



Accelerating Electric Vehicle Adoption:

The Role Utilities Play in Providing Real Value

A nighttime photograph of a city street. In the foreground, a Shell gas station is visible with its illuminated logo and 'SELECT' branding. The street is filled with light trails from moving vehicles, primarily in shades of red and orange. In the background, several high-rise apartment buildings are lit up against the dark sky. The overall scene is a blend of urban infrastructure and modern transportation.

EV market share

2.1%

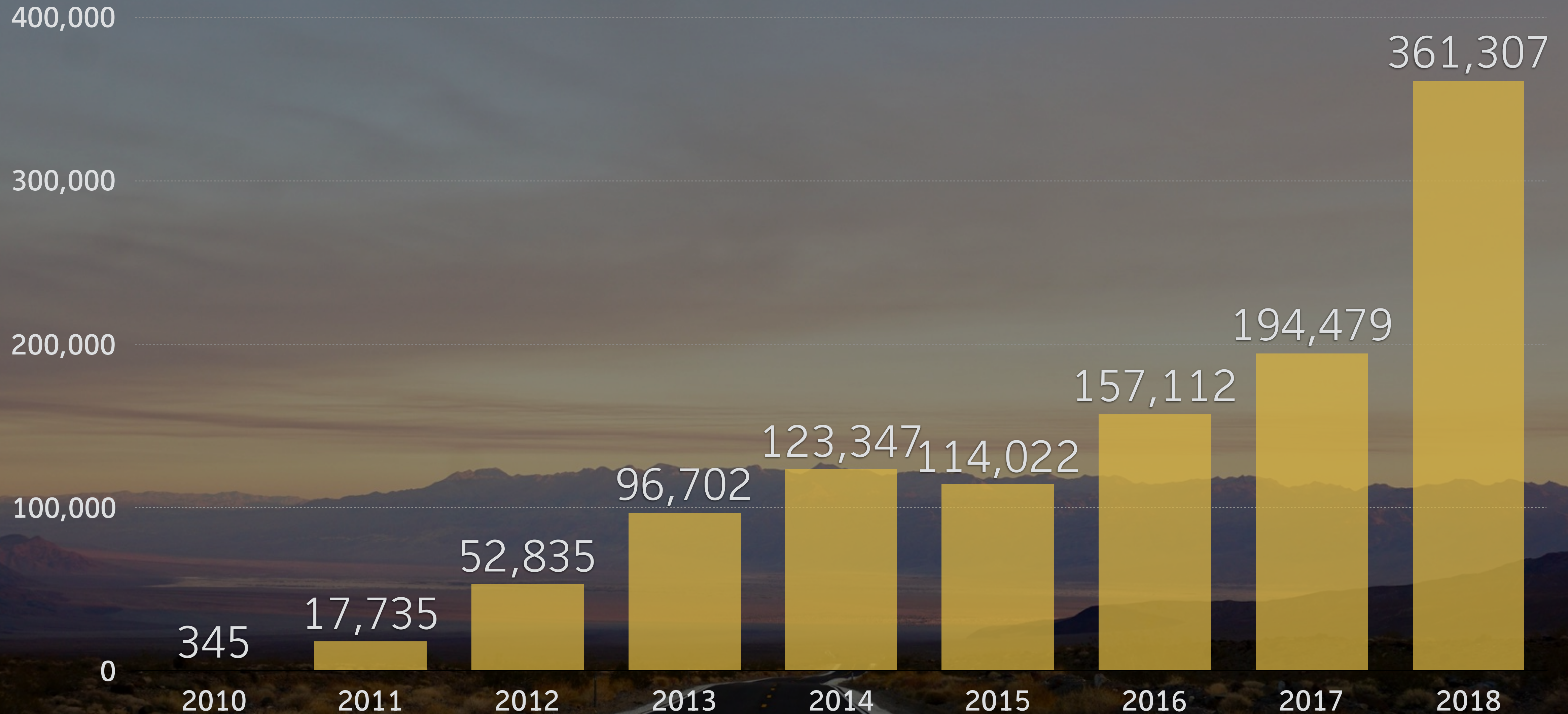
Source: [electrive.com](https://electrivedata.com)

An aerial photograph of a coastal scene. At the top, turquoise ocean waves with white foam break onto a wide, light-colored sandy beach. Below the beach is a rocky shoreline with some seaweed. In the foreground, a multi-lane asphalt highway curves along the coast, with several cars visible in different lanes.

