

October 8, 2021

## **INTRODUCTION**

Hawaiian Electric Company contracted with SSFM International, Inc. (SSFM) to develop an online engagement tool for the collection of public input on potential locations for public electric vehicle (EV) charging stations across the Hawaiian Electric service territories, which includes all Hawaiian Islands except Kauai. SSFM prepared a project Story Map utilizing the ArcGIS Online platform, which included a voluntary survey and interactive Web Map. The purposes for the Story Map and Web Map were to inform the public of the need for additional public EV charging stations and to obtain public input on desired locations. The survey requested participants' information such as zip code, primary transportation mode, and living type, while the interactive map requested users to insert ("drop") a node ("pin") within the Hawaiian Electric service area where a public EV charger was thought to be beneficial. The engagement campaign was named "Charge Up Hawaii" and launched for public engagement on August 25, 2021. The open comment period ended on October 2, 2021.

## **OUTREACH EFFORT**

Following its activation, Hawaiian Electric proceeded with the "Charge Up Hawaii" outreach campaign to promote the online engagement tool's use through the URL [www.chargeuphi.com](http://www.chargeuphi.com). Hawaiian Electric promoted Charge Up Hawaii utilizing multiple communications and outreach strategies such as:

- Email outreach to customers and Electrification of Transportation stakeholders
- Press release to media outlets
- Social media posts (LinkedIn, Facebook, twitter, Instagram)
- Email outreach to neighborhood boards
- Email outreach and 1-1 tutorials to State Legislators
- Presentation to Energy Equity Hui
- Outreach to Hawaiian Electric Low-Moderate Income Advisory Council
- Sweepstakes promotion from August 31<sup>st</sup> – September 10<sup>th</sup> raffling \$100 grocery store gift cards to customers
- Engagement with Hawaiian Electric Company employees

October 8, 2021

## **SURVEY RESULTS**

The survey received 2,045 responses over the 38-day comment window. Individual survey questions and the summary of results are provided in Exhibit 1.

## **INTERACTIVE MAP RESULTS**

The interactive map received 1,812 pin drops within the comment window. This included the following number of pins on each island:

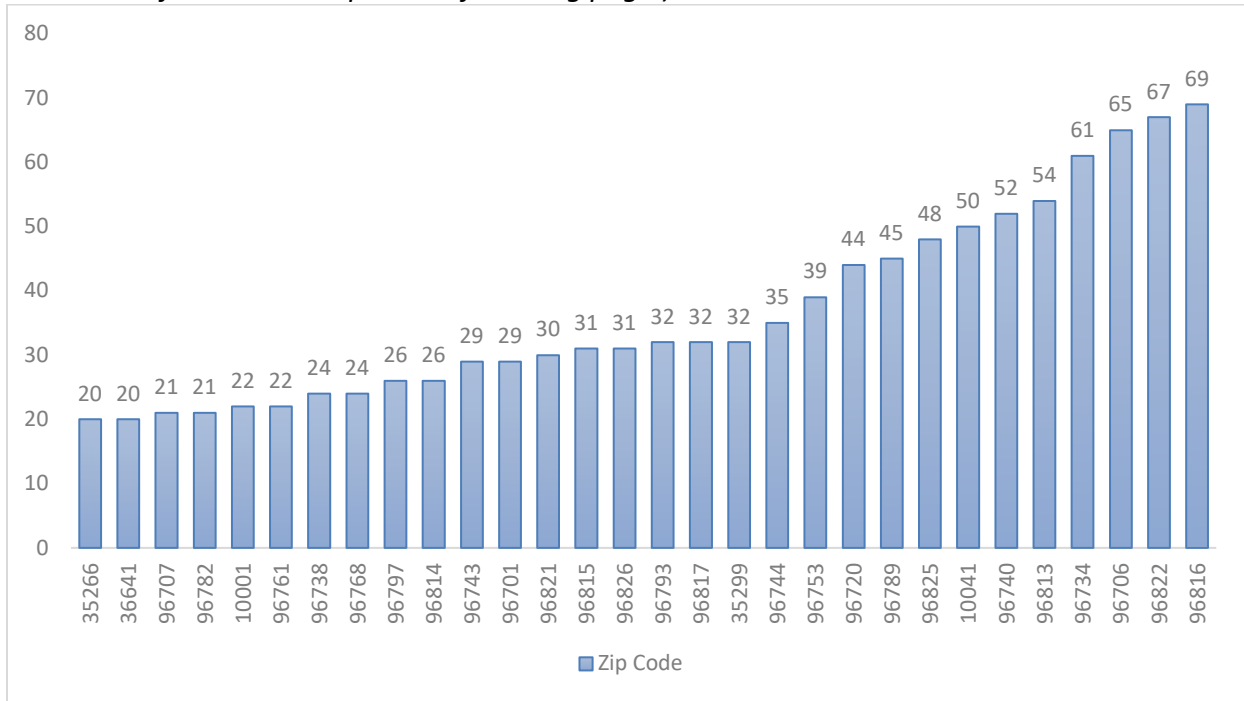
- 1,136 pins on Oahu,
- 297 pins on Maui,
- 335 pins on Hawaii island (Big Island),
- 12 pins on Molokai, and
- 32 pins on Lanai.

