



AUGUST 2020

Seattle City Light Transportation Electrification Strategic Investment Plan: 2021-2024 – Community and Stakeholder Outreach and Engagement Summary

EXECUTIVE SUMMARY

Seattle City Light's Transportation Electrification Strategic Investment Plan: 2021-2024 – Community and Stakeholder Outreach and Engagement Summary describes our two-phase approach to community and stakeholder outreach and engagement. This approach was guided by City Light's Race and Social Justice Initiative (RSJI) and Environmental Equity Program. City Light's Transportation Electrification Strategic Investment Plan: 2021-2024 will serve all our customers and will target those with the most significant barriers to accessing the benefits of transportation electrification first. By centering equity in our outreach and engagement, the solutions that will result from the Transportation Electrification Strategic Investment Plan will be positioned to meet the needs of all our customers. The first phase of our outreach and engagement approach leads up to the Plan's review by City Council in Q3 2020. The second phase will follow City Council approval and is a long-term strategy to engage key audiences in the four-year Transportation Electrification Strategic Investment Plan. In this document, we detail our approach for each phase as well as our key findings from Phase 1.

City Light is partnering with the City of Seattle's Department of Neighborhoods to prioritize and engage environmental justice community leaders in Phase 1. Environmental justice communities refer to communities defined in the City of Seattle's Equity and Environment Agenda (EEA) and include communities most impacted by environmental inequities, including communities of color, immigrants,

refugees, people with low incomes, youth and English language learners.¹ The feedback and input we received during this process informed the investment priorities in City Light's Transportation Electrification Strategic Investment Plan: 2021-2024. At a high level, here is what we heard from community leaders and stakeholders:

- 1. Conduct customer and stakeholder outreach and awareness on transportation electrification:** Many environmental justice community members are unfamiliar with electric vehicles (EVs). Furthermore, existing EV advertising leaves out people of color and focuses on white, single-occupancy vehicle owners. Communicating in local languages, highlighting communities of color and their artwork in advertising and focusing on multimodal transportation electrification can increase equitable access.²
- 2. Prioritize buses for electrification:** This was the number one priority for both community leaders and stakeholders. Low-income communities and communities of color are more likely to depend on buses for most, if not all, of their transportation needs.³ Electrifying public transit will benefit communities who most rely on public transit by reducing air and noise pollution where impacts are greatest.
- 3. Electrify commercial and local government fleets that run through the Duwamish Valley:** Environmental justice communities are exposed to—and concerned about—poor air quality and suffer from geographic and social health disparities like increased rates of asthma and shorter life expectancy. Commercial fleet electrification can reduce harmful tailpipe emissions in the Duwamish Valley. In addition, supporting nonprofit/small business fleet electrification is an opportunity to increase equitable access to transportation electrification.
- 4. Expand at-home and near-home charging for multifamily residents:** Currently, there is a lack of access to electric vehicle charging for multifamily units. Expanding at-home and near-home solutions for multifamily residents in environmental justice communities will increase equitable access to transportation electrification as 52 percent of City Light's customers are renters and a majority live in multifamily properties.
- 5. Electrify high-mileage ride-hailing vehicles:** High-mileage ride-hailing vehicles (e.g., Lyft, Uber, taxis) drive three to five times more than regular passenger vehicles and electrifying them

¹ Seattle Office of Sustainability and Environment. "Equity and Environment Agenda."

<https://www.seattle.gov/Documents/Departments/Environment/EnvironmentalEquity/SeattleEquityAgenda.pdf>

² Environmental Justice Committee. "EJC Feedback Summary on Drive Clean Seattle." July 2017.

³ King County. "The Determinants of Equity: Identifying Indicators to Establish a Baseline of Equity in King County." January 2015. https://www.kingcounty.gov/~media/elected/executive/equity-social-justice/2015/The_Determinants_of_Equity_Report.ashx

can have a large impact on tailpipe emissions.^{4,5} In addition, high-mileage ride-hailing vehicles are frequently driven by immigrants and members of communities of color and targeted incentives can increase equitable access to transportation electrification.^{6,7}

Community leaders and stakeholders have emphasized the importance of community engagement, collaboration and buy-in on public charging station development. Without proper public engagement, a public charging station may create conflicts between use of public space, increase housing costs, exacerbate community displacement or increase the risk of gentrification. Overall, multiple environmental justice groups emphasized the importance of considering and including anti-displacement strategies in infrastructure project designs so that communities can enjoy the benefits of transportation electrification and stay in place.

City Light will work to minimize harm and maximize benefits by engaging communities on public charging infrastructure developments. Through education and engagement, communities have an opportunity to learn about transportation electrification and its benefits. Collaborating with communities on site design, site location and pairing projects with other investments, can help to create infrastructure that is welcomed by the local community as an asset. In addition, environmental justice community leaders expressed a strong interest in transportation electrification investments that provide economic opportunities for communities of color.

Overall, we learned that customers want us to prioritize investments that maximize equitable access, a healthy planet and healthy lives, economic opportunities and youth pathways, community collaboration, community assets and rate affordability. We are confident that the Transportation Electrification Strategic Investment Plan will help us achieve these outcomes.

