

APOGEE[®]
INSTITUTE

ENERGY
WEBINAR

Are you Prepared for a Future that Includes Electric Vehicles?

Michael Vigeant, CEO, GreatBlue Research, Inc.

Jim Malcom, Chief Operating Officer, Apogee Interactive, Inc.

April 4, 2023



Michael Vigeant, CEO, GreatBlue Research, Inc.

With well over a decade of experience in market research, President and Founder Michael J. Vigeant champions the collaborative, client-focused atmosphere of GreatBlue Research. He launched The Center for Research in 2009 after serving as the Executive Vice President of The Center for Research and Public Policy, rebranding in 2013 to GreatBlue Research.

Vigeant is a specialist in the design and implementation of a wide variety of quantitative and qualitative research methodologies including telephone, digital, journey mapping, mail, focus groups, and in-depth professional interviews. Michael has personally conducted over 500 focus groups across a diverse mix of industries. Vigeant is considered, nationally, to be one of the leading authorities on Utility research.



Jim Malcom, COO, Apogee Interactive, Inc.

Jim Malcom is Chief Operating Officer of Apogee Interactive, Inc., providing oversight business and financial operations of the company. His senior management experience in the telecommunications and management consulting industries is providing strategic direction for Apogee's continued growth and success.

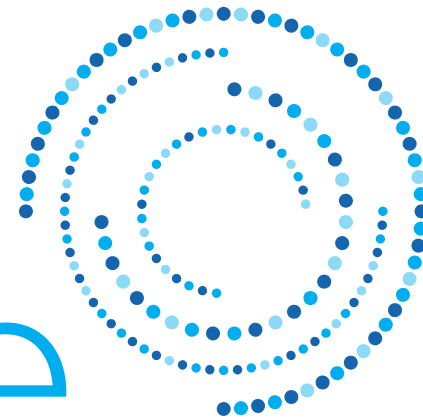
Malcom brings more than 20 years in corporate finance and accounting to Apogee, which began with the firms KPMG and Ernst & Young in Atlanta. His career steadily expanded to include senior posts as chief financial officer, corporate controller, vice president and treasurer for such area companies as Heidelberg USA, LecStar Telecom and Powertel.

He is a graduate of the University of Georgia with a bachelor's and master's degree in business administration, a certified public accountant, and a chartered global management accountant.

Today's Agenda

- **Customers' Perceptions**
Revealed by GreatBlue Research
- **Utility Challenges**
 - Educating Customers with Relevant and Reliable Information
 - Onboarding New and Current EV Owners
 - EV Rate Adoption
- **How to provide Continued Engagement**
Throughout Customers' EV Journey

greatblue



WHAT'S NEXT.

Current Trends, Needs & Concerns

- **Customers don't know what they don't know**
- **Whether you have offerings or not, you WILL be viewed as a trusted resource**
 - Rebates/Programs
 - Charging Stations for home/work
 - General Education
 - Response time
- **Business & Residential Customers**

