

Electric Vehicle (EV) Equity Guiding Principles

A. Make EVs More Affordable

1. Ensure availability of EV purchase incentives and payment options targeted to underserved, low-income, persons of color, disabled and otherwise vulnerable consumers.
2. Verify effectiveness of EV purchase incentive programs at local and state levels by tracking the appropriate metrics (EV registrations, income levels, incentives leveraged, etc.) and adjusting incentive structures as needed.

B. Make EV Charging More Accessible

3. Ensure sufficient public charging and electrical grid infrastructure in underserved, low-income, persons of color, disabled and otherwise vulnerable communities, especially in areas with low home-charging access (i.e. high percentage of multifamily dwelling units) and a lack of public transit options.
4. Support sufficient public charging infrastructure along major highway corridors, including in rural locations that are necessary to fill gaps in the statewide EV charging network, but may not have the critical mass (e.g. of traffic volume, EV registrations, etc.) to be financially feasible in the short-term without public funding.
5. Certify public charging investments address the Americans with Disabilities Act (ADA) standards and includes safety and security accommodations.
 - Consider a standard of amenities including sufficient lighting, regular staffing, security on site, and steady foot traffic that allow comfortable access for persons with disabilities and people with personal safety concerns.
6. Ensure equal access to electric vehicle supply equipment (EVSE) funding opportunities for all businesses that are interested in hosting public EVSE on their property.
 - Focus on small and diverse businesses where appropriate.
 - Support a variety of charging station business models.
7. Reduce financial barriers for businesses (e.g. demand charges) who are interested in hosting public EVSE on their property by working with electric utility companies to make EV charging both affordable and beneficial to the local distribution networks.
8. Expand payment options to accommodate drivers that do not have access to a personal banking account, credit cards, and other cashless options (e.g. offering a pre-paid card to charge EVs).

C. Invest in Fleet Electrification

9. Support fleet electrification funding programs are accessible to transit authorities and school districts that serve predominantly underserved, low-income, minority and otherwise vulnerable populations.

D. Invest in Traditionally Underserved, Low-income, Persons of Color and Otherwise Vulnerable Population Areas

10. Reduce GHG emissions and improve air quality in communities located near interstates by facilitating the adoption of EVs and support the build-out of an EV charging network statewide.
11. Commit 40 percent of the overall benefits from EVSE goes towards projects in underserved, low-income, persons of color, disabled and otherwise vulnerable population areas.
12. Track and report data demonstrating the type and amount of investments in underserved, low-income, communities of color, disabled and otherwise vulnerable communities.
13. Confirm that environmental justice metrics are included as part of the scoring system in all EVSE state funding programs.
14. Partner with other state, regional and local agencies, academia and community-based organizations to draw EV-related industry and workforce to the Commonwealth. Support EV industry job skills, local small business development and educational opportunities for all job-levels.
15. Engage directly with diverse audiences to understand their mobility needs and consider a broad range of electrified transportation including electric bicycles, electric car sharing, and electric taxis and transportation network companies (TNCs) prior to investment.

E. Increase EV Awareness, Education and Technical Capacity

16. Provide timely communication and easy-to-use resources about EV/EVSE to the general public, members of the General Assembly, consumers, businesses, planning agencies, environmental justice advocacy groups, and community-based organizations.
17. Craft consistent signage and messaging related to EV/EVSE.
18. Design and publicly disseminate meaningful opportunities and resources for diverse groups of audiences to participate in the EV infrastructure and policy planning process, including underserved, low-income, persons of color, disabled and otherwise vulnerable populations.