



# SHORELINE ELECTRIC VEHICLES REPORT

City of Shoreline

Cascadia Consulting Group

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## Executive Summary

In December of 2022, the City of Shoreline adopted the 2022 Climate Action Plan (CAP). The CAP outlines key actions the City will take to reduce community-wide greenhouse gas emissions and prepare our community for the impacts of climate change. One of the goals of the CAP is to increase the use of sustainable transportation options in Shoreline, including the use of EV's and carshare options. In April 2024, the City received a grant from the Urban Sustainability Directors Network (USDN) to engage property managers and residents in apartments in climate action conversations around electric vehicles (EVs) and EV charging infrastructure.

The City contracted Cascadia Consulting Group (“Cascadia”) to conduct the outreach for the grant, including one-on-one interviews with property managers of apartments in Shoreline, as well as host focus groups with Shoreline residents who live at these apartments. For the interviews, we wanted to understand the needs and barriers around EV charging at multifamily and affordable housing sites for apartment managers. For the focus groups, we wanted to understand the perceptions, needs, and barriers around EV ownership, EV charging, and carshare for residents at apartments.

Property manager interviews were conducted virtually and lasted 30 minutes. In the interviews, we asked property managers if they were interested in hosting a focus group with residents at their property to talk about EV charging options, carshare, and statewide resources for leasing or owning EVs. From these interviews, Ion Town Center Apartments and Green Leaf Shoreline Apartments were interested in the focus groups.

Focus groups were conducted in-person at their housing complex and lasted 90 minutes. The first was hosted at Ion Town Center Apartments on July 30, 2024, and the second was hosted at Green Leaf Shoreline Apartments on September 17, 2024. Each focus group participant was compensated \$75 for their time. Additional conversations were had with residents of Ion Town Center to do some necessary follow-up. City staff were intentionally absent from these discussions to help foster an uninhibited and unbiased flow of ideas.

The City will use insights from property manager interviews and focus groups to help apartments and Shoreline residents transition to more EV options, moving away from gas cars and promoting carshare alternatives. To see the full list of property manager questions and focus group questions, view Appendix A & B for the discussion guides.

# Objectives

## Property Manager Interviews

- To gather feedback to better understand the needs and barriers around EV charging at multifamily and affordable housing sites for management, and how the City can support properties looking to accommodate and encourage residents to use EVs.
- To learn which properties were interested in hosting a focus group on site.

## Focus Groups

- To understand the perceptions, needs, and barriers around EV ownership, EV charging, and carshare for residents at apartments.
- To provide a space where Shoreline residents can share their thoughts on EVs and other sustainable transportation in an inclusive open forum.

# Recruitment

## Property Manager Interviews

We contacted over 20 Shoreline properties by phone and email. We then scheduled six one-on-one interviews and conducted five. One property did not show to the interview and later declined to participate.

## Focus Groups

We coordinated with property managers to distribute flyers at both Ion Town Center and Green Leaf. These flyers directed potential participants to a registration form to sign up for the focus group (See Appendix C for the recruitment flyers). Cascadia staff confirmed participation for each focus group via email before hosting the focus groups in-person.

Cascadia asked five properties about focus groups through one-on-one interviews and conducted two focus groups.

- **Ion Town Center** had 25 residents interested. 9 residents confirmed and 8 attended on 07/30/2024.
- **Green Leaf** had 14 residents interested. 10 residents confirmed and attended on 09/17/2024.
- *NOTE: We scheduled a focus group with Zinnia Apartments in August. We had 4 residents interested and ultimately canceled due to low interest.*

# Property Manager Interviews Key Takeaways

Below are some of the key takeaways we heard from property managers at five locations in Shoreline. Because each property has different access and needs for EV charging, we've summarized key takeaways by location.

## ION TOWN CENTER:

- Their property currently has 8 designated parking spaces with EV charging ports that were budgeted and included in the property's development plans (opened June 2023). There are 170 parking spaces in total.
- Ion Town Center residents have issues with lack of internet connectivity in their parking garage. The EV chargers are connected to Wi-Fi, and residents need to connect to the chargers via their phone (AT&T in particular has issues with connectivity).

## GREEN LEAF SHORELINE:

- Their property currently has 10 designated parking spaces with EV charging ports that were placed when the building was constructed (opened in 2021). 5-6 of those EV spaces are currently being used and there are 105 total parking spaces in total.
- They had to recently replace two chargers this summer after failing from being overheated. The manager believed that this was due to residents incorrectly using the EV chargers.
- EV charging parking spaces cost \$25 more per month to rent, and residents have not had complaints about this specific increase. Residents have had complaints about parking for non-EV spots being too expensive and try and look for street parking.
- The property manager would like to see more information on best practices in maintaining EVs.

## ZINNA:

- Their property currently has about 17 EV designated parking spaces with charging ports and only 2 of these spots are assigned to units. There are about 250 parking spaces in total.
- They would like to see the installation of the EV charging stations more streamlined. The installation was a constant back and forth with their provider (ChargePoint).
- Zinnia would like to have a point of contact with the City of Shoreline related to EVs. A point person at the City can make these processes a lot easier and it would be nice to have someone to go to for questions and ensure they are abiding by the City's guidelines.

## MEADOWBROOK:

- Meadowbrook has one EV charger on-site that is occasionally used. The charger has had electrical issues, so it hasn't been used much.
- Meadowbrook is a property where many of their residents are King County Housing Authority voucher holders. Many of these residents cannot afford EVs.
- Residents are not asking for anything related to EVs and charging infrastructure.
- The property manager would like to see more:
  - Financial resources for properties.
  - Free installation for chargers.

- Rebates and any additional resources.
- Transparency on what’s being charged to property managers vs what is being covered by the City – property owners need all the information to pull together their budgets.