BACKGROUND

In July 2019, the Washington State legislature passed House Bill 1512, granting public utilities the authority to offer “incentive programs in the electrification of transportation for its customers, including the promotion of electric vehicle (EV) adoption and advertising programs to promote the utility’s services, incentives or rebates”⁸. The legislation adds a new section to RCW 35.92 which provides that

⁴ Puget Sound Clean Air Agency. “Electrifying Ride-Hailing in Seattle.” September 2019. <https://www.atlasevhub.com/wp-content/uploads/2019/09/Electrifying-Ride-hailing-in-Seattle-WWCC-Report.pdf>

⁵ Peter Slowik, Lina Fedirko and Nic Lutsey. “Assessing ride-hailing company commitments to electrification.” International Council on Clean Transportation. February 2019. https://theicct.org/sites/default/files/publications/EV_Ridehailing_Commitment_20190220.pdf

⁶ Puget Sound Clean Air Agency. “Electrifying Ride-Hailing in Seattle.” September 2019. <https://www.atlasevhub.com/wp-content/uploads/2019/09/Electrifying-Ride-hailing-in-Seattle-WWCC-Report.pdf>

⁷ Lyft. Economic Impact Report 2020. <https://www.lyftimpact.com/impact/drivers/expanded>

⁸ State of Washington. “House Bill 1512, State of Washington, 66th Legislature, 2019 Regular Session.” 2019. <http://lawfilesexternal.wa.gov/biennium/2019-20/Pdf/Bills/House%20Bills/1512.pdf>

the “governing authority of an electric utility formed under this chapter may adopt an electrification of transportation plan.” In response, City Light is developing a Transportation Electrification Strategic Investment Plan: 2021-2024 that details the investments City Light will make to expand equitable access to electric transportation, while reducing carbon emissions and bringing value to the grid and our customers over the next four years.

The Transportation Electrification Strategic Investment Plan, which will be updated every four years, will focus on solutions that align with City Light’s transportation electrification value framework of equity, environment and viewing the grid as an asset to deliver public good. Approval of the Plan will open the door to committing resources and making investments that will bolster and modernize our electric grid and enable public transit charging, support freight and commercial fleets and provide flexibility for personal mobility.

RACIAL EQUITY OUTCOMES

The City of Seattle’s Equity and Environment Agenda identifies communities most impacted by environmental inequities, including communities of color, immigrants, refugees, people with low incomes, youth and English language learners. City Light strives to incorporate and elevate the voices of environmental justice communities who have traditionally been excluded in transportation electrification planning and development. By centering people and communities experiencing environmental inequities, community outreach and engagement will result in solutions that meet the needs of all our customers. This is critical to the long-term success of any City infrastructure improvement plan.

City Light is dedicating space for environmental justice communities to participate in the development of the Transportation Electrification Strategic Investment Plan and transportation electrification programs, including identification of alternatives and preferred solutions.⁹ Collaboration with environmental justice communities will help City Light build infrastructure that is welcomed as a community asset and helps to realize prosperity in place for these communities. Robust and equitable transportation electrification programs can address cumulative impacts of multiple environmental hazards and social, economic and racial burdens; prepare these communities for climate change; and support connections between residents, workers, government agencies and industries.¹⁰

INTRODUCTION TO STAKEHOLDER ENGAGEMENT STRATEGY

To ensure meaningful inclusion across our service area, City Light conducted a transportation electrification racial equity analysis, guided by City Light's RSJI and Environmental Equity Program. This analysis included leveraging the City of Seattle’s RSJI Racial Equity Toolkit and conducting in-depth outreach and engagement. Step 2 of the RSJI Racial Equity Toolkit is to gather information from community members on how an issue benefits or burdens the community in terms of racial equity. City

⁹ International Association for Public Participation. “IAP2 Spectrum of Public Participation.” 2018. https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

¹⁰ Seattle Office of Sustainability and Environment. “Equity and Environment Agenda.” <https://www.seattle.gov/Documents/Departments/Environment/EnvironmentalEquity/SeattleEquityAgenda.pdf>

Light conducted a comprehensive review of existing information to identify impacted communities, as well as how transportation electrification could benefit or burden environmental justice communities. City Light developed some initial investment priorities and examples of potential program offerings based on this research to share with community leaders and stakeholders through in-depth outreach and engagement. This document outlines our community and stakeholder outreach and engagement strategy in two phases:

- **Phase 1:** City Light engaged key audiences for their initial feedback and input for the Transportation Electrification Strategic Investment Plan: 2021-2024. Specifically, City Light asked community leaders and stakeholders to weigh in on what potential program offerings and racial equity outcomes should be prioritized for investment and implementation. Table 1 in the Transportation Electrification Strategic Investment Plan shows the outcomes that will guide City Light’s strategic investments in transportation electrification. Table 2 in the Plan shows City Light’s investment priorities, potential program offerings and equity outcomes. City Light met with community leaders and stakeholders starting in the fall of 2019 and we will continue to meet with community-based organizations and stakeholder groups leading up to the delivery of the Transportation Electrification Strategic Investment Plan: 2021-2024 to City Council.
- **Phase 2:** Community outreach and engagement efforts in Phase 2 will be focused on more deep and meaningful engagement with community members. This will start with education about transportation electrification and building customer and stakeholder awareness about the benefits of electric transportation. City Light will engage communities through a collaborative process, with an emphasis on input and feedback for program design, development and implementation. Phase 2 will start once the Transportation Electrification Strategic Investment Plan has been approved by City Council and we will move forward with collaborating with community members.

