



MCE

A local, not-for-profit
electricity provider



May 28th, 2025



Agenda

12:00 PM Welcome + Introductions

12:05 PM Community Voices and Choices: Insights from Charged by Public Power

12:25 PM Q&A

12:45 PM Announcements

12:50 PM Wrap up and Next Steps

Presenters

Facilitator: Mariela Herrick

Presenters: Joy Massey



Charged by Public Power

Community Voices & Community Choices

Joy Massey
Manager of Transportation Electrification

May 28, 2025



Projective Objectives

MCE will engage and collaborate with community stakeholders in the planning, installation, and **deployment of electric vehicle chargers (EVSE) and clean mobility solutions**; and from these experiences, develop best practices for improved future electric vehicle (EV) infrastructure investments in disadvantaged communities.

Priority Communities



Charged by Public Power will reach the following **nine priority communities** throughout MCE's service area:

Contra Costa County

- Concord
- Pittsburg
- Richmond
- San Pablo
- Unincorporated Contra Costa County

Marin County

- San Rafael

Napa County

- Napa

Solano Counties

- Fairfield
- Vallejo

Project Approach

Phase 1: Planning & Community Engagement (2024)

- Launch Community Electric Transportation Council (CETC)
- Design and administer community surveys and host focus groups
- Analyze and report survey and focus group findings

Phase 2: Installation & Commissioning (2025-2026)

- Incorporate community input to identify EV charger sites and develop feasibility plans
- Install EV chargers at locations identified during the community engagement phase

Phase 3: Deployment & Operations (2026)

- Continue deployment of EV chargers
- Collaborate with other planning efforts including public fleets, existing carshare, e-bike & e-scooter services
- Final data collection of EV charging operations and reporting of lessons learned

Project Partners

| Community Electric Transportation Council (CETC Partners) | |
|--|---------------------------------|
| MCE (Project Lead) | Brighter Beginnings |
| Canal Alliance | City of San Pablo |
| City of San Rafael | Contra Costa Crisis Center |
| Contra Costa Transportation Authority | East Bay Clean Cities Coalition |
| Marin County | Napa Climate NOW! |
| Napa Valley Transportation Authority | Opportunity Junction |
| East Bay Clean Cities Coalition | Rubicon Programs |
| Solano Transportation Authority | Sustainable Contra Costa |
| Transportation Authority of Marin | 4 th Second |
| Kimley Horn (Facilitator) | |

Milestones

Phase 1: Planning & Community Engagement

| Milestone | Type | Description | Progress |
|--|-----------|---|----------------------|
| Data Compiled & Analyzed – first round | Technical | Compilation and analysis of data from the focus groups and surveys completed | 100% Complete |
| EVSE Community Sites Identified | Technical | EVSE community sites identified with 60% in the selected communities and 30% within half mile of a selected community | 100% Complete |
| EVSE Projects Determined | Technical | Documentation completed of decision on the type(s) of project(s) (i.e., EVSE) will go in chosen community areas | In progress |
| Project Support by Community Representatives Reached | Technical | Documentation of community support completed. 75% of a community's focus group representatives support a project. 50% of CETC members approve of a proposed project | 50% Complete |



Planning for Communication Engagement

- Developed program information webpage and toolkit to support community engagement
- Hosted five Community Electric Transportation Council (CETC) meetings
- Designed a community outreach plan for surveys and focus groups
- Created an online survey with multilingual options to ensure accessibility
- Developed focus group materials, including a facilitator guide, in person activities and discussion questions

Project Accomplishments



Project Accomplishments

Communication Engagement in Action

Community Transportation Survey

- Surpassed goal and collected over 600 (target: 125) responses from priority communities
- Online survey topics included questions on: Travel preferences, EV charger locations and demographic data

Community-led Focus Groups

- Hosted eleven focus groups across eight communities
 - Nine in-person, two virtual (including two Spanish only and one bilingual)
 - Childcare, food, compensation up to \$100/hr and interpretation services provided
- Engaged 131 community members (target: 130)
- Partnered with eight community-based organizations to host focus groups



Focus Group Themes

Inequity in Charging Infrastructure

Participants described their neighborhoods as “charging deserts” highlighting barriers to accessing public and at home EV charging

Key Themes:

- Limited access for renters
- Unreliable public chargers
- Mistrust in infrastructure

Focus Group Themes

The emotional load behind EV decisions

Participants decisions to switch to electric vehicles were less about environmental values and more about day-to-day practicalities.