**DEPARTMENT OF SOCIAL HEALTH SERVICES:**

- DSHS is a property on 88 acres, with multiple buildings. DSHS is a Rehab Center for people with disabilities and most residents cannot drive. They are subsidized by the State of Washington. Because the residents cannot drive, their current EV infrastructure supports state vehicles for staff and staff personal vehicles.
- They have 5 EV stations on campus and There are approximately 250 parking spots total.
- They are going to buy 2 more EV charging stations for State Vehicles and will apply for the City of Seattle rebate program.
- They are interested in more exclusive access to their parking facilities, as many non-DSHS folks are parking at their facilities.

## Focus Group Key Takeaways

### Participant Overview

**NUMBER OF PARTICIPANTS:**

<b>Ion Town Center Focus Group</b>	8 participants
<b>Green Leaf Shoreline Focus Group</b>	10 participants

### Key Takeaways

**ION TOWN CENTER**

- **Access to EVs** – All 8 participants currently drive a non-EV to get around, and the majority have never driven an EV.
- **Affordability** – Participants identified cost as a barrier to transitioning to an EV and that it is not feasible at this point in their life. Many participants were also worried about the affordability of maintaining an EV.
- **Accessibility & Education** – Ion Town Center has multiple EV charging parking spots that residents can use. Participants noted that if there were cheaper options and more information around the benefits of EVs they would consider making the transition. Many agreed that social media, group discussions (like focus groups), and flyers posted around Shoreline would be the most effective ways to share information and increase awareness around EVs.

**GREEN LEAF SHORELINE**

- **Access to EVs** – This group uses various transportation methods around the City, including light rail, buses, carpools, and walking. None currently own or lease a plug-in EV, but two

participants expressed interest in lithium or hydrogen-powered cars instead of traditional EVs.

- **Affordability** – Participants in this focus group identified the initial cost of purchasing an EV as a barrier as well as the follow up maintenance costs associated with owning an EV.
- **Carshare** – There was much discussion about making carshare options available in Shoreline, not just in Seattle. Many participants have used or are interested in Zipcar, and two have used Turo. Most agreed that they prefer docked carshare options for their consistency.

## Recommendations

Below are recommendations the City of Shoreline, Seattle City Light and various State Agencies could implement based on what we heard in the focus groups and property manager interviews:

### Recommendations based on Property Manager Interviews:

#### City of Shoreline:

- **Communication:** Prioritize open lines of communication between the City and property managers.
  - Host regular information sessions on rebate programs, resources, and Q&A for property managers.
- **Online Resources:** Provide easily accessible online resources, including guidance from Seattle City Light on EV charging station placement and connectivity solutions.
- **Promotional Flyers:** Create and distribute flyers about EVs and rebate programs for property managers to share with residents.
- **Zipcar Expansion:** Collaborate with property managers to add more Zipcar options in apartment complexes, ensuring a variety of car sizes to accommodate larger families.

#### State Agency:

- **EV Charging Discounts:** Offer charging discounts to properties that house a significant number of affordable housing units.

### Recommendations based on Focus Groups:

#### City of Shoreline:

- **Information Access:** Provide accurate information on EV prices and charging costs through:
  - Direct mail in multiple languages
  - Virtual/in-person info sessions for eligible residents
  - Flyers for property managers to distribute
  - Tabling at community events
  - Share EV maintenance cost comparisons with gas cars on social media, in newsletters, and on the City website.

- **Combat Misinformation:** Allocate resources to dispel myths about EV costs and maintenance.
- **Carshare Expansion:**
  - Increase the number of carshare options in Shoreline
  - Provide docked carshare options
  - Ensure that cars within the carshare program vary in size
  - Provide discounts to qualifying residents to sign-up for monthly memberships
- **Charging Access:** Improve access to charging stations and create a centralized platform for locating nearby stations.
- **Zipcar Availability:** Add more Zipcar options at apartment complexes.
- **Battery and Maintenance Info:** Provide accurate information on battery life and maintenance costs.

Seattle City Light:

- **Test Drive Events:** Host events for residents to try carshare and EV options, answer questions, and correct misinformation.

State Agency:

- **Buy-Back Program:** Implement a program for residents to trade in gas cars for EVs.
- **Cost Reduction:** Reduce purchase and maintenance costs for qualifying residents.
- **Discounts:** Offer discounts for qualifying residents on monthly memberships and EV charging.



# Focus Group Results

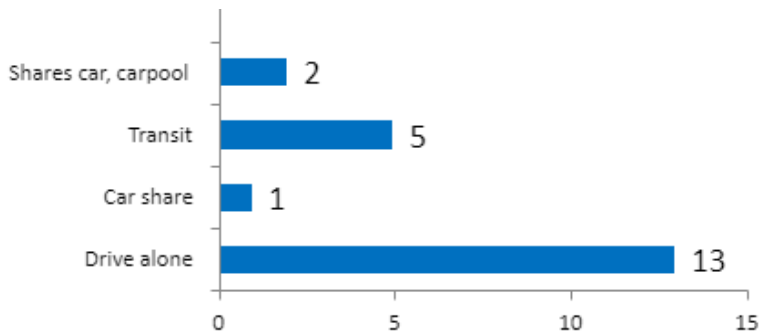
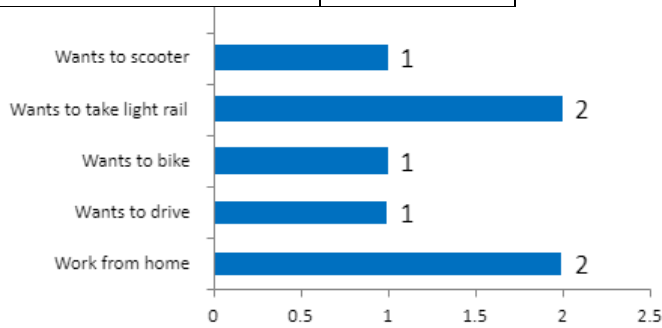
This report includes a summary of comments from both the Ion Town Center Focus Group and the Green Leaf Shoreline Focus Group. These comments are organized by theme based on what we heard. The comments received may have more than one theme, so the totals will not match the total number of respondents. We had a total of 18 participants between the two focus groups. Not every participant responded to each question, and some participants added commentary that we also recorded in our charts and graphs.

