

Appendix A: Adaptation Strategies

1 Introduction to Adaptation Strategy Framework

1.1 Strategy Themes

Building on the analyses conducted as part of the Monterey Bay EV CAR project, twelve adaptation strategies have been identified to provide a practical roadmap for strengthening the resilience and equity of the Monterey Bay region's electric vehicle (EV) charging network. The strategies are organized into four complementary categories:

1. **Energy Resilience**, which focuses on improving the reliability and flexibility of the electrical system;
2. **Siting and Design**, which promotes resilient, accessible, and user-centered charging infrastructure;
3. **Mobility**, which expands transportation options and integrates EV charging into the broader transportation network; and
4. **Collaboration, Funding, and Outreach**, which emphasizes regional coordination, equitable investment, and sustained community engagement.

These strategies translate technical analyses and community-informed priorities into actionable approaches that the Association of Monterey Bay Area Governments (AMBAG) and its partners can pursue to build a more climate-resilient, reliable, and equitable EV charging system for the region. More detailed information about each strategy, along with implementation actions, is included below.

1.2 Key Considerations

The following key considerations apply across the adaptation strategies and are intended to guide how projects are prioritized, designed, funded, implemented, and maintained over time. These considerations evaluate resilience investments not just based on technical feasibility, but also on their ability to expand equitable access, support community-defined needs, reduce long-term operating risks, and deliver reliable benefits during everyday conditions and disruptive events, such as unexpected power outages. As AMBAG and its partners advance the twelve strategies below, these considerations should be used as a consistent lens for decision-making, coordination, site selection and design, and community engagement.

Equity

Equity considerations for siting and designing EV infrastructure should begin with the demographic analysis prepared for AMBAG's Metropolitan Transportation Plan/Sustainable Communities Strategy, followed by state established definitions associated with underserved communities, the Vulnerable Communities Platform, and the Healthy Places Index, while remaining open to other locally relevant tools and community-defined priorities. These data sources should be paired with funded

partnerships with community-based organizations (CBOs) to co-design and identify priority locations for deploying Roadmap adaptation strategies. Site selection should also reflect community-identified priorities, including locations near transit, community-serving destinations, resilience centers, affordable housing, and other places where charging can support both everyday mobility and emergency preparedness. Utilizing these data sources and partnerships to direct investments can help balance EV infrastructure investment across urban, rural, farmworker, and other underserved communities.

In general, EV infrastructure investments should prioritize locations and program designs that expand practical access for people who are least likely to have reliable home charging, including residents who rely on public charging, workers who need charging near employment centers or agricultural worksites, and households in areas with limited transportation options. Investments should be paired with clear, accessible information about how to locate, use, and pay for chargers so that new infrastructure is usable for first-time EV drivers, people with limited digital access, and residents who require information in languages other than English. Where charging sites also serve emergency or evacuation functions, backup-capable charging should be prioritized to help maintain access during unanticipated power outages and other disruptive events.

Climate vulnerability data and grid capacity analysis should be used together to identify communities where resilience challenges are most acute and where multiple barriers to EV access overlap. This includes places where exposure to extreme heat, wildfire, flooding, or power outages creates additional mobility and safety risks. Layering these datasets can help AMBAG and its partners distinguish between locations that are technically easy to serve and locations where investment would provide the greatest equity and resilience benefit. It can also help ensure that charging investments do not simply follow existing market demand, but instead address communities where infrastructure gaps, climate risks, and limited household resources compound one another.

Equitable Community Engagement

Community engagement should be integrated early and maintained throughout program design, site selection, and implementation so that priority sites reflect both technical resilience needs and community-defined priorities. Locations that would benefit most from increased grid resilience should be identified with community input and evaluated through the lens of the equity guardrails, rather than selected solely because sites are available or because existing market demand is strongest. Working with CBOs from the outset can help confirm priority needs, shape eligibility criteria, identify trusted outreach channels, and ensure that investments respond to the lived experiences of the residents, workers, and communities the strategies are intended to serve. Community engagement will be critical to understanding barriers to EV adoption among underserved communities so that AMBAG and implementing partners actively adjust the implementation of adaptation strategies to respond to ongoing needs among the community.

Costs and Funding

Costs and funding considerations should focus on directing investment toward sites where resilience benefits, charging demand, and potential demand-charge savings justify the upfront costs of deployment. Implementing partners should evaluate available programs at the time of project development and pursue the mix of grants, incentives, utility programs, and local or regional funding sources that best align with each project's purpose, site type, and equity objectives.

Candidate funding sources may include the Sustainable Communities Program, Clean Mobility Options, Sustainable Transportation Equity Project funding, the Self-Generation Incentive Program (SGIP), the California Electric Vehicle Infrastructure Project (CALeVIP 2.0)/Fast Charge California, Central Coast Community Energy (3CE) programs, California Energy Commission (CEC) solicitations, Caltrans planning or implementation grants, and other state and federal funding opportunities. Because program eligibility, timing, and funding availability can change, project teams should confirm current requirements before advancing site design, procurement, or implementation.

Operations and Maintenance

Operations and maintenance considerations should be addressed before projects launch so that EV infrastructure remains reliable, accessible, and useful after installation. Leasing or operating agreements should clearly identify the host, funder, operator, and maintenance owner, while also assigning responsibility for routine inspections, monitoring, emergency dispatch, repair timelines, customer support, payment system functionality, and data reporting, and long-term battery replacement or decommissioning. Regional coordination should therefore focus not only on charger installation, but also on the ongoing systems needed to maintain reliability, affordability, language access, and a positive user experience of EV charging infrastructure over time.

Program funding should also distinguish between one-time capital costs and the continuing subsidies or operating resources needed for staffing, maintenance, insurance, charging, customer service, and eventual equipment replacement. Before launch, implementing partners should identify the operating host and document responsibilities through a memorandum of understanding or similar agreement that defines the roles of operators, host sites, utilities, 3CE, CBOs, and other partners. Performance tracking should extend beyond installation counts to include enrollment, rides or trips served where applicable, priority users and trip purposes served, underserved households reached, vehicle uptime, charger uptime, and other measures that show whether the investment continues to deliver equitable and reliable service.

2 Adaptation Strategies

2.1 Adaptation Strategy #1: Install Renewable Energy and Battery Storage at Priority Charging Sites



Overview & Purpose

Pairing on-site solar and/or micro-wind generation with battery energy storage allows a charging site to store electricity and operate independently from the grid during an outage. Under normal conditions, the battery can also reduce peak demand and associated operating costs.¹

Fixed on-site power production-plus-storage systems provide the greatest value at sites with frequent outages, capacity-constrained feeders, critical facilities, or resilience centers. System size should reflect the site's charging demand, expected outage duration, available space, and required level of service. At rural, lower-demand sites, distributed energy systems may also reduce or defer utility upgrades.² Batteries, in particular, can reduce peak energy draw and reduce the need for new power lines or other upgrades by handling temporary spikes in electricity demand.³ Adding backup power to critical facilities (like at city halls) ensures continued operations during emergency events. Similarly, renewable energy and battery storage at resilience centers avoids power outage disruptions to sites serving community needs.

