

Barriers to Electric Vehicle Adoption

The need for available and accessible EV technology, programs and efforts

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About Eugene

171K residents in Eugene

21% People in poverty

\$47K Median household income

48.3% Owner-occupied housing

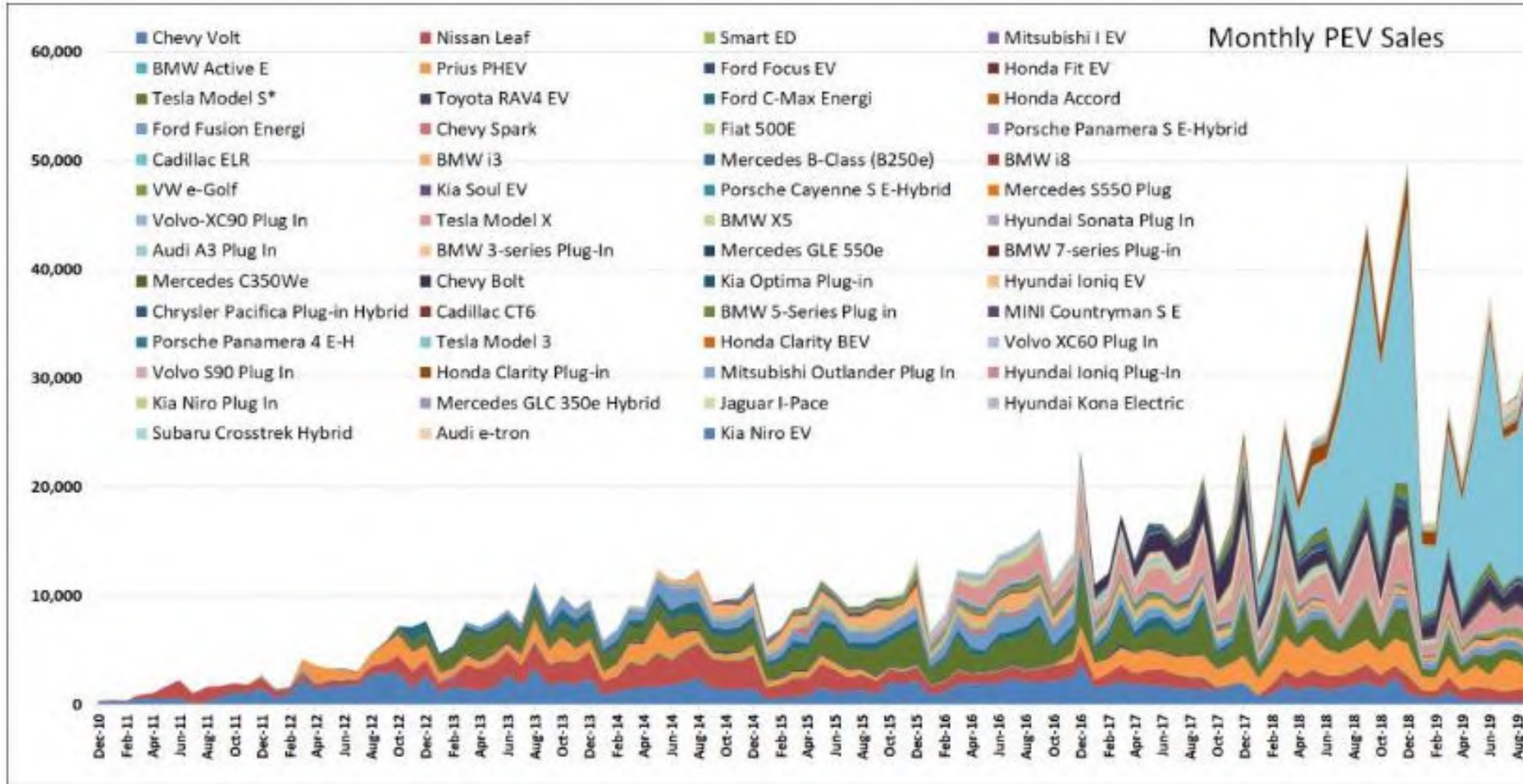
11.5% Spoken language other than English at home

78.6% White, 9.5% Hispanic, 4.3% Asian, 1.9 % African American

EWEB Territory - PEV Adoption

- 2016, **321 EV**
- 2017, **403 EV**
- 2018, **1,041 EV**
- 2019 as of end of June, **1,178 EV**

Who is Buying?