October 8, 2021

**EXHIBIT 1 – SURVEY RESULTS**

**Survey Question 1: What is your Zip Code?**

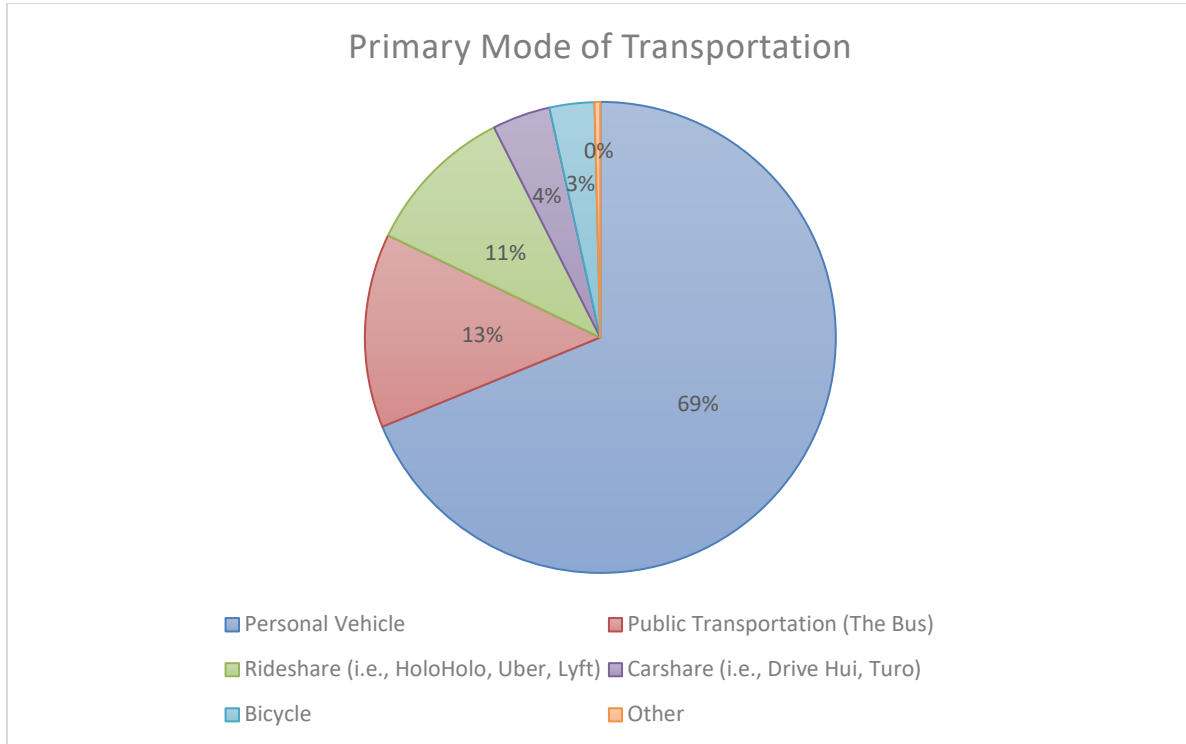
*(Shown below are zip codes that received more than 20 survey entries with the associated zip codes identified on the map on the following page.)*



