

**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