METHODOLOGY

Key Audiences

City Light identified key audiences for outreach and engagement. Key audiences for the Community and Stakeholder Outreach and Engagement Strategy includes customers who:

- experience high barriers to accessing electric transportation
- represent environmental justice communities and those who have been historically excluded
- can help expand the market of potential electric vehicle owners
- can partner with City Light to manage grid impacts
- have a vested interest in furthering environmental sustainability through a lens of race and social justice

Engagement Approach

Each phase of engagement is grounded in an audience-centered approach. This approach is important to fostering an equitable process for inclusion and toward achieving meaningful, transformative action. This section outlines the approach used for each phase of outreach and engagement.

Phase 1

In Phase 1, City Light's Community and Stakeholder Outreach and Engagement Strategy was focused on in-person, in-depth small group or one-on-one conversations with key audiences. City Light planned, initiated and implemented an engagement strategy that successfully elicited key audience input from environmental justice community leaders and stakeholder organizations, including public and private entities, franchise cities, labor unions, advocacy groups, service providers and neighborhood associations. Representatives from over 50 groups were engaged in conversations centered on identifying transportation electrification investment priorities as well as stakeholder engagement considerations in the development of the Plan.

The discussions generated wide-reaching input from community leaders, concerned residents, business owners and neighborhood advocates that extended beyond the target topic of transportation electrification and prioritizing strategies. The findings from the Phase 1 Community and Stakeholder Outreach and Engagement Strategy are presented on page 15.

Environmental Justice Community Leaders

In Phase 1, City Light partnered with the Seattle Department of Neighborhoods to reach over 22 environmental justice community leaders at 16 different groups. This outreach was focused on leaders in the following neighborhoods: Beacon Hill, Central Area, Chinatown-International District, Delridge, Duwamish Valley/South Park, Lake City, Rainier Beach and Rainier Valley. City Light prioritized these meetings in our outreach and engagement efforts. We met with individuals at their offices or preferred location and during their preferred times. We asked community leaders how they would like to be engaged or participate in the process moving forward. The slide deck used for community leader meetings is available in Appendix A – Environmental Justice Community Leader Transportation Electrification Presentation.

Our strategy for meetings with community leaders adhered to the framework and utilized many of the best practices for community engagement as outlined in the Statement of Principles to Engage Environmental Justice Communities on Transportation Electrification, signed by the Seattle Office of Sustainability & Environment, Seattle City Light, Department of Transportation and Department of Neighborhoods on January 10, 2020.

For each meeting, City Light began engagement efforts by:

- Defining community goals and determining if the outreach effort was informing or engaging.
- Understanding and communicating what is already known and established (this included climate and transportation electrification project background for context).
- Being transparent about constraints that are not shapeable by communities.

- Being clear about what is being asked of communities, specifically the question(s) they are being asked in the context of what is open for communities to shape.
- Ensuring leadership was on board prior to conducting outreach.

City Light will continue to use this approach for Phase 2 meetings with environmental justice community members.

In parallel with City Light’s Phase 1 community engagement effort, the Seattle Office of Sustainability and Environment (OSE) partnered with the Environmental Coalition of South Seattle (ECOSS), a local community-based organization (CBO), to conduct interviews with a sample of environmental justice community leaders on communication and engagement preferences for transportation electrification projects, programs and policies in support of the 2019 Equity Plan for Drive Clean Seattle.

OSE and ECOSS found that environmental justice community leaders preferred communication about services, changes to policy and partnership opportunities via the following methods¹¹:

- Hire community liaisons to facilitate engagement by communicating in the primary languages of the communities
- In-person conversations
- Social Media
- Ads on buses

In addition, OSE and ECOSS found that these community leaders preferred to be involved in projects, plans and policies via the following formats⁸:

- Small working groups that meet regularly
- Work with organizations they are already involved with and trust to gather input
- Focus groups
- Gather input at a meeting the City already attends

City Light plans to leverage and build upon these approaches in its Phase 2 communication and engagement strategy.

Key Audience Stakeholders

City Light also conducted outreach to stakeholders in key audience groups. City Light focused on engaging multiple stakeholders from key audience groups for a diversity of perspectives. As part of our Phase 1 engagement efforts, City Light met with over 35 stakeholder groups. A sample slide deck used at a stakeholder meeting is available in Appendix B – Stakeholder Transportation Electrification Presentation.

¹¹ Drive Clean Seattle. “Equity Outreach.” Office of Sustainability and Environment. 2019.

Phase 2

The focus in Phase 2 will be on more deep and meaningful engagement with community members to develop program offerings. Continuing the community outreach and engagement efforts started in Phase 1 will be essential to educating and engaging customers, informing them of planned improvements and getting their buy-in and future participation in program offerings.

The collaborative approach we are envisioning will require a high level of interaction, in accordance with guidance from public health authorities (Public Health - Seattle and King County, Washington State Department of Health and the Centers for Disease Control and Prevention) regarding COVID-19, between City Light, community representatives and other City departments to fulfill the Transportation Electrification Strategic Investment Plan's outcomes. With this approach, City Light will work with community members to identify community concerns and collaborate on solutions. City Light will benefit from community input as well as increased knowledge of the Transportation Electrification Strategic Investment Plan's desired outcomes within local communities.