## Getting Around and Experience with EVs Takeaways

**Question 1:** How do you currently get around the City? Are there ways you would like to travel but don't? Why?

Drive alone	13
Car share	1
Transit	5
Shares car, carpool	2

Work from home	2
Wants to drive	1
Wants to bike	1
Wants to take light rail	2
Wants to scooter	1

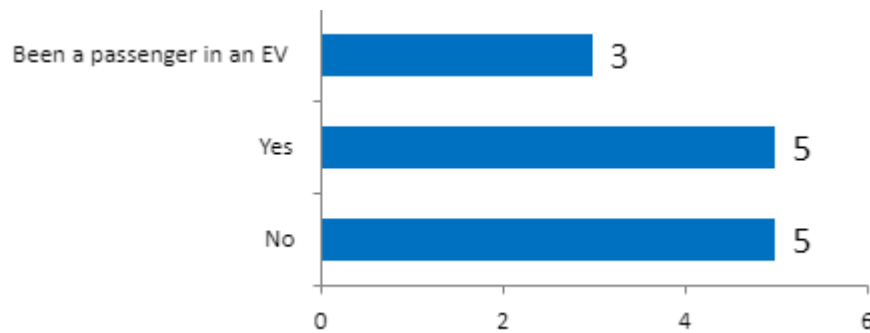


### Key quotes

- I drive to work, I like my privacy, and the control of leaving and arriving on my own time.
- I take the light rail and the bus. I don't have a car, I used to use a family car but don't anymore. I also take the city bus. I would like to get a car.

**Question 2:** What is your experience with electric vehicles? Have you ever driven one? Have you ever ridden in one?

No	5
Yes	5
Been a passenger in an EV	3



### Key quotes

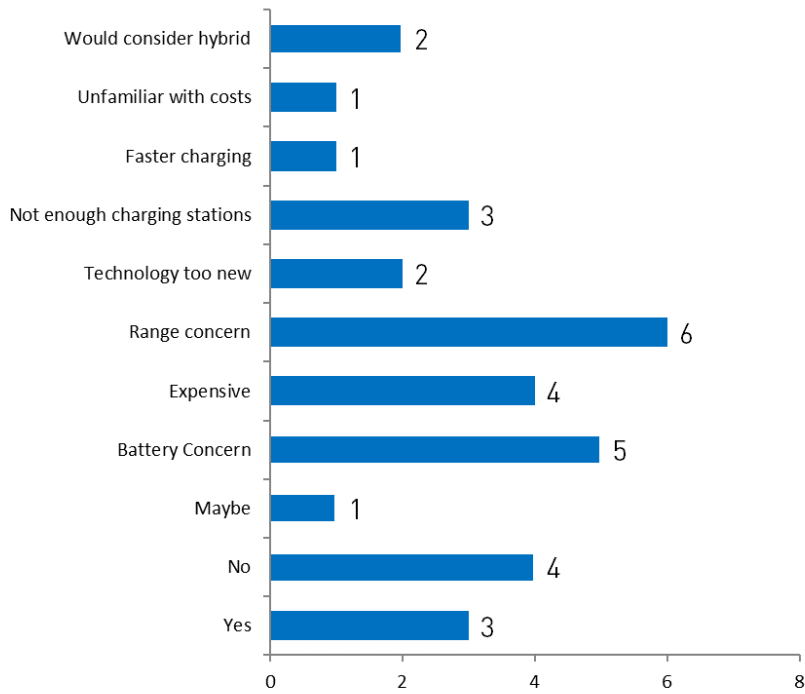
- Has ridden and driven them. Smooth and quiet. Not as much storage. Charging is a barrier. Easy and practical. Closest charging station is Safeway and maybe Trader Joes has new ones?
- Did for the first time recently, my co-worker has one and I like that we don't have to wait for the engine to make a sound. It made me think more about being environmentally friendly. I am thinking about driving it for a week and not having to touch up on gas. I also see that electric vehicles are common in Seattle.

**Question 3:** Do you currently lease or own a plug-in electric vehicle?

No	18
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**Question 3A:** Follow-up (if no): Would you consider transitioning to an electric vehicle? Why or why not?

Yes	3
No	4
Maybe	1
Battery Concern	5
Expensive	4
Range concern	6
Technology too new	2
Not enough charging stations	3
Faster charging	1
Unfamiliar with costs	1
Would consider hybrid	2

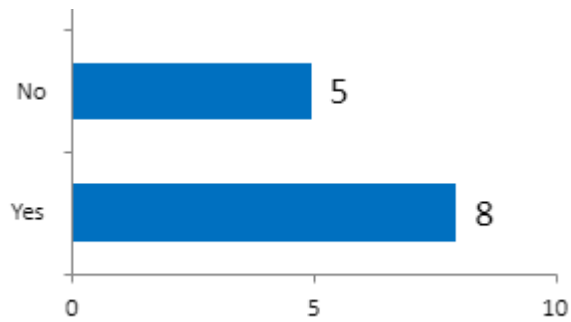


### Key quotes

- No, I'm worried about resale value. I used to get a new car every 3 years, and I don't want to be stuck with a car. If you can't update your car anymore, what do you do with it. I feel like people only like the name of the car but hate the actual car.
- Yes, once my car dies, but I know there's lots of charging stations here, but what if you're on a road trip or camping. Great for city driving but then you need a separate plan for long distance
- No, it's too expensive. Looked at renting a tesla and it was \$600 a month

