National E-Mobility Equity Virtual Conference

Thursday, Nov 12 & Friday, Nov 13

Thursday, November 12th – Day One			
Time	**Policy & Programs**	**Prosperity**	**Practice**
9 AM - 9:15 AM PST 12 PM - 12:15 PM EST	*Opening Remarks*		
9:15 AM - 10 AM PST 12:15 PM - 1 PM EST	<u>**Opening Keynote Speaker: What is Equity and Why is it Important?**</u> Dr. Robert Bullard Distinguished Professor of Urban Planning and Environmental Policy Texas Southern University		
10 AM - 10:15 AM PST 1 PM - 1:15 PM EST	*Break / Networking*		
10:15 AM - 11:15 AM PST 1 PM - 2:15 PM EST	**Developing Vehicle Rebates and Incentives that Work for Underserved Communities** EV's have historically been expensive & out of reach due to high upfront costs. With newer models & pre-owned EV's being more affordable, they're becoming more accessible. Vehicle rebates & incentives have also been a key strategy for increasing access to electric cars for low to moderate-income consumers. This panel will explore different	**Expanding Career Opportunities and Pathways in the E-Mobility Sector** The E-Mobility sector mobility will continue to create new workforce & economic opportunities such as charging station installations, automotive services, software developments & engineering. Panelists will discuss how to create pathways to careers in the E-Mobility industry for historically underserved & diverse communities.	**Building More Diverse and Inclusive Organizations to Strengthen Partnerships** This session will dive into the conversation "If the E-Mobility sector is going to advance, the ecosystem has to center equity at its core". The first step in this process is building genuine partnerships with more community-based organizations & diverse communities. <u>Sponsored By:</u> Multnomah County Office of Sustainability

	strategies to improve access to EV's for historically underserved communities through rebates & incentives.		
11:15 AM - 11:45 AM PST 1:10 PM - 2:45 PM EST	*Networking*		
11:45 AM - 12 PM PST 1:45 PM - 3 PM EST	*Break*		
12 PM - 1 PM PST 3 PM - 4 PM EST	**How Cities are Centering Equity in Transportation Electrification Programs** Many cities are leading the transportation electrification (TE) movement by working directly with communities to understand their needs and what opportunities they could potentially use. This panel will highlight cities of varying sizes from across the United States to hear different perspectives. Panelists will discuss how their cities have embedded equity into their TE planning process and share lessons learned.	**E-Mobility and Public Health** This informative session will explore the intersection of E-Mobility, Air Pollution, and public health. We will discuss how air pollution disproportionately impacts the health and well being of under-resourced and Frontline communities and present strategies to mitigate its impact.	**Conducting Community-Based Mobility Needs Assessments** Before implementing a pilot or policy, it's critical to understand the needs of the community. By conducting a community-based needs assessment, practitioners can create and develop more informed and successful pilots and policies. Panelists will describe how they've facilitated community needs assessment, best practices, and lessons learned.

Friday, November 13th - Day Two			
Time	**Policy & Programs**	**Prosperity**	**Practice**
9:00 AM - 10:00 AM PST 12:00 PM - 1:00 PM EST	**Increasing Access Effectively to Micro-Mobility and Multi-Modal Transportation Options** The global pandemic has showcased the need for a multi-modal transportation system that serves communities, especially frontline communities with limited transportation options. This panel will highlight how to increase access to micro-mobility for historically underserved communities through targeted pilot programs & partnerships between the private & public sectors.	**Historical Perspective of Transportation and its Impacts on Frontline Communities** This thought provoking session will provide an overview of the historical, institutional & systemic factors that led to the current transportation landscape while discussing its impact on Frontline communities & identify corrective actions that can be taken to dismantle these barriers.	**How Foundations, Utilities, and Others can Invest Effectively in Community-of-Color Led Organizations** This illuminating session will detail pathways for foundations & other allies to effectively & equitably invest in diverse organizations led by people of color working in the E-Mobility space.
10:00 AM - 10:15 AM PST 1:00 PM - 1:15 PM EST	*Break*		
10:15 AM - 11:15 AM PST 1:15 PM - 2:15 PM EST	**Centering Equity in Electric Utility Programs** In order to rectify how frontline communities have typically been excluded from new mobility options, several industry stakeholders are working to identify ways to engage &	**Driver-Centered Strategies for Helping Uber and Lyft Drivers Move to Electric Cars** With goals being set to electrify transportation network companies (TNC) fleets, it will be important to work with drivers on transitioning to electric vehicles. Most recently, Lyft committed to	**Changing The Narrative: Effective Campaigns That Market to Diverse Consumers** If we are going to expand the market share of EV drivers, we will have to change our marketing strategies. The automotive industry spends billions on automotive marketing & as more

	support these communities, including electric utilities. This panel will explore how utilities have centered equity in programs advancing transportation electrification by supporting community organizations, offering financial incentives, & increasing access to charging station infrastructure.	transitioning to 100% electric vehicles by 2030. Panelists will explore strategies that are centering drivers to more effectively electrify ride-hailing.	EVs hit the market, this session will explore how to move beyond the one size fits all marketing strategies with industry leaders.
11:15 AM - 11:45 AM PST 2:15 PM - 2:45 PM EST	*Networking Activity*		
11:45 AM - 12:15 PM PST 2:45 PM - 3:15 PM EST	*Closing Remarks*		

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