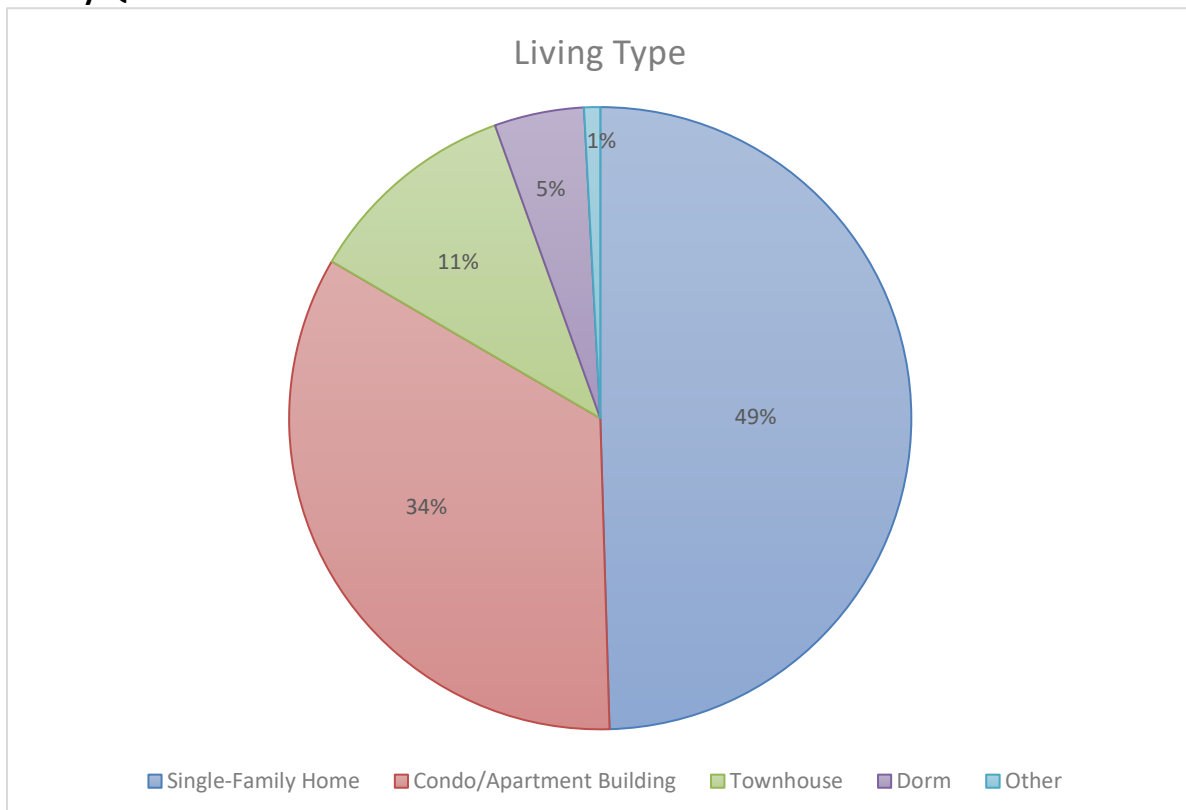


October 8, 2021

**Survey Question 2: My primary mode of transportation is:**

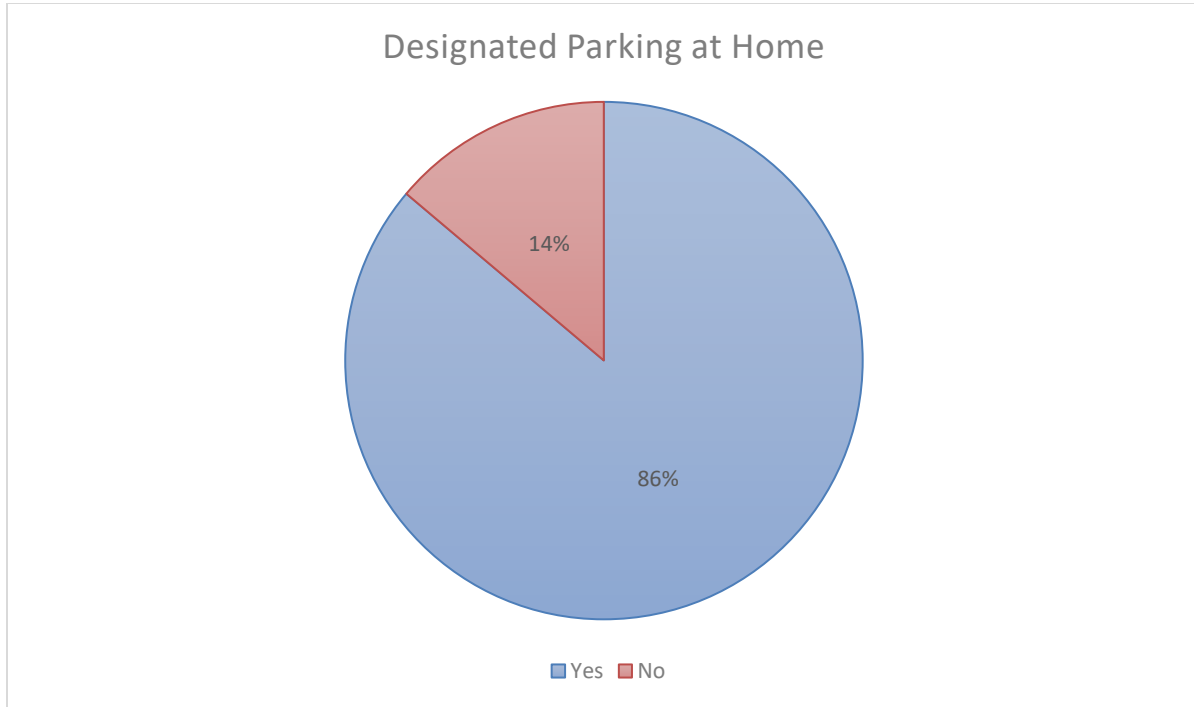


**Survey Question 3: I live in a:**

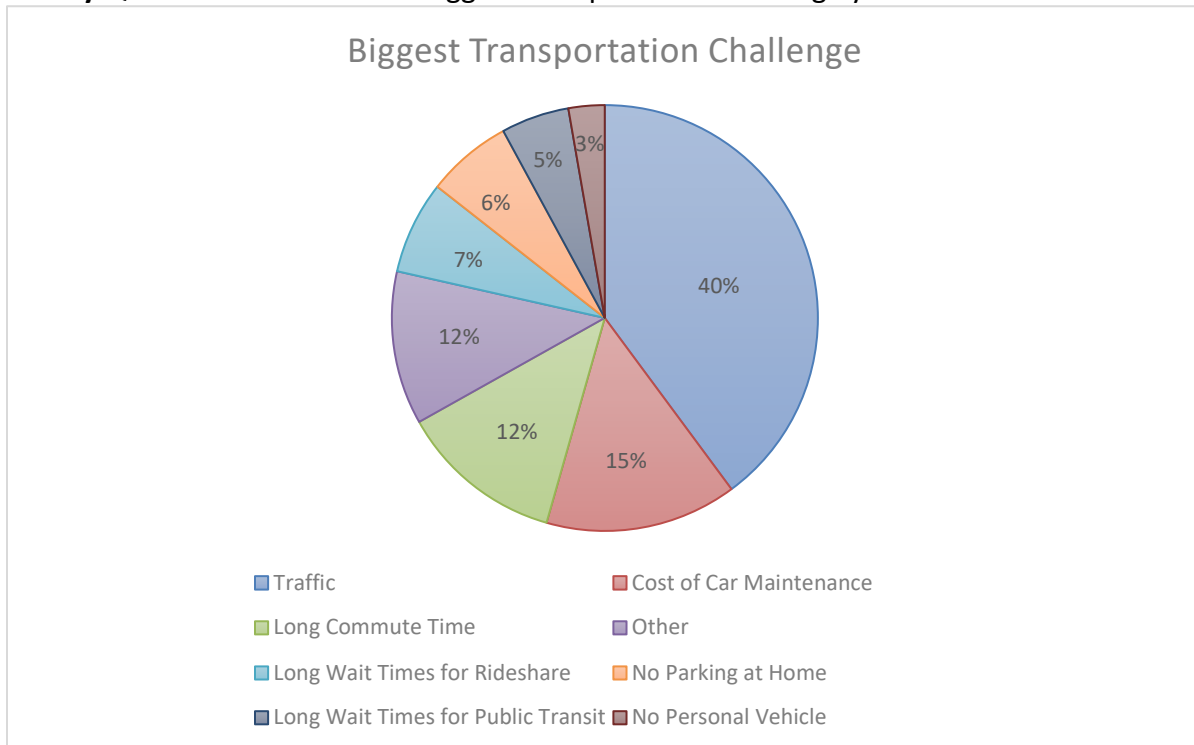


October 8, 2021

**Survey Question 4: Do you have designated parking at your home?**



**Survey Question 5: What is the biggest transportation challenge you face?**





October 8, 2021

103.05	3
103.06	6
103.08	1
105.03	5
105.04	1
105.05	1
105.07	4
105.08	4
106.01	2
106.02	9
107.01	1
107.02	1
108.01	1
108.02	2