¹ NREL, *Ensuring Resilient Operations of Solar-Plus-Storage Community Resilience Hubs* (2024)

² Southern California Edison Microgrid Incentive Program (2023) accessed at: https://www.sce.com/sites/default/files/custom-files/PDF_Files/SCE_MIP_Handbook_Final_20231019.pdf

³ <https://www.eia.gov/todayinenergy/detail.php?id=34432>

Power outages due to extreme weather events and wildfire-driven Public Safety Power Shutoffs (PSPS) represent the region's greatest climate threat to the electrical grid that EV charging depends on.⁴ Priority charging sites therefore can increase their reliability through dependable sources of on-site electricity generation and storage that maintain essential service when the grid is unavailable.

To ensure both procedural and distributional equity, priority charging sites should be identified through ongoing engagement with public agencies, CBOs, and residents to provide fair, safe, and inclusive access to EV infrastructure during power outages and emergency events.

Implementation Actions

Implementation Actions	Implementing Partners
1.1. Identify priority charging sites for resilience upgrades that play a central role in a local jurisdiction's emergency response or overall community resilience. Consider likelihood of outages and associated risks and equity impacts.	AMBAG, Cities & Counties, Power Utility
1.2. Define roles for each site in enhancing resilience and emergency response and determine the generation and storage capacity required for continued site operability.	Cities & Counties, Transportation Partners, Power Utility
1.3. Coordinate early with Pacific Gas & Electric (PG&E) and permitting agencies on interconnection, battery fire-safety review, local approvals, maintenance responsibilities, and outage service restoration procedures.	Cities & Counties, Power Utility
1.4. Estimate the value of added resilience by avoiding costs associated with power outages and peak demand charges to compare to added infrastructure costs.	Cities & Counties, Transportation Partners, Power Utility

Benefits & Outcomes

- Maintains charging capability during power outages at facilities that play a central role during emergencies or in meeting community members' daily needs, particularly in areas with limited grid reliability.
- Improves the reliability of public charging investments by combining everyday operating benefits with emergency backup capability.
- Reduces peak-demand costs and may defer electrical distribution-system upgrades that would otherwise delay charger deployment.
- Extends viable charging to rural and grid-constrained communities.
- Advances regional climate goals while creating a foundation for future microgrid and vehicle-to-grid applications, including resilience centers and emergency-serving facilities (see Strategy #8).

⁴ Monterey Bay EV CAR Framework Vulnerability Assessment (2026). The vulnerability assessment estimates about 40 additional PSPS-risk days per year in some eastern and southwestern areas under the modeled 0.8°C-to-2.0°C comparison.

Key Considerations

- **System role and sizing:** Define whether each site will provide peak-demand management, limited emergency charging, or sustained islanded operation before selecting system capacity.
- **Site feasibility:** Confirm space, structural capacity, equipment access, solar or wind access, and code-required setbacks for solar canopies and battery systems.
- **Approvals and safety:** Begin PG&E interconnection, permitting, and battery fire-safety review early because these activities can control the project schedule.
- **Community engagement:** For the first several sites that include battery storage or similar resilience technologies, facilitate proactive outreach and engagement before and during deployment to explain applicable fire safety standards, equipment safeguards, emergency response coordination, monitoring and maintenance practices, and the benefits of backup power during outages. This early engagement should create opportunities for residents and CBOs to ask questions, identify site-specific concerns, and build familiarity with the technology as safeguards and performance become better understood.

2.2 Adaptation Strategy #2: Enhance Community and Grid Resilience Through Bidirectional Charging



Overview & Purpose

Bidirectional charging can help turn sites with grid reliability challenges into a key adaptation asset. This strategy addresses a core resilience and implementation gap identified in the EV CAR Framework by leveraging EVs to provide backup power to facilities in areas facing electricity reliability challenges. Bidirectional charging allows compatible EVs to send electricity back to a building, charger site, or the grid when needed. Current technologies exist for EV's as well as networked chargers to power entire homes or buildings during power outages depending on the need, and as bidirectional charging technologies become more widely available, EVs can serve as distributed energy resources that improve critical facility and community resilience during grid outages and other disruptive events. Bidirectional charging can also be used at the residential level where a single EV battery can run an entire single-family home for two days or more⁵, decreasing the impacts of unanticipated outages due to climate driven extreme weather events.

Bidirectional charging can be especially valuable in communities that experience frequent power outages or in homes that rely on electricity for medical or other critical devices, by providing households with an additional source of backup power during emergencies.

Furthermore, leveraging the battery within an existing EV is lower cost than deploying an additional home battery. These strategies can be enhanced by supporting on-site generation such as a solar array. Solar can be used to charge the EV, the EV can support the home during power outages, and smart charging approaches can limit overall grid strain, especially on larger systems with multiple chargers.

⁵ Based on an average electricity use of 29kWh per day (<https://www.eia.gov/energyexplained/use-of-energy/electricity-use-in-homes.php>) and an EV battery size of 60kWh (<https://www.hyundaiusa.com/us/en/vehicles/ioniq-5/compare-specs>)

Implementation Actions

Implementation Actions	Implementing Partners
2.1. Identify areas where bidirectional charging could provide the greatest resilience benefits during power outages and grid disruptions based on the EV CAR Framework technical analyses (e.g., overlay EV projected growth with PSPS events). Educate stakeholders on available technologies throughout the Monterey Bay region to help solve site specific challenges.	Cities & Counties, Power Utility, AMBAG, EV Infrastructure Providers, Transportation Partners
2.2. Develop site-specific bidirectional charging operating strategies based on site typology, grid constraints, and resilience needs. Consider setting EV discharge thresholds, charging times, and systems to power only critical infrastructure during outages to extend battery life.	EV Infrastructure Providers, Power Utilities, Cities & Counties
2.3. Coordinate early with PG&E and permitting agencies.	AMBAG, Cities & Counties, Power Utility
2.4. Pilot bidirectional charging at representative sites while evaluating system performance, maintenance needs, user experience, communications reliability, and operational costs.	EV Infrastructure Providers, AMBAG, Cities & Counties

Benefits & Outcomes

- Bidirectional charging can enhance resilience by providing electricity for homes in areas expected to experience unanticipated outages due to extreme weather events.
- Potential to increase cost effectiveness through “peak shaving” or avoiding the use of grid electricity during the most expensive parts of the day.
- Increases overall grid reliability and use of renewable electricity during peak hours.
- Creates a pathway for future vehicle-to-building or vehicle-to-grid applications that could support critical facilities, fleet depots, mobility hubs, or emergency-serving locations during constrained grid conditions.