Key Themes:

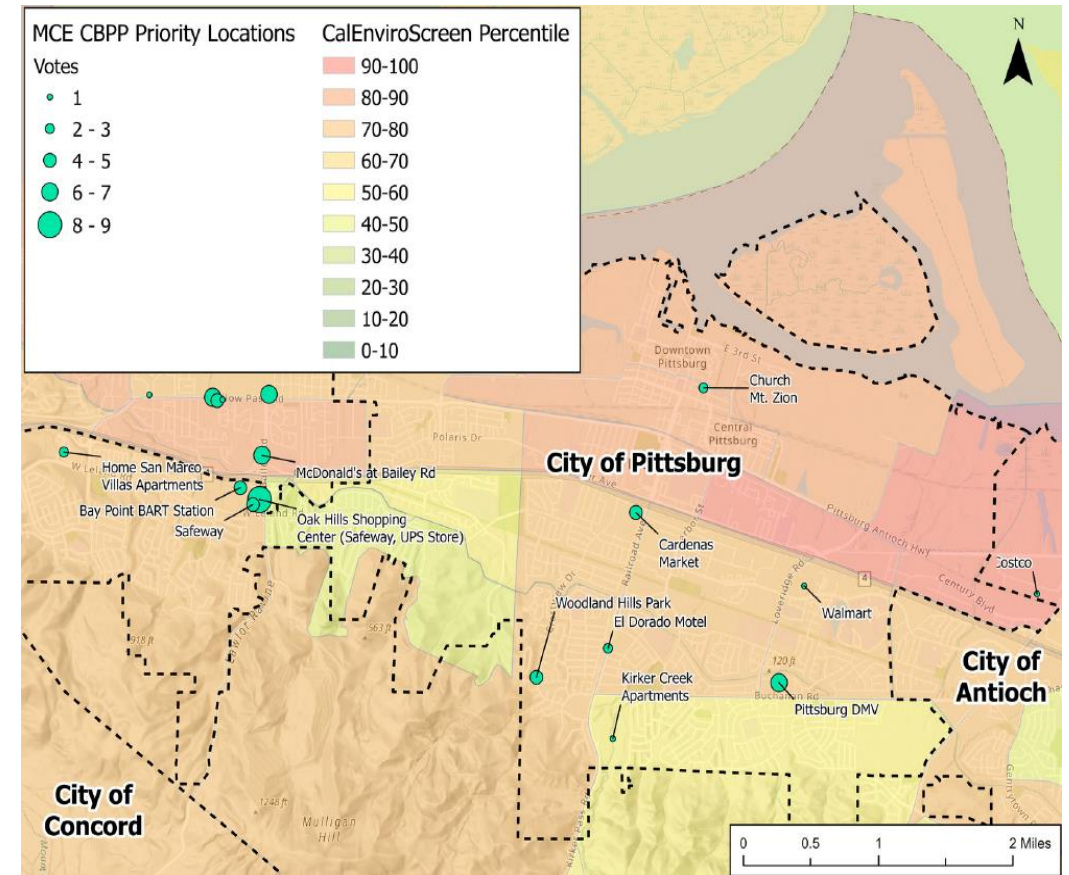
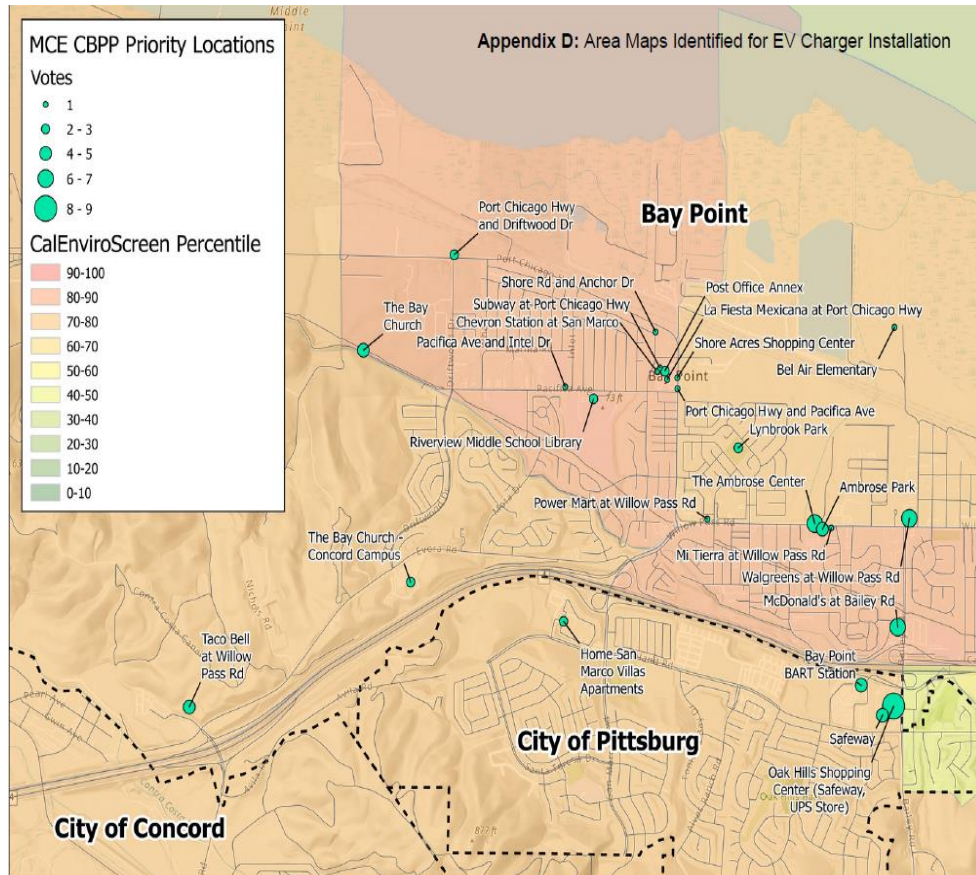
- Total cost of ownership
- Social pressures
- Trust in systems and messaging
- Concerns about aging electrical systems, cost, safety and overall feasibility of electric transition