109.01	11
109.03	1
109.04	1
109.05	4
11	2
110	8
111.03	2
111.04	9
111.05	26
111.06	3
112.01	8
112.02	1
113	8
114	3
115	22
12.01	5
12.02	1
13	17
14	1
15	1
16	1
17	28
18.01	6
18.03	10
18.04	1
19.01	6
19.03	2



October 8, 2021

19.04	1
2	4
20.03	13
20.04	20
20.05	2
20.06	1
21	26
22.01	6
22.02	13
23	2
24.01	2
24.02	1
25	1
26	4
27.01	12
27.02	5
28	2
29	27
3.01	1
3.02	10
30	1
31.01	1
31.02	17
32	1
33	2
34.03	1
34.04	1
34.05	1
34.06	1
34.07	3
35.01	2
35.02	3
36.01	10
36.03	1
36.04	3
37	69
38	38
39	29
4.01	1
4.02	5
40	7

October 8, 2021

41	2
42	9
43	5
44	1
45	2
46	1
47	1
48	5
49	1
5	27
50	2
51	6
52	4
53	1
54	1
55	1
56	1
57	21
58	1
59	1
6	4
60	3
61	1
62.01	1
62.02	1
63.01	3
63.02	1
64.01	1
64.02	1
65	1
66	1
67.01	2
67.02	1
68.02	1
68.04	1
68.05	3
68.06	3
68.08	1
68.09	1
69	1
7	5

October 8, 2021

70	6
71	1
73.02	1
73.03	2
74	7
75.02	1
75.03	1
75.04	1
75.05	1
75.06	1
77.01	3
77.02	1
78.04	1
78.05	1
78.07	2
78.08	11
78.09	1
78.10	4
78.11	2
8	9
80.01	3
80.02	13
80.03	14
80.05	1
80.06	1
80.07	1
83.01	1
83.02	1
84.02	2
84.05	1
84.06	2
84.07	5
84.08	12
84.10	10
84.11	3
84.12	1
85.02	4
86.06	6
86.09	6
86.10	10
86.11	3

