

Coalition Name:	San Francisco Clean Cities Coalition (SFCCC)
Coalition Address:	1455 Market St. Suite 13B San Francisco, CA 94103-1613
Coalition Point of Contact for Application:	Nicole Appenzeller Clean Cities Coalition Co-Director <a href="mailto:nicole.appenzeller@sfgov.org">nicole.appenzeller@sfgov.org</a> P: (415) 355-3784
Does your coalition meet the requirements for maintaining designation status as described in the CC&C Partnership Structure?	Yes
Does your coalition plan to focus this position on Tribal Nation engagement?	No

San Francisco Clean Cities Coalition  
Community Engagement Liaison Cohort 2 Application

### **Coalition Background and Demonstrated Commitment to EEJ**

San Francisco is a noted leader in low-carbon mobility and climate policy. The city has aggressively reduced its annual greenhouse gas (GHG) emissions by enforcing new green building standards, investing in renewable energy, and advancing alternative fuels and transportation electrification. The city's core values of racial and social equity have been deeply embedded in this work through the [Climate Action Plan \(CAP\)](#), the [Environmental Justice Framework and General Plan Policies](#), and the [SF Environment Racial Equity Action Plan](#).

SFCCC is a founding member of the Department of Energy's (DOE's) Clean Cities and Communities initiative. Hosted by the SF Environment Department (SF Environment), it represents the City and County of San Francisco (CCSF) and a range of local and regional stakeholders. SFCCC has been instrumental in securing millions of dollars in funding from the California Energy Commission (CEC), DOE, California Air Resources Board (CARB), and other institutions to plan for and deploy San Francisco's electric vehicle (EV) infrastructure. Current SFCCC projects include:

- Co-leading San Francisco's EV Working Group, a collaborative forum for City departments to coordinate EV programming and policymaking.
- Creating a Zero Emission Vehicle Blueprint for Medium- and Heavy-Duty Vehicles to identify opportunities to electrify fleets, with a focus on small- and medium-sized fleets.
- Conducting community outreach to develop a new community-supported fast-charging plaza in an equity priority/Justice40 community.
- Developing a Public Charging Challenges Assessment to identify barriers and solutions to public charging deployment in the county.
- Supporting the development of a Curbside Charging Feasibility Study and a public process for EV service providers to propose demonstration sites to identify options to implement curbside charging to serve residents in multifamily buildings.
- Working with municipal and local fleets to identify electrification options and apply for available grants and incentives.
- Working with City agencies to identify public charging project opportunities at City-owned sites and apply for available grants and incentives.

SFCCC's equity and environmental justice goals align with and help San Francisco achieve its CAP equity goals. The CAP was developed and adopted through a rigorous and inclusive community process. These goals include:

- 1) supporting all residents' mobility needs, including those who are vehicle-reliant
- 2) increasing public awareness of available e-mobility incentives in equity priority/Justice40 communities
- 3) deploying e-mobility charging infrastructure that benefits equity priority/Justice40 communities and residents living in multifamily housing

SFCCC co-directors and staff receive annual training and practice in Racial Equity (RE) via the RE Scan, a Department-wide tool developed by SF Environment's Racial Equity Steering Committee used to ensure equity during program design and implementation. Co-Director Nicole Appenzeller is on this Committee. Conducting RE scans is an annual requirement reported in employee performance reviews. In addition, all SF Environment staff attended a half-day training in 2024 on best practices for engaging with community through an equity lens. Finally, every CCSF employee must take the City's annual Implicit Bias training. Additional SF Environment staff training included attending California Strategic Growth Council's "Setting Up for Hard Conversations," and Be the Change Consulting's "Culturally Responsive Supervision." SFCCC staff also participated in DOE and CCC trainings, including "Preparation for Community Engagement

San Francisco Clean Cities Coalition  
Community Engagement Liaison Cohort 2 Application

Liaison (CEL) Cohort 2” Webinar, presented by the National Renewable Energy Laboratory; and Clean Cities and Communities eLearning: “E-Mobility Historical Context and Equity 101.”