**Question 4:** Have you used carshare before? If yes, what do you use it for?

Yes	7
No	5



**Key quotes**

- Yes, I have used Turo a carsharing platform
- No, Googled carshare and saw that they were in Wallingford, and one in Northgate, but none in Shoreline.
- Yes, Zipcar

**Question 4A:** Follow-up (if yes): What do you like about carsharing? What don't you like?

Expensive	4
Good for short distance trips	1
Good for people that don't want to/can't own a car	2
Not enough locations	2
Not enough size options	1
Needs better marketing/signage	1
Affordable	1
Convenient	1
Safe	1



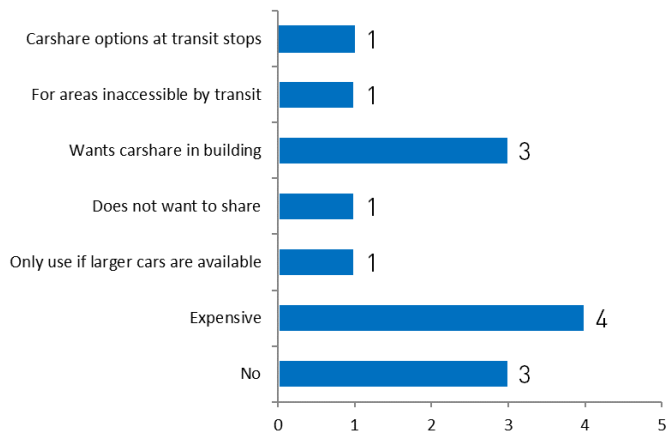
### Key quotes

- We have a Zipcar at Ion and that's great for short distances. It's a little pricy though. Having more Zipcars with more options in size would be good. I like them for shorter trips. If it takes 20 minutes to go somewhere, you stay there for 40 minutes, and then you're still in traffic, then a quick trip to the store gets so expensive. The hourly looks good but it's deceptive. I do like the fact that gas is included.
- I like the flexibility, but I think general awareness of where they are is a point of confusion for me, I don't know where they are.

**Question 4B:** Follow-up (if no) If you don't use carsharing, would you use it? Why or why not? What would you use it for?

No	3
Expensive	4

Only use if larger cars are available	1
Does not want to share	1
Wants carshare in building	3
For areas inaccessible by transit	1
Carshare options at transit stops	1

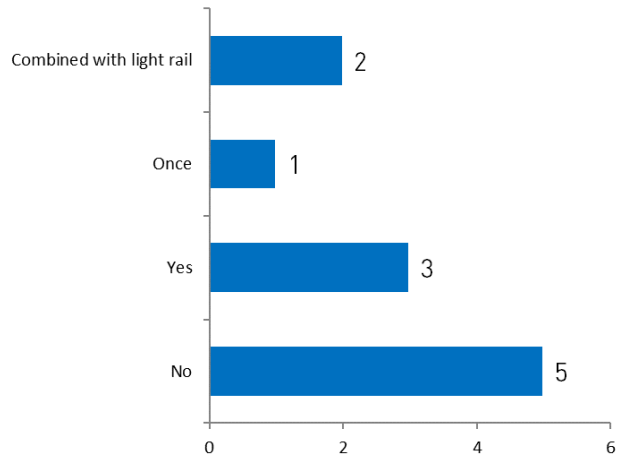


### Key quotes

- It would be nice to see more options like Zipcar spots in the building. It would be great if they had stations for rideshare vehicles at light rail stops.
- I would consider it for vacation. As someone who's under 25 it's very expensive to rent a car on vacation. Would look into it next time they were on vacation
- No. And I don't want to share a vehicle at all. I don't know what someone's done in the car. 90 dollars for a membership and 15 per hour is insane

**Question 4C:** Follow-up (if yes): Do you also take transit when you use carshare (for example driving carshare to a park and ride to catch the bus)?

No	5
Yes	3
Once	1
Combined with light rail	2

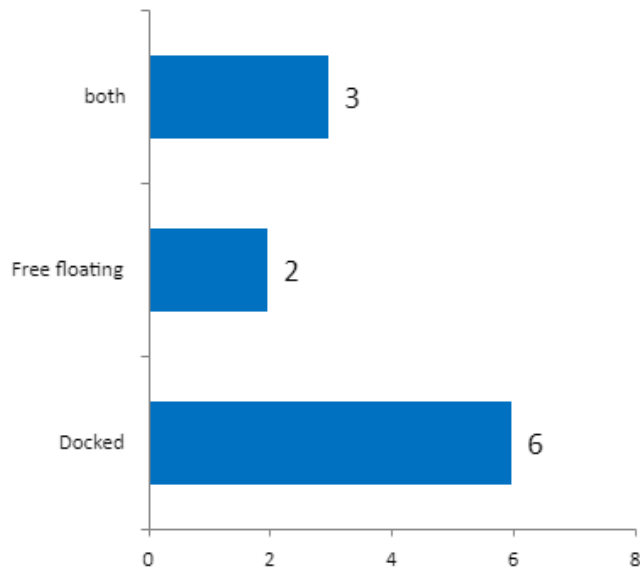


### Key quotes

- Yes, has used the system through work in higher education. Take a light rail and then take Zipcar to a high school. Pretty practical use. Easier to bill work with someone else's work or company car than with personal car.
- Yes, a carshare one way and a bus or uber home.

