WEBVTT

1
00:00:23.309 --> 00:00:27.390
Hello, everyone welcoming you to today's webinar.

2
00:00:28.704 --> 00:00:30.175
My name is Robyn Marquis.

3
00:00:30.445 --> 00:00:45.265
I'm the program lead for the New York Clean Transportation Prizes, an 85 million
dollar initiative that was announced on April 20th where we launched a series of 3
prize competitions that we'll get into a bit

4
00:00:45.265 --> 00:00:45.625
more today,

5
00:00:45.625 --> 00:00:49.164
but just wanted to welcome you all and cover a few housekeeping items,

6
00:00:49.164 --> 00:00:49.435
first,

7
00:00:49.435 --> 00:00:50.935
as everyone's joining.

8
00:00:50.935 --> 00:01:04.885
So you may have noticed that we have a poll up right now, just curious why you're
attending today's webinar please respond, and then we'll display the results after a
few more minutes.

9
00:01:07.379 --> 00:01:11.189
Also want to note that this webinar is being recorded.

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00:01:11.189 --> 00:01:15.420
We will be posting it on the websites.

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00:01:15.420 --> 00:01:20.640
So each of the individual challenges has a resources page.

12
00:01:20.640 --> 00:01:24.900
So, as you can see on our meeting procedures slide here.

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00:01:24.900 --> 00:01:39.209
Um, you can go to one of the specific challenges, it's respective resource page to get both the recording of today's and additional resources available for those that are participating in the prizes.

14
00:01:39.209 --> 00:01:43.650
I also want to mention that we have the chat function up.

15
00:01:43.974 --> 00:01:44.215
So,

16
00:01:44.215 --> 00:01:46.734
if you are looking to make a connection,

17
00:01:46.734 --> 00:01:48.984
if you're interested at looking for partners,

18
00:01:50.215 --> 00:01:59.305
you can put in your name and organization into the chat to kind of raise your hand for others to raise awareness that you're looking for a partner.

19
00:02:00.120 --> 00:02:06.299
Also noting that we will be doing a Q&A, at the end after the third speaker.

20
00:02:06.299 --> 00:02:18.360
So, if you have any questions during the remarks, we'll have the Q&A feature. We'll be fielding those questions. And then if there are some questions that we're unable to get to during the webinar.

21
00:02:18.360 --> 00:02:31.289
there is contact information on each of the prize websites to address additional inquiries as you're preparing to propose to the to the prizes.

22
00:02:31.289 --> 00:02:34.560
So our

23
00:02:35.814 --> 00:02:41.724
The website for the prices is NYcleantransportationprizes.org

24
00:02:41.965 --> 00:02:55.974
So that's where you'll find all the information on the proposal, the rubric, these resources that we mentioned, and where we can get more information on the 3 specific challenges. And from there, you can go to a website for each individual challenge.

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00:02:56.280 --> 00:03:02.069
So, the 3 of the 3 prizes are the clean neighborhoods challenge,

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00:03:02.069 --> 00:03:07.405
The electric mobility challenge, and the electric truck and bus challenge.

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00:03:07.854 --> 00:03:17.155
So, for each of those on their respective websites, we have the full details of what the prizes objectives are and how you can apply.

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00:03:17.844 --> 00:03:18.115
So,

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00:03:18.115 --> 00:03:18.835
for today,

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00:03:19.134 --> 00:03:33.625
we're offering the 1st of our 3 educational webinars to help provide additional background information for those of you who are looking to participate in the prizes and for more resources on electrification and some trends in the

31
00:03:33.625 --> 00:03:34.254
industry.

32
00:03:34.590 --> 00:03:38.069
So, for today's 3 speakers.

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00:03:38.069 --> 00:03:47.580
We have, and Britt I know you're going to need to correct this, but I'm going to try, Britt Reichborn-Kjennerud.

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00:03:47.580 --> 00:03:51.659
Section Manager of Electric Vehicles at Con Edison.

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00:03:51.659 --> 00:03:57.360
We have Ben Prochazka Executive Director of the Electrification Coalition.

36
00:03:57.360 --> 00:04:11.099
And Mandy Bishop, Deputy Director of Public Service, and a Smart Columbus Program
Panager in Columbus, Ohio. So Brit leads the design and operations for Con Ed's
electric vehicle incentives program.

37
00:04:11.099 --> 00:04:11.909
Previously,

38
00:04:11.905 --> 00:04:12.745
in her work at Con

39
00:04:12.745 --> 00:04:13.314
Edison,

40
00:04:13.375 --> 00:04:26.514
she focused on deploying energy storage and other distributed energy resources to
meet grid needs and develop novel business models for leveraging storage to support
utility operations and customers.

41
00:04:26.788 --> 00:04:35.579
Prior to joining Con Edison and 2014 Brit completed her PhD and a research
fellowship in physics at Columbia University.

42
00:04:35.579 --> 00:04:44.548
And our 2nd, speaker Ben Prochazka joined the Electrification Coalition in October
2012 as the Director of Strategic Initiatives.

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00:04:44.548 --> 00:04:55.738
To help lead the Outside the Beltway initiatives, and now serves as their Executive
Director. Ben has spent more than a decade working in environmental human rights and
voter engagement efforts.

44
00:04:55.738 --> 00:05:04.259

His experience includes leadership roles at Save Darfour Coalition, The Colorado Environmental Coalition,

45
00:05:04.259 --> 00:05:09.269
The New Voters Project and the U. S. Public Interest Research Group.

46
00:05:09.269 --> 00:05:21.838
And our 3rd speaker today is Mandy, who joined the city of Columbus in July 2017 she uses her 22 years of industry experience with an emphasis on complex project management

47
00:05:21.838 --> 00:05:34.199
To lead the delivery of the US DOT Vulcan and American Climate Change Challenge grant-funded programs. She oversees finance, human resources, and vision zerp for the department.

48
00:05:34.199 --> 00:05:40.048
Prior to joining Columbus, Mandy was a Senior Project Manager with GPD group.

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00:05:40.048 --> 00:05:49.019
Managing public improvements for the city of Dublin. She holds a bachelors degree in civil engineering from the Ohio State University.

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00:05:49.019 --> 00:05:53.249
And is a registered Ohio professional engineer and surveyor in term.

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00:05:55.199 --> 00:06:00.178
So, with that going to transition to our 1st speaker, Britt.

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00:06:07.644 --> 00:06:21.744
Good afternoon, thank you so much for inviting me to join this event. Very excited to be helping to kick off this really innovative and interesting program.

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00:06:22.494 --> 00:06:23.213
I am, Britt Reichborn-Kjennerud

54
00:06:24.444 --> 00:06:30.713
you did a pretty good job with the last name, I am Section Manager of electric vehicle,

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00:06:31.223 --> 00:06:32.574
execution operations,

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00:06:32.574 --> 00:06:41.963
so I focus on designing and implementing our EV infrastructure incentive programs at
Con Edison for those of you,

57
00:06:41.963 --> 00:06:43.884
that aren't familiar with Con Ed

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00:06:43.913 --> 00:06:53.814
We, our territory encompasses New York City and Westchester County, which is a much
more suburban area north of the city.

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00:06:54.204 --> 00:07:06.533
So, our territory really ranges from very dense urban to very typical suburban. At
the most dense spots there's 70,000 people per square miles.

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00:07:06.533 --> 00:07:07.913
So think midtown,

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00:07:08.394 --> 00:07:21.834
Manhattan and 2 gigawatts of electric load density in those densest areas so
definitely presents some unique challenges.

62
00:07:21.863 --> 00:07:31.764
But also some unique opportunities. I'll talk about a bit later. Across our customer
base, we serve about 10 million customers, electricity. We deliver electricity.

63
00:07:31.764 --> 00:07:42.113
We don't in most cases generate it and we also deliver gas and produce and deliver
steam to some of the customers in our territory.