October 8, 2021

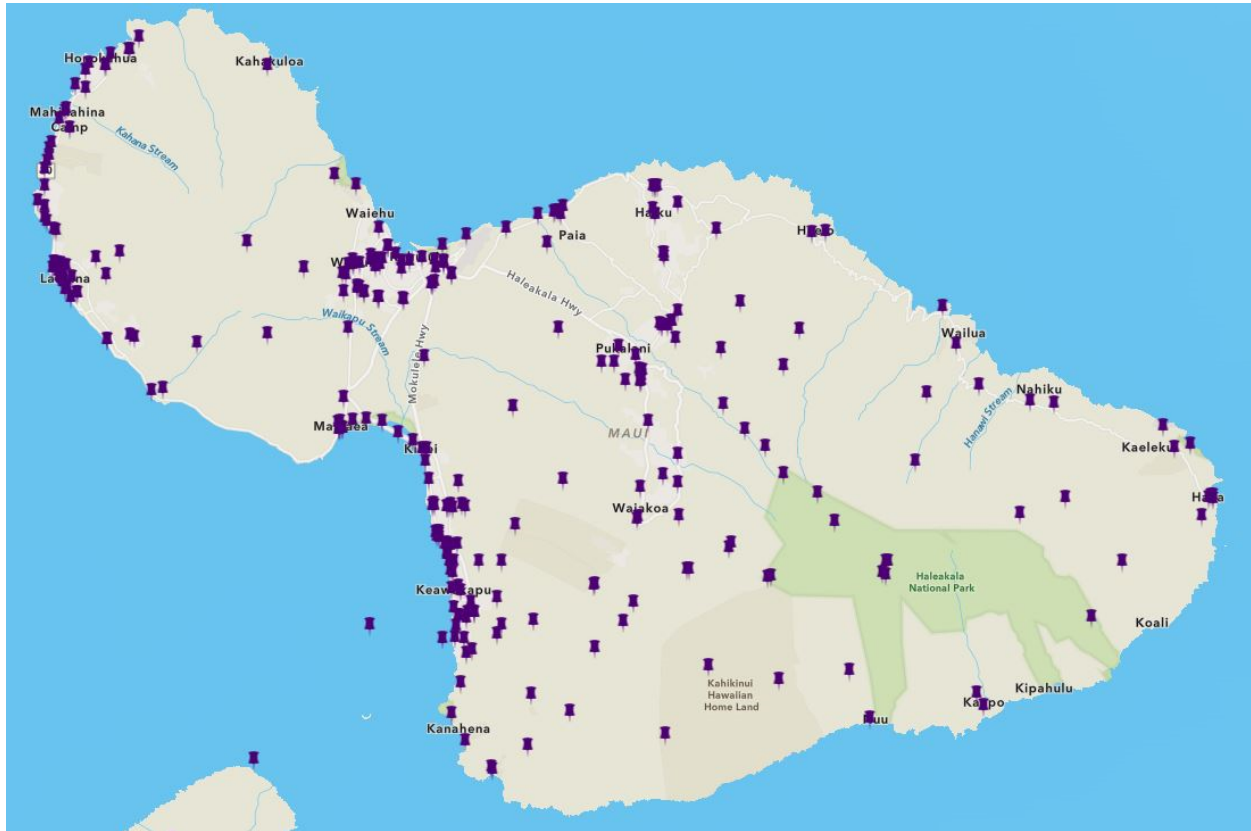
86.12	1
86.13	1
86.14	8
86.17	6
86.22	2
87.01	2
87.02	1
87.03	2
88	1
89.06	1
89.07	3
89.08	6
89.09	1
89.12	1
89.13	1
89.14	4
89.15	1
89.17	10
89.18	1
89.20	6
89.21	1
89.22	9
89.23	3
89.24	2
89.25	3
89.26	4
89.27	1
89.28	1
89.29	8
89.30	1
89.31	2
9.01	5
9.02	1
9.03	1
90	1
91	3
92	1
93	10
94	1
9400.01	6
9400.02	7

October 8, 2021

95.01	1
95.02	1
95.03	2
95.04	1
95.07	1
96.03	3
96.08	1
97.01	2
97.03	3
97.04	1
98.01	8
98.02	1
9800	2
9802	6
9803	1
9806	1
9807	1
9808	1
9810	1
9811	2
9813	1
9814	3
99.02	8
99.04	16
9900.01	2