Our Phase 2 approach will continue efforts to reach out to and connect with a range of audiences. Collaboration time will be expanded and extended to achieve the desired outcomes and to nurture meaningful conversations. City Light will take this approach to achieve innovative, transformative action on behalf of the communities we serve.

This approach will generate a substantial amount of qualitative data from environmental justice community members and stakeholder groups. City Light will need to invest time to review, codify and analyze the growing body of qualitative input from community discussions and other data collection methods. The analysis is an iterative process to extract common themes as well as unique perspectives and outlier perceptions. Analysis of the qualitative data will help City Light understand community concerns and contribute to endorsement of the Transportation Electrification Strategic Investment Plan and to ensuring success of its implementation among diverse groups of customers.

Environmental Justice Communities

In Phase 2, engagement efforts to contact and connect with environmental justice community members will be two-fold:

- Expand the connections to additional groups that were not engaged in Phase 1 community conversations, especially in franchise cities and unincorporated King County.
- Extend the reach into key communities by reconnecting with environmental justice group representatives who offered initial input in Phase 1 discussions.

This is an essential component to establishing a collaborative exchange of information and to generating an effective alliance of engaged community partner organizations in developing City Light's offerings.

For each meeting, City Light will continue to use the best practices highlighted in the Statement of Principles to Engage Environmental Justice Communities on Transportation Electrification. The agreement states that City departments should:

- Prioritize equity in all actions.
- Focus on meeting communities where they are, in the languages they speak.
- Translate materials and offer interpretation services for community meetings in neighborhoods with large non-primary English-speaking populations.
- Build authentic relationships, form convening groups, partner with local community-based organizations and/or Department of Neighborhoods.
- Ask communities how they want to be engaged and adapt strategy as needed.
- Ensure project budget and scope supports equity including providing childcare, food, interpretation, stipends, etc., within legal guidelines.
- Coordinate with other City departments on opportunities for engagement on the topic of transportation electrification more broadly.

Key Audience Stakeholders

In Phase 2, City Light will identify additional stakeholder groups from across the transportation sector to engage with that will contribute varying perspectives on future program offerings. City Light will collect data through focused discussions with the additional stakeholders that have been identified.

City Light will establish a means to loop back with the stakeholder organizations in order to share information and build a working relationship. This will allow City Light to collect stakeholder feedback on an ongoing basis and contribute to overall awareness and understanding of the Transportation Electrification Strategic Investment Plan's desired outcomes while also promoting positive customer relationships.

Level of Engagement

When engaging key audiences, City Light used the Public Participation Spectrum as outlined by the International Association for Public Participation (IAP2) as a tool to aid in selecting the appropriate level of participation and defining the public's role in the process. As you move from left to right, the public has an increasing impact on the decision. In Phase 1, City Light focused on involving community leaders and stakeholders. For Phase 2, City Light will involve and collaborate with community members and stakeholders on what is shapeable within our program offerings.

IAP2's Public Participation Spectrum¹²

Increasing Impact on the Decision 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

¹² IAP2 International Federation. "IAP2 Spectrum of Public Participation 20181112_v1". 2018. https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

TRANSPORTATION ELECTRIFICATION STRATEGIC INVESTMENT PLAN STAKEHOLDER ENGAGEMENT STRATEGY: KEY AUDIENCES

This section outlines the key audiences that City Light has identified for community and stakeholder outreach and engagement.

KEY AUDIENCES	AUDIENCE DEFINITION	REASON FOR SELECTION	EXAMPLES OF AUDIENCE MEMBERS
Environmental Justice Communities	Environmental justice communities are made up of community members most impacted by environmental inequities including communities of color, immigrants and refugees, people with low incomes, youth and English language learners.	Environmental justice communities experience high barriers to accessing clean, electric transportation and have been traditionally excluded in the decision-making process when it comes to receiving the benefits of investment(s) in transportation electrification.	<p>Residents in the following neighborhoods represent many of the environmental justice communities in the City of Seattle:</p> <ul style="list-style-type: none"> • Central Area • Beacon Hill • Rainier Beach • Rainier Valley • South Park • Duwamish Valley • Lake City • Chinatown-International District • Delridge • University District • Haller Lake • Bitter Lake <p>The following cities and areas represent environmental justice communities in City Light’s service territory outside of the City of Seattle:</p> <ul style="list-style-type: none"> • SeaTac • Tukwila • Renton • Burien • Shoreline • White Center • Bryn Mawr-Skyway

Environmental Justice Organizations	Environmental justice organizations work towards climate justice by organizing people and centering on racial justice and equity to make deep system changes and foster resilient and empowered communities.	Environmental justice organizations have established relationships with environmental justice communities and have conducted community-based participatory research on environmental justice communities' wants and needs.	Local environmental justice organizations include: <ul style="list-style-type: none"> • Puget Sound Sage • Transportation Choices Coalition • 350 Seattle • Got Green • Front and Centered • Duwamish River Cleanup Coalition
Labor Unions/ Organized Labor/Labor Councils	Labor unions bargain collectively with employers over wages, benefits and rights.	Labor unions represent industries that may be impacted by City Light's investments in transportation electrification including electrical workers.	Impacted labor unions and labor councils that represent the interests of organized labor include: <ul style="list-style-type: none"> • International Brotherhood of Electric Workers (IBEW) Local 46 • IBEW Local 77 • Laborers Local 1239 • Martin Luther King County Labor Council • Electrical Industry Group Northwest
Environmental Advocacy Organizations	Environmental advocacy organizations are nonprofit groups that work to influence policies and systems to accelerate clean energy solutions that reduce contribution to climate change.	Environmental advocacy organizations can influence if policies and programs are accepted by City Council.	Local environmental advocacy organizations include: <ul style="list-style-type: none"> • Northwest Energy Coalition (NVEC) • Puget Sound Clean Air Agency • Climate Solutions • Emerald Cities • Rainier Valley Greenways