64
00:07:44.363 --> 00:07:58.283
And we're really extremely excited about all that is happening in transportation
electrification across New York state. Right now we've had demonstration projects
and other pilots going.

65
00:07:58.283 --> 00:08:07.014

But it seems like in the last couple years really momentum has picked up quite a bit
across a number of initiatives.

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00:08:08.423 --> 00:08:14.454
And really what's driving all of this is the Climate Leadership and Community
Protection Act.

67
00:08:14.483 --> 00:08:28.913
That is the state law that encodes our climate targets and the ones driving
activities, and transportation are the greenhouse gas reduction goals of 40% by 2030
and 85% reduction by 2050.

68
00:08:28.913 --> 00:08:32.964
and it's very clear with transportation contributing over 1/3rd,

69
00:08:32.964 --> 00:08:35.844
to emissions in the state,

70
00:08:35.844 --> 00:08:39.653
and the only growing sector in greenhouse gas emissions,

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00:08:39.653 --> 00:08:43.913
and use that we really need ambitious,

72
00:08:43.913 --> 00:08:53.724
bold programs across all vehicle classes if we're going to be able to achieve these
greenhouse gas reduction goals.

73
00:08:56.908 --> 00:09:02.879
And what that means in terms of vehicles on the road across New York State

74
00:09:02.879 --> 00:09:06.808
there is a goal to

75
00:09:09.923 --> 00:09:22.764
25, that's focusing on cars and vans, light duty vehicles, just to give you a sense.
That's a, we need a 12 fold increase in ConEd's territory alone from 20,000 to
238,000 cars.

76

00:09:22.764 --> 00:09:35.903
So really aggressive goals on the light duty side and then in the medium and heavy
duty sector, recently, New York signed on to a multi state agreement with a goal of
30% of sales.

77
00:09:39.208 --> 00:09:49.974
Be electric by 2030 and 100% by 2050. so a lot needs to be done to hit those
targets. And, of course, under the CLCPA one of the key.

78
00:09:55.019 --> 00:10:07.313
Aspects is bringing these climate benefits to what's referred to as disadvantaged
communities. These are low and moderate income customer areas and environmental
justice areas.

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00:10:07.614 --> 00:10:21.624
And so this prize competition is really important because it's going to be bringing
a focus on to the medium and heavy duty sector. And delivering those benefits to
disadvantaged communities.

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00:10:22.734 --> 00:10:32.423
There's been a lot of activity in the last couple years. First of all there have
been some operating incentive programs.

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00:10:32.754 --> 00:10:44.754
So we started in New York state with all the utilities implementing a DC fast
charger/plug-in incentive program. A ConEdison has a smart charge, New York. Um.

82
00:10:45.089 --> 00:10:59.214
Off peak incentive program and other New York state utilities have also proposed
managed charging programs so a lot happening on the operating cost side and then on
the infrastructure side

83
00:10:59.933 --> 00:11:05.813
in 2020 in July an order was issued by the PSC for all the New York state.

84
00:11:06.839 --> 00:11:07.168
Uh,

85
00:11:07.193 --> 00:11:10.014
utilities to launch light duty,

86
00:11:10.043 --> 00:11:17.063
make ready programs so this is incentives to bring the service from the grid to the
charger,

87
00:11:17.063 --> 00:11:20.693
although not the charger itself for those light duty vehicles,

88
00:11:20.693 --> 00:11:22.344
like cars and small vans,

89
00:11:22.403 --> 00:11:27.474
small STDs and so those programs have been launched.

90
00:11:27.474 --> 00:11:38.993
They're underway in the State the goal is 55,000 charging plugs being installed by
2025. so when I spoke about bold and ambitious programs, that's exactly what I'm
talking about.

91
00:11:41.698 --> 00:11:49.043
And all the New York state utilities also launched a pilot program for make ready
for medium and heavy duty.

92
00:11:50.124 --> 00:12:03.683
But in that order, came also this authorization of this prize competition, and this
is going to help sort of address sectors that aren't addressed at scale in, in that
July 2020 order.

93
00:12:04.828 --> 00:12:11.578
Now, in terms of the electric vehicle market, especially in New York state.

94
00:12:11.578 --> 00:12:16.163
I would say a lot of progress has been made in the last years on the light duty
side.

95
00:12:16.884 --> 00:12:21.984
We now have large scale funding for the light duty infrastructure,

96
00:12:22.854 --> 00:12:33.293
the vehicles availability and maturity are very well established and even the

economics on the light duty side are very positive.

97
00:12:34.134 --> 00:12:35.994
We're sort of around the corner,

98
00:12:35.994 --> 00:12:37.524
or maybe a few years out,

99
00:12:37.553 --> 00:12:45.323
depending on which projections you look at for costs parity on light duty vehicle cost and of course,

100
00:12:45.323 --> 00:12:57.984
the total cost of ownership taking into account the lower sort of electric fueling costs and maintenance costs is already positive. On the medium and heavy duty side,

101
00:12:58.014 --> 00:13:08.063
There's a little bit more work ahead and you can see that even just in the much lower vehicle adoption rates we see in territory.

102
00:13:09.323 --> 00:13:14.903
The number of vehicle options is expanding and certainly for some vehicle types,

103
00:13:14.903 --> 00:13:18.144
like school and transit buses,

104
00:13:18.384 --> 00:13:19.134
medium,

105
00:13:19.163 --> 00:13:19.673
size,

106
00:13:19.673 --> 00:13:20.724
delivery trucks,

107
00:13:20.724 --> 00:13:22.134
or large delivery vans,

108

00:13:22.583 --> 00:13:36.504
there are more and more options and the number of options are growing but there
still are not necessarily road tested road proven vehicles at all vehicle classes
and additionally

109
00:13:36.923 --> 00:13:41.874
there aren't quite the same financial incentives at full scale.

110
00:13:41.874 --> 00:13:46.974
Like we have in the light duty, make ready program and those operating cost
incentives.

111
00:13:48.024 --> 00:13:59.333
But there's also additional challenges, I would call out and medium and heavy duty
where the fleets really need to come to a total sort of paradigm shift.

112
00:13:59.333 --> 00:14:08.303
In the way they're thinking about procurement and running their operations. They
need help selecting vehicles.

113
00:14:08.573 --> 00:14:18.203
They need to understand the charging infrastructure costs and the timelines and all
the factors to weigh in designing and implementing that charging infrastructure.

114
00:14:18.624 --> 00:14:25.073
And what does it really mean to think about their operating costs when they're
fueling with electricity rather than gas?

115
00:14:26.394 --> 00:14:37.224
So, there's definitely also a need for education and supporting the fleets as they
sort of face this transition to electrify.

116
00:14:38.844 --> 00:14:39.053
And,

117
00:14:39.053 --> 00:14:39.683
of course,

118
00:14:40.134 --> 00:14:44.783
with the focus on bringing the benefits to disadvantaged communities,

119
00:14:45.803 --> 00:14:48.533
we do see some challenges in the early days with,

120
00:14:48.533 --> 00:14:59.663
especially under the light duty program having fewer of customers actually our LMI
customers owning and driving those light duty vehicles.

121
00:15:00.984 --> 00:15:02.394
But we, we've been.

122
00:15:02.964 --> 00:15:06.293
Working to be creative in these early days thinking,

123
00:15:06.653 --> 00:15:21.504
as I imagine a lot of the folks on the phone will be thinking about as they they
consider what they might propose how we can reach these customer segments in other
ways whether it's targeting specific locations that

124
00:15:21.504 --> 00:15:22.734
have that sort of E.J.

125
00:15:22.734 --> 00:15:28.163
history or thinking about customer segments that might not own the vehicles but,

126
00:15:28.163 --> 00:15:28.644
for example,

127
00:15:28.644 --> 00:15:38.153
transit or ride share where you really can try to find meaningful ways to bring the
benefits to those disadvantaged communities.