Funded by a grant from the CEC, SF Environment most recently collaborated with [En2Action](#), a community-based organization (CBO), to develop the first 24/7 publicly accessible DC fast charging plaza in Bayview-Hunters Point, an equity priority/Justice40 community. In Spring 2024, En2Action and SF Environment hosted three community meetings in Bayview-Hunters Point at key community locations including the Southeast Community Center, the Bayview Opera House, and True Hope Church, reaching a total of 73 residents. During the community meetings, SF Environment and En2Action provided information on EV benefits and incentives and collected feedback on where community members would like to see future public EV charging stations in their neighborhood. Attendees used maps of the neighborhood to highlight their favorite sites. As part of this effort, En2Action’s survey partner, Strategies 360, conducted a representative survey of 400 adults in Southeast San Francisco. Feedback received both through the meetings and survey highlighted local residents’ limited income and a lack of reliable public charging as key barriers to purchasing an EV. Several community meeting participants were unaware of the economic benefits of EV ownership, such as lower fuel and maintenance costs, the available incentives to reduce the upfront cost of EVs, and also shared misconceptions around the environmental impact of EVs, illustrating the need for increased education. Based on community feedback and technical feasibility, SF Environment and charging partner, EVgo, identified Bayview Plaza at 3801 3rd Street as the site for six new public fast chargers planned to open in 2025. While the CEC grant supported robust community engagement for one grant-funded project, there is little funding to continue engagement with these communities on post-installation feedback, new potential charger sites in the community, and further engagement on EV benefits and incentives.

SF Environment is also developing a [Curbside EV Charging Feasibility Study](#) which includes high-level community engagement to inform recommendations in the study and identifies a need for deeper community input at the proposed site level. The City is exploring curbside charging as an option to provide charging access to residents living in multifamily buildings, who typically lack access to overnight parking and charging and represent over 60% of residents. SF Environment engaged with the [EV Charging for All Coalition](#) and the [Golden Gate Electric Vehicle Association](#) to collect feedback on the study. SF Environment and the San Francisco Municipal Transportation Agency (SFMTA) facilitated an online webinar in April 2024 attended by 30 community members to assess broad community desire and concerns for curbside charging. The next step to unlock curbside charging includes neighborhood-level community engagement with residents, small businesses, and other interested parties on the siting, design, and operations of charging projects. Community outreach is essential to ensuring that community members who have been historically excluded from public engagement opportunities (such as seniors, youth, and low-income and equity priority/Justice40 communities) are included in the process. SF Environment is currently awaiting the results of several Federal funding opportunities to support continued outreach and deploy pilot curbside charging installations.

### **Opportunity for the Coalition CEL to Benefit Underserved and Overburdened Communities**

The timing for a Community Engagement Liaison (CEL) for the SFCCC is urgent. Two primary, ongoing projects that require support from a dedicated CEL are:

- increasing public awareness of available EV, electric bike, and other electric mobility (e-mobility) incentives in equity priority/Justice40 communities and

San Francisco Clean Cities Coalition  
 Community Engagement Liaison Cohort 2 Application

- deploying e-mobility charging infrastructure that benefits equity priority/Justice40 communities and residents living in multifamily housing.

According to the 2020 International Council on Clean Transportation [charging demand report completed for San Francisco](#), approximately 1,400 public Level 2 and 350 DC fast chargers are needed for the City to meet its 2030 EV adoption goals. However, at the ZIP code level, Southeast San Francisco, which is home to San Francisco’s most disadvantaged communities, requires a greater percentage of these new chargers given current charging availability coupled with greater driving demand due to the geographic isolation of these neighborhoods along highway—as opposed to transit—corridors. SF Environment has not been able to regularly and consistently engage these community members to provide EV education and information about incentives, as well as to learn from community members about other e-mobility needs they may prioritize, such as bikes, scooters, and assistive mobility devices, and where charging may be most needed/demanded. The community engagement work with Bayview-Hunters Point described above can function as a model for engaging other communities, as well as a pathway for continued engagement in the Bayview. The biggest opportunity in bringing on a CEL will be to develop this successful effort into a comprehensive and targeted engagement plan for all five of the equity priority/Justice40 communities identified with the greatest need for charging infrastructure (see map below). The CEL will address the current gap our coalition faces, which is ensuring that our underserved vehicle-reliant residents have access to the same clean energy options as the city’s wealthier early adopters.