**Question 5:** Do you have a preference between free floating carshares and docked carshares? Why or why not?

Docked	6
Free floating	2
Both	3



**Key quotes**

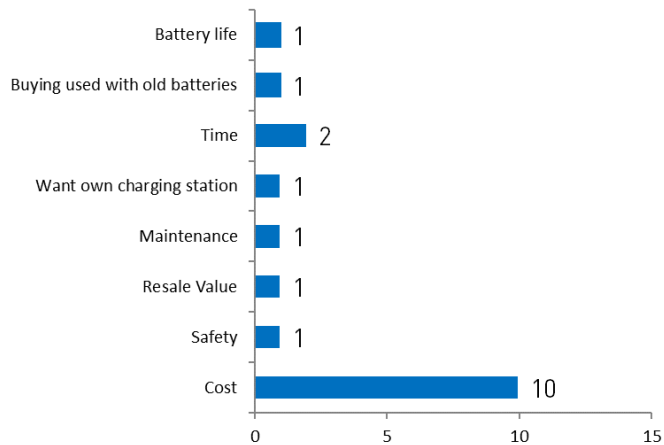
- I like both, docked carshares are consistent, free-floating are flexible.
- Free-floating, because I like the idea of being flexible, likes the option of picking it up from anywhere and dropping it off (within a zone)
- Docking preference. Free floating would have the same problem as Lime bikes. No docking stations means they get trashed, and Lime bikes are going down in stock.



## Accessing and Using EVs Takeaways

**Question 6 & 6A:** What are the biggest barriers you face when considering using an electric vehicle? Follow-up: This could include cost or access/reliability of charging equipment/knowledge around EV's.

Cost	10
Safety	1
Resale Value	1
Maintenance	1
Want own charging station	1
Time	2
Buying used with old batteries	1
Battery life	1

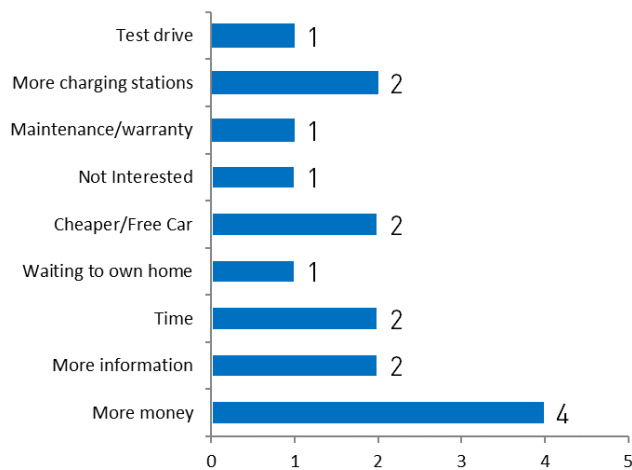


### Key quotes

- Time consumption. I have a friend who spends a lot of time charging their vehicle. No one has the time to charge it for that long.
- Cost of car. In addition, I have heard insurance costs are more for EV than a gas car. Another cost.
- Cost, safety- I've heard about EVs locking you in or updating when you need to get out.
- Not currently in the market for a car. Would like to see a buy-back program from their gas vehicle.
- A lot of us are buying used cars not new cars. Can cost thousands of dollars if a battery has an issue and warranty is out. Has 4 batteries, which is a lot.

**Question 7:** If you do not currently use an electric vehicle, what would you need to make that transition?

More money	4
More information	2
Time	2
Waiting to own home	1
Cheaper/Free Car	2
Not Interested	1
Maintenance/warranty	1
More charging stations	2
Test drive	1

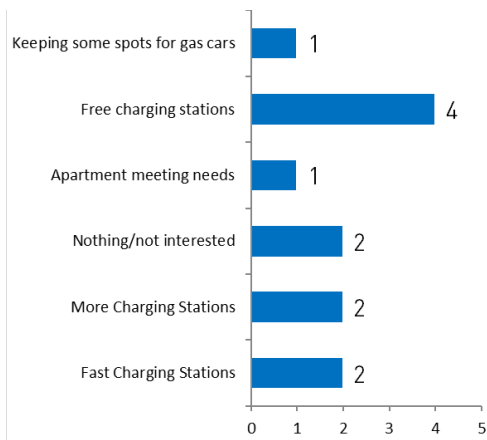


### Key quotes

- More information, and cheaper options
- Transferable warranty on EV vehicles. When you buy a car, you want to sell it later. Dealerships give you one year to get things fixed, but buying used you don't have that warranty. I would like to know if someone can fix it if something goes wrong.

**Question Q8 & 8A:** What can your apartment do to make the transition to an electric vehicle easier for you? If you already have an electric vehicle, what can your apartment do to make it easier to use an electric vehicle at your building? Follow-up: Would you like to see charging stations at or near your apartment? Note: Charging stations can be installed depending on available electricity to that facility (a parking lot, for example).

Fast Charging Stations	2
More Charging Stations	2
Nothing/not interested	2
Apartment meeting needs	1
Free charging stations	4
Keeping some spots for gas cars	1



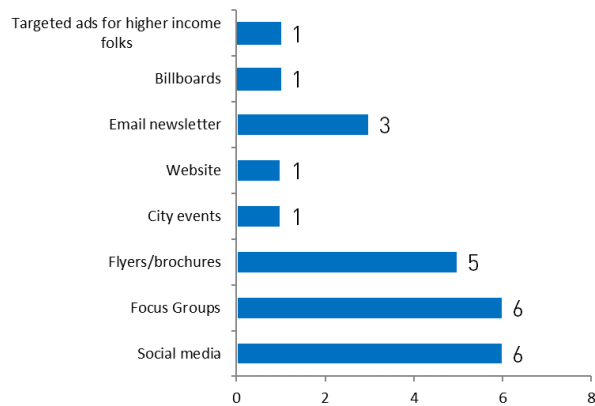
**Key quotes**

- Nothing Ion Town Center can do; I am just waiting to buy an EV in the future. Notes that Ion Town Center already has some but would like to see more in Shoreline. I see a lot in Seattle and Bellevue.
- Have unmetered charging for EV's. Nice that that's already happening at our current building so you can save on electricity. Less expensive than paying to charge at a station somewhere else.
- I'm not sure what would make me more inclined to use an EV. Everything I've seen seems like they just cost way more in the end.