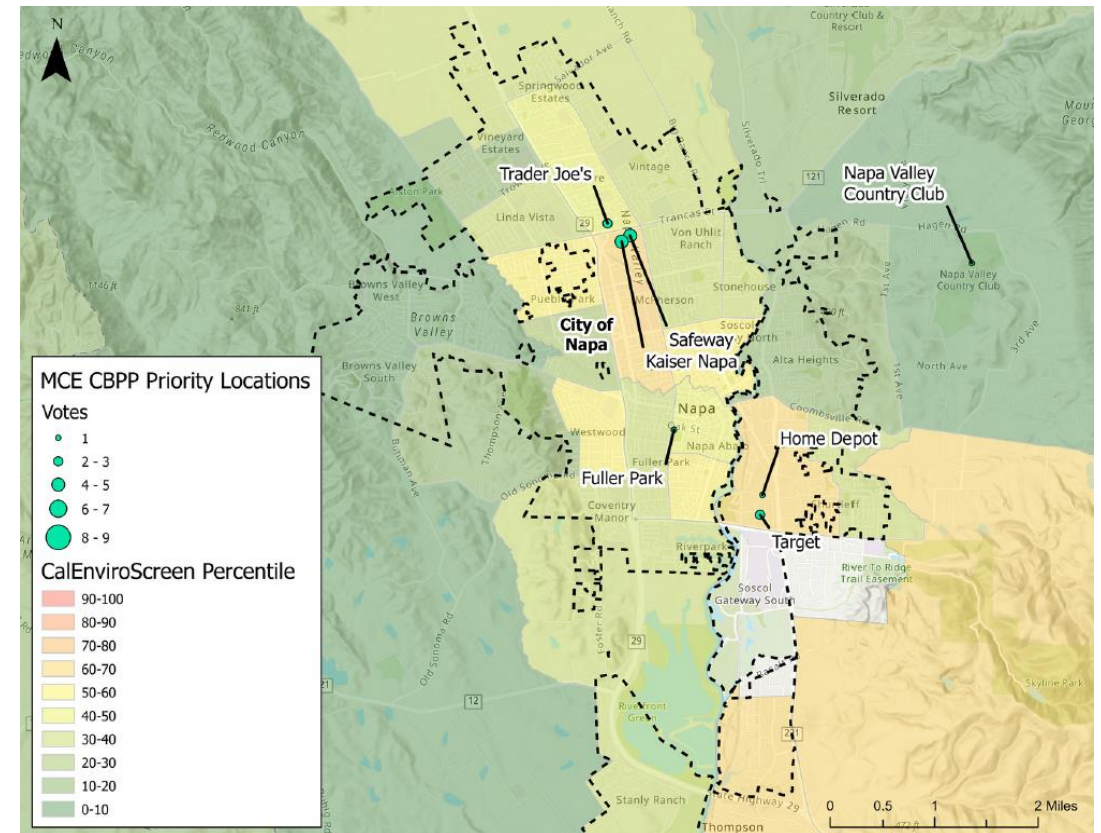
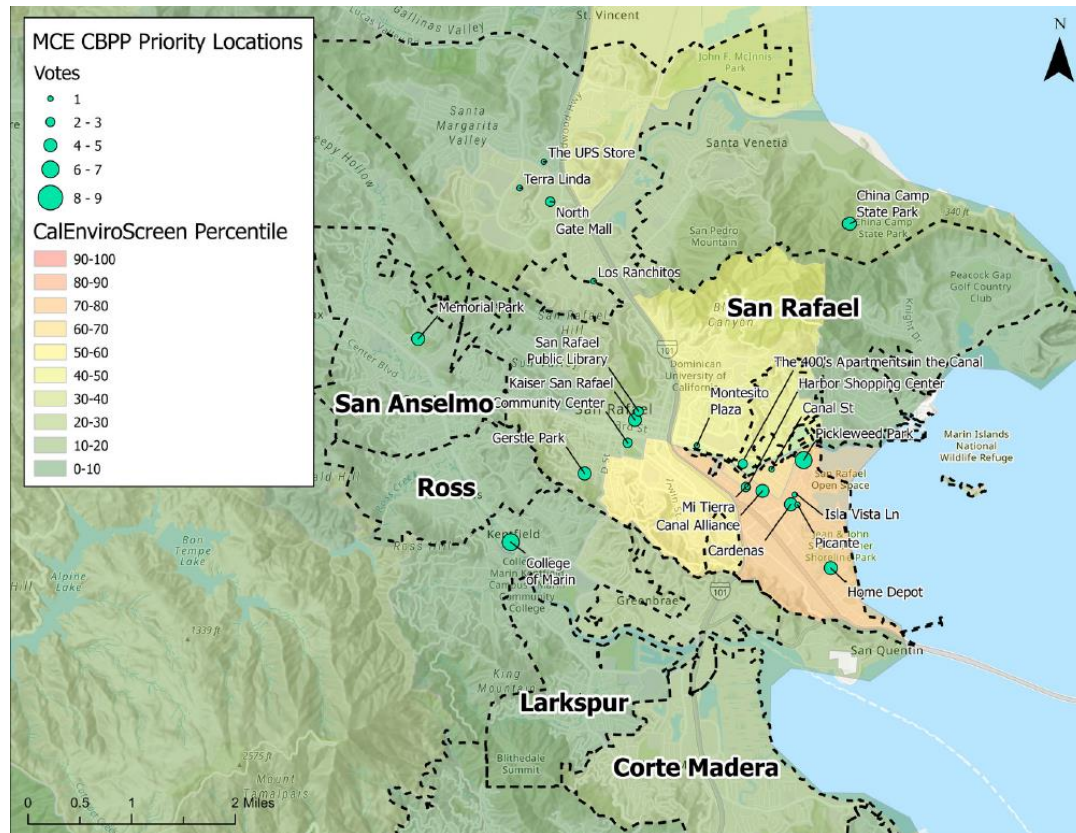
Focus Group Results