Likelihood to Purchase an Electric Vehicle

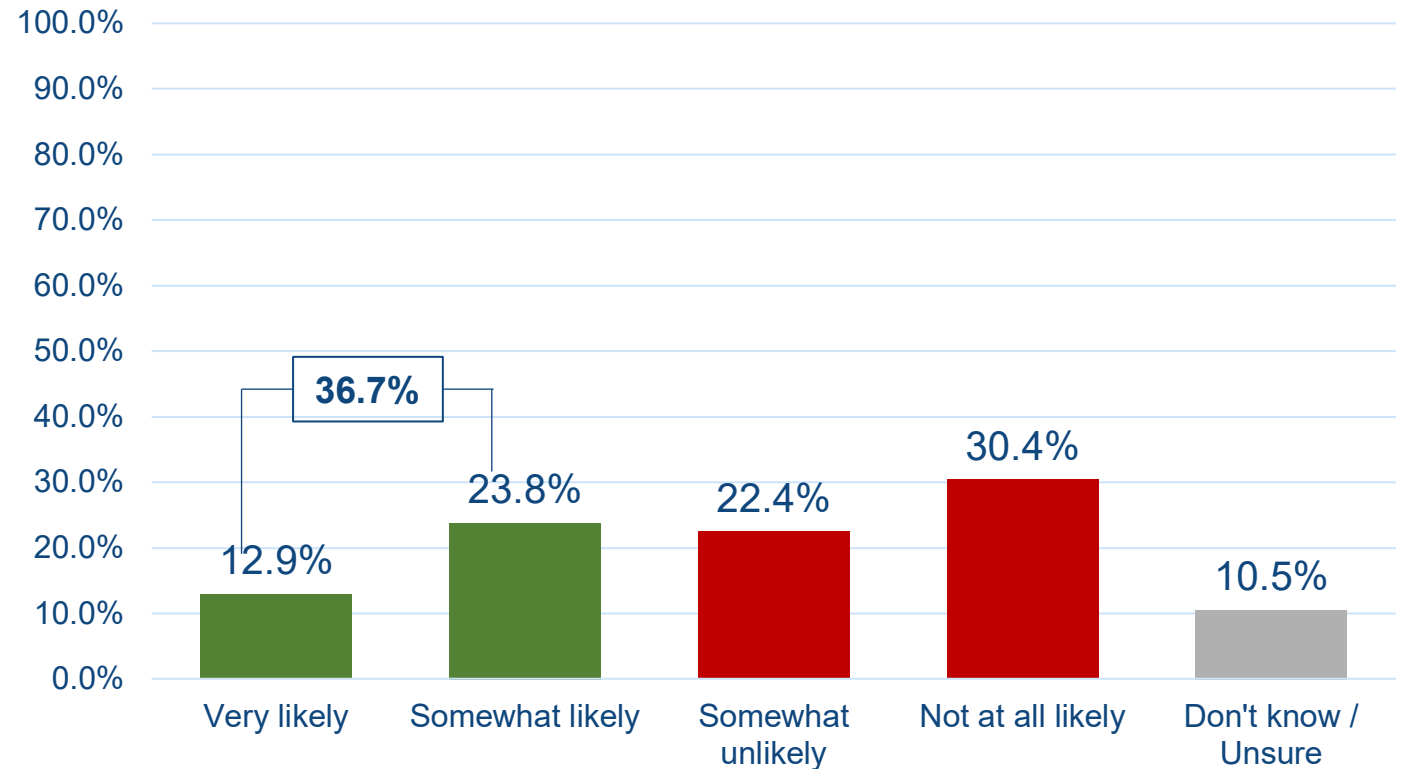


More customers from the West (43.5%) and Northeast (41.3%) are likely to purchase an electric vehicle as their next vehicle than respondents from the South (34.9%) or Midwest (30.7%).



More customers 35 to 54 years of age (42.9%) or under 35 years of age (42.3%) are likely to purchase an electric vehicle as their next vehicle than customers 55 years of age and older (25.5%).

