market rate fee for consulting unless you are talking about retaining their services/expertise on an ongoing basis. If you are asking someone to participate in an ongoing manner ask them what their consultant rate is.

Q: Can you talk more about the qualitative results from your research about environmental impacts? Interested in the mining and grid comments and how convinced people are on the environmental benefits.

Question: *In your opinion what impact do EVs have on the environment?*



A: This slide shows 45% of participants with no vehicle need said EVs have a negative impact on the environment compared to just 8% that said they had a positive impact while

over half of EV intenders said EVs have a positive impact on the environment - this is from the NC work. We do not have anything specifically on mining/supply chain info, just captured what participants shared with us.

Q: As a follow-up to the EV ownership question, I'm curious whether survey participants were primarily led by single parents/single-family homes. How did you determine women-owned vs. men-owned?

A: We decided against asking questions about home life in the survey as they can be demographically sensitive but we will include in future research additional demographic questions about the number of vehicles in the household.

Q: How have North Carolina Utilities responded to the need for equitable EV charging? For example, PURA has established a program in Connecticut focused on equity and inclusion. Can this be replicated?

A: Duke Energy has an [electric transportation program filing](#) in front of the NC Utility Commission that includes a \$13 million Level 2 Charger Program designed to support transportation equity issues for low- and moderate-income customers and rural areas.

Q: Have you considered the youth drivers aged 16 to 21? Do you know what their interests are concerning this new electric transportation?

A: EVHN surveys are all 21+ as of now.

Q: During the survey process, did you have an electric vehicle present to allow the participant to touch, feel, and understand how it operates?

A: We did not for this survey but we do other events at EVHN where we have participants see, touch, and feel the vehicle, including test drivers depending on the event, and we do a follow-up survey to evaluate how the see, touch, and feel experience changed their attitudes/beliefs around the technology.