Key Considerations

- **Maintaining Drivability:** EV discharge rules should include pre-defined thresholds under which EV's will no longer power buildings to ensure enough charge is left for transportation purposes, especially during extreme weather events, evacuations, emergency response, or other situations where mobility should be prioritized over electrical power.
- **Technology readiness and compatibility:** Bidirectional charging requires compatible vehicles, chargers, communications protocols, PG&E programs, and interconnection processes. Early pilots can help identify what is feasible today and what should be designed for future readiness.

2.3 Adaptation Strategy #3: Preserve Grid Capacity Through Smart Charging and Load Management



Overview & Purpose

New technologies, such as networked smart charging systems, can be deployed to address grid capacity challenges. These charging systems allow multiple EV chargers to scale individual electricity demand while smart switches can be used to switch between two appliances with similar electricity draw (an electric dryer and an individual Level 2 EV charger for example). Both strategies can significantly decrease grid demand and allow for charging in grid constrained areas by using existing capacity more efficiently.

Smart charging can reduce peak demand, improve utilization of existing electrical infrastructure, and help defer or avoid utility upgrades by actively managing electricity demand to avoid or even out peaks that overdraw grid resources. This will be an important benefit as feeder constraints are expected to become a growing risk by 2030 and 2050 without strategies that reduce or shift peak charging loads. Smart charging systems work best when multiple chargers are needed at a capacity constrained location. As more chargers are used, the system will lower charging speeds to allow more cars to charge at once. This technology can be especially valuable for level 2 systems installed in areas where cars are parked for longer periods including multifamily residences, offices and other worksites.

These systems use software, communications, and controls to manage when and how much electricity EV chargers draw from the grid. In addition to load management, these systems can also schedule charging around peak demand periods, balance loads across multiple chargers, participate in demand response programs, and integrate with on-site solar or battery storage. By actively managing when and how much electricity chargers use, smart chargers could reduce charging costs and help keep overall electricity bills lower for everyone.

On a smaller scale, smart switches can help a single-family home install an EV charger without a panel or service upgrade by sharing a circuit with an existing electric appliance like an electric stove or dryer since both systems use a dedicated 240v circuit. Some smart home EV chargers are beginning to integrate load management and solar and battery integration to further reduce charging costs and grid impacts.

Implementation Actions

Implementation Actions	Implementing Partners
3.1. Identify opportunities for level 2 smart charging for deployment to help manage peak demand load.	Cities & Counties, AMBAG, Power Utility, EV Infrastructure Providers
3.2. Define demand management objectives by site type.	AMBAG
3.3. Develop site-specific smart charging operating strategies based on site typology, grid constraints, and user charging behavior. Consider applications such as managed workplace charging, fleet charging optimization, and demand-managed multifamily charging.	EV Infrastructure Providers, Power Utilities, Cities & Counties
3.4. Coordinate early with PG&E and permitting agencies.	AMBAG, Cities & Counties, Power Utility
3.5. Encourage or require EV-ready electrical infrastructure and load management capabilities—including energy management systems, panel capacity planning, and communications infrastructure—to support smart charging in existing buildings undergoing major renovation or electrical upgrades.	Cities & Counties, AMBAG
3.6. Pilot smart charging at representative sites while evaluating system performance, maintenance needs, user experience, communications reliability, and operational costs.	EV Infrastructure Providers, AMBAG, Cities & Counties

Benefits & Outcomes

- Increases charging options by lowering peak electricity demand allowing more chargers to be installed at a single location. This means more people can charge at one time without needing to move vehicles or swap parking spots.
- Can lower installation and operating costs by lowering utility upgrade costs, reducing peak demand charges, and enabling participation in managed charging or demand response programs.

Key Considerations

- **Grid benefit versus user experience:** Enhance user understanding and accessibility by providing clear information on charging speed, timing, pricing, and any automated controls.
- **Site context matters:** Workplace, fleet, and multi-unit dwelling charging generally offer more flexibility for load management than corridor fast charging or emergency-serving sites where immediate access may be critical.

2.4 Adaptation Strategy #4: Develop Installation Tools and Guidelines for Public-Benefit Sites



Overview & Purpose

This strategy focuses on two implementation tools: (1) an EV charging best-practices siting checklist for public-benefit sites⁶ and (2) template leasing and licensing agreements that can streamline charger deployment. Residents of multi-family housing and underserved rural and agricultural communities have fewer convenient charging options and, therefore, lower EV adoption rates.⁷ Creating a standardized siting checklist that layers the location of areas with medium- or high- levels of residents without access to charging, grid capacity, and permitting constraints can help local agencies deliver equitable charging projects more quickly and with lower administrative burden.⁸ The siting checklist should also encourage sites to be tied to locations with everyday amenities, reliable charging infrastructure, and 24/7 access.

The lease and license templates developed as companion resources with the siting checklist, would support deployment at publicly accessible sites by standardizing key terms related to cost recovery, pricing, insurance, maintenance responsibilities, term length, and open-access requirements. Because public-benefit charging is often installed and operated by third-party charging providers under lease or license agreements with the property owner, and under third-party models, the templates would help agencies execute agreements more efficiently and consistently without having to negotiate each one individually.

⁶ Public-benefit sites are not only publicly accessible but designed and managed for broader societal benefits that private businesses may not be able to support. A public-benefit site may be set apart or distinguished in its location, its technological features or assets, and/or the benefits it provides the surrounding community and the electricity grid.

⁷ Existing and Expected EV Charging Infrastructure Conditions & Future Needs Analysis (2025)

⁸ [EPIC 4.03 – EV Charging Solutions for Parking-Constrained Customers](#)

Before the tools are finalized and distributed for broader regional application, the siting checklist should be developed and piloted at government-owned and/or public-benefit sites to guide decision-making on the siting, design, accessibility, and resilience functions to include at each site, inform key leasing and licensing options, considerations, and best practices, and test permitting, PG&E coordination, and cost recovery. AMBAG and other implementing partners would maintain the tools, while jurisdictions would retain control of their properties and implementation decisions.

This strategy addresses challenges and limitations from the EV CAR Framework’s findings on rural grid constraints, unanticipated power outages, and charging gaps. Additionally, this strategy can support distributional equity by expanding access to EV charging infrastructure in and around multi-family housing and underserved, low income, rural, and agricultural communities that are not adequately served by the region’s current charging network.