Argonne National Laboratory

EV Adoption Barriers

Purchase cost

Purchase cost vs ownership cost

Education, awareness, perception

Understanding community/sector needs and challenges, culturally appropriate, who is your audience?

Access to charging

Multifamily, rental units, etc.

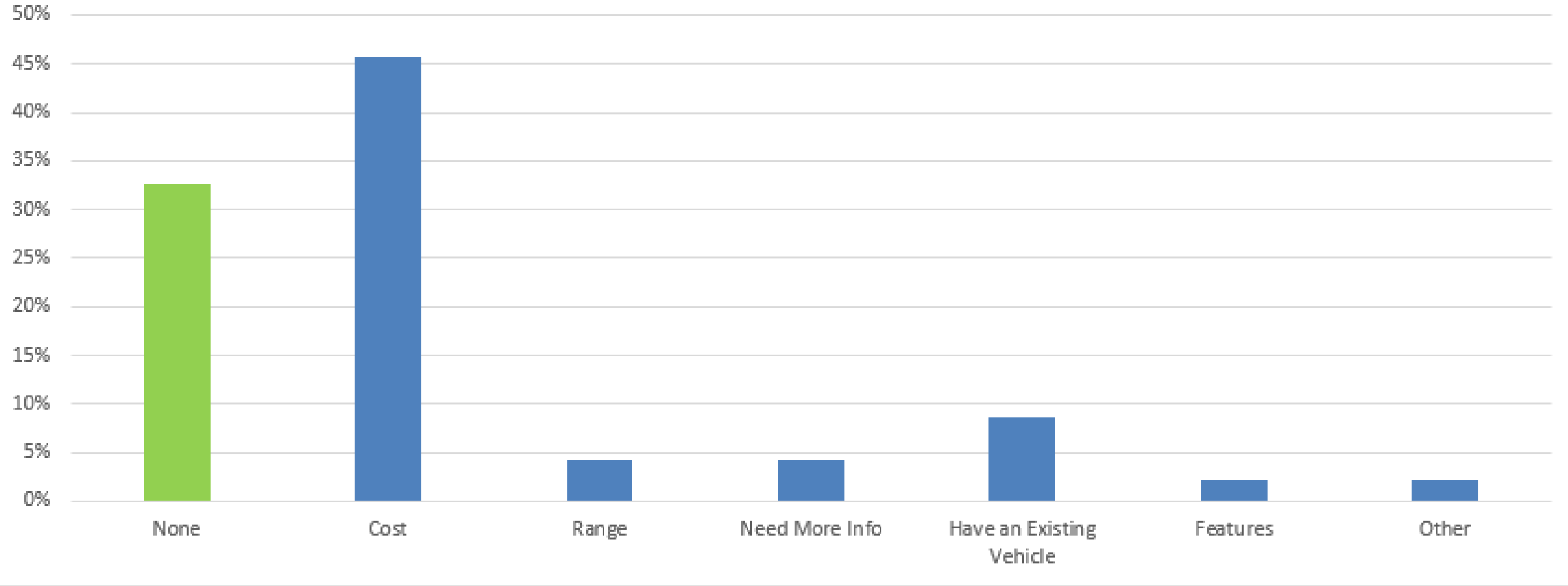
Vehicle availability

Comparable types, models

Comprehensive access by communities traditionally underserved

All the above

Barriers to EV Purchase/Lease - CoE/EPUD/EWEB EV R&D Event 2019



What are the Opportunities?

Understand your audience?

Each approach needs to be different, is your reason their reason?

Why should they care? Are your challenges their challenges?

Networking and partnerships

This is still new, shared-learning, internal/external, evolve, work together

Get ahead of the challenges

Which challenges, EV location, wear your utility hat and share

Be intentional

On all the above

Technology, programs and efforts need to be available and accessible

1986



Before paper and scissors

Thank you

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