

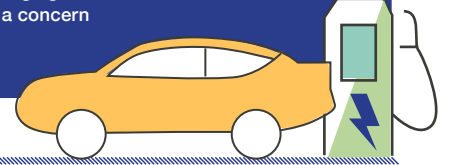


Cook County Electric Vehicle Charging Program

As Cook County looks toward a more sustainable future, establishing infrastructure and policies that support and promote equitable, private electrification is a key objective. To support these efforts, the Cook County has committed to target the installation of public electric vehicle (EV) charging stations in traditionally underserved portions of suburban Cook County to ensure a reliable network is equitably placed throughout the County.

Key Findings

- Drivers like the idea of charging where they are but gas station framing is still strong
- Placement on residential streets was not preferred
- Operations is top of mind
- EV pricing is a common point of confusion and barrier to entry
- The visibility, safety, and accessibility of charging stations is a concern
- People want to continue the conversation



What We Did

People Forward Framing

- Focus on customers/residents
- Focus on individual benefits
- Spotlight on users
- EV can be very easy once technology is in place
- Growing EV infrastructure to ensure everyone can access
- Resident improvement focused messages

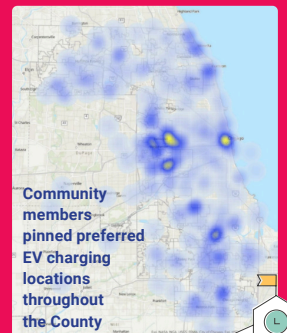
Inclusive Messaging



Engaging Activities



Bilingual Survey



Who We Talked To

25
priority
communities

530
survey
entries

248
outreach
participants

14,000+
social media
viewers

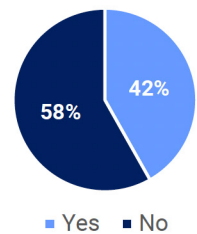
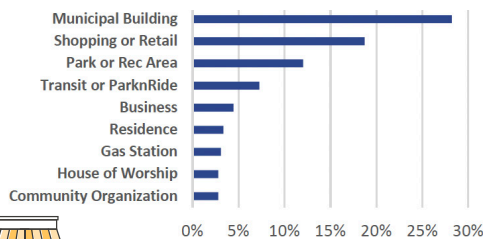
"Locations with greater than 90 minute visit."
Anonymous Online Survey Respondent

"Who will build the public EV stations?"
Senior Planner from Village of Franklin Park, Virtual Roundtable

"This is my daughter's future."
Mother, Posen School District Annual Health and Wellness Fair

What We Heard

What land use should this be?



Do you currently own/operate an EV?

Timeline

NOVEMBER 2022

Cook County launches EV Charging program

Public engagement to determine EV Locations

MARCH 2023 TO JUNE 2023

JUNE 2023

Report Released

EV Chargers installed throughout Suburban Cook County

JULY 2023 TO NOVEMBER 2025