Implementation Actions

Implementation Actions	Implementing Partners
4.1. Create an EV charging best-practices siting checklist for public-benefit sites that helps implementing partners evaluate candidate locations and EV charging site features using EV CAR Framework findings on charging demand, community need, grid capacity, exposure to unanticipated outages, resilience value, accessibility, operations and maintenance, and community engagement needs.	AMBAG, Cities & Counties, Power Utility, Transportation Partners, CBOs, Charging Providers, Site Owners
4.2. Develop template leasing agreements for public benefit sites that benefit equity populations.	AMBAG, Cities & Counties, CBOs
4.3. Pilot template lease agreements at a subset of public-benefit sites to test how standardized agreements can support charger installation on public, community-serving properties. Lease templates should be used to clarify site access, equipment ownership, pricing and cost recovery, insurance, maintenance, uptime expectations, open-access requirements, data sharing, and responsibilities for community engagement and user support.	Cities & Counties, AMBAG, CBOs

Benefits & Outcomes

- Expands public-benefit charging opportunities for renters and residents of underserved communities which usually have fewer charging options.
- Reduces staff time, legal costs, and project-development uncertainty, particularly for underserved jurisdictions.
- Builds accessibility and equity into site selection before property acquisition and site design, reducing the risk of costly retrofits.
- Creates a tested, templated implementation model that can be a resource across the region.

Key Considerations

- **Accessibility:** The checklist should identify which accessibility requirements a project meets and which funding sources the project could qualify for. Relevant sources include 23 CFR Part 680, U.S. Access Board guidance, and Caltrans Design Information Bulletin (DIB) 82-06, with final requirements confirmed by the city, county, and PG&E.
- **Lease terms and pricing:** Build the templates from previously executed leasing agreements whose terms jurisdictions have already accepted, using those agreements as examples, and obtain legal review before jurisdictions use the templates.
- **PG&E Coordination:** Engage PG&E to prepare a siting checklist that reflects PG&E requirements and process needs, including electrical capacity screening and interconnection schedules.

2.5 Adaptation Strategy #5: Create Accessible, User-Centered EV Infrastructure Design and Service Delivery



Overview & Purpose

Community engagement conducted throughout the EV CAR Framework project identified opportunities to improve charging reliability, simplify payment, and make charging easier to use for people with disabilities and for residents who require instructions in languages other than English.⁹ This strategy would provide a practical set of user experience and equity resources for implementing partners for planning, contracting, and evaluating charging infrastructure.

Implementing partners should develop a central repository and plain-language handouts that consolidate existing requirements and guidance for physical accessibility, payment, reliability, signage, and accessible routes, consistent with funding requirements for grant-funded chargers. Additionally, implementing partners including AMBAG, cities, and counties should work with compensated CBO partners to fill remaining gaps, particularly by developing standard multilingual signage and operating instructions that can be used across the region.¹⁰

⁹ Existing and Expected EV Charging Infrastructure Conditions & Future Needs Analysis (2025)

¹⁰ INL/NREL (ChargeX Consortium), Customer-Focused Key Performance Indicators for Electric Vehicle Charging (2024).

This strategy can support structural equity by providing more equitable access to EV infrastructure through accessible charger design, multilingual information, and reduced barriers to charger use. The involvement of CBOs in developing and refining standards can also support procedural equity through ongoing community engagement and feedback.

Implementation Actions

Implementation Actions	Implementing Partners
5.1. Develop a central repository of existing design requirements, supplemented by a summary informational handout to make existing design requirements clear and accessible to implementing partners.	AMBAG, Transportation Partners, Cities & Counties, CBOs, Charging Providers
5.2. Develop resources in partnership with CBOs that support accessible charging, such as flexible payment options, multilingual instructions, help buttons, and support phone numbers.	AMBAG, CBOs, Cities & Counties
5.3. Partner with cities, counties, and CBOs to identify priority locations where user centered features are most needed.	Cities & Counties, AMBAG, CBOs
5.4. Consider conducting user experience surveys.	AMBAG, Cities & Counties, CBOs

Benefits & Outcomes

- Improves charging usability and reliability through clear signage and staffed or on-call assistance that can help first-time EV drivers navigate charging.¹¹
- Establishes measurable outcomes for successful charging, payment, uptime, accessibility, and language access.
- Builds physical and language accessibility into charging spaces, equipment, interfaces, and operating instructions.
- Makes user-centered requirements enforceable when they are incorporated into contracts, permits, and funding agreements.
- Provides local partners with a practical source for standards that are otherwise scattered across federal, State, and PG&E guidance.¹²

Key Considerations

- **Accessibility:** Identify the accessibility requirements that apply to each project, including requirements under the Americans with Disabilities Act (ADA), and use the remaining sources as design guidance. Relevant sources include 23 CFR Part 680 for federally funded projects, U.S. Access Board guidance, and Caltrans DIB 82-06.¹³ Confirm final requirements with the city, county, utility, and accessibility reviewers.
- **Language access:** Explore how to establish and reinforce clear, multilingual signage and operating instructions at the charger in partnership with CBOs.

¹¹ FHWA, National Electric Vehicle Infrastructure (NEVI) Minimum Standards, 23 CFR Part 680 (2023)

¹² Joint Office of Energy and Transportation, Public Electric Vehicle Charging Infrastructure Playbook (interactive resource, 2024)

¹³ 23 CFR Part 680 applies to NEVI and certain other public charging projects that use federal highway funds.

2.6 Adaptation Strategy #6: Address Charging Needs at Multi-Family Housing



Overview & Purpose

EV charging often takes place at home, but renters and residents of multi-family housing often do not have access to a dedicated parking spot or charger and lack authority to install charging equipment of their own. Many community members within this demographic also live in underserved communities, where public charging is not located nearby. The purpose of this strategy is to expand charging access for residents of multi-family properties through on-site and nearby charging infrastructure.

To support charging needs at multi-family housing, implementing partners have three primary approaches for expanding charging opportunities for existing multi-family housing:

1. The first approach uses cost-effective technologies in priority buildings such as smart Level 1 charging which is metered, load-managed, 120-volt outlets suited to overnight parking. These systems use the EV's portable charging cable (rather than a fixed in place cable) and may be able to provide nearly twice as many ports for the same investment as Level 2 charging while limiting total site demand.¹⁴
2. The second approach is a feasibility study which would evaluate curbside, utility pole-mounted, streetlight-mounted, and behind-the-meter options for residents without off-street parking.
3. The third approach develops model leasing and operating agreements that would assign equipment ownership, insurance, maintenance, and revenue responsibilities.

