

**EV Everywhere Workshop**  
**July 30, 2012**

# **CONSUMER ACCEPTANCE AND PUBLIC POLICY**

**Consumer Acceptance**  
**Group C**

**Consumer Acceptance**

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

**Action Plans:**

- **Engage Partners:**
- **Research:**
- **Education/ communication:**
- **Diversify vehicle goals:**

**Consumer Acceptance**

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

- **Key Issues**
- **Engage partners:**
  - More-dealerships, utilities, NGOs etc.
- **Range Anxiety:**
  - At what cost of vehicle does range anxiety become totally irrelevant, 2-3 free rescues per year, consumer get vehicles sized to meet their real needs.
- **Cost Reduction/Other Incentives:**
  - Tax credit at time of purchase, focus incentives on low cost solutions, HOV incentives, free charging (advertise locations), advertising free charging locations, car-sharing.
- **Education/Communication:**
  - Understand total cost of ownership, greater familiarity with technology, focus more on PHEVs, test drive experience, people, develop better understanding of personal travel usage.

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

**Action Plans:**

- **Engage partners:**
  - Consumer/infrastructure research partners-universities, utilities, OEMs, consumer choice (including workshops and data sharing, co-funding and coordination). Including DOE, EPA, regional groups.
  - Marketing partners-natural allies (utilities, regulatory agencies, dealerships, NGOs) workshops. Perhaps by DOE, trade association
  - Niche market creation partners
  - Technology partners
  - Prizes for marketing efforts

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

- **Research:**
  - Consumer wants vs. consumer needs
  - Need to get more out of current experiments/analysis (e.g. level 1 vs. level 2 charging, dynamic charging)
  - Communicate results
  - Contingency research
  - Solutions to range anxiety including cost and benefits, defining if it exists and what is it, perception vs. experience
- **Education/ communication:**
  - More near attention on operation and benefits of PHEVs and long term attention to benefits of AEVs
  - Central warehouse for consumers to find answers for questions.
  - Develop better consumer tools for informing total cost of ownership, charging installation costs, benefits of HOV access etc.
  - BIS-drive expos, workplace events, dealerships, peer to peer key-sharing

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

**Action Plans:**

- **Diversify vehicle goals:**
  - Look at market, through research, to determine diversity and “sweet spots”
  - Broadening goals beyond 5 passenger sedan
  - Include more types and sizes PHEV vs. more types and sizes of AEVs
  - Payback period is important, but there are other factors so we shouldn’t pin ourselves to a five year period
  - Explore inverting the incentive pyramid to encourage low cost solutions within a technology spectrum. (beyond tax incentives)
- **Consumer Choice**
  - Make instant tax credit available as a rebate or a tax credit

**Breakout Session #3 – Develop Action Plans and Major Findings**

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