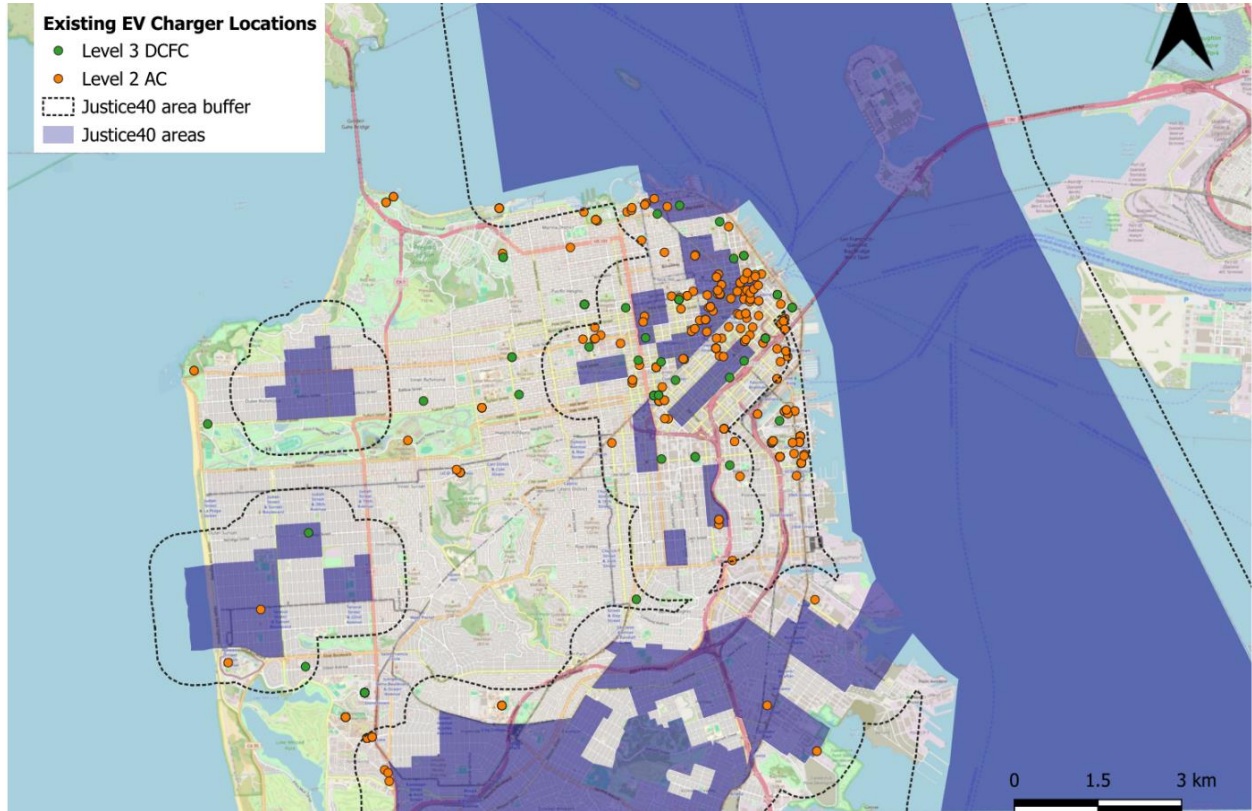
There are currently a number of existing and forthcoming state and regional incentives and grant opportunities to support EV purchasing and both public and multifamily charging. The CEL will be pivotal to not only supporting equity priority/Justice40 residents and property owners in accessing these resources, but also ensuring that any related community engagement strategies help to inform a replicable citywide engagement plan for transportation electrification.