¹⁴ U.S. DOE Joint Office of Energy and Transportation / Volpe Center, *Community Charging: Emerging Multifamily, Curbside, and Multimodal Practices* (2024)

This strategy advances distributional equity by expanding access to EV infrastructure for renters, multi-family households, and underserved communities, while the use of compensated CBOs to identify priority neighborhoods supports procedural equity through community-informed decision-making.

Implementation Actions

Implementation Actions	Implementing Partners
6.1. Identify priority neighborhoods/buildings for innovative charging approaches including smart level 1 charging.	AMBAG, Cities & Counties, Power Utility, CBOs Organizations
6.2. Conduct feasibility study for curbside charging including behind the meter technologies.	Cities & Counties, AMBAG, Power Utility
6.3. Explore and establish leasing or operating agreements with property owners for multi-family buildings.	Cities & Counties, AMBAG
6.4. Streamline permitting and review process for multifamily serving EV charging infrastructure. Create single point of contact to interface with PG&E and project teams.	Cities & Counties, Power Utility

Benefits & Outcomes

- Extends home-area charging to renters and multi-family households that cannot install private chargers. ¹⁴Serves older and denser housing through curbside and behind-the-meter approaches where on-site Level 1 or 2 charging is difficult.
- Directs investment to high-need communities (such as Salinas, Marina, and Watsonville) instead of replicating existing charger locations.
- Complements the California Green Building Standards code (CALGreen) requirements for new buildings and California's Right to Charge laws with practical tools and incentive programs, such as 3CE charger rebates, for existing properties. ^{15,16}

Key Considerations

- **Technology fit:** Use smart Level 1 where vehicles remain parked for long periods and load management can avoid or defer upgrades; reserve faster charging for sites where demand requires it.
- **Curbside feasibility:** Consider right-of-way policy, ADA access, lighting, equipment ownership, and competing street uses before selecting utility pole-, streetlight-, or curb-mounted designs. These considerations may make curbside charging a longer-term approach.
- **Enforcement of Existing Building Codes:** Ensure new multifamily buildings and major retrofits are complying with California Building Code EV requirements and consider local reach codes to increase charging availability.

¹⁵ Check the current CALGreen rules for the building type and project. The 2025 code, including January 2026 updates, is in effect. Requirements differ for new construction and existing-building alterations.

¹⁶ CALGreen (California Building Code, Title 24, Part 11), multifamily EV-ready requirements

- **Adoption:** Existing buildings participate voluntarily, so deployment depends on tenant and resident demand, property-owner participation, and incentives that cover a substantial share of project cost. Right to Charge laws enable installations but do not fund them. ¹⁷

¹⁷ California "Right to Charge," Civil Code §1947.6 (residential tenants) and §4745 (common-interest developments)

2.7 Adaptation Strategy #7: Address Charging Needs at Rural and Agricultural Community-Serving Properties



Overview & Purpose

Rural and agricultural communities in southern Monterey and San Benito counties have few chargers, long travel distances, constrained grid feeders, and high exposure to unanticipated power outages, such as PSPS events. Statewide, only about 40 percent of rural communities are within ten minutes of a DC fast charger, compared with about 88 percent of urban communities.¹⁸ This strategy develops resilient charging at community-serving and agricultural properties using designs suited to low demand and limited grid capacity.

Analysis from the EV CAR Framework identified that in rural areas even a small number of chargers could burden already constrained grid infrastructure. In areas with low population densities upgrading this infrastructure for just a few households could prove cost prohibitive for residents. However, providing EV charging in these areas will be key to advancing regional resilience and distributional equity.

For this strategy, implementing partners including AMBAG, cities, counties, and others should work with jurisdictions, PG&E, rural communities, and property owners to expand resilient charging infrastructure at rural and agricultural community-serving properties. Implementation could include a voluntary, incentive-driven program, coordinated funding applications, or joint procurement.

¹⁸ CEC, *Assembly Bill 2127 Second Electric Vehicle Charging Infrastructure Assessment* (2024).

Implementing partners should first identify priority charging locations, including community-serving properties, workplaces, agricultural worksites, and other sites that can support everyday charging and emergency response. Sites should be prioritized based on exposure to unanticipated outages, grid constraints, underserved community needs, access for rural residents and workers, and community input. A feasibility study should then determine the appropriate mix of grid management technologies, such as on-site solar and storage, microgrids, smart charging, targeted grid upgrades, bidirectional charging, or mobile backup power. Mobile backup power systems may include trailer- or truck-mounted battery storage, portable generation, and bidirectional vehicles or fleets, such as electric school buses, which can supply electricity to charging equipment or buildings during an outage. Because these assets can serve multiple sites, implementing partners should identify rural staging locations where the systems can be stationed, charged or fueled, tested, and maintained between emergency events. Projects should be supported by leasing or operating agreements that assign ownership, funding, operation, maintenance, and permitting responsibilities, while rural-specific incentives help make otherwise uneconomical sites viable.

Implementation Actions

Implementation Actions		Implementing Partners
7.1.	Identify priority neighborhoods/locations for innovative charging approaches.	AMBAG, Cities & Counties, Power Utility, CBOs
7.2.	Identify locations to site mobile backup power systems when not actively used for emergencies. Establish protocols for emergency deployments.	AMBAG, Cities & Counties, Power Utility
7.3.	Define functional requirements for mobile backup power units.	Cities & Counties, EV Infrastructure Providers, Power Utility
7.4.	Conduct feasibility study for appropriate solutions for selected locations.	AMBAG, Cities & Counties, Power Utility
7.5.	Design and deploy charging infrastructure that considers grid capacity and risk of unanticipated outages due to extreme weather events, and opportunities for bi-directional charging to increase resilience.	Cities & Counties, Power Utility, AMBAG
7.6.	Explore and establish leasing or operating agreements with property owners.	Cities & Counties, AMBAG
7.7.	Incorporate equity into charging program design by ensuring pricing structures, enrollment requirements, communication platforms, and charging schedules are accessible to renters, low-income households, shift workers, unbanked residents, people with disabilities, and users with limited digital access.	CBOs, EV Infrastructure Providers, Cities & Counties, AMBAG

Benefits & Outcomes

- Closes charging gaps in rural areas where travel distances are long and public options are scarce.
- Uses grid-light solutions where conventional upgrades would be costly relative to expected demand.
- Maintains charging and critical loads during unanticipated outage events through onsite power production, storage, microgrids, and bidirectional applications.
- Serves farmworker and rural communities through public-facing and workforce access.
- Increases utility of purchased backup mobile power systems for deployment between emergency events.