128
00:15:38.818 --> 00:15:42.989
I'll transition now to talk a bit about.

129
00:15:42.989 --> 00:15:55.229
How applicants can think about working with utility what it means to plan a project
and what the impacts might be on the grid.

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00:15:55.229 --> 00:15:57.923
For ConEdison's point of view,

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00:15:57.953 --> 00:16:12.744
we're very committed to supporting transportation electrification transition and
we're excited about what we might see developed under these price competitions and
really our role

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00:16:12.744 --> 00:16:15.264
here is not gonna be as a project partner.

133
00:16:15.774 --> 00:16:29.364
We wouldn't be on a project team, but rather we would play a more support role. Part
of that is gonna be helping applicants understand, sort of how their project might
impact the grid and how to plan accordingly.

134
00:16:29.364 --> 00:16:40.703
I'll talk a bit more about that and really what we bring is that the key platform,
which is the electric grid that's going to enable any of these electrification
initiatives.

135
00:16:41.339 --> 00:16:51.269
And I think some, some sort of key things I want to point out, as you're thinking
about planning a project and,

136
00:16:51.269 --> 00:17:05.753
You know, considering various partnership and business models, and who's sort of
going to install and own and operate their sort of two cost buckets to consider. One
is the upfront costs.

137
00:17:06.114 --> 00:17:14.423
And, of course, there's gonna be costs at the charge charger site, the customer
property as it were.

138
00:17:15.144 --> 00:17:30.084
And there also may potentially be some grid upgrades that the customer or the site
developer would be responsible for. And again, our role here is to do the analysis
for the grid impact and help.

139
00:17:31.253 --> 00:17:37.253

Applicants understand what the implications are in terms of cost as well as timeline.

140
00:17:38.304 --> 00:17:47.874
And then the second factor is the operating costs and there again, we can advise on the different rate types.

141
00:17:48.148 --> 00:18:02.848
That are available and across our commercial rates, we have 3 different types so which rate types might be a best fit and some estimates of what the operating costs really may look like for.

142
00:18:02.848 --> 00:18:13.499
This particular project timeline, this is to keep in mind you want to start working with utility.

143
00:18:17.338 --> 00:18:21.148
So, and the potential.

144
00:18:23.453 --> 00:18:24.773
To plan your project,

145
00:18:25.614 --> 00:18:28.344
and then once you're ready to actually initiate,

146
00:18:28.344 --> 00:18:29.003
you know,

147
00:18:29.213 --> 00:18:40.403
exactly what what the utilities going to need to do any analysis and then we can provide estimated costs and also timeline for the project install.

148
00:18:40.644 --> 00:18:47.364
So so working with utility early will really help you with planning your schedule as well as your budget,

149
00:18:47.604 --> 00:18:56.634
and provide that reality check on which sites might be best for implementing your particular model.

150
00:18:58.314 --> 00:19:12.473
Now, moving on to some challenges, not to be too much of a downer, but especially
ConEd has a fairly dense urban environment, but some of these challenges apply
across the board.

151
00:19:13.919 --> 00:19:27.864
Anywhere you bring a large amount of KW load increases there's always a potential
for grid upgrades and those can, although don't always result in customer cost.

152
00:19:28.193 --> 00:19:41.663
And those also can take up to a year or more. Additionally, there's just the cost of
real estate in New York limitations on space.

153
00:19:41.993 --> 00:19:45.594
So, even if you have a

154
00:19:45.898 --> 00:19:58.013
Adequate grid capability, what's what's capable of the site and when you work in New
York City, if you have plans to work on the curbside, or in the street, you're
always gonna be working with the public design commission.

155
00:19:59.334 --> 00:20:06.894
So leaving you with some of those, hopefully helpful pieces of advice, I am going to
pass it on to the next speaker.

156
00:20:14.489 --> 00:20:28.019
Thanks, Britt. So this is Robyn again before we transition to Ben, our 2nd speaker
just want to note that at the beginning of this, we had called that we could use the
chat function. If you want to put out there that

157
00:20:28.019 --> 00:20:38.429
Um, you're looking or interested in partnering with someone, and we are seeing some
of those coming into either the hosts or the panelists so, in the.

158
00:20:38.429 --> 00:20:52.223
In the chat box, just make sure that where you're sending the message, there's a
drop down and if you pick everyone, then everyone will be able to see it. So we have
been trying to relay the messages that we're getting here on the back end.

159
00:20:52.253 --> 00:20:58.403

But just want to make sure that you're aware of where the message is going so that other people see it as well.

160
00:20:58.739 --> 00:21:04.409
So, with that going to transition now to Ben, from the Electrification Coalition.

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00:21:04.409 --> 00:21:10.828
Great well, thanks, Robyn and it's just to echo a little bit of what.

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00:21:10.828 --> 00:21:20.663
Uh, Britt, and I will not attempt to say the last name, but it's really great to be a part of this. It's really great to see the leadership from the state of New York on this.

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00:21:20.693 --> 00:21:29.693
And I think is a, I have my 1st slide, which is just up and it's talking about the future is electric. And I think as a premise

164
00:21:30.233 --> 00:21:32.753
I want to just put in people's head.

165
00:21:33.503 --> 00:21:48.354
one of the things that I really feel is happening, which is, it's not a question of if it's a question of when and so programs, like the New York Clean Transportation Prizes are an example of a ways that we're going to accelerate the, when.

166
00:21:48.443 --> 00:22:03.263
And I think the opportunity to partner with communities with OEMs and manufacturers and with NGOs is a really great opportunity to kind of do a pull the world together to create a response

167
00:22:03.263 --> 00:22:06.233
to a really big challenge and a really big opportunity.

168
00:22:06.294 --> 00:22:07.104
So, next slide.

169
00:22:08.608 --> 00:22:14.459
So, if you are familiar with the Electrification Coalition.

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00:22:14.459 --> 00:22:24.804
Um, we are a national organization that works to accelerate the adoption of plugging
electric vehicles across the country. We have sort of a DNA of working on pilots to
scale.

171
00:22:25.314 --> 00:22:34.733
So we ran and it's flagged at the bottom there, but we ran at the accelerator
community. A bunch of years ago in northern Colorado, which is a great opportunity,
and it still exists.

172
00:22:35.213 --> 00:22:44.153
We also replicated that in New York as a project, and funded by NYSERDA, which
basically helped to accelerate the adoption in Rochester, New York.

173
00:22:45.203 --> 00:22:56.183
We also work on freight and we have a freight and delivery goods pilot program,
working with Nestle and several other partners on that. Arounds freight
electrification

174
00:22:56.213 --> 00:23:02.604
We support the American Cities Climate Challenge as a technical adviser for, which
is funded by Bloomberg.

175
00:23:03.324 --> 00:23:11.273
And then we also work at the intersection of policy and implementation at the local
state and federal level next slide.

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00:23:14.814 --> 00:23:17.723
So, why electric why is this the thing now?

177
00:23:17.723 --> 00:23:18.653
I think in some ways,

178
00:23:18.653 --> 00:23:19.223
if you're on this,

179
00:23:19.223 --> 00:23:20.064
you probably know,

180

00:23:20.124 --> 00:23:22.163
but I will offer a few pieces,

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00:23:22.163 --> 00:23:36.804
which is ultimately there's this intersection around equity in transportation and
one of the biggest costs for the average person out there and has the biggest impact
on their ability to to lift themselves out of poverty is actually

182
00:23:36.804 --> 00:23:44.034
transportation costs and so electrification in the long term is going to help drive
down transportation costs and that's going to be really important.

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00:23:44.663 --> 00:23:56.183
It has huge environmental benefits. We all talk about the idea of GHG emissions and
we need to meet climate targets, but it also has a lot of other benefits also
connected to equity.