<p>Shared Mobility Companies & Transportation Network Companies (TNCs)</p>	<p>Shared Mobility Companies and TNCs use smart phone applications to link individual drivers with individuals who need transportation. They provide navigation, payment and other services.</p>	<p>TNCs contract many environmental justice community members including people of color and immigrants as drivers.^{13,14}</p>	<p>The following TNCs are present in Seattle:</p> <ul style="list-style-type: none"> • Lyft • Uber
<p>Taxi Companies</p>	<p>Taxi companies provide dispatch services to individual drivers for individuals who need transportation.</p>	<p>Taxi companies contract many environmental justice community members including people of color and immigrants as drivers.^{15,16}</p>	<p>The following taxi companies are present in Seattle:</p> <ul style="list-style-type: none"> • Orange Taxi Company • Seattle Yellow Cab
<p>Electric Vehicle Supply Equipment (EVSE) Companies and Electric Vehicle Service Providers (EVSPs)</p>	<p>EVSE companies manufacture electric vehicle charging stations for light-, medium- and heavy-duty charging. EVSPs develop software that sits on-top of the charging station, enabling end-users to use, pay for and track charging services.</p>	<p>EVSE companies and EVSPs will provide the equipment and software services for transportation electrification programs and services. City Light currently partners with two of these organizations.</p>	<p>The major EVSE companies are:</p> <ul style="list-style-type: none"> • Greenlots • ChargePoint • eMotorWerks/EnelX <p>The major EVSP companies are:</p> <ul style="list-style-type: none"> • Electrify America • EVGo • Tesla

¹³ Puget Sound Clean Air Agency. "Electrifying Ride-Hailing in Seattle." September 2019. <https://www.atlasevhub.com/wp-content/uploads/2019/09/Electrifying-Ride-hailing-in-Seattle-WWCC-Report.pdf>

¹⁴ Lyft. Economic Impact Report 2020. <https://www.lyftimpact.com/impact/drivers/expanded>

¹⁵ Interview with Seattle Yellow Cab on 2/4/2020.

¹⁶ Interview with Orange Taxi Company on 1/23/2020.

Commercial, Local Government and Non-Profit Fleets	Commercial, local government and non-profit fleets are a collection of vehicles owned or leased by an individual or organization that support the business by transporting people, goods and services.	Several commercial, local government and non-profit fleets in City Light's service territory are actively or planning to electrify their fleets. These fleets may create large local electrical loads.	Commercial, local government and non-profit fleets planning on electrifying include: <ul style="list-style-type: none"> • King County Metro • UPS/PACCAR • Recology • Zipcar • Amazon • City of Seattle • University of Washington • UW Urban Freight Lab
City Light Franchise Cities and Unincorporated King County	City Light franchise cities are cities within City Light's service territory outside of the City of Seattle. Unincorporated King County is made up of census-designated places in King County that do not belong to a city.	Due to the cost of living in Seattle, some City Light customers have relocated and live in franchise cities and unincorporated King County. It is important to hear from all of City Light's customers across our entire service territory.	Franchise cities include: <ul style="list-style-type: none"> • Shoreline • Lake Forest Park • Burien • Renton • Tukwila • SeaTac • Normandy Park • Unincorporated King County: <ul style="list-style-type: none"> ○ White Center ○ Bryn Mawr-Skyway
Public Agencies	Public agencies are agencies within the Pacific Northwest that play different roles in electrifying transportation regionally.	Regional alignment is critical to widespread transportation electrification.	Some of the public agencies that City Light is currently coordinating with or plans to coordinate with in the future include: <ul style="list-style-type: none"> • King County • Washington State Ferries • Port of Seattle • State of Washington Department of Commerce • State of Washington Department of Ecology • Sound Transit

Seattle City Light Customers	City Light customers covers all City Light customers.	The Transportation Electrification Strategic Investment Plan impacts all customer groups. City Light's plan will serve all our customers and will target those with the most significant barriers to accessing the benefits of transportation electrification first. By centering equity in our outreach and engagement, the solutions that will result from the Transportation Electrification Strategic Investment Plan will be positioned to meet the needs of all our customers.	Seattle City Light customers include the following and those groups that speak on behalf of or serve our customers: <ul style="list-style-type: none"> • Residential • Business/Commercial/ Industrial • Owners/Property Managers • Affordable Housing Providers • Community Associations • Neighborhood Associations • Advocacy Groups • Low-Income Service Providers
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TRANSPORTATION ELECTRIFICATION STRATEGIC INVESTMENT PLAN STAKEHOLDER ENGAGEMENT KEY FINDINGS: PHASE 1

The first phase of the Stakeholder Engagement Strategy was focused on engaging the selected key audiences for the Transportation Electrification Strategic Investment Plan leading up to the delivery of the Strategic Investment Plan to City Council. The complete list of meetings is in Appendix C.