## Resources and Information Sharing for EVs Takeaways

**Question 9:** What do you think are the most effective ways to share information, educate, and increase awareness about electric vehicles?

Social media	6
Focus Groups	6
Flyers/brochures	5
City events	1
Website	1
Email newsletter	3
Billboards	1
Targeted ads for higher income folks	1

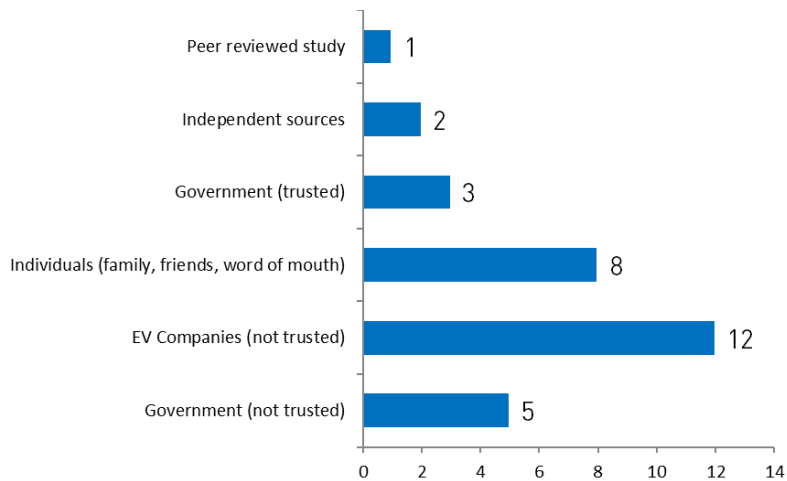


### Key quotes

- Social media, flyers
- Things like this (the focus group) are good because you can openly share your ideas. But social media is good because that's where we spend a lot of time, we don't have to go out of our way to see the information. Maybe brochures too. Also, City events like parades, picnics, etc. to set up booths. You can talk to someone who's an expert.
- Market research on types of individuals who would be able to afford EV vehicles. People more on the higher end of the financial spectrum. Flyers to mail to people who have access to electricity.

**Question 9A:** Follow-up: Who do you think is the most trusted source of information when it comes to electric vehicles? Are there any sources that are not trusted?

Government (not trusted)	5
EV Companies (not trusted)	12
Individuals (family, friends, word of mouth)	8
Government (trusted)	3
Independent sources	2
Peer reviewed study	1

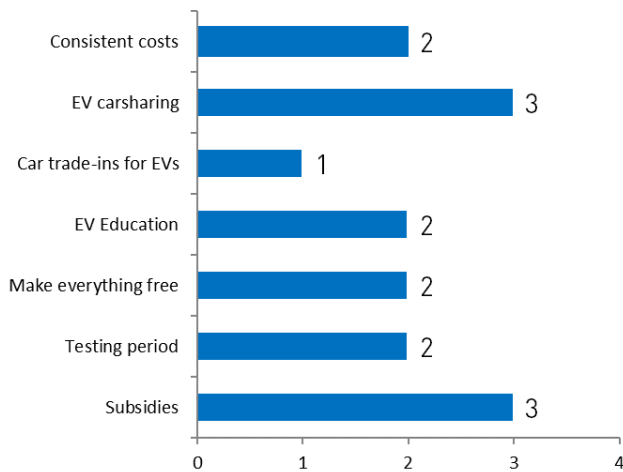


### Key quotes

- I don't trust companies or the government. I work for King County; we apply for grants, and they are not always used to benefit the actual people it would affect. The government will also tell you what you want to hear, but at the end of the day the strain will end up on the people. And companies will speak for profit. I need to have an honest conversation with someone I deem trustworthy.
- I would not trust the City or EV companies, people with something to gain. Does trust 3rd party sources, maybe reports
- Doesn't trust Tesla
- Trusts friends and family.
- Getting newsletter from Shoreline town hall/City Hall was important. Trusts public resources. Easy for the City to have that info and spread it widely.
- I would trust independent sources and peer to peer sources. Governments and EV companies are not trustworthy

**Question 10:** What can local governments and agencies do to make electric vehicles easier to access and use?

Subsidies	3
Testing period	2
Make everything free	2
EV Education	2
Car trade-ins for EVs	1
EV carsharing	3
Consistent costs	2



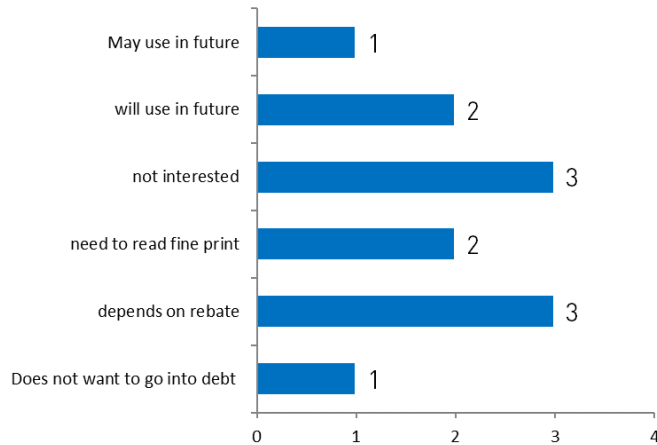
**Key quotes**

- Unless it's literally given for free, I wouldn't do it. My car works perfectly fine. Even if I had one for free, I'd still probably choose to use my gas car. At the end of the day, it's more expensive for me in the long run. Think about the cost of EVs, it's \$700 to \$1000 dollars a month. If you live in an apartment, now you have to pay for more parking. If you want a charging station at home, like a single-family house, then your electricity cost goes up. Climate change has happened forever, and I don't see it getting any worse. Is my gas car really destroying the earth?