10% of new cars sold in
California are EVs

Source: qz.com

Annual EV Sales



Source: Electric Drive Transportation Association



7 million

by 2025

Source: Edison Foundation Institute for Electric Innovation and the Edison Electric Institute

Declining battery costs may help EVs
achieve **price parity by 2030**



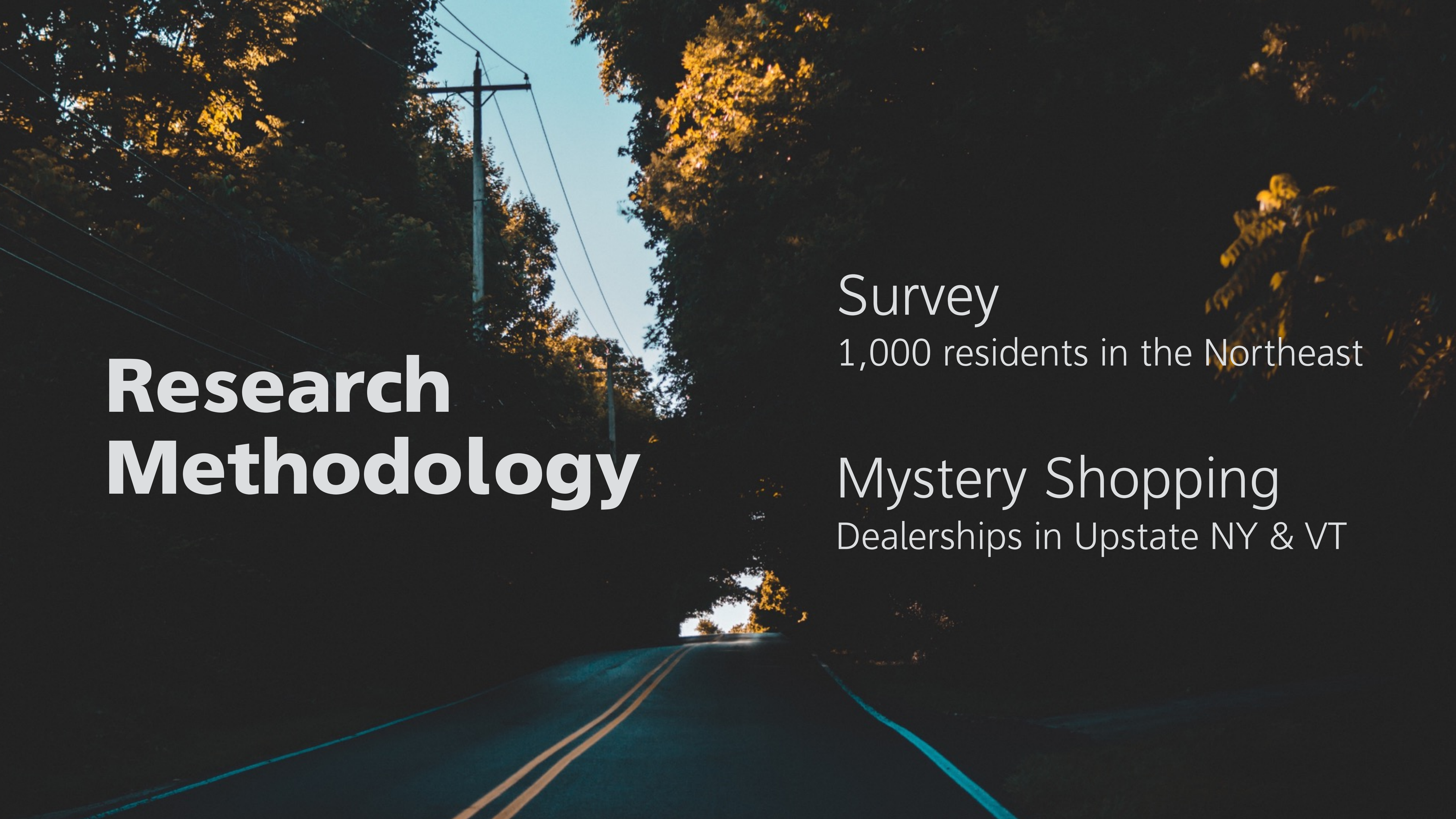
Source: Union of Concerned Scientists

20-38%

est. increase in US electricity consumption by 2050



Source: National Renewable Energy Laboratory



Research Methodology

Survey

1,000 residents in the Northeast

Mystery Shopping

Dealerships in Upstate NY & VT

The Appeal of EVs

74% Save on gas/maintenance

73% Good for environment

57% Reduce foreign oil dependence

36% Better performance

Barriers and Concerns

64% Price

56% Range anxiety

47% Inconvenient to charge at home

47% Unsure of total cost of ownership



Who is most interested in EVs?

“Extremely interested” or “very interested”