How likely is it that the next vehicle you purchase will be an electric vehicle

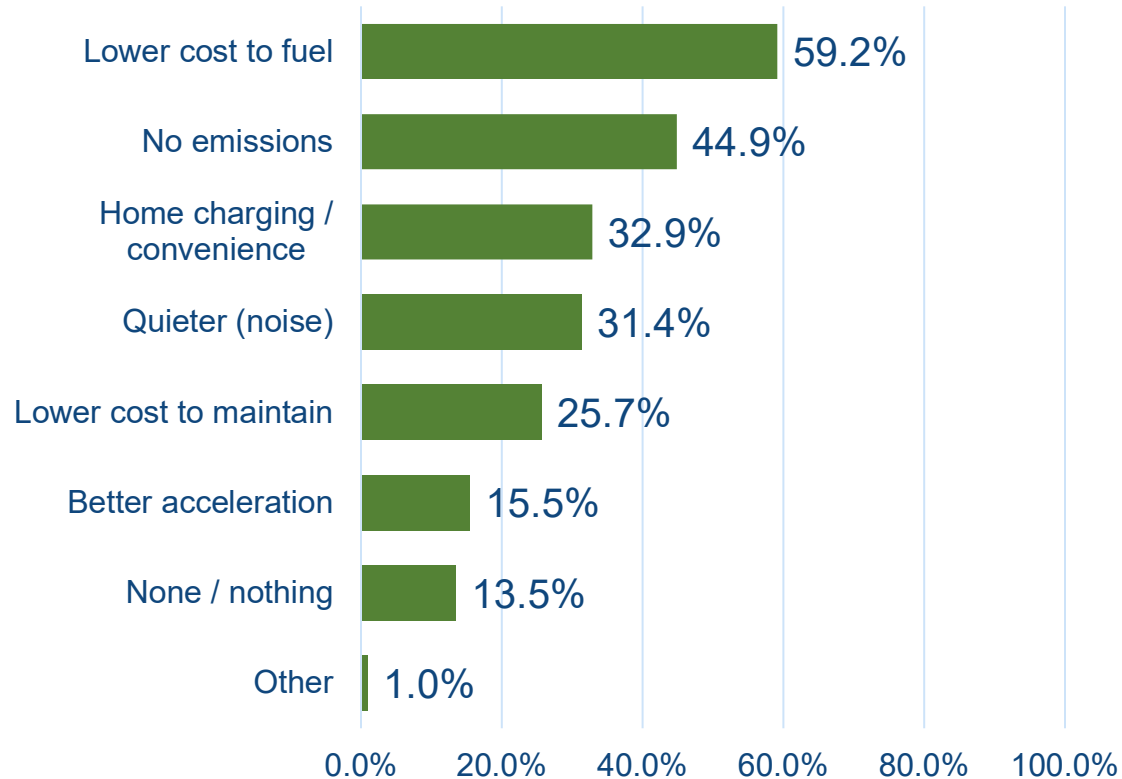


Data is from the Public Power Data Source (March 2022)

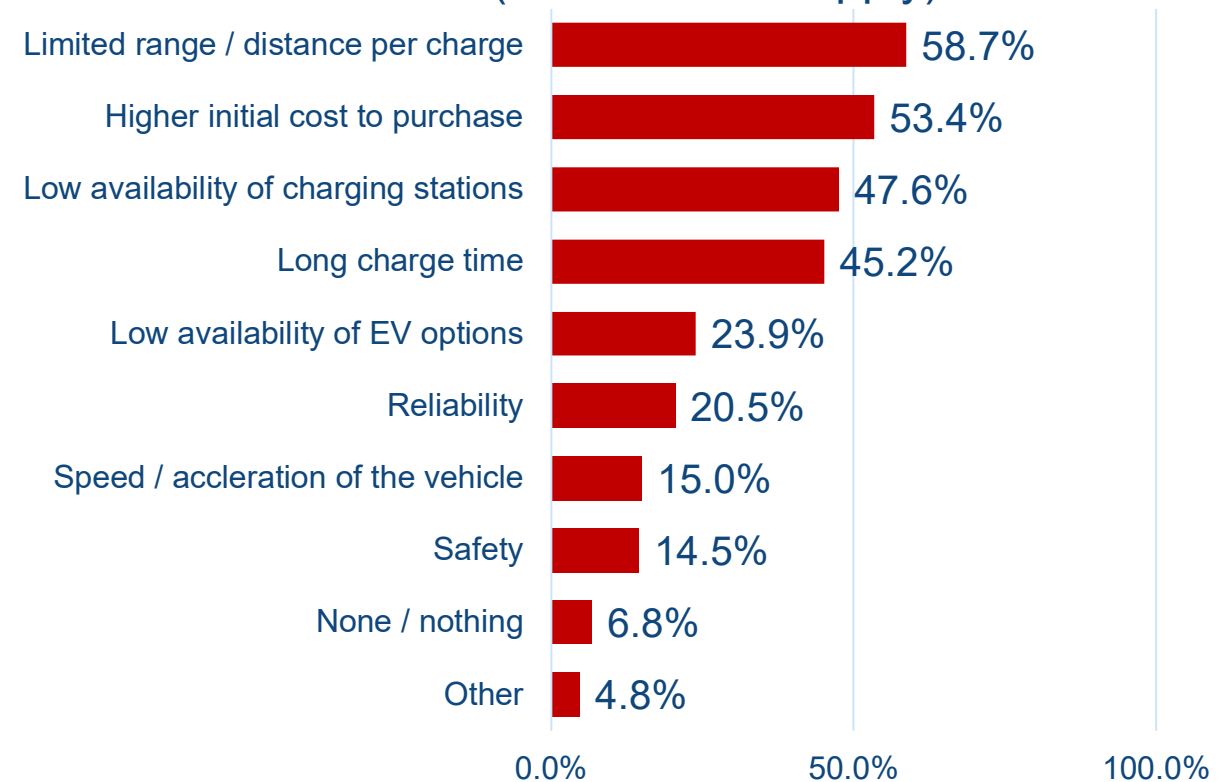
Sample size = 3,000

Benefits and Drawbacks of Electric Vehicles

What do you perceive to be the top benefits of an electric vehicle? (Select all that apply)