Key Considerations

- **Technology fit:** Use Level 2 charging with load management for long-duration dwell locations and reserve direct current (DC) fast charging or electrical infrastructure upgrades or faster charging for sites where demand supports the cost.
- **Resilience maturity:** Size onsite production, storage, and microgrids for the site's critical loads. Design for bidirectional charging where useful, while recognizing that vehicle-to-grid applications are still emerging.
- **Deployment plan:** Establish activation triggers, staging locations, dispatch authority, transportation routes, and site contacts before an outage.

2.8 Adaptation Strategy #8: Co-locate EV Charging at Mobility Hubs and Resiliency Centers



Overview & Purpose

Mobility hubs connect transit, shared mobility, auto, and EV charging, while resiliency centers provide community services (e.g., power, EV charging, food, water, shelter-in-place refuge, etc.) during grid outages and extreme weather events. This strategy would support the creation of mobility hubs at resiliency centers by building the EV charging infrastructure that enables a single site to serve both functions. This strategy concentrates investment where people already gather, improves first- and last-mile connections, and allows for essential mobility during unanticipated outages from extreme weather events. This approach reflects the EV CAR Framework's discussion about the community and resilience value of co-locating these assets and aligns with feedback from community outreach, which called for better transportation options.

Implementing partners including AMBAG, cities, counties, transit agencies, and Office of Emergency Services should work to establish shared, equity-weighted site-selection criteria using transit access, community preferences, grid capacity, exposure to unanticipated outages, and underserved community indicators. Resiliency centers should combine EV charging with on-site production, battery storage, microgrids, or other backup power sized to critical loads.

Implementing partners including AMBAG and other local jurisdictions should work to incorporate the criteria and priorities into regional plans, while transit agencies, cities, counties, and emergency-management partners should choose and implement projects at sites they control.

This strategy advances distributional equity by co-locating EV charging with transit and community-serving destinations. The use of equity-weighted site-selection criteria, underserved community indicators, and community preferences also aligns with procedural equity and the prioritization of investments in highest-need communities.

Implementation Actions

Implementation Actions	Implementing Partners
8.1. Identify resiliency sites that would benefit from co-location of EV charging infrastructure.	AMBAG, Transportation Partners, Power Utility, CBOs
8.2. Develop equity-weighted site selection criteria.	AMBAG, Transportation Partners, Cities & Counties
8.3. Select appropriate technologies, including mobile backup systems, solar plus storage, and EV charging infrastructure.	EV Infrastructure Providers, AMBAG, Power Utility, Cities & Counties
8.4. Coordinate early with utilities, emergency management agencies, and charging providers.	Cities & Counties, AMBAG, Power Utility
8.5. Integrate EV charging and resilience features at priority sites. Where feasible, site design should address backup power for the charging equipment and the site's critical loads. Sites should also accommodate shared mobility services such as EV car share and vanpools.	Transportation partners, Power Utility, Cities & Counties, AMBAG

Benefits & Outcomes

- Places charging at resiliency centers strengthening the ability of these sites to provide services during outages.
- Maintains charging and critical community services during extreme weather events which could also support evacuation and emergency response.

Key Considerations

- **Accountability:** Assign one end-to-end co-lead for each project. Transit agencies, cities, and counties generally lead mobility hubs; cities/counties and emergency-management agencies generally lead resiliency centers; AMBAG coordinates the regional program.
- **Siting criteria:** Prioritize deployment locations using the density of charging need, available grid capacity, and permitting constraints, consistent with PG&E siting guidance.
- **Resilience design:** Size solar, storage, and microgrids to the resiliency center's critical loads, with bidirectional charging or mobile backup as complementary options.¹⁹

¹⁹ NREL, *Ensuring Resilient Operations of Solar-Plus-Storage Community Resilience Hubs* (2024).

2.9 Adaptation Strategy #9: Design and Deploy Shared EV Mobility Options



Overview & Purpose

Many rural community members face transportation barriers such as the high cost of owning a personal vehicle, and a lack of active transportation facilities nearby. Due to the cost of EVs and a general lack of infrastructure, rural and farm working communities are less likely to own EVs, as are renters and households without garages.²⁰ Shared EV car-share, short-term rental, and vanpool services can provide clean mobility without the cost and responsibilities of vehicle ownership. This strategy advances the charging that shared services require, including chargers at accessible host sites, depot charging sized for vanpool duty cycles, and capacity that could support electrification of the existing CalVans fleet serving the region.

Building on the Monterey Bay region's success in securing funding to meet the mobility needs of underserved communities, such as two Clean Mobility Options assessment grants and a Sustainable Transportation Equity Project (STEP) grant, implementing partners should begin with a community needs assessment and then work with funded CBOs to co-design appropriate service models and programs and conduct outreach. Implementation should include accessible host sites, charging infrastructure, pricing and enrollment processes, funding, education, and outreach.

²⁰ Existing and Expected EV Charging Infrastructure Conditions & Future Needs Analysis (2026)

Potential models this strategy could use include *Míocar*, a rural EV car-share program focused on rural California, and CalVans, the public vanpool authority that already serves farmworkers in Monterey County and throughout the Central Coast.^{21,22} *Míocar* launched service in Watsonville in 2025, providing a local test case for this strategy. Given that rural services rarely recover their full operating costs through fares, a transit agency, CalVans, or another designated operator would need to provide a stable, long-term operating home and secure ongoing public funding beyond initial start-up grants.

This strategy advances distributional equity by expanding access to mobility options for renters, farmworkers, and households without the burden of vehicle ownership. Public education materials, outreach, and enrollment support also advance structural equity by increasing EV-related knowledge.

Implementation Actions

Implementation Actions		Implementing Partners
9.1.	Identify priority communities for EV rental/car sharing.	AMBAG, Cities & Counties, CBOs, Local & Regional Funders
9.2.	Partner with cities, counties, and property owners to host vehicles at accessible locations.	Cities & Counties, Transportation Partners, AMBAG
9.3.	A Identify funding providers and design an implementation pathway.	AMBAG, Local & Regional Funders
9.4.	Develop public education materials about shared EV mobility options.	AMBAG, CBOs, Power, Transportation Partners
9.5.	Work with CBOs to design and deliver outreach and enrollment.	CBOs, AMBAG, Cities & Counties

Benefits & Outcomes

- Extends access to clean mobility for renters, households without vehicles, farmworkers, and other residents who cannot rely on private vehicle ownership.
- Applies community-designed program models developed through California's Clean Mobility Options and Sustainable Transportation Equity programs, subject to available funding.
- Builds on existing operators, host sites, and charging infrastructure, including CalVans and regional transit agencies.

Key Considerations

- **Agricultural duty cycles:** Work with existing vanpool operators to understand routing constraints before selecting vehicles and routes. Consider using mobile backup charging, as described in Strategy #3, to address range concerns on demanding agricultural routes.