This section outlines feedback, input and priorities for the Plan from the community leaders and stakeholders City Light met with during Phase 1 outreach and engagement.

KEY FINDINGS

City Light conducted outreach to environmental justice communities along with other stakeholders to gather feedback on their priorities for City Light's Transportation Electrification Strategic Investment Plan. The following are key findings from our community and stakeholder outreach and engagement efforts in Phase 1. The priorities City Light heard are reflected in the Transportation Electrification Strategic Investment Plan's investment priorities framework.

Environmental Justice Community Leaders

Program Offerings

- **Electrify buses:** Electrify buses was the number one priority for environmental justice community leaders. Community leaders expressed a desire for improved and electrified public transit as community members primarily rely on public transit for getting around. One community group was supportive of transportation mode-shifting to reduce the overall number of vehicles on the road.
- **Customer and stakeholder outreach and awareness:** Increasing customer and stakeholder outreach and awareness was the second priority. They recommended integrating education in public school systems; exploring partnerships with car dealerships, electric vehicle service equipment (EVSE) suppliers and City departments; and hosting networking events, info sessions and ride and drive events. As an outreach approach, they recommended using storytelling, multi-media and demographic-specific tactics. Multiple community leaders emphasized the importance of involving community members and community-based organizations to be successful. One organization suggested training youth ambassadors on electric vehicle education.
- **Electrify commercial, local government and non-profit fleets:** As a third priority, community leaders identified commercial and local government fleet electrification as an opportunity to reduce tailpipe emissions in the Duwamish Valley. Multiple community leaders also identified nonprofit/small business fleet electrification as an opportunity to increase equitable access to transportation electrification. One leader supported electrifying school buses that park in the Duwamish Valley.
- **Accelerate transportation electrification adoption in environmental justice communities:** As a fourth priority, community leaders spoke to accelerating transportation electrification adoption in their communities to ensure that we include individuals who have been traditionally left out. One group mentioned that a lower rate for electric vehicle charging for low-income families could help achieve this. Another group was interested in Women Minority Business Enterprise (WMBE) ownership models for public charging stations.
- **Electric Vehicle Rate:** Community leaders also prioritized reducing the cost of charging and incentivizing the transition to electric vehicles through affordable rate structures.
- **Additional Commentary:**
 - Electrify King County Metro's Via to Transit, a pilot program that addresses the first- and last-mile to Link Light Rail in southeast Seattle.
 - Electrify drayage trucks¹⁷ driven by independent contractors that serve the Port of Seattle.
 - Provide financing for multifamily property owners to install electric vehicle charging stations.
 - Provide incentives to TNC drivers to adopt electric vehicles.
 - Provide support and incentives for public charging stations at community centers.

¹⁷ Drayage trucks are Class 8 heavy duty trucks that do local and regional shipping runs, usually in and out of ports.

- Provide more support for property owners to negotiate the City of Seattle’s system for installing charging stations.

Racial Equity Outcomes

- **Equitable Access:** Community leaders recommended City Light conduct in-language, inclusive, community- and generation-specific advertising, communications and engagement. In addition, leaders suggested we communicate through multi-media channels (e.g., Instagram, videos). One group emphasized the importance of connecting with community members in franchise cities in Phase 2 outreach and engagement.
- **Healthy Planet, Healthy Lives:** Community leaders requested that City Light prioritize communities most impacted by poor air quality first for investment and that we act quickly to address the climate crisis.
- **Economic Opportunities and Youth Pathways:** Community leaders prioritized providing investment, economic and job opportunities for environmental justice communities including apprenticeships and internships. One group spoke to City Light about supporting a ‘just transition’ to transportation electrification jobs for folks currently dependent on carbon-based infrastructure economic systems. Another recommendation was that we set supportive policies and reduce barriers in City Light contract procurement processes.
- **Community Collaboration/Community Assets:** Community leaders encouraged City Light to collaborate with community members on public charging infrastructure. Many requested we identify off-street parking lot/private property solutions rather than locating stations in the public right-of-way. One group requested we pair public charging investments with additional community investments, to help create infrastructure improvements that would feel like an asset to communities.

Environmental Justice Organizations

Program Offerings

- **Electrify buses:** The number one priority for environmental justice organizations was to improve, increase and electrify public transit options. Overall, environmental justice organizations expressed the need to invest in public transit over personal vehicles to increase equitable access to transportation electrification and reduce carbon emissions. In addition, one group wanted to see electrified buses with longer ranges that serve communities further out in King County. One organization identified that local environmental justice community members want local government to prioritize reduced public transit fares.¹⁸
- **Additional Commentary:**
 - Electrify services that provide first- and last-mile transit services to public transit like King County Metro’s Via to Transit and electric bus service to and from ferry terminals.
 - Invest in infrastructure to support electric foot ferries, such as the route of the Kitsap Fast Ferry.