| Priority Community | Community Identified EV Charging Locations |
|--------------------|--|
| Pittsburg | Community centers, workplaces, BART, parks, hospitals, schools, malls |
| San Pablo | Shopping centers, parks, supermarkets, workplaces, hotels, fueling stations |
| San Rafael | Target, public parks, shopping centers, schools, clinics, civic centers, ferry |
| Concord | Grocery stores, clinics, parks, BART, schools, gas stations, gyms |
| Richmond | Parks, churches, shopping centers, BART, schools, libraries, medical centers |
| Vallejo | Hospitals, Vallejo College, Costco, ferry station, parks, grocery stores, welfare office |
| Napa | Grocery stores, municipal parking, clinics, parks, community centers, schools |
| Fairfield | Hospitals, parks, downtown, libraries, schools, business parks, trailheads |

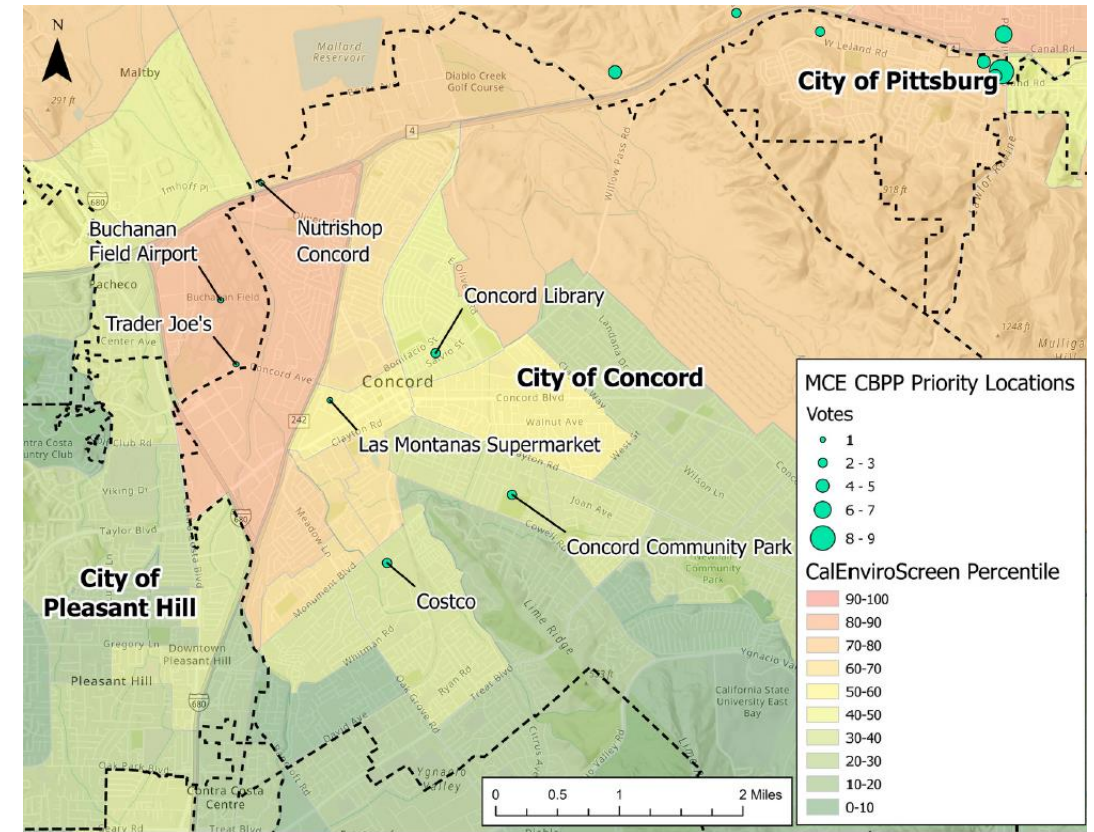
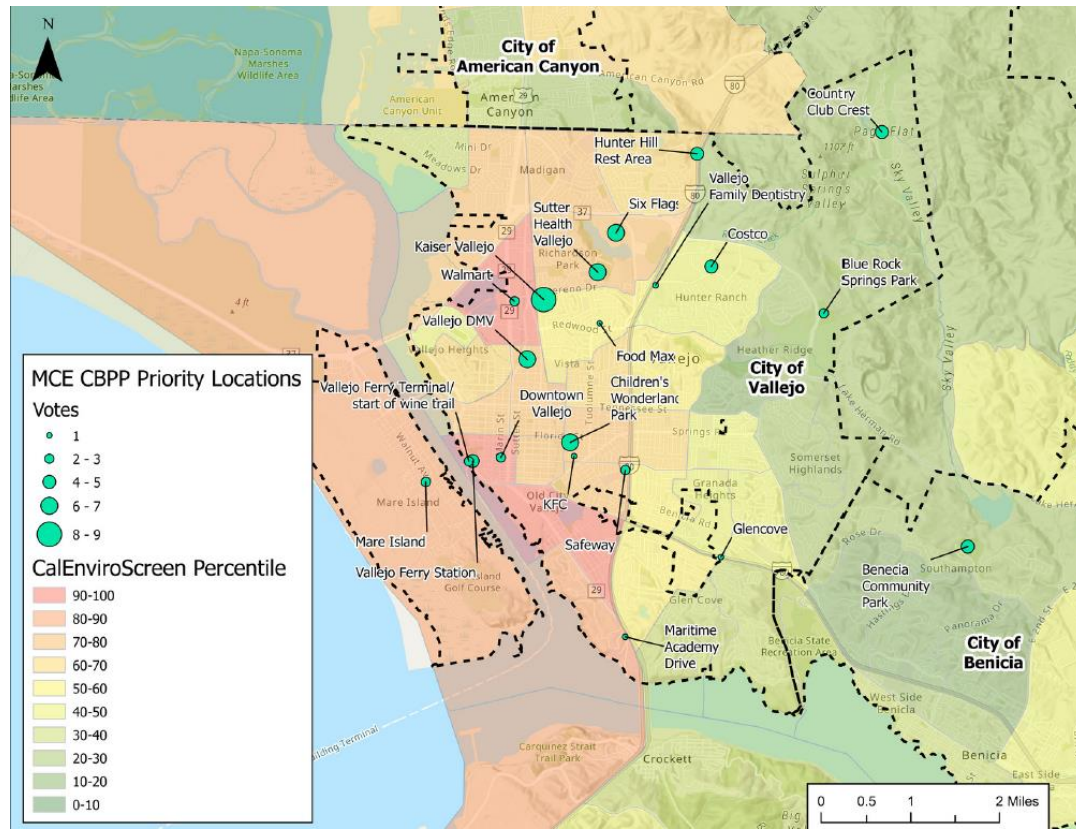
Focus Group Results