**Question 11:** What is the likelihood of you taking advantage of these rebate programs to purchase an EV?

Does not want to go into debt	1
Depends on rebate	3

Need to read fine print	2
Not interested	3
Will use in future	2
May use in future	1



### Key quotes

- I need to see the fine print and how much it is.
- I have not thought about it because I am not expecting to buy a new car in the near future.
- Down the line I would look into it, but not until my current car is out of use. I would look at Hydrogen EV's. The first one [hydrogen EV] just launched but there are no charging stations in WA.
- Rebates definitely help. Good incentive.

**Additional comments**

- Is the environment the driving force behind this effort? Is this a decision that's going to be made regardless of what we think? I feel like there's no benefit.
- How much does building a level 2 charger cost in an apartment complex?



## Appendix A: Focus Group Discussion Guide

# City of Shoreline EV Focus Group Discussion Guide

### Overview & Introductions (10 minutes)

**Moderator and notetaker to introduce themselves:**

Thank you again for taking the time to talk with us today. My name is [NAME] and I'm joined by my colleague [NAME] who will be taking notes on our conversation. Before we get started, we wanted to provide a bit of background around this conversation.

**Moderator explains purpose:**

The City of Shoreline is engaging community members in conversations around transportation efforts happening in Shoreline. This includes adding more electric vehicle charging stations for apartment complexes. Today, we hope to learn from you about your priorities and needs when it comes to electric vehicle charging.

Interview transcripts will be recorded, anonymized and shared with the client team.

A brief overview of the agenda for tonight:

1. We will provide a short overview of what electric vehicles and charging stations are.
2. We will ask about 10 questions to this group around electric vehicles and charging stations.
3. We will wrap up by discussing how to receive your payment for participating tonight.

Ground rules:

- We have a series of open-ended questions for you.
- There are no right or wrong answers; we want your honest and candid opinions and ideas.
- Your participation in this project is voluntary. If you feel uncomfortable with any of the questions, let us know and we can move on or find a question you are more comfortable answering. You have the right to decline to answer any question or end your participation.
- Our discussion today is confidential. We will not use your names in any report.
- Our discussion today is being recorded and notes will be written during the focus group. The recording allows us to write a more complete report, and to make sure we accurately reflect your opinions. The recording will not be published or

shared, except among staff working on this project, or used for any other purposes.

- The focus group will last approximately 90 minutes, and you will be paid \$75 for your time today. We will discuss this payment at the end of the session.

Before we begin, are there any questions about what we have covered so far? Let's start with each of you introducing yourselves, just to get comfortable.

- Please tell us your first name (or name you wish to be addressed by)
- Icebreaker: What is one ingredient you ALWAYS need to have in your kitchen?

## Residential Focus Group Questions (75 mins)

### Getting Around & Experience with EVs (25 mins)

First, we are going to talk about how you travel in Shoreline and your experience with electric vehicles.

1. How do you currently get around the City? Are there ways you would like to travel but don't? Why?
2. What is your experience with electric vehicles? Have you ever driven one? Have you ever rode in one?
3. Do you currently lease or own a plug-in electric vehicle?
  - a. **Follow-up (if no):** *Would you consider transitioning to an electric vehicle? Why or why not?*

Carsharing (like ZEV Coop or Zipcar) lets you rent cars (vans, pick-up trucks, etc.) by the hour or day, without the commitment and costs of car ownership. It's usually a membership service that supports errands or short trips. The City of Shoreline is currently looking at expanding carshare services.

4. Have you used carshare before? If yes, what do you use it for?
  - a. **Follow-up (if yes):** *What do you like about carsharing? What don't you like?*
  - b. **Follow-up (if no):** *If you don't use carsharing, would you use it? Why or why not? What would you use it for?*
  - c. **Follow-up (if yes):** *Do you also take transit when you use carshare (for example driving carshare to a park and ride to catch the bus)?*

There are two types of carsharing. The first is station-based, where cars need to be picked up and returned at a specific station. For example, you could pick up a car at a station near your house and drop it off at a station near your work. Free-floating carsharing allows you to pick up and drop off the car anywhere within the designated zone (for example, the City of Shoreline).

5. Do you have a preference between free floating carshares and docked carshares? Why or why not?

### Accessing and Using EVs (30 mins)

Next, we're going to talk about accessing and using electric vehicles and charging stations. Before we get into this section, we wanted to provide a bit of context around the cost of

electric vehicles, charging stations, how charging stations relate to your utilities, and the process of installing a charging port.

- The installation of electric vehicle charging stations are dependent on a number of factors including access to electricity, cost of construction, and available parking space.
  - Apartment complexes need to ensure the electrical system can handle EV chargers and find a pathway to install them without disrupting residents.
  - Chargers should be placed in or near resident parking and accessible to everyone.
- You can buy electric vehicles new or used at different price ranges with different battery ranges. There are both Federal and State incentives for leasing and owning electric vehicles.

If you do not currently drive an electric vehicle, we want to hear more about what could help you make that transition.

