



Opinion **Dynamics**

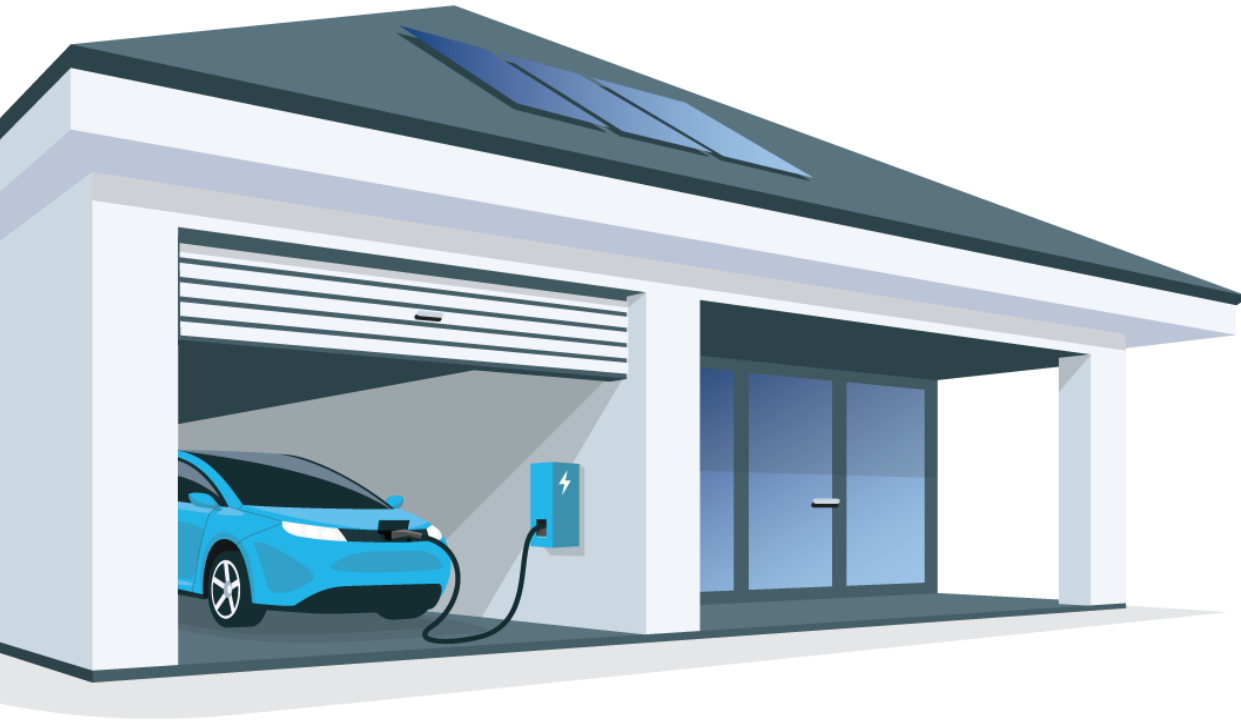
Revving up equity

Innovative Strategies for Overcoming
Barriers to Electric Vehicle Adoption
Among Low-Income and Hard-to-Reach
Populations

November 13th, 2023



Key Barriers to hard-to-reach customers



- Lower-income, hard-to-reach populations have been slower to adopt EVs due to barriers such as:
 - High upfront costs / few used EVs available
 - Lack of adequate incentives for new and used EVs
 - Lack of accessible charging infrastructure, especially in multifamily buildings and among renters
 - Concerns about vehicle range and cost of repairs
 - Lack of awareness of available EV programs

Utility case studies

Xcel Energy

- EV Rebates
- EV Charger and Wiring Rebates
- EV Accelerate at Home (EVAAH)
- Optimize Your Charge (OYC)

Portland General Electric

- Electric Avenues
- Drive Change Fund
- Outreach, Education & Technical Assistance (TA)

Low income Driver motivations



Lower fuel and
maintenance



environmentally
friendly



convenience

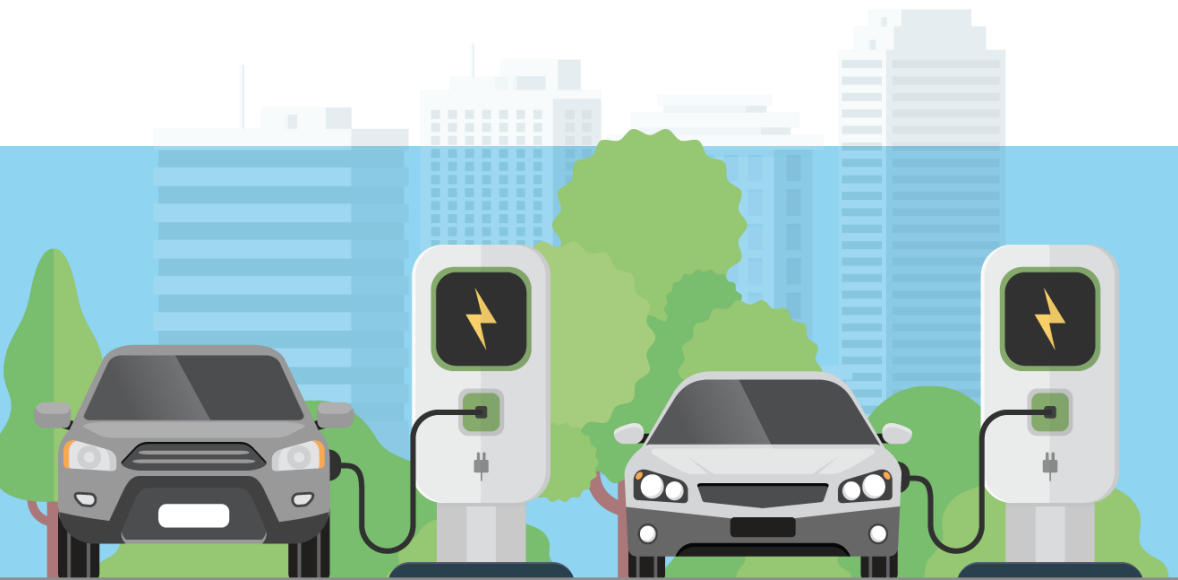
Strategies for equitable Ev adoption



Provide more opportunities for customers to test and learn about EVs



Provide incentives geared toward low-income customers





Increase the education and marketing about EVs and available incentive programs

Incentivize building owners to install more charging infrastructure



Provide amenities similar to those provided at gas stations at charging locations

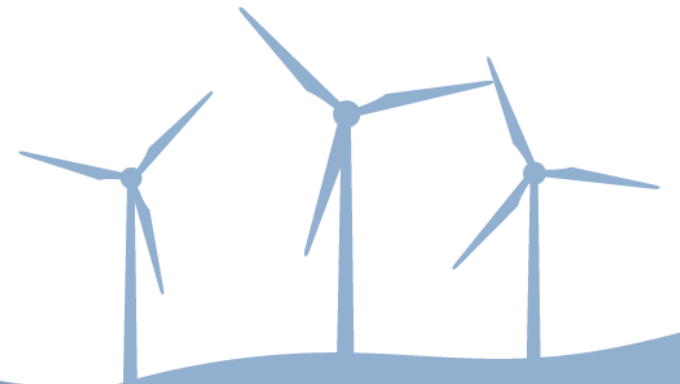


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