184
00:23:56.183 --> 00:24:03.653
But the idea of localized air pollution, obviously a zero emission tail pipe creates
a huge solution to a lot of air quality problems.

185
00:24:04.523 --> 00:24:17.933
But there's also down system solutions with the idea that, as we reduce our
dependency on oil as a transportation fuel, which currently monopolizes
transportation then it's going to solve some of those other down system or down
cycle issues.

186
00:24:18.233 --> 00:24:20.604
And then we connect to the grid. And we get

187
00:24:20.878 --> 00:24:32.939
Vehicles plugging in, it's only going to help improve the speed by which we can get
renewables and other things online and the, in the, in the power system and that. My
simplest way in term of offering that is.

188
00:24:33.173 --> 00:24:47.634
Every an EV is the only car or only vehicle that's going to get cleaner over time.
There's actually a recent study by Denver where they did of Leaf over 3 years and
it's actually gotten cleaner since they plugged that vehicle in, I think is a great
example.

189

00:24:48.114 --> 00:24:54.894
There's also a lot of opportunity around just expanding offerings and one of the benefits of of electrification is

190
00:24:55.078 --> 00:25:04.884
The idea that the battery is the same battery, whether it's on the light duty car and that lead for that, you know, whatever it is, all the way up through medium duty, heavy duty vehicles.

191
00:25:05.394 --> 00:25:19.163
So, as we build out the manufacturing system, you know, we're going to be able to hit scale really fast, but we have a long ways to go and projects like this are going to make a big difference. And then I already mentioned the reduce the opportunity to reduce oil dependency next slide.

192
00:25:22.644 --> 00:25:23.213
So,

193
00:25:23.814 --> 00:25:25.463
we're at this position right now,

194
00:25:25.463 --> 00:25:29.483
and if you look at the trends were moving faster than most thought,

195
00:25:29.844 --> 00:25:34.314
we would even move and you can look at a lot of different things out there,

196
00:25:34.344 --> 00:25:35.784
whether it's BNEF, Bloomberg,

197
00:25:35.784 --> 00:25:36.203
New Energy,

198
00:25:36.203 --> 00:25:36.804
Finance,

199
00:25:36.804 --> 00:25:46.943
or other projections that talk about the idea that we might hit 50% of all vehicles sold by 2040 or there abouts but we have 250 Million vehicles on the road in the US.

200
00:25:46.943 --> 00:25:53.723
And so it's going to take a big effort to move forward and and really work to transition that.

201
00:25:53.723 --> 00:25:54.743
And fortunately,

202
00:25:55.374 --> 00:25:57.503
we haven't once in a generational opportunity,

203
00:25:57.713 --> 00:26:03.413
I think right now with the priority that the administration there's efforts at the state level,

204
00:26:03.413 --> 00:26:03.503
like,

205
00:26:03.503 --> 00:26:06.804
what NYSERDA is proposing on the New York Clean

206
00:26:06.804 --> 00:26:11.544
Transportation Prizes there's also incredible amount of state and local leadership and then,

207
00:26:11.544 --> 00:26:11.814
we're right

208
00:26:11.814 --> 00:26:25.943
At that cost curve or technology and costs are ready and now we just need the programs to hit that implementation faster but we're hitting all vehicle formats. So we used to think of it as just cars. But now it's all of the above. Next slide.

209
00:26:33.568 --> 00:26:39.358
So, I talked about all of the above, but I think this is also a great example of the idea that

210
00:26:39.358 --> 00:26:48.324
There are big things happening, big investments from the OEMs, big commitments being made from the folks in the fleet side.

211
00:26:48.534 --> 00:27:01.824
And these, these, these next 3 slides just kind of offer an example of those
headline after headline after headline. But it does mean that we need to take, you
know, we need to harness this opportunity because every day.

212
00:27:02.874 --> 00:27:16.074
You know, that a car that we don't move faster, it means that a car is going to be
on the road for 12 to 20 years and they're contributing to the challenges that exist
with our dependency on oil or the, the climate or air quality issues.

213
00:27:16.614 --> 00:27:28.344
But there's also lots of other issues that exist there. And so I think the idea that
these big investments are happening and that we have this opportunity it's the
perfect time for something like the New York Clean Transportation Prizes to be
happening.

214
00:27:30.534 --> 00:27:43.794
And I mentioned air quality, but I think this is, you know, this is kind of one of
those issues where it just helps identify why we have this challenge. Obviously,
this is a pretty graphic example of that.

215
00:27:44.034 --> 00:27:54.624
But right now we're seeing that the opportunity to move faster on transportation
electrification so that we don't have to look at this site moving down the road next
slide.

216
00:27:57.358 --> 00:28:11.729
That being said there are a lot of things to consider when you're thinking about the
project. So, you know, large scale electrification projects are going to require
thinking through a full system approach. Right? So you have the idea of considering

217
00:28:11.729 --> 00:28:19.792
The infrastructure, and how do you align the infrastructure with any vehicle
transition project that's going to take place? Where do you put the infrastructure?

218
00:28:19.792 --> 00:28:31.584
And how do you think about that relative to equity and other considerations that
need to be thought through you also? Have to think through the costs and now, even
though we know costs are coming down.

219

00:28:32.334 --> 00:28:46.943
Part of the reason that programs like this need to exist is we're not at
manufacturing scale. We're not at the point where we've hit that sort of cost curve
reduction, it's coming and we're almost at cost parity, but there's still our higher
upfront costs associated with transportation

220
00:28:46.943 --> 00:29:01.614
Electrification and so it's important to think about how do we create projects that
are going to address those upfront cost issues and help demonstrate the cost savings
over time, which is really going to have a big impact on the success of
transportation

221
00:29:01.644 --> 00:29:08.784
Electrification. It's also going to be important to think about how do we engage in
the consumer experience, right?

222
00:29:08.784 --> 00:29:17.364
So, even though a huge number of people say their next car is going to be electric,
we have to work faster.

223
00:29:17.638 --> 00:29:28.193
Uh, to engage the average public, most have not been behind the wheel of an EV most
haven't realized they are faster. They are quieter.

224
00:29:28.703 --> 00:29:33.864
Most have not necessarily had the chance to even plug in a car and that requires
education.

225
00:29:33.893 --> 00:29:44.213
We have 100 years of internal combustion engines, and the system devoted to
supporting an internal combustion engine system that we're flipping.

226
00:29:44.304 --> 00:29:51.203
And that means it's going to take a lot for consumers to understand the value
proposition and benefits of transportation electrification.

227
00:29:51.628 --> 00:29:59.788
Um, and sometimes we talk about them all as system benefits air quality, GHG
emissions, costs.

228
00:29:59.788 --> 00:30:02.273

But they're also tangible for the average individual,

229
00:30:02.273 --> 00:30:05.213
because when you plug in your vehicle overnight,

230
00:30:05.213 --> 00:30:05.513
it means,

231
00:30:05.513 --> 00:30:07.942
every day you're skipping the gas station,

232
00:30:07.973 --> 00:30:13.163
you're reducing the amount of time that you have to spend on those kinds of
experiences I think,

233
00:30:13.314 --> 00:30:14.903
and I'm going to wrap up here in a second,

234
00:30:15.173 --> 00:30:19.644
I would just say that the other thing is that we have a really great opportunity
right now,

235
00:30:19.644 --> 00:30:21.203
and really a critical opportunity.

236
00:30:21.233 --> 00:30:24.624
There's a global shift taking place to transportation electrification.

237
00:30:25.223 --> 00:30:40.193
And part of what we need to do is make sure that the US is a part of that global
shift and we are lagging behind and so efforts like this in New York and projects
that you all and we all create on the ground in New York are going to have a huge
impact.

238
00:30:40.288 --> 00:30:44.729
On the ability for the US to make sure we're building the transportation of the
future.