October 8, 2021

**Maui (297 pins)**



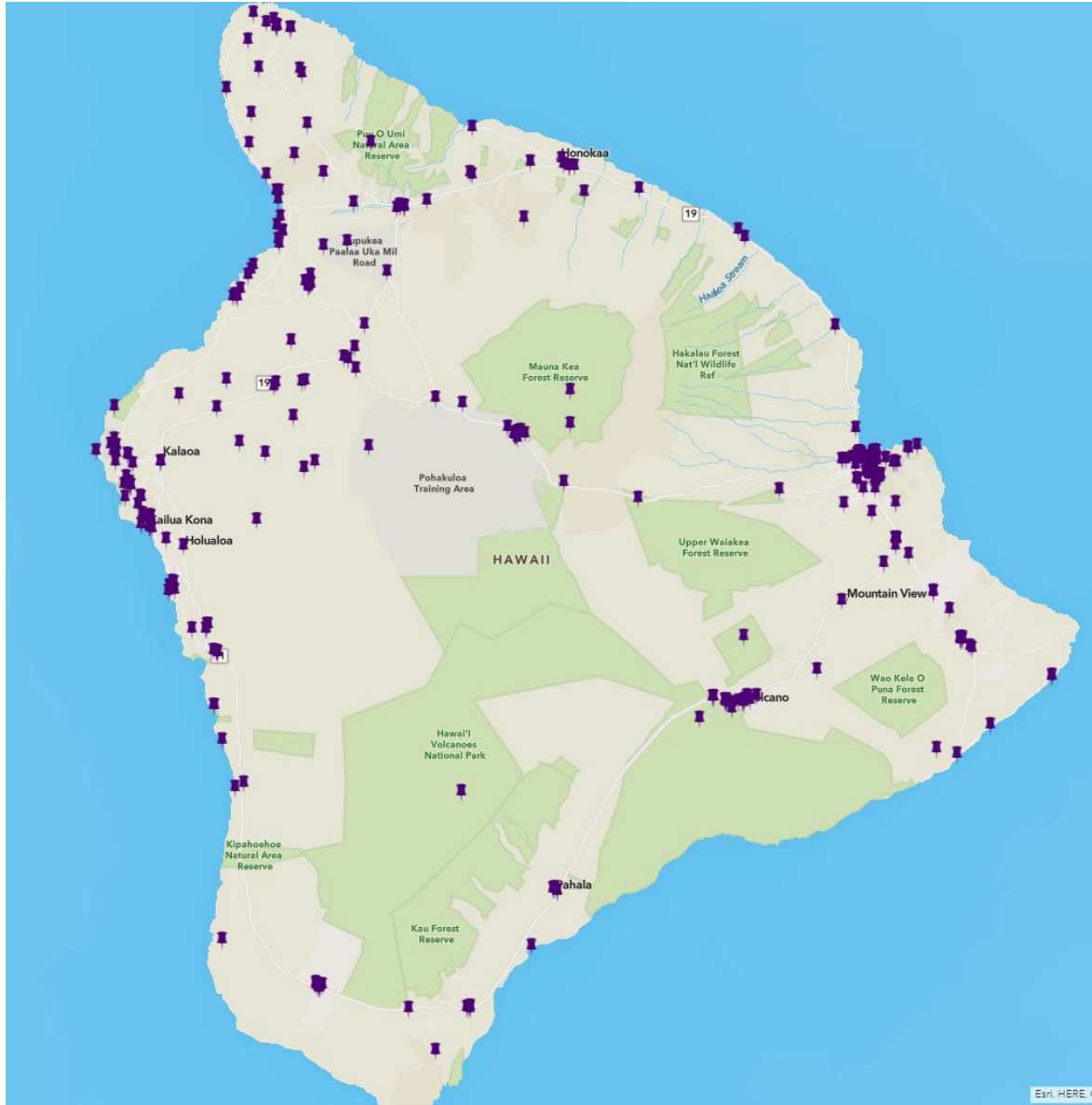
<b>Census Tract</b>	<b>Number of Pins</b>
301	26
302.01	7
302.02	11
303.01	35
303.03	24
304.02	12
304.03	4
304.04	6
305.01	6
307.05	7
307.06	5
307.07	7
307.08	3
307.09	13
307.10	2
308	6
309.01	1
309.02	1

October 8, 2021

309.03	1
310	19
311.01	9
311.02	2
311.03	2
314.02	12
314.04	14
314.05	5
315.01	5
315.02	9
315.03	8
319	17
320	18
9902	0

October 8, 2021

**Big Island (335 pins)**



<b>Census Tract</b>	<b>Number of Pins</b>
201	1
202.02	3
203	18
204	9
205	10
206	27
207.01	6
207.02	1
208.01	2



October 8, 2021

208.02	1
209	2
210.03	2
210.05	1
210.10	4
210.11	9
210.13	10
211.01	4
211.06	10
212.02	37
213	6
214.02	10
215.02	12
215.04	15
215.07	15
215.09	9
216.01	5
216.04	1
217.02	16
217.04	32
218	20
219.02	9
220	26
221.02	4
9900	0
9901	0
9903	0
9904	0
9905	0
9906	0
9907	0
9908	0
9909	0
9910	0
9911	0
9912	0
9913	0
9914	0
9915	0
9916	0
9917	0