6. What are the biggest barriers you face when considering using an electric vehicle?

a. **Follow-up:** *This could include cost or access/reliability of charging equipment/knowledge around EV's.*

7. If you do not currently use an electric vehicle, what would you need to make that transition?

8. What can your apartment do to make the transition to an electric vehicle easier for you? If you already have an electric vehicle, what can your apartment do to make it easier to use an electric vehicle at your building?

a. **Follow-up:** *Would you like to see charging stations at or near your apartment? Note: Charging stations can be installed depending on available electricity to that facility (a parking lot, for example).*

## Resources and Information Sharing for EVs (20 mins)

There are a number of resources and programs to help people make the transition to electric vehicles. In this section, we're going to talk about what resources and information would be helpful to share with people in Shoreline.

9. What do you think are the most effective ways to share information, educate, and increase awareness about electric vehicles?

a. **Follow-up:** *Who do you think is the most trusted source of information when it comes to electric vehicles? Are there any sources that are not trusted?*

There are currently resources and programs that will help you make the transition to electric vehicles, such as the new rebate program from the Department of Commerce and Seattle City Light's public charging program.

10. What can local governments and agencies do to make electric vehicles easier to access and use?

11. What is the likelihood of you taking advantage of these rebate programs to purchase an EV?

## Closing (5 mins)

That takes us to the end of our questions, are there any other comments you would like to make about anything we have discussed today?

Thank you again for your time and participation today! Your comments will help the City of Shoreline develop programs that support the transition to electric vehicles in the City. As a reminder, you will be compensated through the platform Melio. Since we have your mailing address, we will be able to mail out your stipend via a check. If you have any questions or issues, please contact us.

## Appendix B: Property Manager Interview Guide

# City of Shoreline Electric Vehicles: Property Management Interview Discussion Guide

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### Overview

Thank you again for taking the time to talk with us today. My name is [NAME] and I'm joined by my colleague [NAME] who will be taking notes on our conversation. Before we get started, we wanted to provide a bit of background around this conversation.

The City of Shoreline is engaging community members in conversations around transportation efforts happening at the City. This includes adding more electric vehicle charging stations around the city at public locations and for apartments. Today, we hope to learn from you about your building's priorities and needs when it comes to electric vehicle charging. If you are providing a combination of personal and professional perspective, please be explicit about which perspective is which.

Do you have any questions before we get started?

### Introductions

1. Let's begin with introductions! Can you please share your name, pronouns, and affiliation for our notes?

2. Can you share more information about your property? How many units does your property have? Parking spaces? Approximately how many affordable housing units?

## EV Charging

3. Please describe your current experiences with installing and maintaining EV infrastructure (such as EV charging) on multifamily properties.
  - a. **Follow-up:** Do you have a vehicle fleet at your property (i.e. maintenance vehicles)?
  - b. **Follow-up (if they have EV charging):** Who is the service provider for your charging stations?
4. What barriers and/or risks are there to adopting EV infrastructure on multifamily properties?
5. What are residents asking for related to electric vehicles and charging infrastructure?
6. What would property managers need to see to make installing EV charging as part of your standard practice?
  - a. **Follow-up:** Is cost a barrier for installing charging stations? If you were to install charging stations, how would these costs get passed onto residents?
7. What resources should be considered for multifamily property owners/managers related to EVs and charging infrastructure?
8. Would your residents be interested in an EV carshare hub at your site? What resources would you need to implement EV carshare on your property?
9. Anything else?

We are also interested in hosting a focus group with residents at [insert property name] to talk about electric vehicle charging options, carshare, and statewide resources for leasing or owning electric vehicles. These focus groups would be in-person, and we would compensate residents for their participation (\$75 check or direct deposit). Would you be interested in hosting a focus group at [insert property name here] to discuss these topics? **[if yes]** Great! We're expecting these focus groups to happen at the end of July. We can follow-up via email with more information around logistics and scheduling if that works best for you?

**[if no]** No worries, we appreciate all of the information you've shared with us already! That wraps up everything on our end, thank you for taking the time to speak with us today! We'll be following up with you via email with additional information on resources provided by Seattle City Light and the State related to electric vehicles and EV charging.

## Appendix C: Promotional Flyers for Focus Groups

### We want to hear from you!

Are you curious about electric  
vehicles (EV's)?

Do you want to help improve  
how residents get around  
Shoreline?

The City of Shoreline is hosting  
a focus group at Ion Town  
Center to better understand  
how people use EV's and what  
EV charging options could look  
like for apartment complexes.

Date: July 30, 2024

Time: 6 – 7:30PM

Location: Ion Town Center

#### Sign up today!

Visit <https://bit.ly/4eVxESe>, scan the  
QR code, or email us to sign up!

[maqsuud@cascadiaconsulting.com](mailto:maqsuud@cascadiaconsulting.com)

Learn more: [engage.shorelinewa.gov/walkrideroll](https://engage.shorelinewa.gov/walkrideroll)



Get paid \$75  
for your  
feedback!



# We want to hear from you!

Are you curious about electric vehicles (EV's)?

Do you want to help improve how residents get around Shoreline?

The City of Shoreline is hosting a focus group at the Green Leaf to better understand how people use EV's and what EV charging options could look like for apartment complexes.

Date: Sept 17, 2024

Time: 6:00- 8:00PM

Location: Green Leaf



Get paid \$75 for your feedback!



<https://forms.gle/m8oC7FBKDMcEVDR18> scan the QR code, or email us to sign up!

[maqsuud@cascadiaconsulting.com](mailto:maqsuud@cascadiaconsulting.com)

Learn more: [engage.shorelinewa.gov/walkrideroll](https://engage.shorelinewa.gov/walkrideroll)