239
00:30:44.729 --> 00:30:51.838

And I just put up the last slide, just for my contact info if people want to reach out and then passing it back to Robyn.

240
00:30:53.848 --> 00:31:05.483
Great thanks, Ben. And before we transition to Mandy, just want to, I guess, revisit my comment from the last transition. That looks like maybe you all don't have an everyone option for the chat.

241
00:31:05.483 --> 00:31:18.084
So, if you put things to all panelists, we'll make sure those get relayed to the other attendees. So, again, if you're interested in partnering, just drop us your name contact information and we'll make sure everyone sees that.

242
00:31:18.384 --> 00:31:27.324
And also, during this transition, just put up another poll. So just wondering your main role in the transportation electrification industry.

243
00:31:27.659 --> 00:31:31.348
So have that up for a couple minutes, then we'll close it and see results.

244
00:31:31.348 --> 00:31:38.009
So, with that going to transition to our 3rd and final speaker today Mandy Bishop, from the city of Columbus.

245
00:31:42.114 --> 00:31:42.864
Thank you Robyn.

246
00:31:43.973 --> 00:31:57.114
Well, I just want to thank the NYSERDA team for inviting the city of Columbus, and Smart Columbus to speak today and share our experience and I want to thank all of you and welcome all of you to what's going to be probably the ride

247
00:31:57.449 --> 00:32:08.278
Of your career, and so it's going to be a lot of fun and I hope that you can learn a little bit from me and really choose to invest in this challenge.

248
00:32:09.479 --> 00:32:22.348
Next slide so the city of Columbus won to award we won 40 Million dollars from the US Department of Transportation.

249

00:32:22.614 --> 00:32:32.243
And we won 10Million dollars from the Paul G. Allen Family Foundation and we were a little bit different. We heard a lot of conversation about electrification of the transportation sector.

250
00:32:32.243 --> 00:32:38.544
Today we won grants that we're focused on both mobility and electrifying the transportation sector.

251
00:32:44.398 --> 00:32:50.519
Our entire program, and our application was really founded on

252
00:32:50.519 --> 00:33:04.763
Our mayor's firm believe that mobility is the great equalizer. And I really had to think back to my single mom. So always struggle to have a reliable car to get to work. She often had 1 or more jobs. And that was a constant struggle for our family.

253
00:33:05.064 --> 00:33:16.943
And so having transportation being enabler and not a barrier, it's something that's critical to our low income and minority communities in order just to live their best lives and do all the things that they're looking to do every day.

254
00:33:21.324 --> 00:33:30.203
I'm going to give you a little bit of a snapshot. I'm going to talk a little bit about the USDOT portfolio first, as you can see ours is really anchored by our Smart Columbus operating system.

255
00:33:30.203 --> 00:33:40.973
And then we have 3 E's: enabling technologies, enhanced human services and emerging technologies in, in all of this program. We really have the opportunity to focus on mobility,

256
00:33:41.308 --> 00:33:54.118
Equity, and climate action, so it's a very, very robust program diverse and I'm only going to hit on a few of the USDOT projects so we can talk a little bit about the electrification side of our state as well. Next.

257
00:33:57.923 --> 00:34:12.414
One of our primary applications, was our multi modal trip planning application. Our application is called Pivot. You can actually download it from the Google player app store and so in central Ohio pre-pandemic about 85% of our residents drove to to and from work every day.

258
00:34:12.414 --> 00:34:23.813
And we really wanted to get more people using transit, and so we want to create a way to plan, reserve, and pay for your trip.

259
00:34:23.813 --> 00:34:33.864
And that can include the bus and the scooter, the bus and a taxi, the bus and ride hail. So we really focused on getting all of those transportation opportunities into one place.

260
00:34:34.949 --> 00:34:46.228
So, it was really an opportunity for us and decrease our single occupancy use and therefore decrease our climate climate impact and ultimately admission.

261
00:34:51.059 --> 00:34:55.648
Another theory that we had is a lot of people aren't using transmit because

262
00:34:55.648 --> 00:35:04.884
They really need to solve that 1st mile or last mile trip and gap. So we built smart mobility hubs. We built them along our bus rapid transit line.

263
00:35:04.884 --> 00:35:13.673
It was an investment that was already made through to our central Ohio transit authority, and we built smart mobility hubs that included an interactive kiosks.

264
00:35:13.978 --> 00:35:25.349
Which also hosted our Pivot application, so people could plan and books plan their trip on the smart mobility hub kiosk. They could also book

265
00:35:25.349 --> 00:35:35.699
A bike share, ride hail, a taxi, we did have opportunity for car share, but we don't have car share in Columbus that is

266
00:35:35.699 --> 00:35:43.798
Widespread, but we really want to bring transportation solutions and also scooters to those hubs that people could

267
00:35:43.798 --> 00:35:47.159
Get off the bus and grab and grab on

268
00:35:47.159 --> 00:35:50.489
And and get to the final destination.

269
00:35:52.228 --> 00:35:58.739
That we thought would help more people shift to public transportation and therefore,
again, reducing our climate impact.

270
00:35:59.514 --> 00:36:01.074
Our event parking management app,

271
00:36:01.733 --> 00:36:10.284
we talk about it in a way that speaks about events because we were really when we
conceptualized this program really looking at our missions in our downtown in short
North area,

272
00:36:10.284 --> 00:36:12.443
which is a very mixed use development,

273
00:36:12.443 --> 00:36:13.164
vibrant,

274
00:36:13.554 --> 00:36:14.184
shopping,

275
00:36:14.603 --> 00:36:15.653
entertainment district.

276
00:36:15.989 --> 00:36:24.233
And we really wanted to get more people to come downtown efficiently find parking,
not be circling around waiting in line.

277
00:36:24.653 --> 00:36:32.184
So we create an application that where you could plan reserve and pay for your
parking space in a garage.

278
00:36:32.213 --> 00:36:40.403
You had a space in the garage, not the space, and ultimately this application it can
also help you find on street

279
00:36:40.768 --> 00:36:54.449
Parking, we created a feature in our Park Columbus, which is our white label app
from park mobile that allow people to see red, yellow, green and their probability
of finding a space

280
00:36:54.449 --> 00:36:59.608
In a particular brought block on street, therefore, reducing their travel time and
emission.

281
00:37:00.204 --> 00:37:10.164
And so, the point of me sharing these 3, these 3 different projects in a lot of
ways, tackle climate change. Electrification is a great way, especially in a region
that drives a lot.

282
00:37:10.554 --> 00:37:19.253
It has to be part of your climate action strategy, but you can also do a lot of
things to solve challenges in your community around mobility and transportation.

283
00:37:19.559 --> 00:37:23.009
Next.

284
00:37:25.313 --> 00:37:31.043
Talk a little bit about the Paul G. Allen Family Philanthropy priorities

285
00:37:31.043 --> 00:37:31.614
We had 5,

286
00:37:32.844 --> 00:37:34.253
Ben left this of this slide,

287
00:37:34.253 --> 00:37:38.963
but the Electrification Coalition did support this program with actually,

288
00:37:38.994 --> 00:37:40.253
with some onsite staff,

289
00:37:40.253 --> 00:37:45.623
even our strategy was really focused on the grid electrifying,

290
00:37:45.623 --> 00:37:47.184
both the public sector.

291
00:37:47.333 --> 00:37:53.304
So fleets and private sector fleets, and getting more people to buy cars people like
you and me.

292
00:37:54.509 --> 00:38:06.298
Transitioning more people to transit autonomous and multi modal options, which we
largely delivered through the USDOT program and then it's only charging
infrastructure support it.

293
00:38:07.648 --> 00:38:21.264
Next slide, and so for the city of Columbus one of the things that we're really
focused on was electricfying our fleets we purchased over 200 cars ourselves.