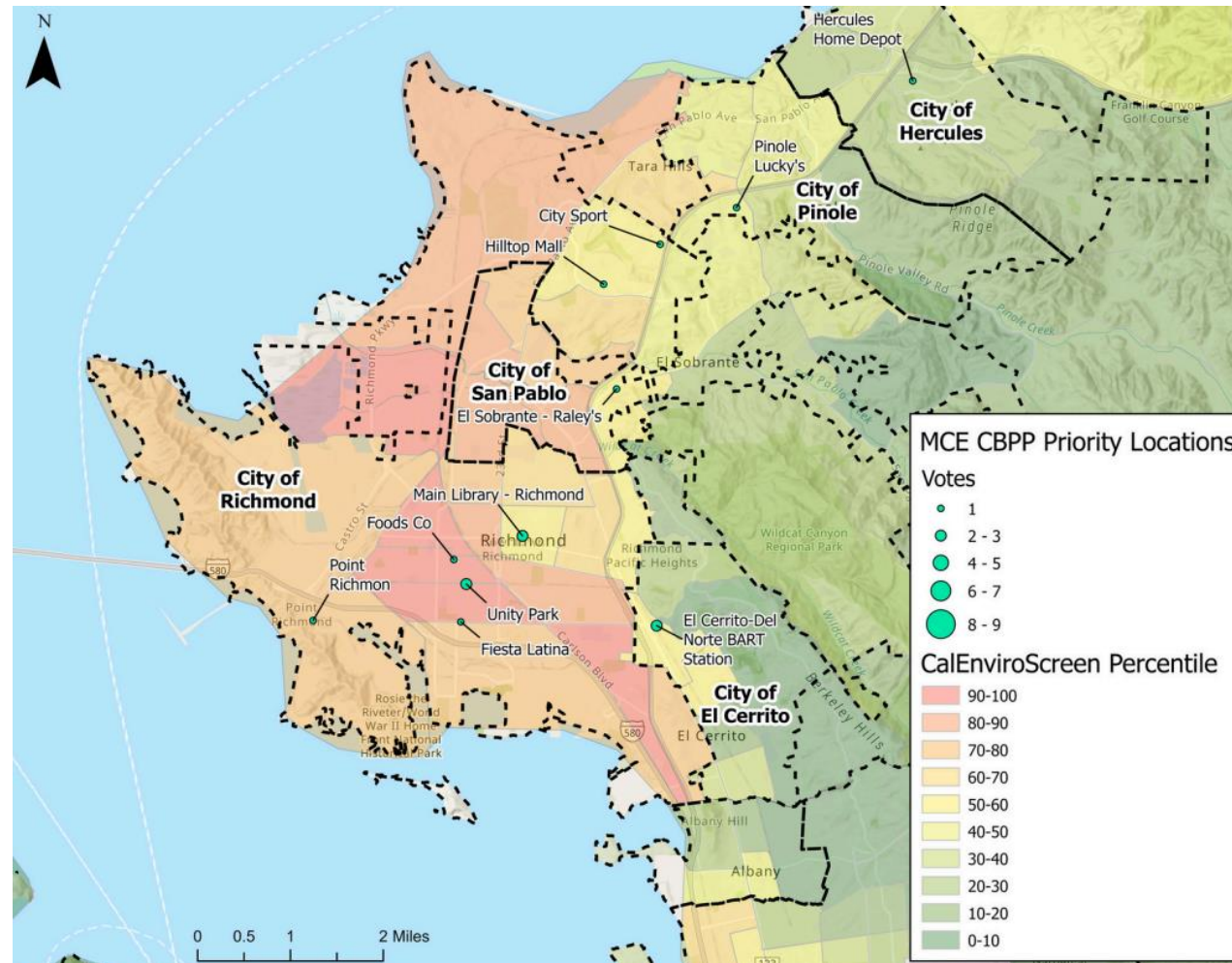
Focus Group Results



Focus Group Results



Focus Group Results



Milestones

Phase 2 Installation & Commissioning

| Milestone | Type | Description | Progress |
|--|-----------|--|--------------------|
| Level 2 EV Chargers Installed & Commissioned | Technical | Installation of at least 18 Level 2 EV chargers in locations benefiting identified communities | Not Started |
| DC Fast Chargers Installed & Commissioned | Technical | Installation of at least 8 DC Fast Chargers in locations benefiting communities | Not Started |
| Level 1 EV Chargers Installed & Commissioned | Technical | Installation of at least 20 Level 1 EV chargers in locations benefiting communities | Not Started |
| Data Compiled & Analyzed – Second round | Technical | Compilation and analysis of data from the second round of focus groups and surveys completed | Not Started |
| Collect Data from Chargers to Optimize Usage | Technical | Assessment of charger usage completed | Not Started |

Milestones

Phase 3: Deployment & Operations

| Milestone | Type | Description | Progress |
|---|-----------|---|--------------------|
| Public fleet & public school district fleet electrification plans | Technical | Subsidization of 4 fleet electrification plans | Not Started |
| Data Compiled & Analyzed – third round | Technical | Compilation and Analysis of data from the third round of focus groups and surveys completed | Not Started |
| Community-Driven EVSE Deployment Reports Created | Technical | Creation of at least 12 Community-Driven EVSE Deployment Reports created | Not Started |
| Final Report Completed | Technical | Completion of Final Report | Not Started |

Questions



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Announcements

- Next ComPow Hybrid July 23rd
- ComPow Symposium November 14th

Interested in Partnering with MCE?



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Thank you!



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