¹⁸ Puget Sound Sage. “Powering the Transition.” 2020. https://www.pugetsoundsage.org/wp-content/uploads/2020/06/PugetSoundSage_PoweringTransition_June2020-1.pdf

- Electrify government and commercial car fleets. Provide charging infrastructure for vehicles that are co-located and/or in predictable locations.
- Electrify taxis and high-mileage rideshare vehicles as these vehicles have the highest city vehicle miles driven. Electrify drayage trucks driven by independent contractors that serve the Port of Seattle.
- Electrify school buses that park in the Duwamish Valley.
- Work with Seattle Parks and Recreation Department to replace mowers and blowers with electric or human-powered equivalents to reduce climate pollution and air pollution (particularly to benefit the health of the workers).¹⁹

Racial Equity Outcomes

- **Healthy Planet, Healthy Lives:** All environmental justice groups we met with emphasized the importance of improving air quality as environmental justice communities are disproportionately impacted by air pollution. Several environmental justice groups requested that City Light prioritize communities most impacted by poor air quality first for investment.
- **Economic Opportunities and Youth Pathways:** Multiple groups prioritized economic opportunities and youth pathways in the transition to electrified transportation. Environmental justice groups spoke to providing youth, apprenticeship and job pathways with good labor standards and livable wages to environmental justice communities.
- **Equitable Access:** Environmental justice organizations emphasized the importance of equitable access in offerings and Phase 2 outreach and engagement efforts:
 - When completing Phase 2 outreach and engagement, they recommended City Light identify the specific languages spoken in that community and ensure we have translated materials and language interpretation services available. One group shared there is an opportunity to connect with youth through video or other phone connections. In addition, one group communicated the importance of connecting with community-based organizations and community members in franchise cities.
 - Target drivers who have inadequate access to public transit and are reliant on cars because they have been displaced further out from their place of work and other services due to affordability.
- **Community Collaboration/Community Assets:** Multiple environmental justice groups emphasized the importance of pairing infrastructure investments with anti-displacement strategies so that communities can enjoy the benefits of transportation electrification and stay in place. One environmental justice group requested we pair public charging investments with additional investments, to help create infrastructure improvements that would feel like an asset to the local community.
- **Rate Affordability:** One environmental justice organization identified rate affordability as an important racial equity outcome. If their community member's energy bills increase by \$50 a

¹⁹ Letter from 350 Seattle on 2/13/2020.

month, community members will start to cut basic services like groceries, medicine, childcare, eldercare or rent/mortgage payments.²⁰

Labor Unions

Racial Equity Outcomes

- **Economic Opportunities and Youth Pathways:** The number one racial equity outcome for labor unions was Local Economies and Youth Pathways. Unions expressed concerns about job loss, re-training and workforce development in the shift to electric transportation. One union was interested in the development of apprentice programs for utility construction workers involved in the build-out of charging infrastructure. Another union recommended City Light include apprenticeship utilization requirements in bid specifications for our offerings. In addition, they recommended we target environmental justice community members for contracts and implementing youth pathways.
- **Additional Commentary:**
 - City Light should plan for how expanding transportation electrification will impact grid infrastructure and future transmission and distribution (T&D) investments
 - Stressed the need for an ongoing focus on safety for both customers and field crews as new energized services come online.

Environmental Advocacy Groups

Program Offerings

- **Electrify buses:** The number one priority for environmental advocacy groups was to electrify and expand public transit. One group voiced support for transportation mode-shifting to reduce the overall number of vehicles on the road.
- **Customer and stakeholder outreach and awareness:** Multiple groups recommended City Light focus on education and outreach to increase awareness and excitement around transportation electrification.
- **Electrify high-mileage vehicles:** Groups emphasized that TNC drivers drive three to five times more than regular passenger vehicles and electrifying these vehicles can have a large impact on tailpipe emissions. In addition, these vehicles are frequently driven by communities of color and targeted incentives can increase equitable access to transportation electrification. For electrifying high-mileage vehicles, organizations recommended providing at-home and near-home level 2 charging at residential charging rates or specific rates for TNC drivers. They also recommended adding public fast charging stations near pick up and drop off locations for TNC drivers, dedicated for their use, if possible. Multiple groups also recommended electrifying drayage trucks driven by independent contractors that serve the Port of Seattle.

²⁰ Puget Sound Sage. "Powering the Transition." 2020. https://www.pugetsoundsage.org/wp-content/uploads/2020/06/PugetSoundSage_PoweringTransition_June2020-1.pdf

- **Electrify commercial, local government and non-profit fleets:** Multiple environmental advocacy groups emphasized the importance of electrifying large and heavy-duty commercial and government fleets.
- **Expand at-home and near-home charging:** Multiple groups recommended that City Light include dedicated transportation electrification services to renters (specifically multifamily residents) as they make up 52% of the customers in our service territory. One encouraged City Light to invest in charging infrastructure on utility poles at at-home charging rates.
- **Electric Vehicle Rate:** Multiple groups spoke to the importance of electric vehicle charging rates. One group recommended City Light provide affordable electric vehicle charging. Another encouraged City Light to incentivize transportation electrification through rate structures.
- **Additional Commentary:**
 - Electrify King County Metro’s Via to Transit, a pilot program that addresses the first- and last-mile to Link Light Rail in southeast Seattle.
 - Focus on large capital projects that create jobs and support companies/groups with the biggest barriers to electrification.
 - Pair targeted electric vehicle education and community collaboration on public charging stations with an avenue for electric vehicle adoption in the communities, such as community carshare.

Racial Equity Outcomes

- One group recommended City Light collaborate with high-mileage vehicle drivers on public charging and right-size investments with their need for charging. Another group emphasized the importance of overall rate affordability.

Transportation Network Companies (TNCs)

Program Offerings

- **Public Charging:** One organization emphasized the importance of public fast charging (i.e., above 50 kWh). Drivers need to spend as little time charging as possible in order to reduce downtime and maximize money earned.