294
00:38:21.264 --> 00:38:34.704
Most of them being Leafs, we did purchase some Chevy Volts and some Ford Fusions. We
help our COTA bus electrify we helped other municipalities in our county electrify.
We offered a 3000 dollar incentive. We.

295
00:38:37.590 --> 00:38:46.380
Worked with 450 private fleets, and we also had a 40 TSP electrify including one of
our primary taxicabs yellow cab.

296
00:38:47.489 --> 00:38:56.159
Next we also built the infrastructure to support our program.

297
00:38:56.159 --> 00:38:59.789
You can just one of our locations here.

298
00:39:04.440 --> 00:39:08.130
But the real things that I want you to hear is what we learned.

299
00:39:08.130 --> 00:39:13.650
One of the things that's not on my slide. I want to echo Britt's statement.

300
00:39:13.650 --> 00:39:27.809
Get your utilities involved early if your if electrification is part of your

strategy, it's imperative that you do so to understand where you have capacity access and where you don't, that can be the bigger part of your expenditures.

301
00:39:27.809 --> 00:39:35.219
And so that speaks to it's complex. It's hard you're going to have a lot of people helping you and a lot of stakeholders.

302
00:39:35.219 --> 00:39:46.349
And a lot of partners get the right people on the bus and get them in the right seats. I was I was not the 1st program manager for smart Columbus. I was the 2nd. I was recruited to come course correct

303
00:39:46.349 --> 00:39:59.579
And actually reorganize the program and get everybody moving the right way. It's okay to make those changes because you don't know exactly what you're getting into until you deliver, but be prepared to deliver.

304
00:39:59.579 --> 00:40:04.079
For stakeholders engage them early and often.

305
00:40:04.079 --> 00:40:10.530
Have a regular line of communication there's going to be a lot of people that really want to be involved and really want to help.

306
00:40:10.530 --> 00:40:21.929
Get those people engaged on set up regular cadences, but also learn how to manage that because that can create. It's a lot of excitement for a lot of people. But it's also a lot of.

307
00:40:21.929 --> 00:40:36.539
A lot, it's a lot to manage, but do continue to have a cadence keep people updated, keep people engaged, just touch base. We had a partnership manager for a long time and then I took over that well, after he retired.

308
00:40:36.539 --> 00:40:45.960
Partners versus vendors, you're going to have a whole bunch of people throwing a lot at you what needs to be part of your strategy and part of your program and that's great.

309
00:40:45.960 --> 00:40:53.579
But recognize that they're offering a partnership that of value to you, or they're

really a vendor offering something.

310
00:40:53.579 --> 00:41:07.405
Or you're going to have to pay probably more than you would have if you
competitively select it. We had a partners, they offered us something at 2.6Million
dollars. Ultimately, we were unable to accept that due to federal procurement rules.
And when we competitively selected, it only cost us 1Million. So.

311
00:41:09.059 --> 00:41:13.320
Just take some time and do some and then our analysis around those things.

312
00:41:13.320 --> 00:41:18.420
And you can really help your program, help your program in the long run.

313
00:41:18.420 --> 00:41:31.769
Next to recommendations, one of the reasons we were chosen is because we, we're
going to leverage the funds to solve real community challenges and we did.

314
00:41:32.454 --> 00:41:45.804
Again, as part of our strategy to address climate change, we had to address single
occupancy vehicles and we did, we sold over 3200 cars. We increased EV sales from
point 3.7% to over.

315
00:41:48.894 --> 00:41:56.485
Goodness, we increased it by almost 500%, I can't do math anymore, 2% month over
month is what we increased it to. So, a huge jump for us.

316
00:41:56.514 --> 00:42:06.684
We also looked at some of our, we were vulnerable in our application and we shared
what was great about our community that we also shared what was not so great one of
our applications that was.

317
00:42:08.789 --> 00:42:19.829
That got the most attention is called our prenatal trip assistance application where
we work to get moms to be to medical care so that they could have better birth
outcomes by getting to full term birth.

318
00:42:19.829 --> 00:42:23.760
We looked at everything through an equity lens.

319

00:42:25.735 --> 00:42:30.385
And we did really well with launching our program,

320
00:42:30.385 --> 00:42:31.704
both community wide,

321
00:42:31.704 --> 00:42:44.425
invour low income and minority opportunity neighborhood Linden and we really tried
to focus on that as we deploy the complete program and make it a priority.

322
00:42:44.425 --> 00:42:47.574
So that we can level the playing field. And get people the tools they needed.

323
00:42:47.880 --> 00:42:57.900
Moonshot don't be afraid to try we failed, but we tried to build a common payment
system and we weren't able to do it when the pandemic hit.

324
00:42:57.900 --> 00:43:12.809
A lot of vendors lost a lot of revenues and couldn't didn't have the technical
support, but they did but, you know what we knew it was going to be hard anyway. And
the pandemic was the final straw to kind of killed it. If you don't try, you don't
know if you can actually get there.

325
00:43:12.809 --> 00:43:20.639
Again, engage stakeholders, early and often and learn how to manage them quickly.
And well.

326
00:43:21.324 --> 00:43:34.074
And then one of our biggest lessons learned was think about ownership and
sustainability and scalability beyond what you're doing. Just now we developed
nearly all of our projects with long term sustainability in mind.

327
00:43:34.434 --> 00:43:37.585
And we were able to integrate the long term business owner.

328
00:43:37.889 --> 00:43:45.059
During the planning and development, so they were invested and ready to sustain it
specifically our park Columbus app was one good example.

329
00:43:45.059 --> 00:43:48.809

Next.

330
00:43:50.070 --> 00:43:59.460
I just want to invite everyone to go check out our, our website so you can go to
Columbus.gov/smartcolumbus. We have a playbook. We have our project information.

331
00:43:59.460 --> 00:44:09.204
We can learn a lot more than what I can share in my a little bit over 10 minutes
here, but it does give our path to smart. You can reach out to me directly to get
more information.

332
00:44:09.775 --> 00:44:17.514
But our playbook is where we share, all of our lessons learned about many of the
projects, our experiences and perspective. I'm in a great way to take a look.

333
00:44:18.355 --> 00:44:33.085
Next focused on your outcomes, you get entrenched in the work, but we were all doing
this to improve the lives of our residents and improve operations in the city.

334
00:44:33.744 --> 00:44:36.925
So, as you work through it, think about what your outcomes are.

335
00:44:37.199 --> 00:44:44.489
Think about the impact you're going to have and don't lose sight of that. It will be
hard. It will be difficult, but you will get it done.

336
00:44:44.489 --> 00:44:47.639
Final slide.

337
00:44:51.929 --> 00:44:57.150
Thank you. Great. Thank you, Mandy.

338
00:44:57.835 --> 00:45:12.324
So, I know we've been putting some reminders into the chat, but just a reminder that
we have the Q&A function. So, if you have any questions, just pop them in there and
we'll address them to the specific panelists or to everyone, depending on the
questions.

339
00:45:12.324 --> 00:45:19.675
So, just a couple of things to get us started, which I think I'll feel there are a

couple of questions kind of, about the

340
00:45:21.059 --> 00:45:24.780
Eligibility of the program, so I will just note that

341
00:45:24.780 --> 00:45:39.655
The full specifics of rules and proposal and rubric, and all of that information is
located on the prize websites. So, again, if you, if you start at the
nycleantransportationprizes.org that's the portal page for the entire program.

342
00:45:40.465 --> 00:45:41.335
And then you can,

343
00:45:41.335 --> 00:45:41.994
from there,

344
00:45:41.994 --> 00:45:45.954
go into the specifics of the individual 3 challenges,

345
00:45:46.494 --> 00:45:47.605
clean neighborhoods,

346
00:45:47.635 --> 00:45:48.565
electric mobility,

347
00:45:48.565 --> 00:45:56.364
and electric truck and bus and each of them has a specific rules page with the
solutions,

348
00:45:56.364 --> 00:46:01.855
or geographic or principal organization eligibility.

