

# **DRAFT Community Engagement Plan<sup>1</sup>**

## **Overall Grant Objectives**

**We are aiming to create local, affordable charging options for the folks who can't charge at home. That means most, if not all of the stations we install are likely to be Level 2.**

We have three priority areas for stations:

1. High-density urban and suburban areas where residents lack access to private charging networks
2. Rural areas where the private charging market is less likely to install charging stations
3. Multi-modal transportation hubs where EV charging can support public and active transit options

## **Phase 1: Identifying Station Locations**

### **Engagement Objectives**

- Increase awareness of the Charge Up Dane County opportunity for EV charging infrastructure across our region.
- Increase number of entities applying to be a station host.
- Expand interest in EV infrastructure among populations less likely to own an EV including: renters; low and moderate-income households; and rural residents.
- Motivate residents to support EV charging station locations in their neighborhoods.

### **Target Audience(s)**

- Renters
- Low and moderate-income households
- Businesses with parking lots
- Local governments with parking lots
- Landlords with parking lots
- Nonprofits with parking lots

*A chart of specific outcomes for different audiences is provided on page 3.*

### **Webpage with Opportunity for Community Input**

The Dane County Office of Energy & Climate Change (OECC) has posted a webpage - <https://daneclimateaction.org/initiatives/Charge-Up-Dane-Co> - where OECC provides updates on this project and opportunities for public input. On the Charge Up Dane County page is [an interactive map of existing charging stations](#) in Dane County and [a web-based form](#) where people can recommend new station locations.

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<sup>1</sup> This plan must fulfill grant requirements – see the attached summary of those requirements.

## ***Meeting Materials***

We are reviewing materials available from Wisconsin Clean Cities and other entities to identify materials that explain:

- The financial and environmental benefits of EVs
- How EV charging works

In addition, we will create a one-pager that describes key requirements for an EV station host site.

We will have the maps showing existing EV station sites and MPO maps showing areas with high density where more EV charging is needed.

## ***Open House Locations***

We need to have at least 3 open houses across the County. We welcome EV Advisory Commission thoughts on those locations. It would be ideal to work with one or more EV Advisory Commission partners on each open house.

Additionally, we would like to table with information about Charge Up Dane County at a variety of regional events so that we engage more people. Again, we welcome EV Advisory Commission suggestions on the events to target.

## ***Webinar***

In addition to the Open Houses we will create a webinar that targets the entities that might consider be an EV charging station host. The webinar (recorded and available on-demand in multiple languages) will explain the requirements for host sites.

## ***Promotional Plan***

Once we identify the Open House locations we will:

- Advertise the events in OECC communications
- Send all EV Advisory Commission members and other interested stakeholders promotional materials about the events
- Submit event notices to local newspapers where appropriate
- Set up a Facebook events page for each Open House

## Messages and Outcomes for Specific Audiences

Audience	Messages	Outcome: Short-term <i>Learning</i>	Outcome: Medium-term <i>Action</i>
Local business and parking lot owners	<ul style="list-style-type: none"> <li>Charge Up Dane County is looking for charging locations in your area</li> <li>If your site is selected, the station is installed at no cost to you</li> <li>Stations must be accessible to the public and meet other criteria</li> </ul>	<ul style="list-style-type: none"> <li>EV chargers can increase consumer traffic</li> <li>EVs do not produce emissions – so they contribute to cleaner air</li> </ul>	<ul style="list-style-type: none"> <li>Apply to be a station host</li> <li>Recommend a station location site</li> </ul>
Faith communities, neighborhood centers			
Municipal staff			
Local multi-family landlords		<ul style="list-style-type: none"> <li>EV chargers can attract tenants</li> <li>EVs do not produce emissions – so they contribute to cleaner air</li> <li>Business opp for retail included in facilities</li> </ul>	
Equity Advocates	<ul style="list-style-type: none"> <li>Charge Up Dane County aims to ensure that all Dane County residents have access to affordable EV charging</li> </ul>	<ul style="list-style-type: none"> <li>Currently, most EV owners charge at home in their garages; we need infrastructure to ensure renters, especially in multi-family buildings, have access to affordable charging too</li> <li>Used EVs can be affordable commuter cars</li> <li>EVs typically cost less to maintain than gas cars</li> </ul>	<ul style="list-style-type: none"> <li>Suggest an area that could benefit from EV charging infrastructure</li> <li>Encourage someone to apply to host an EV station</li> </ul>
Renters	<ul style="list-style-type: none"> <li>By installing EV charging in your neighborhood, Charge Up Dane County will make it more feasible for you to own an EV</li> </ul>		
Neighborhoods	<ul style="list-style-type: none"> <li>Public EV infrastructure is an asset to neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>EVs do not produce emissions – so they contribute to cleaner air</li> </ul>	<ul style="list-style-type: none"> <li>Recommend a station location site in your neighborhood</li> </ul>
Climate Advocates	<ul style="list-style-type: none"> <li>Charge Up Dane County aims to ensure that all Dane County residents have access to affordable EV charging</li> </ul>	<ul style="list-style-type: none"> <li>Expanding EV adoption is an important climate solution</li> </ul>	<ul style="list-style-type: none"> <li>Recommend station location sites</li> <li>Share information about Charge Up Dane County with others</li> </ul>