22%

of all respondents

37% of 25-34 year olds

34% of men / **16%** of women

29% of HHI \$100K+


31% of African Americans

29% of Hispanics

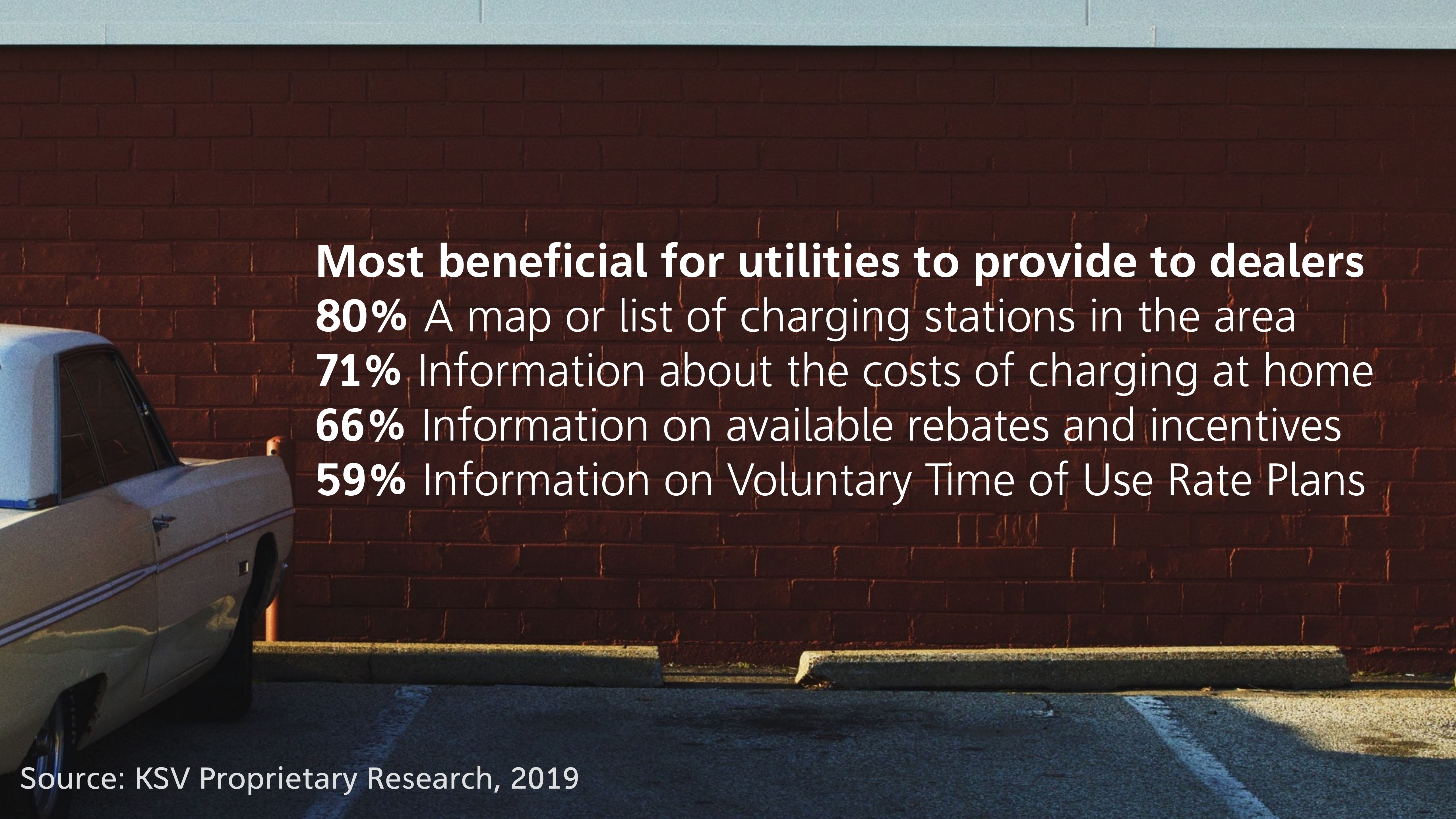
20% of Caucasians

Utility and Energy Provider Opportunities



A photograph of a parking lot with a brick wall in the background and a car on the left. The text is overlaid on the image.

Opportunity 1:
Customers turn to dealerships for
guidance but their experience varies.
Give dealers a knowledge boost.



Most beneficial for utilities to provide to dealers

- 80%** A map or list of charging stations in the area
- 71%** Information about the costs of charging at home
- 66%** Information on available rebates and incentives
- 59%** Information on Voluntary Time of Use Rate Plans

Opportunity 2:
Utilities are seen as a trusted resource
for EV info, but not a go-to resource.
Meet customers where they are.



63%

say utilities are a trusted
source of information
when considering an EV
purchase

17%

say they would
actually consult
their utility for EV
information

A person is standing on a rooftop parking lot, looking out over a city skyline. The sky is blue with some wispy clouds. The text is overlaid on the right side of the image.

Top sources for EV info:
59% Dealerships
58% Vehicle publications
57% Car manufacturers
36% Friends and family
24% Car shows and events

Source: KSV Proprietary Research, 2019

Even those most interested in EVs have knowledge gaps.

“Not at all knowledgeable”:

62% The type of routine maintenance required

58% The impact on my electric bill when charging at home

58% Information on available rebates and incentives

