

EV Everywhere Workshop
July 30, 2012

CONSUMER ACCEPTANCE AND PUBLIC POLICY

**Consumer Acceptance
Group 'B'**

Consumer Acceptance

Breakout Session #1 – Brainstorm Consumer Acceptance Barriers and Infrastructure Scenarios

- **Consumer Education/Emotion**
 - Vehicle Exposure – butts in seats (ride & drive, car sharing, IT/phones, rental fleets)
 - Consumers understanding their needs
 - Range anxiety/opportunity
 - Customer Personal Value Proposition
 - Charging Exposure
 - Start small (battery size and charging level), move complicated
 - Marketing
 - Got Milk?
 - Patriotism, etc., in place of only green focus
- **Creating Demand**
 - Emphasize fun/cool/patriotism (again)
 - Make & model availability
- **Workplace/public Charging**
 - Multi-unit
 - V2G
- **Signage**
- **Financial Incentives**

Consumer Acceptance

Breakout Session #1 – Brainstorm Consumer Acceptance Barriers and Infrastructure Scenarios

- **Innovative Financing Models**
 - Financial Incentives (free electricity, tax exemptions, point of sale rebate, guaranteed residual value, innovative amortization)
- **Innovative Sales Models**
 - Green dealerships
- **Other**
 - Rental car (regional EV experience, required electric miles)
 - Rental APU trailer (AAA)
 - Innovative vehicle design
 - Charge point sharing
 - Drivers education about EVs and using EVs

Breakout Session #2 – Refine Consumer Acceptance Concepts and
Infrastructure Scenarios

- **Charging Exposure**
- **Workplace/Public Charging**
- **Signage**
- **Green = Pros**
- **Red/Yellow = Cons**
- **Purple = Policy/Action Items**

Breakout Session #2 – Refine Consumer Acceptance Concepts and Infrastructure Scenarios

- **Vehicle Exposure**
 - Promote PEV segment awareness
 - DOE should include near-term market focus
 - Understand role in messaging
 - Be mindful of scooters and 3-wheelers
 - Facilitate butts in seats
 - DOE-sponsored ride & drive
 - Drive cycle should be truly personal
 - DOE EV rental experience locations
 - DOE government and/or rental EV fleet
 - Develop drivers education curriculum and provide vehicles
 - Collect and disseminate information on OEM market data and consumer experience

Breakout Session #2 – Refine Consumer Acceptance Concepts and Infrastructure Scenarios

- **Creating Demand**
 - Keep messaging simple
 - Put a face on real consumers – disseminate testimonials
 - Offer clarity around the value proposition (IT/phone apps and real drive cycles, limit \$/mi to fuel)
 - Coordinate with OE, especially with respect to PR and messaging
 - HOV access
 - Study language and messaging to ensure phrasing does not unintentionally create barriers (i.e., “range anxiety”)

Breakout Session #2 – Refine Consumer Acceptance Concepts and Infrastructure Scenarios

- **Financial Incentives**
 - Leverage fleet acquisitions
 - Use government fleet to improve economies of scale and learning curve
 - Offer non-Federal fleets a buy-down program that uses fuel savings to make annual budgets look good despite incremental costs
 - Innovative financing
 - Make tax credits transferrable
 - Offer preferential financing (unbundle battery, package electricity, “spike” payments amortize attractively)
 - Disseminate best practices for EV fleets
 - Subsidize EV taxis to showcase technology in a prominent way
 - Coordinate among utilities and regulators to enable V2G and battery second use to enhance overall TCO
 - Fuel tax reform

Breakout Session #2 – Refine Consumer Acceptance Concepts and Infrastructure Scenarios

Charging Exposure

- Demonstrate ease of charging – keep it simple (Level 1s everywhere)
- ID high opportunity charging – provide pilot programs
- Studies
 - Economic value of chargers, including sales tax revenue
 - EVSE public usage patterns (continuation of the EV project)
 - Battery back up charging
 - Car as smartest appliance in home – communications data management/sharing
- “Guerilla marketing” – positively positioning EVs in public eye
- Charge “etiquette”
- APU trailer – opportunity to extend vehicle range (e.g. analogous to renting AAA’s fast charger)

Breakout Session #3 – Develop Action Plans and Major Findings

Workplace/Public Charging

- Incentivize permit agencies
 - Publish best practices
- Link to SunShot (study where this could be possible)
- Incentivize workplace charging for multiple purposes (fleets, employees, and public)
 - Government liability protection for employers choosing to make their stations public
- Develop smart 120V systems
- Study roll-out timing – public vs. workplace

Breakout Session #3 – Develop Action Plans and Major Findings

Signage

- Standardize at the national level (symbol, color)
 - Best practice hierarchy of signage, e.g. treasure map
 - Disseminate logo stickers or branding
 - Incentives for cash-strapped municipalities
 - Clarify charge speed versus “keep it simple”
- Clarify ADA regulations regarding parking requirements
- Provide simple educational information on/near sign
- Include signage on driver’s education tests
- Charge “etiquette”
- Maintain accurate charger database