## Charge Up Dane County Contract Requirements

*These engagement efforts must fulfill Task 2 of our proposal and contract, which is copied below.*

### **Task 2. Engage Community in EV Charging Network Planning**

An important priority for this initiative will be community engagement around the planning and siting of the new stations. Engagement will include:

- At least three open house events in high-priority areas of the County
- A dedicated webpage
- At least one webinar posted to the webpage

Each of the engagement strategies are described below.

The Leadership Team will work with Dane County staff to plan and implement at least three open house events aimed at:

1. Informing Dane County residents, businesses, and other stakeholders about this project to create an equitable regional EV charging network,
2. Gathering input from residents and businesses throughout the region to inform design decisions around both station locations and type of stations (Task 3), and
3. Educating the community about the availability and benefits of zero-emission vehicles and infrastructure (Task 7).

The open houses will target a broad spectrum of the community, with an emphasis on engaging residents and businesses in areas without adequate public charging. The Leadership Team will provide guidance on the best design for each open house's audience, location, and content to ensure they achieve the aims described above. Insofar as possible, the events will leverage existing educational materials, including those from [Drive Electric Wisconsin](#) and [Wisconsin Clean Cities](#). Dane County will create a plan for the open houses that includes meeting objectives and target audience, agenda, meeting materials, and a promotional plan to encourage strong attendance. The Leadership Team will promote the open houses through their own communication channels, and Dane County will provide additional communications and marketing support to ensure these events are well attended.

Additionally, Dane County will create a web page for this project on its [website](#) where the public can access information about project aims, progress, and outputs. The site will also enable visitors to provide feedback on station locations or other design considerations as well as a form where entities can indicate that they want to learn more about hosting charging stations at their site. The site will leverage existing EV educational materials from Drive Electric Wisconsin and Wisconsin Clean Cities, as well as other national sources. The website will be updated regularly during the project and beyond. Consistent with all Dane County websites, the web page will be available in English, Spanish, and Hmong.

Dane County Project Manager will organize at least one webinar about the EV charging infrastructure opportunity and post a recording of the webinar on the project web page. The webinar will be available in English, Spanish, and Hmong. Our team finds that webinars are an effective way to reach a broad audience of stakeholders across our region.

All members of the Leadership Team will promote these engagement opportunities through their networks. Dane County will promote the event to:

- Local governments and school districts through the Sustainability Leaders Collaborative;
- Businesses and nonprofits through local Chambers of Commerce;
- BIPOC, environmental justice, and Justice40 organizations via direct communications; and
- The general public through social media and OECC newsletters.

### ***Task 2 Milestones***

M3: Dane County finalizes engagement plan.

M4: Dane County posts a project web page on its website.

M5: Dane County organizes at least 3 open houses across Dane County.

M6: Dane County hosts at least one webinar about the project, available in English, Spanish, and Hmong.

M7: Dane County provides a summary of public input to Leadership Team.