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Presentation Title: Electric Vehicles For All: Using Strategic Research To Drive Utility Ev Program Participation

Abstract: This paper presents the results of a web-based panel survey of 800 electric customers of a major utility company in New York state. The survey sample includes 400 rural and 400 non-rural respondents such that results can be compared between the two groups. The survey's purpose is three-fold:

- To characterize current vehicles owned/leased as well as driving and parking behaviors;
- To assess general awareness/understanding of electric vehicles (EVs), EV charging options, and adoption barriers; and
- To gauge interest in specific EV-related services the electric utility could potentially provide.

The survey includes a conjoint experiment designed to identify the optimal combination of utility program components to best serve rural populations. Survey results will reveal any differences between rural and non-rural electric customers' EV program preferences as well as contrasts in their vehicle ownership/leasing, driving, and parking habits; awareness and understanding of EVs and EV charging options; and barriers to EV adoption. The barriers to be assessed by the survey include the potential barrier of customers installing Level 2 EV chargers at their homes and/or access to public charging infrastructure. The survey will also reveal the combination of home, workplace, and public charging preferred by customers in both geographic groups. The survey will begin fielding on February 26, 2020 with results anticipated in March. Survey results will assist utility program managers and other program administrators in identifying the best ways to support rural electric customer adoption of EVs.