²¹ *Míocar* rural EV car-share (CALCOG; UC Institute of Transportation Studies evaluation)

²² *Míocar* and CalVans are examples to study; Service area, vehicles, charging needs, operator capacity, and ongoing funding are important considerations for potential operating models for the region.

2.10 Adaptation Strategy #10: Facilitate Regional Collaborative Planning and Implementation to Advance Equitable Climate-Resilient EV Infrastructure



Overview & Purpose

This strategy addresses a core implementation gap identified in the EV CAR Framework: no single agency can deliver an equitable, climate-resilient EV charging network alone. Charger deployment, grid readiness, climate vulnerability, community priorities, funding, permitting, and PG&E coordination all involve different partners with different authorities. However, regional coordination can help translate the Framework's findings into shared priorities, near-term implementation, and longer-term investment pathways.

Regional collaboration could take place through an existing convening, such as the Monterey Bay Area Regional Climate Project Working Group (RCPWG) or Central Coast Climate Collaborative (4C) and create a focused EV charging implementation subcommittee. A recurring forum for collaboration, AMBAG and local governments, charging providers, utilities, transportation agencies, CBOs, and funders can coordinate early before constraints affect charging reliability or equitable access. The forum would provide an avenue to review priority geographies, track implementation needs, coordinate funding opportunities, discuss grid and permitting barriers, and identify where joint action could reduce costs or accelerate deployment. Additionally, rather than treating resilience as a later-stage add-on, the forum should help ensure that resilience is built into equity-focused charging investments from the outset, particularly through siting decisions, backup power, storage, operations and maintenance requirements, and coordination with local emergency planning.

The strategy would also support local jurisdictions as they plan for transportation electrification and help incorporate the EV CAR Framework vulnerability findings into regional and local plans. Over time, the forum could identify additional research needs, such as battery lifecycle management, charging reliability standards, emergency charging roles, or financing tools for rural and underserved and low-income communities.

This strategy advances procedural equity by establishing a recurring forum for coordination among public agencies, CBOs, utilities, charging providers, and other implementation partners. The strategy also supports a fair and transparent process for EV infrastructure decision-making through shared prioritization, implementation tracking, and collaborative planning.

Implementation Actions

Implementation Actions	Implementing Partners
10.1. Establish a forum for advancing and coordinating implementation. Utilize an existing convening such as the Monterey Bay Area Regional Climate Working Group (RCPWG) or Central Coast Climate Collaborative (4C) and potentially establish a subcommittee focused on EV charging implementation.	AMBAG, CBOs, Cities & Counties
10.2. Identify priority areas for early coordination with local governments and charging providers before capacity constraints or power outages materially affect service.	AMBAG, CBOs, Cities & Counties, EV Infrastructure Providers, PG&E
10.3. Explore cost saving and joint procurement options, explore collaborative engineering strategies to help streamline design and share costs, explore and pursue innovative financing structures.	AMBAG, Local & Regional Funders, Cities & Counties, EV Infrastructure Providers
10.4. Support jurisdictions to plan for electrification (AB39).	AMBAG, Cities & Counties, Local & Regional Funders
10.5. Identify opportunities for incorporating vulnerability findings into regional plans.	AMBAG, Cities & Counties
10.6. Conduct additional studies as critical information needs are identified, such as battery lifecycle management, charger reliability and maintenance needs, utilization trends, and emerging grid integration technologies.	AMBAG, Cities & Counties, Power Utility, EV Infrastructure Providers
10.7. Explore and pursue, in partnership with community-based organizations, strategies to ensure lower-income and underserved community members are not excluded from the benefits of accessing EVs and the necessary charging infrastructure.	AMBAG, CBOs, Local & Regional Funders

Benefits & Outcomes

- Creates a clear implementation pathway by turning the EV CAR Framework from a planning document into an ongoing regional coordination process.
- Improves alignment across jurisdictions and partners by giving local governments, PG&E, charging providers, transportation agencies, funders, and CBOs a shared place to coordinate priorities and next steps.
- Supports more equitable deployment by creating a forum to focus on inclusion of lower-income, renter, rural, and underserved communities in the EV adoption cycle.
- Reduces implementation costs and delays by exploring joint procurement, shared engineering approaches, coordinated grant applications, and innovative financing structures.
- Strengthens climate resilience by helping partners incorporate PSPS exposure, grid constraints, and community vulnerability findings into project selection, design, and regional planning.
- Improves readiness for future funding by maintaining a pipeline of priority projects that are better defined, better coordinated, and easier to advance when funding becomes available.

Key Considerations

- **Avoid duplicating existing efforts:** The strategy should build from existing convenings where possible rather than creating a new process that adds administrative burden without clear value.
- **Forum design and authority:** The coordination structure should have a clear purpose, participation expectations, decision-making process, and relationship to existing regional planning forums.
- **Early coordination is critical:** Priority areas should be identified before grid constraints, permitting delays, or power outages become major barriers to service.
- **Balance regional consistency with local flexibility:** The forum can establish shared principles, templates, and priorities while allowing each jurisdiction to adapt implementation to local conditions.
- **Data sharing and confidentiality:** Grid capacity, charger utilization, cost, and project pipeline information may be sensitive or incomplete, so partners may need clear protocols for sharing and using information.

2.11 Adaptation Strategy #11: Direct Funding and Incentives Towards Underserved Communities



Overview & Purpose

This strategy addresses a key equity challenge identified throughout the EV CAR Framework: without intentional public investment, EV infrastructure, incentives, and associated benefits are likely to remain concentrated in communities that already possess greater financial resources, stronger market demand, and better existing charging access. Community engagement conducted as part of the Framework identified cost, charging access, renter limitations, and lack of awareness regarding EV programs as significant barriers to adoption, particularly among underserved populations. Directing investments and incentives toward underserved communities can help ensure that EV adoption advances regional climate goals while also increasing transportation equity, community resilience, and access to economic opportunity.

Equitable investment does not simply mean distributing charging infrastructure evenly. Rather, it means directing resources toward communities that face the greatest barriers to EV adoption and are least likely to benefit from market-driven deployment alone. The approach includes funding publicly accessible charging infrastructure, supporting EV affordability programs, coordinating multiple funding sources, and working closely with CBOs to ensure investments reflect community priorities and maximize accessibility.

This strategy focuses on aligning public funding, PG&E investments, incentive programs, and future grant opportunities with areas that face both transportation inequities and heightened climate-related vulnerabilities. Priority investment areas should be identified using the EV CAR Framework's Equity Guardrail Criteria, community engagement findings, climate vulnerability analysis, grid capacity analysis, and risk archetypes.