57% How to find charging stations on the go

55% How long it takes to charge an EV



Opportunity 3:
Utilities are in the driver's seat to
improve the charging infrastructure
– and doing so can strengthen brand
reputation metrics.



82%


would feel restricted in where they could travel because they would need to plan around charging station availability

57%

of those most interested in EVs are not at all knowledgeable about where to find chargers

57%

would be more likely to consider an EV if their utility increased charger availability



Where do people want chargers?

70% Shopping centers/malls

65% Grocery stores

61% Public parking garages

48% On-street parking in downtowns

41% Restaurants

Source: KSV Proprietary Research, 2019

Opportunity 4:
Voluntary Time of Use Rates can
be a key to unlock more interest
in EVs and **set the stage for a
new customer experience.**



62% would be more likely to consider an EV if their utility offered lower rates for overnight charging

66% would be interested in VTOU rate plans

85% of those most interested in EVs would be interested in VTOU rate plans



Utilities alone won't spark EV purchases, but you can lower barriers and provide value through education, infrastructure investment, and new rate structures.

Focus on customer experience. The right amount of information at the right time, seamless process.

Show a public commitment to transportation electrification. Make your customers aware of your investments and successes.



Thank you!



Download our white paper and get access to:

- More findings and data from our research
- Detailed personas of likely EV shoppers

<http://evinsights.ksvc.com>