Types of activities the CEL can support:

- Meet with community partners in the equity priority/Justice40 communities identified in the map below to develop a Community Mapping and Engagement Plan that:
  - Outlines existing and new CBO/community relationships and engagement pathways (e.g., affordable housing organizations, faith-based organizations) that SF Environment has or could develop in the identified equity priority/Justice40 communities that SFCCC should prioritize/leverage for future engagement
  - Gathers community feedback on transportation needs, mobility inequities, potential EV investments, knowledge gaps, and preferred engagement pathways to share with City agency partners as well as DOE Vehicle Technologies Office, Metropolitan Transportation Commission, Bay Area Air Quality Management District, CARB, and other high-level partners to inform future programming and grant proposals
  - Evaluates the needs of multifamily residents and property owners and determines methods to (1) connect them to limited/currently available EV incentives and charging direct install programs and (2) engage them as the City pursues curbside charging projects and policy
  - Considers how we integrate e-micromobility technologies and transportation demand management/mode shift programs when SFCCC brings EV outreach/education or potential charging infrastructure projects to a community, to ensure we are framing EVs as one of many clean transportation choices in a broader network per the City’s Transit First policy, as well as to inform future multi-modal charging locations

- Recommends best practices for SFCCC’s future community engagement activities
- Work with UC Berkeley to develop and conduct outreach on a [public charging mapping tool to be launched in early 2025](#) (please note the map is in development). The goal of this tool is for residents, property owners, and community organizations to understand the decision-making criteria for policymakers and public charging developers, see why certain neighborhoods or sites may be better than others for charging infrastructure, and provide feedback and recommendations to the City on where they do (or don’t) want to see future public charging projects. While publicly posting the tool will be valuable, a CEL can conduct ongoing engagement on and with this tool to help inform discussions with charging developers and City charging grant proposals.

SF Environment currently does not have a dedicated Community Engagement staff member specifically for Clean Transportation work, primarily because Clean Transportation positions are grant funded, thus community engagement work is usually tied to and limited by specific projects. SF Environment’s Community Engagement team (Environment NOW) which participates in community-forward workshops, trainings, meetings, talks, and citywide events, promotes SF Environment’s broad programming, and educates communities across a wide range of topics including waste reduction, home electrification, climate action, and more. A dedicated Clean Transportation Liaison could easily integrate into Environment NOW’s outreach efforts, providing SFCCC with the opportunity to build upon existing relationships with CBO and community members around clean transportation. Additional opportunities with Environment NOW include participating in community-led events, presenting at community convenings, and partnering with local and statewide organizations that host EV educational events such as [Charge Across Town](#) and [Cool the Earth](#).



San Francisco Clean Cities Coalition  
Community Engagement Liaison Cohort 2 Application

The map above shows current publicly available charging (Level 2 and DCFC) with CEJST Census Tracts in purple outlined by a 1/2-mile Justice40-serving buffer. These are the equity priority/Justice40 communities that SFCCC has identified with the greatest need for engagement.

*Bayview-Hunters Point (Southeast area of the map)*

Bayview-Hunters Point has some of the highest pollution ratings in the City. Historically the site of industrial land uses, poor air quality in Bayview-Hunters Point is exacerbated by freeway proximity and the neighborhood's reliance on vehicles due to limited public transit. There is little available charging to serve residents in the southeast area of the city. While the map indicates that there are three Level 2 charging sites in Bayview-Hunters Point, recent outreach indicates that these sites are either not operational or are behind closed gates and therefore not truly publicly accessible (the new DCFC charging plaza, since it is not yet operational, is not represented on this map).

*Excelsior (South Central area of the map)*

Similar, and connected, to Bayview-Hunters Point, huge gaps in charging infrastructure in Excelsior are a barrier for this lower-income, vehicle-reliant population. Charging access in these areas will serve a range of users including residents of affordable and multifamily housing, City College commuters, fleets traveling through the city on major regional transportation corridors, and visitors to the Ocean Avenue commercial corridor.

*The Richmond District (Northwest area of the map)*

The western part of the city has historically had fewer EV charging opportunities than other neighborhoods, and residents are more vehicle-reliant since it can take longer to get around using public transit due to a lack of light rail or subway lines. The Richmond District is heavily populated with multifamily housing, mixed-use residential and commercial, and UC San Francisco's Laurel Heights campus. The neighborhood is bisected by two major through-city routes: the Geary Street corridor and State Route 1.