This strategy advances distributional equity by prioritizing EV infrastructure investments for highest-need communities and expanding fair and inclusive access to EV infrastructure. Partnerships with CBOs to identify community priorities and inform program design also support procedural equity. EV affordability programs and community education programs support structural equity by providing affordable and equitable access to EV infrastructure and increasing EV-related knowledge.

Implementation Actions

Implementation Actions		Implementing Partners
11.1.	Prioritize funding for publicly accessible charging infrastructure in renter-dominated neighborhoods, multifamily housing areas, and communities with limited access to private home charging.	AMBAG, CBOs, Local & Regional Funders, Cities & Counties, EV Infrastructure Providers
11.2.	Scale up the deployment of targeted EV incentive programs focused on underserved communities, including vehicle purchase assistance, charging incentives, and community education programs.	AMBAG, CBOs, Local & Regional Funders, Cities & Counties, EV Infrastructure Provider, Power Utilities
11.3.	Streamline application, eligibility verification, and reimbursement requirements to reduce participation barriers for low-income households and small organizations.	AMBAG, Local & Regional Funders, Cities & Counties
11.4.	Coordinate funding timelines and requirements across agencies and utilities to more comprehensively and effectively direct available resources to underserved communities.	AMBAG, CBOs, Local & Regional Funders, Cities & Counties

Benefits & Outcomes

- Expands access to EV benefits for low-income households, renters, rural residents, and underserved communities that may otherwise be left behind during the transition to electric transportation.
- Advances climate and transportation equity by directing investments toward locations with documented mobility, affordability, and charging access challenges identified through community engagement and equity analysis.
- Improves regional resilience by ensuring vulnerable communities have access to reliable transportation options and charging infrastructure before climate-related disruptions become more severe.
- Supports rural economic development by leveraging EV charging investments to attract visitors, travelers, and spending to small communities located along key transportation corridors.
- Increases utilization and return on investment by targeting infrastructure where unmet demand, charging gaps, and community need overlap.
- Builds trust and participation through partnerships with CBOs that can help shape program design, improve outreach effectiveness, and reduce participation barriers.

Key Considerations

- **Funding coordination:** Align regional, State, federal, utility, and local funding timelines so priority communities can layer resources for infrastructure, vehicles, outreach, operations, maintenance, and resilience features. Where possible, coordinate applications across jurisdictions to reduce administrative burden and strengthen competitiveness.

2.12 Adaptation Strategy #12: Sustain Local EV Awareness Campaigns that Advance EV Adoption with Local Partners



Overview & Purpose

This strategy addresses one of the most consistent barriers identified through community engagement: many residents, particularly in underserved communities, lack access to trusted, culturally relevant, and language-accessible information about EVs, which can create barriers to community participation in the region's EV transition. Findings from community outreach found that cost concerns, limited familiarity with EV technology, language barriers, renter constraints, and skepticism regarding EV performance during power outages all influence adoption decisions.

Sustained outreach and education efforts through culturally relevant, multilingual outreach and education can help ensure that EV adoption is driven not only by infrastructure deployment, but also by community understanding, trust, and confidence. Building public awareness of the overall EV driving experience, including the associated costs, maintenance requirements, charging considerations, and available incentives, can empower community members to make informed decisions about EV adoption and ensure the benefits of the region's EV transition are shared broadly. Partnerships with trusted CBOs are particularly important in order to leverage established relationships with populations that traditional agency outreach often misses. CBOs can also help establish pathways for two-way communication between public agencies and communities, thereby creating ongoing feedback cycles that reinforce procedural equity.

This strategy advances a long-term approach to EV engagement and education that relies on trusted local partners to deliver culturally relevant, multilingual, and community-centered information. Rather than treating outreach as a one-time activity associated with infrastructure installation or grant funding, this strategy supports ongoing engagement that evolve alongside the region's expanding EV charging network. CBOs should play a leading role in designing and delivering outreach programs, identifying community concerns, and helping implementing agencies understand barriers to adoption. Outreach efforts should be integrated into existing community events, public programs, schools, neighborhood organizations, and social service networks to maximize participation and reduce outreach fatigue.

Implementation Actions

Implementation Actions	Implementing Partners
12.1. Obtain sustained funding to support community-based organization capacity to lead EV awareness, education, and engagement efforts in underserved communities.	AMBAG, CBOs, Local & Regional Funders
12.2. Design culturally sensitive, in-language outreach materials and activities.	AMBAG, CBOs, Cities & Counties
12.3. Integrate EV education into existing community services and events.	AMBAG, CBOs, Cities & Counties
12.4. Create feedback loops between CBOs and implementing agencies.	AMBAG, CBOs, Cities & Counties
12.5. Track outreach outcomes and adapt strategies over time.	AMBAG, CBOs, Cities & Counties

Benefits & Outcomes

- Supports equitable adoption by making sure that underserved communities receive information, resources, and opportunities to participate in the transportation electrification transition.
- Increases EV awareness and understanding by providing accessible, culturally relevant information about vehicle ownership, charging options, costs, incentives, and emerging technologies.
- Builds trust in EV technology by addressing misconceptions regarding reliability, charging accessibility, emergency preparedness, and total cost of ownership.
- Advances Equity Guardrails objectives by promoting procedural equity through engagement and structural equity through increased EV knowledge and awareness.
- Improves effectiveness of public investments by helping residents understand and utilize infrastructure and incentive programs that have already been funded.
- Strengthens community-agency relationships through ongoing engagement and two-way communication rather than one-way information sharing or sporadic project-based outreach.
- Generates more responsive implementation decisions by creating opportunities for agencies and infrastructure providers to learn directly from community experiences and concerns.

Key Considerations

- **Trust matters:** Residents are often more likely to engage with information delivered by trusted local organizations than through traditional government outreach alone.
- **Language access is essential:** Outreach materials, events, and educational resources should be available in the languages spoken by the communities being served and reflect local cultural contexts.
- **Outreach must be sustained:** One-time campaigns rarely produce lasting behavior change. Long-term funding and organizational capacity are critical to maintaining community awareness and engagement.
- **Information should be practical and actionable:** Residents need clear information about available incentives, charging options, vehicle costs, emergency preparedness considerations, and local resources.
- **Meet communities where they are:** Integrating outreach into existing community events, schools, faith organizations, neighborhood programs, and service networks can increase participation and accessibility.
- **Feedback should shape decisions:** Community engagement should be used not only to disseminate information but also to identify barriers, evaluate programs, and inform future implementation .
- **Measure effectiveness:** Outreach programs should track participation, awareness outcomes, program utilization, and changes in community knowledge to guide future investments.