Taxi Companies

Program Offerings

- **Electrify high-mileage vehicles:** According to taxi companies, the most important aspect of electrifying high-mileage vehicles is making the transition cost effective. One organization expressed that at-home and near-home charging is the most important solution because drivers want to start their morning with a full tank and do not want to have to think about refueling downtown. Installing fleet fast chargers at taxi company headquarters might also be an effective solution for drivers to refuel but requires more investigation.

Electric Vehicle Supply Equipment (EVSE) Companies and Electric Vehicle Service Providers (EVSPs)

Program Offerings

- **Electric Vehicle Rate:** EVSE companies and EVSPs encouraged City Light to explore creative rate solutions that help make the business case for public charging stations.
- **Transportation Electrification Customer Service:** EVSE companies and EVSPs expressed concern around permitting and interconnection. They shared that City Light’s timeframe for interconnection can be too long and the lack of transparency around costs can slow down organizational infrastructure plans. One group requested standardized interconnection standards and rules for charging stations across utilities. A desire for a central point of contact or group focused on EVs at Seattle City Light was also expressed.
- **Additional Commentary:**
 - Partner with major corporations on education and outreach (specifically in workplaces).
 - Support infrastructure for buses, multifamily, high-mileage, workplace, public and fleet charging.

Commercial, Local Government and Non-Profit Fleets

Program Offerings

- **Electrify commercial, local government and non-profit fleets:** Fleets prioritized incentives for charging infrastructure. In addition, one group requested fast induction charging options for heavy-duty vehicles.
- **Electric Vehicle Rate:** Fleets expressed interest in incentives for charging, cheaper rates for overnight slow charging, demand charge holidays and electric vehicle-specific rates.
- **Transportation Electrification Customer Service:** Fleets prioritized improving the electrical permitting process for installing charging stations including reducing the number of steps it takes to obtain a permit, the time it takes to obtain a permit and the amount it costs. One group shared that City Light’s timeframe for interconnection can be too long and can slow down organizational infrastructure plans. They also shared that government facilities are often old and do not have sufficient power capacity to meet their electrification outcomes. They voiced that solutions are needed to help solve for this problem.
- **Additional Commentary:**
 - Increase access to charging stations throughout the service area so that government fleets have access to charging stations beyond a centralized hub to mitigate range anxiety and support government vehicles that do not return to base. Opportunity to site public charging stations at Seattle Public Utility pumping stations.
 - Support solutions for at-home charging for government issued vehicles. Currently, gift of public funds regulations prevents departments from investing in at-home charging solutions for take-home fleets, resulting in the need for internal combustion engine fleet vehicles.

Seattle City Light Franchise Cities

Program Offerings

- **Customer and stakeholder education and outreach:** Franchise cities were very supportive of education and outreach. Multiple cities identified events for City Light to attend and present at including Touch-a-Truck events, Green/Sustainability events, Resource Environmental Fairs and a Permit 'How To' Fair.
- **Expand public fast charging:** Franchise cities emphasized the importance of public charging for their residents. They recommended installing public chargers at city centers, community centers and in private parking lots.
- **Expand workplace charging:** Franchise cities also identified workplace charging as a priority. SeaTac specifically spoke to providing charging at the Seattle Tacoma International Airport's north employee parking lot, located within City Light's service territory.
- **Electrify buses:** Franchise cities supported electrifying buses that pass through their cities.
- **Electrify commercial, local government and non-profit fleets:** Franchise cities identified opportunities to electrify their city fleets. Specifically, they requested case studies and lessons learned from the City of Seattle's fleet electrification process including technical, operational and institutional support.
- **Additional Commentary:**
 - Electrify last mile to transit services including King County Metro's Via to Transit and TNCs.
 - Support at-home and near-home charging for multifamily residences by working with multifamily private property developers.

Public Agencies

Program Offerings

- **Electrify buses:** King County requested that City Light support them in meeting their bus electrification target.
- **Customer and stakeholder outreach and awareness:** One public agency recommended City Light emphasize education and outreach as a discrete investment.

Racial Equity Outcomes

- **Community Collaboration:** One agency recommended City Light focus on education and awareness before collaborating with communities on offerings to ensure community members are aware of transportation electrification and feel confident in their participation.

Seattle City Light Customers

Program Offerings

- **Electrify buses, ferries and other public transit:** Multiple groups supported electrifying transit including buses and ferries.
- **Additional Commentary:**
 - Offer time-of-day rates that are lower for off-peak electric vehicle charging.
 - Provide education about transportation electrification.
 - Support access to charging stations for individuals without garages and TNC drivers.

- Collaborate with affordable housing on access to charging for residents.
- Provide workplace charging.
- Support charging options for electric bikes in public settings and at workplaces.

Racial Equity Outcomes

- **Community Collaboration:** Many customer groups requested that City Light locate public charging stations away from arterials, pedestrian, cycling and transit paths. One group recommended that City Light refrain from using right-of-way locations in areas of high population density and identify parking lot sites. They thought right-of-way locations would be less problematic in areas of lower population density. One group requested that City Light collaborate with communities of color and other environmental justice communities on public charging site locations and design.
- **Equitable Access:** One group recommended that City Light work with affordable housing to ensure affordability and equitable access to transportation electrification solutions.