

TEAM KENTUCKY EVCHARGING PROGRAM

Meeting: Team Kentucky Stakeholder Meeting #9

Time and Date: Wednesday, October 23, 3 to 4 pm ET

Location: Teams

Presenters	Role
Justin Harrod	KYTC, EV Charging Infrastructure Planning and Deployment Lead
Robert Frazier	HDR, Consultant Team Project Manager
Mindy Peterson	Parsons, Consultant Team Communications Director

Meeting Summary (A copy of the meeting presentation is attached.)

1. **Introductions**
 - a. J. Harrod welcomed the group and team self-introductions were made.
2. **EV Program Progress**
 - a. J. Harrod shared a recap of the NEVI program, the vision and goals of the EV Charging Program, and progress to date within the program.
3. **RFP #3 Update**
 - a. J. Harrod shared an update on the status of RFP #3.
4. **Stakeholder Meeting #8 Survey Results**
 - a. R. Frazier shared the results of post-meeting survey from the previous stakeholder meeting.
5. **Discussion of Outreach for Disadvantaged Communities (DAC) Outreach Plan**
 - a. Information about the DAC Outreach Plan development was shared.
 - b. The DAC Working Group met earlier on 10/23 and discussed the best tools and tactics, audiences that should be reached, stakeholders that should be included, and ambassadors to assist.
 - c. Several comments were shared by the group including scheduling meetings around community events, including activities or care for children, including materials in multiple languages, using trusted and known stakeholders to share information, and building program and EV understanding among disadvantaged communities.
 - d. More information/discussion is captured in the summary of the meeting chat.
6. **Discussion of Measuring Success**
 - a. A discussion was held surrounding:
 - i. What does success look like?
 - ii. How do we measure benefits of the EV program for disadvantaged communities?
 - iii. More information/discussion is captured in the summary of the meeting chat.

7. Schedule and Next Steps

- a. The DAC outreach plan will be distributed before and discussed at the next DAC Working Group Meeting in January.

8. Comments via Chat

- a. Is it possible for you to overlay the projected online dates for those 37/38 awarded stations?
 - i. Stations will go live in the coming months. Be sure to check [KYEVCharging.ky.gov](https://www.kyevcharging.ky.gov) for updates.
- b. There was an [article in WSJ](#) today on this topic. It underscores the importance of sharing project successes.
 - i. It's important to the Project Team to highlight successes and progress (website, social media posts, newsletters, etc.)
- c. Have you considered partnering with employees of the EV battery plants or other "green businesses" as ambassadors? Specifically mentioned the AESC battery plant in Bowling Green and mentioned many employees likely represent disadvantaged communities.
 - i. Those comments and connections are very important.
 - ii. The project team will continue outreach and sharing materials with stakeholders, including plants and others as possible ambassadors.
- d. Have you seen any impacts from the EV excise tax yet? Are residents aware of it? Is it turning off any station developers from coming into Kentucky?
 - i. The tax is still relatively new to try to measure specific impacts. More information can be found on this [Kentucky Department of Revenue webpage](#). Specific questions can be addressed to the Department of Revenue.
- e. I also think there is a lot of work to be done to explain why an EV is a good option for disadvantaged communities. To date, they have been a bit more expensive than ICE options. That has changed recently and may now be a great option for those communities. Do we have good data for disadvantaged community EV demand?
 - i. Understanding hurdles and sharing strong information is an important part of outreach.
 - ii. Upcoming public meetings and other outreach will touch on a variety of topics, including these perceived barriers.
 - iii. Four regional public meetings are expected in March and April 2025. We hope to share dates and locations at our next stakeholder meeting in January.
 - iv. Electric vehicle registration data, by county and by zip code, is available from KYTC using its [DataMart](#) website.