The Trenton E-Mobility Pilot will provide affordable and reliable electric vehicle transportation to low-income residents with the goal of improving mobility and increasing access to jobs, healthcare, and new opportunities. In addition, this project will help all Mercer County residents by improving access to public charging stations and addressing public health challenges by reducing greenhouse gases and air pollution. The pilot is led by Isles, Inc., in partnership with the City of Trenton, ChargEVC, Environment NJ, and NJ Clean Cities.

The Pilot will consist of three transportation services that will be operated solely with electric vehicles:

- **Carsharing service**: Will allow residents to reserve an electric vehicle to use for a designated period of time.
- **Ridesharing service**: Will operate as a shared ride similar to a transportation network company, such as Uber Pool and Lyft Shared. Isles will hire local residents to serve as drivers for people that need to travel from point A to point B.
- **Shuttle service**: Will create a network of jobs and essential social, economic, and health services by creating routes that connect different community points of interest in Trenton.

THE CHALLENGES

**Air Quality and Health**

The City of Trenton is burdened with a 27% poverty rate and approximately 30% of households are reported to be car-free according to the US Census. Additionally, 21% of residents have reported carpooling as their main mode of travel to work.

According to the 2014 Delaware Valley Regional Planning Commission Natural Resources Inventory, the city experiences an average of 100 days per year of moderate or unhealthy air quality, which is likely linked to increased respiratory disease among residents (Climate Action Plan for the City of Trenton, 2010). With this program, Isles, Inc. sees an opportunity to promote economic revitalization and transportation equity while reducing air pollution in the city.

**Market Failures**

The initial rollout of electric vehicles across the country make it clear - if left to market forces, EVs will not gain a foothold in places like Trenton, where the need and opportunities for impact are greatest.

As the federal government, Murphy administration and other powerful interests look to invest in EVs, it’s vital that we create models that leverage critical human and environmental development. We risk perpetuating existing inequities by not doing this socially entrepreneurial work now, as investment rapidly flows into the electrification of transportation.
PROJECT GOALS

The overall purpose of this program is to contribute to the development of financial, health, and social equity in the city. Our project goals are as follows:

1. Promote economic revitalization by improving mobility for residents who lack affordable and reliable transportation options.
2. Increase access to jobs, healthcare, nutritious food, and essential resources through clean, reliable transportation.
3. Address the disproportionate asthma rates that Trenton residents experience by reducing air pollution in the city.
4. Support greater access to essential services and resources for residents in need provided by Trenton’s community organizations and local businesses.
5. Increase workforce opportunities through project hiring and by connecting Trenton residents to other job opportunities.
6. Reduce dependency on private vehicles.

COMMUNITY COLLABORATION

In partnership with the City of Trenton, the project will install a total of 20 public charging stations throughout Trenton, available to the public with affordable rates for low and moderate income users. These locations were identified in partnership with City staff and the Planning Board of Trenton. To truly understand the needs of residents and community stakeholders, Isles developed an in-depth feedback process to assess current mobility behaviors to better target and implement our strategy.

This includes:  
- Community partnership agreements with local businesses and organizations
- Ongoing listening sessions
- On-the-ground surveys completed by 100 residents to date
- Local ambassadors to spread the word about the program
- Stakeholder advisory committee to oversee the program development and apply lessons learned

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Or visit: https://bit.ly/3wOp1Df