October 8, 2021

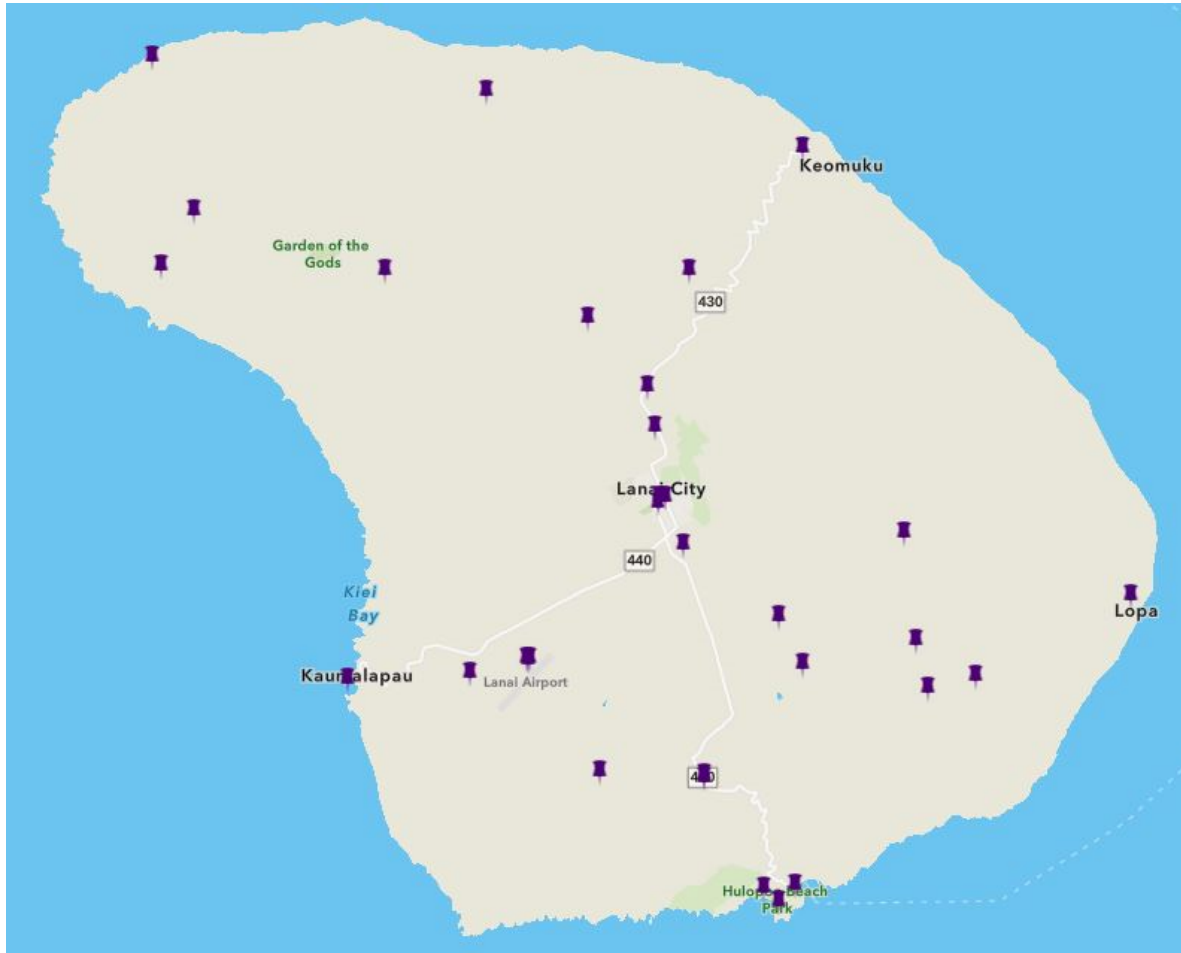
**Molokai (12 pins)**



<b>Census Tract</b>	<b>Number of Pins</b>
317	5
318.01	7
319	0

October 8, 2021

**Lanai (32 pins)**



<u>Census Tract</u>	<u>Number of Pins</u>
316.01	32