349
00:46:01.855 --> 00:46:02.184
So.

350
00:46:02.724 --> 00:46:07.554
All of the information can be found there, but just a quick one in terms of,

351

00:46:07.554 --> 00:46:19.764
And this is a question that we get often from NYSERDA, given that we are in New York
state agency, is whether or not, you have to be in New York or New York state based
in order to apply or be eligible to receive funding.

352
00:46:20.155 --> 00:46:29.934
So just want to acknowledge that this is a series of global innovation challenges
there is not a requirement that you are based in New York state.

353
00:46:30.445 --> 00:46:36.565
However, this program is going to the benefit of our underserved communities here in
New York state.

354
00:46:36.565 --> 00:46:36.804
So,

355
00:46:36.804 --> 00:46:40.045
the locations where the solutions are actually implemented,

356
00:46:40.045 --> 00:46:41.695
will naturally have to be in the state,

357
00:46:42.144 --> 00:46:47.364
but if your solution provider from New York or elsewhere in the US or anywhere
globally,

358
00:46:47.815 --> 00:46:55.735
you are welcome to participate given that you also fall into the eligible categories
for principal organization.

359
00:46:56.070 --> 00:47:00.269
So just wanted to address that one quickly at the outset.

360
00:47:00.269 --> 00:47:04.650
Just going to double check here, so.

361
00:47:04.650 --> 00:47:10.349
And again, another, just kind of logistics based question.

362

00:47:10.885 --> 00:47:22.675
Of whether or not, you could register multiple users per team so the system, the websites do enable registration from multiple team members.

363
00:47:22.675 --> 00:47:27.775
And then ultimately, whomever will be leading the application will submit the proposal.

364
00:47:27.775 --> 00:47:41.215
But if you're interested in, if you have multiple team members, who are interested in, getting access to the proposal forms, there are some rubrics on the websites or excuse me forums on the websites.

365
00:47:41.815 --> 00:47:42.025
So,

366
00:47:42.025 --> 00:47:49.375
that you could be corresponding with other participants doing more of this kind of match making that we've been trying to facilitate in the chat,

367
00:47:49.735 --> 00:47:57.175
you can also register to get access to that and to kind of raise your hand there and correspond with other participants.

368
00:47:57.175 --> 00:48:07.525
So, yes, you are able to register more than one entity. So long as whomever ultimately submits the proposal is an eligible lead organization.

369
00:48:08.574 --> 00:48:21.534
All right, so I'm going to take a couple of these questions to the panelists then you're here, they listen to them and not me. One specific question we have is how we should think about stakeholder engagement.

370
00:48:21.864 --> 00:48:28.255
So I think this is something that that Mandy, especially highlighted in her remarks. So I think maybe I'll start there Mandy.

371
00:48:28.255 --> 00:48:29.304
If you have some advice,

372

00:48:29.304 --> 00:48:41.605
as as these potential proposers are looking to identify partners or looking to the stakeholders in these specific communities,

373
00:48:42.175 --> 00:48:44.905
how can they be thinking about who those stakeholders are?

374
00:48:44.905 --> 00:48:52.494
How to make sure that they're properly engaged in particular those that need to be brought on earlier in the process such as a utility as we mentioned.

375
00:48:54.900 --> 00:48:55.409
Sure,

376
00:48:55.434 --> 00:49:10.224
I would really look at your project through a partner and stakeholder lens partners are gonna be those people that help you deliver the project stakeholders are going to be those that are going to help you contribute and shape the project in addition to get your

377
00:49:10.224 --> 00:49:11.304
partners on board,

378
00:49:11.364 --> 00:49:19.614
early help everyone understand their role we use what's called a RACI so roles and responsibilities matrix,

379
00:49:19.735 --> 00:49:20.335
responsible,

380
00:49:20.335 --> 00:49:21.025
accountable,

381
00:49:21.324 --> 00:49:21.835
consulted,

382
00:49:21.835 --> 00:49:22.434
informed.

383

00:49:22.554 --> 00:49:31.945
So everybody was clear about their role and responsibility that wasn't put in place
until I got there and it was very cumbersome.

384
00:49:32.250 --> 00:49:38.400
And it's challenging when people thought it was their role to do something. And it
ultimately was not.

385
00:49:38.400 --> 00:49:43.139
So, that's that is my recommendation is everybody

386
00:49:43.139 --> 00:49:46.320
Identify what your needs are for your project or program.

387
00:49:46.320 --> 00:49:52.530
Identify your partners and stakeholders and then make sure that you understand who's
responsible, accountable, consulted, and informed.

388
00:49:56.340 --> 00:49:59.880
Thanks Mandy. Ben I want to also, uh,

389
00:49:59.880 --> 00:50:04.980
Pitch that question to you, especially given all of the work that your organization
does.

390
00:50:04.980 --> 00:50:09.869
In the stakeholder engagement world yeah, it.

391
00:50:09.869 --> 00:50:17.099
I think it's good to think about things from an ecosystem perspective and the sort
of.

392
00:50:17.635 --> 00:50:31.255
While it can sometimes be more complicated. I think there are great opportunities to
play to, to sort of the benefits of different stakeholders and the strengths and
realizing that in many ways.

393
00:50:31.735 --> 00:50:40.885
A lot of the setup can be focused around what is the communications role of the
project and why does that matter? And how does that help engage a broader community?

What's the technical side?

394
00:50:41.065 --> 00:50:50.184
And so, do you have a partner within that ecosystem that can focus on supporting
some of the technical issues that can arise, or might come out of this? What's the
data side?

395
00:50:50.184 --> 00:50:50.425
So,

396
00:50:50.425 --> 00:51:00.085
are there parts of this where you're tracking and thinking about measurement
evaluation and learning those are all sort of different parts of the ecosystem but I
think in general,

397
00:51:01.885 --> 00:51:06.204
this is a transportation electrification and transportation in general touches
everyone.

398
00:51:06.204 --> 00:51:06.355
So.

399
00:51:06.869 --> 00:51:18.630
There's a car at 93% of households. Right and so the idea that there's a big, huge
tent to be able to engage, I think is good to think about. And then how it can fit
into your project.

400
00:51:23.280 --> 00:51:35.489
Thanks, Ben so I am seeing so a couple of questions about what we mean by
disadvantaged or impacted communities, and I will just note that.

401
00:51:35.489 --> 00:51:38.730
Um, that is something that is, um.

402
00:51:39.085 --> 00:51:53.304
There is an interim definition that the state is using and included in our prize
websites and in the resources, there's a map tool. Um, so you can go there there. It
will identify for you which areas in the state.

403
00:51:54.474 --> 00:52:04.914

Qualify given the interim definition and what those specific criteria are, and it also has the utility territories. So you can identify.

404
00:52:06.085 --> 00:52:17.215
Are you in ConEd territory are you in National Grid territory, et cetera in the state so there for the clean neighborhoods and electric mobility challenge.

405
00:52:17.695 --> 00:52:22.585
It is requiring required that you are benefiting one or more disadvantage,

406
00:52:22.585 --> 00:52:26.425
communities per that definition and then,

407
00:52:26.753 --> 00:52:30.565
in order to receive the higher scores for electric truck and bus challenge,

408
00:52:31.284 --> 00:52:36.054
your efforts need to be guided toward one of those communities as well.

409
00:52:36.594 --> 00:52:40.764
So that is something that is a state definition that is applicable to this program.

410
00:52:41.099 --> 00:52:44.099
Okay.

411
00:52:44.099 --> 00:52:53.519
Let's see, there is a question about.

412
00:52:53.519 --> 00:52:57.570
Sorry, let's see.