*The Mission (the southernmost portions of the Central area of the map)*

The Mission includes many low-income, primarily Spanish-speaking residents, as well as drivers accessing neighborhood bars, restaurants, and historic destinations. The neighborhood is primarily small multifamily housing with a growing number of large multifamily buildings. The neighborhood is bordered by US 101 and the San Francisco Zuckerberg General Hospital campus.

*Treasure Island (the purple area to the East of the City, connected by the Bay Bridge)*

Treasure Island is undergoing planned redevelopment from its former use as a military base. The Island is connected to the city by the Bay Bridge and ferry service, but only has bike lanes on the Bridge in one direction—to the East Bay. All new housing being placed on the island is large multifamily; combined with limited transit and bike infrastructure, this new development guarantees a high volume of vehicles on the Island.

**Coalition Capacity & Work Environment**

If awarded, SFE will hire the CEL as full-time City staff under a unionized job classification (9922 - Community Engagement Associate). In addition to the City's standard recruitment process through its Human Resources Department, SF Environment will distribute the position announcement through its expansive network of partners, including EV/transportation-focused organizations Acterra, Cool the Earth, GRID Alternatives, Transform, and SF Bike Coalition, and diversity-focused sustainability networks such as the California BIPOC Climate Network and

San Francisco Clean Cities Coalition  
Community Engagement Liaison Cohort 2 Application

Environmental Professionals of Color. The team will also reach out to community partners to ensure that applicants from our target communities are encouraged to apply.

SFCCC is hosted by SF Environment's Clean Transportation Program. The current coalition team includes four staff, including two coalition Co-Directors who lead all coalition work. The new CEL would be supervised by Nicole Appenzeller, Clean Cities Co-Director, and would collaborate regularly with the rest of the coalition team, as well as with representatives from the Department including the outreach and racial equity teams. The CEL will participate in all internal coalition meetings and have weekly check-ins with their supervisor. Coalition staff will work with the CEL to incorporate CEL activities into regular meetings to share learnings with staff and incorporate EEJ strategies into coalition work plans. All City staff are typically required to work in the office three days per week and have the option to work remotely the rest of the week. The Coalition Co-Director commits to attending at least one in-person EEJ training and aims to participate in as many training opportunities as possible during the CEL's tenure. SFCCC is committed to learning about and trying new approaches to community engagement and incorporating CEL activities, learning opportunities, and community feedback into daily coalition operations.

SF Environment is a primarily grant-funded department. Across all our teams, we develop proposals that ensure equity priority/Justice40 communities receive benefits from our projects. SF Environment currently has several active grants that incorporate EEJ, including:

- \$1 million EPA G2G grant focused on supporting community-generated and led climate action projects including EV workforce development
- \$14 million SCEP/DOE grant focused on ensuring equitable development and implementation of Building Performance Standards
- \$800,000 DOE Block Grant for the City's Climate Equity Hub Heat Pump Water Heater Direct Install Program

In addition, SF Environment is the administrator of the City's Carbon Fund, which collects 13% of all air travel ticket prices to distribute through grants to CBOs working on greenhouse gas emissions reductions projects in the city. Some of these funds are slated to be used for small fleet electrification technical assistance and education, as well as innovative community engagement ideas that promote EV adoption in equity priority/Justice40 communities.

SFCCC did not participate in the Cohort 1 CEL initiative. SF Environment will supplement the CEL stipend funds provided by Clean Cities and Communities by approximately \$20,000 annually, to ensure that the CEL receives salary and benefits aligned with the City's 9922 position classification. These funds will be sourced through existing Clean Transportation grant or work order funding and any additional indirect or overhead costs will be absorbed by the Department. One of the SF Environment Clean Transportation's medium-term racial equity goals is to provide in-language clean transportation outreach to residents and property owners of affordable housing and multifamily housing, as well as residents and property owners residing in equity priority and vehicle-reliant populations. Community engagement will thus be a budget priority going forward, with the intention to retain the CEL position, once Cohort funding is exhausted, as a vital part of the SFCCC and Environment NOW teams, ensuring consistent community outreach that supports our priority communities with transportation electrification.