

Work Plan No A.01-09 Community Engagement for CHILL-2 EV Charging (Daly City and Colma)

Scope:

Task 1. Project Planning

The Urban Planning Partners (UPP) team will identify relevant community groups for engagement, especially focused on hard-to-reach groups such as nearby residents of rental properties, and plan for community outreach related to new charger installations, considering different needs for groups identified. Feedback will focus on specific areas within the parking facilities to install the EV chargers. Engagement will consider dates, times, and meeting resources required to maximize participation.

Task 1a. Project Kick-Off Meeting

The UPP team will coordinate and facilitate a Kick-Off Meeting with BART. This will serve as an opportunity to further discuss the project, identify desired outreach outcomes, learn about any outreach done to-date on related projects, understand if EV chargers will be available to the public or BART riders only, confirm the scope of services with the BART project manager, and set meeting cadence for Regular Project Meetings between UPP and BART.

Task 1b. Regular Project Meetings

The UPP team will set up a series of virtual meetings with BART as an opportunity to check-in, coordinate and prepare for events, discuss feedback on deliverables, and refine our approach as necessary. UPP has budgeted up to six meetings.

Task 1c. Community Outreach Plan

The UPP team will develop a comprehensive Community Outreach Plan. This Plan will identify and describe the following in detail:

- **Outreach and engagement outcomes** – The Plan will clearly define the desired outcomes of this outreach, based on our project understanding and discussion during the kick-off meeting.
- **Target populations, including “hard-to-reach” groups** – The UPP team will work to identify target populations that may have an interest in the EV charging facilities for both the Colma and Daly City BART facilities. Our team understands that there is an interest in targeting renters who live near the proposed charging facilities and will include these groups in our list.
- **Outreach and engagement methods** – The Plan will provide more specific details including: (1) how our team will reach out to target populations and encourage participation in the community meetings; (2) the activities and materials we will use to work with and collect input from stakeholders; and (3) how we will summarize the input and present it to BART to inform the project. We will supply draft posts for BART website and social media accounts about

the project and opportunities to learn more and provide input such as the user survey.

- **Timeline** – The Plan will include an updated timeline which includes all outreach and engagement activities. The timeline will include deadlines for both initial and final drafts of materials, review periods, and dates for the engagement activities.

Deliverables:

- *Draft Community Outreach Plan – BART to review and return with comments within 1 week*
- *Final Community Outreach Plan*

Task 2. Community Engagement

The UPP team will execute the Community Outreach Plan drafted above. This will include a pop-up event at each station. We recommend this approach in lieu of traditional community meetings because many target populations are already visiting the stations regularly and this an effective way to “meet people where that are at” and maximize our reach. depending on resources available, we have included optional tasks for local flyering and tabling as well as a Virtual Open House to further engage residents who live near each station.

UPP understands that many community members require or prefer to communicate in languages other than English including Spanish, Chinese, and Tagalog. For this reason, we have included translation and interpretation as optional services that UPP could coordinate for deliverables and events. We typically contract Jungle Communications to provide these services.

Task 2a. Colma Station Pop-Up Event

The UPP team will host a pop-up event at the Colma BART Station where BART users can learn more about the project and provide feedback related to their EV charging needs. Specific tasks for the event will be outlined in the Community Outreach Plan, but may include the following:

- UPP will create an informational flyer that describes the project, timeline, and invites users to check the website and provide feedback on specific areas within the parking facilities to install EV chargers.
- UPP will design and create materials for a simple and fast engagement activity for visitors to participate in. This may involve a mapping activity and/or writing short responses and placing them on an outreach board at the table. We also recommend conducting a raffle for a Railgoods gift card or Clipper Card to incentivize participation.
- If translation and interpretation are needed, UPP will work with Jungle Communications to translate printed materials and coordinate interpretation services at the pop-up event.
- After the event, UPP will prepare a summary which includes specific recommendations to address community needs and concerns based on the feedback they provided.

Task 2b. Daly City Station Pop-Up Event

The UPP team will host a pop-up event at the Daly City BART Station where BART users can learn more about the project and provide feedback related to their EV charging needs. The materials and activity prepared for the Daly City Station Pop-Up Event will be equivalent to those prepared for the Colma Station Pop-Up Event.

Deliverables

- *Materials for pop-up events (flyer, 4 outreach boards)*
- *Pop-up event summaries (2)*
- *Draft website and social media post*

Task 2c. Flyering and Community Event Tabling (Optional)

The UPP team will distribute the informational flyer used at the Pop-Up Events to nearby apartment buildings, local businesses, community centers, and libraries, to generate interest and input for EV charging needs. We also will table at one community event in Daly City or in the Town of Colma to reach residents to share information about the project and solicit feedback related to their EV charging needs. UPP recommends a weekend event such as a Farmer's Market.

Task 2d. Virtual Open House (Optional)

The UPP team will host a Virtual Open House via Zoom. All community members are welcome to participate in the meeting, but residents who live near the BART stations will be the target population. Specific tasks for the meeting will be outlined in the Community Outreach Plan, but may include the following:

- UPP will create marketing materials such as flyers and email blasts for distribution to target populations up to 1 month before the meeting. BART will have an opportunity to review these materials and provide comments. Then, UPP team will address all comments and finalize the materials.
- UPP will create materials for the meeting including an agenda, presentation, and any materials needed to collect feedback such as interactive presentation slides, discussion questions, and Zoom polls.
- After the meeting, UPP will prepare a summary which includes specific recommendations to address community needs and concerns.

Optional Deliverables

- *Materials for Flyering and Tabling (same flyer and outreach boards as used in Tasks 2a and 2b)*
- *Materials for Virtual Open House (email blast, agenda, PowerPoint presentation)*
- *Community Event and Virtual Open House summaries*
- *Translated materials*

Task 3. User Survey

The UPP team will draft a user survey to track goals and objectives of adding EV charging at these two locations. We understand that surveys will be administered when chargers first become operational and six-months after they are operational to demonstrate charger impacts. Our team will draft survey

questions targeting both community members (those who live close to the stations) and charger users (those using the EV chargers). We understand that survey administration is not a part of this project scope.

Task 3a. Develop User Survey

The UPP team will develop a survey consisting of 10 or fewer multiple choice, rating scale, and yes/no questions as well as 1-2 optional written response questions. Some multiple-choice questions will focus on identifying user characteristics such as where they live, whether they own an EV, whether they have access to EV charging at home, etc. Other questions will focus on identifying user behavior related to EV charging such as how often they use the EV charging stations, what days and times they prefer to use EV charging, etc. The intention of identifying both user characteristics and behavior is to be able to understand and track who is using the EV charging stations, how they are using them, and how their behaviors have changed or stayed the same over time. The UPP team will ensure that questions collect measurable data that is easy to compare across both rounds of the survey.

UPP will also identify the most effective ways to incentivize target populations to complete both rounds of the survey. This may include a chance to win Railgoods gift cards or Clipper cards for completing both rounds.

Deliverables:

- *Draft Survey questions – BART to review and return with comments within 1 week*
- *Final Survey questions*

Optional Deliverable:

- *Translated Survey questions*

Prime: Raimi & Associates

Subconsultant	Amount	DBE (Y/N)	SBE (Y/N)
Urban Planning Partners	\$ 45,925	Y	Y

Total Work Plan Value: \$ 52,060