413
00:52:58.494 --> 00:53:09.625
Types of so I'm getting a lot of questions about what solutions are eligible? Is my company eligible? Is what we do eligible? And that's not something that we're going to address here.

414
00:53:10.195 --> 00:53:22.735
I would just again encourage you to go to the specific websites and then on each website for the challenge there's either as we show on the screen for the entire

program,

415
00:53:22.764 --> 00:53:29.184
there's this inquiry questions tracker or if you're interested in one of the
specific challenges,

416
00:53:29.364 --> 00:53:32.485
there is a contact email for all of those as well.

417
00:53:32.485 --> 00:53:41.934
So, for example, questions@cleanneighborhoodschallenge.org so addressing all of the
inquiries to those specific areas.

418
00:53:48.449 --> 00:53:48.780
So,

419
00:53:48.775 --> 00:53:52.255
looking at some additional trends also,

420
00:53:52.255 --> 00:54:06.175
just wanted to one of the questions is about sort of personal mobility or personal
options versus goods movements and just want to note that in addition to the
challenge that is electric truck and bus,

421
00:54:06.175 --> 00:54:08.034
which could include delivery fleets.

422
00:54:09.264 --> 00:54:17.905
There's the clean neighborhoods challenge, which is looking holistically at some of
these community benefits. So think it didn't come out as much in the remarks.

423
00:54:17.934 --> 00:54:27.744
So wanted to throw to the panelists if you have any high level thoughts on, on
trends, in particular in the goods movement, versus people movement space.

424
00:54:28.019 --> 00:54:32.400
I'm happy to jump in briefly.

425
00:54:32.400 --> 00:54:36.059

You know, I think there's, there's a couple of things.

426
00:54:36.059 --> 00:54:42.719
One is, you know, even just as recently as, you know, 2 or 3 years ago, it wasn't
there weren't realistic

427
00:54:43.014 --> 00:54:56.875
Technology solutions when it comes to the movement of goods and services with
electrification and now that's happening. And I think also, so that manufacturers
are building the trucks and it's refrigerator trucks all the way up through class.

428
00:54:56.875 --> 00:55:11.244
A, and it, it's really kind of an amazing thing that we've made that kind of big
technology jump, but there are still a lot of things to figure out in that process.
And so there are things around how do you deal with demand response?

429
00:55:11.244 --> 00:55:23.094
How do you deal with the infrastructure needs to support that or even by way of
example, Ikea is working to electrify its entire fleet in the city of New York right
now, and they don't own their trucks.

430
00:55:23.125 --> 00:55:34.375
So they have to think through the process of how do they support the contracted
services to be able to electrify that system. So there's a lot of need for solutions
and testing and proof of concept.

431
00:55:34.375 --> 00:55:39.775
And I think that's what's really exciting about a focus on delivery of goods.

432
00:55:42.480 --> 00:55:46.949
crosstalk

433
00:55:46.949 --> 00:55:51.300
Did you want to jump in there?

434
00:55:51.300 --> 00:55:54.869
Go ahead, Mandy, I'll follow.

435
00:55:54.869 --> 00:56:07.704
I was gonna say, I'm seeing upward trend with freight movement also wanting to be

connected to our infrastructure. So regardless of electrification, we're looking to also conserve tailpipe emission.

436
00:56:08.545 --> 00:56:18.295
We did a portion of our connected vehicle project. That was freight signal priority to help continue to keep the trucks moving through the corridor so we didn't see the soft starts.

437
00:56:18.594 --> 00:56:24.744
We're starting to look at that more broadly through traffic safety, maintenance operations, which is more of a, uh, federal terms, though.

438
00:56:25.465 --> 00:56:33.744
So, we're seeing much more integration and connected vehicle technology with our infrastructure to reduce emissions and demand on battery as well.

439
00:56:37.289 --> 00:56:46.619
Great. And I was just going to add that we're already seeing interest across, um, as Ben said, up through class 8. um.

440
00:56:47.065 --> 00:56:58.195
Customers interested in electrifying and that goes from small delivery bands up through drinks delivery,

441
00:56:58.195 --> 00:56:58.764
which is,

442
00:56:58.795 --> 00:56:59.094
you know,

443
00:56:59.125 --> 00:56:59.485
big,

444
00:56:59.514 --> 00:56:59.755
big,

445
00:56:59.755 --> 00:57:00.594
heavy load,

446

00:57:01.105 --> 00:57:02.275
heavier duty vehicle.

447
00:57:02.815 --> 00:57:04.704
And it seems like.

448
00:57:05.670 --> 00:57:20.340
In a lot of ways, the denser territories can actually be a pretty good fit for
electrification because there really aren't all that many vehicle miles traveled in
a day. Some delivery companies have said they might travel something like 6 miles.

449
00:57:20.340 --> 00:57:33.570
During an entire day, just in the world that we live in going from block to block to
block within a certain region of the city. And so when you think about optimizing
costs, you can really.

450
00:57:33.925 --> 00:57:40.644
Get a, a lot out of the charging infrastructure, just from charging, for example,
overnight on some L2 chargers.

451
00:57:40.644 --> 00:57:50.005
So, I think in in a denser territory, there can be some nice opportunities for
electrification that may not quite be cost effective.

452
00:57:52.255 --> 00:58:05.784
When it comes to the infrastructure and more extended territory, another thing that
Ben said that I just wanted to piggyback on is, as you think about the model and
sort of how you're partnering with your team.

453
00:58:06.175 --> 00:58:20.094
There is always this interesting configuration between who owns the vehicles. Who
owns the charging infrastructure? Where's everything parking who's operating the
vehicles and it's often not the same entity.

454
00:58:20.364 --> 00:58:27.894
And so you want to think carefully about how the project is going to be financed,

455
00:58:28.164 --> 00:58:38.875
where the risk sits and how you're really going to put together a viable team to
kind of meet all those different components of a project.

456
00:58:40.074 --> 00:58:41.454
And lastly.

457
00:58:42.059 --> 00:58:54.175
Just, when you think about especially the people movement, as I mentioned, you, you're not necessarily seeing a lot of LMI customers buying personal cars right now, but there are a whole host of options.

458
00:58:54.175 --> 00:59:02.034
There's access-a-ride, elder transit, obviously municipal transit there's scooters and

459
00:59:03.179 --> 00:59:17.670
Mopeds and all all sorts of different bikes, e-bikes and all sorts of different vehicles that can really be tailored to different communities and different riders.

460
00:59:21.235 --> 00:59:35.335
Thanks so, with that, I'm going to wrap up the webinar. So thank you all for joining us and a huge thank you again to our 3 speakers. Britt, Ben and Mandy. Thank you all for your questions.

461
00:59:35.605 --> 00:59:47.094
As I noted, there were a lot that were kind of more about eligibility, so please do visit the websites. And if you have additional questions, you can direct direct them to the contact emails there.

462
00:59:47.364 --> 00:59:47.695
So,

463
00:59:47.695 --> 01:00:02.454
just a few reminders that this was recorded and will be posted on the resources pages on the websites. Reminder that the registration deadline in order to submit a proposal is July 22nd

464
01:00:02.454 --> 01:00:04.855
at 3 PM Eastern time.

465
01:00:04.855 --> 01:00:09.894
And the proposal deadlines are between August, 24th and 26, depending on the challenge.

466
01:00:11.610 --> 01:00:20.664
We will be hosting our 2nd of the 3 series on May 18th at 5 PM Eastern. That's focused on successful partnerships and teaming.

467
01:00:20.664 --> 01:00:29.994
So I think we'll be digging in a lot more and echoing what you heard from the panelists today and some of Mandy's takeaways in particular and again,

468
01:00:29.994 --> 01:00:39.894
please visit nycleantransportationprizes.org for more information on the prizes and to apply and spread the word.

469
01:00:40.469 --> 01:00:43.980
So, thank you all and have a good rest of your day.