What, if any, do you perceive to be the downfalls or negative aspects of an electric vehicle? (Select all that apply)



Data is from the Public Power Data Source (March 2022)

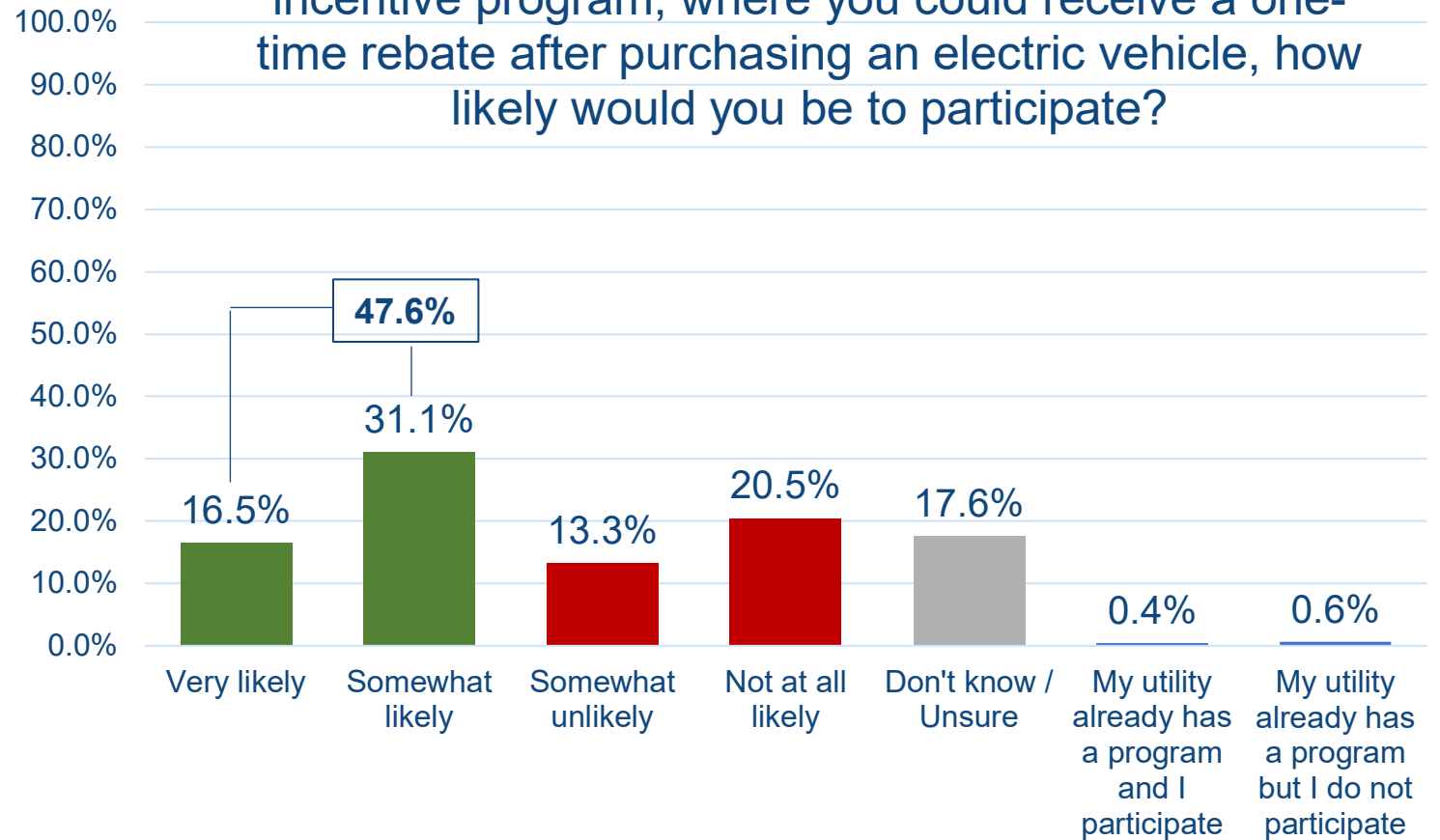
Sample size = 3,000

Likelihood to Participate in Incentive Program



More customers under 35 years of age (52.9%) or 35 to 54 years of age (52.8%) would be likely to participate in an electric vehicle incentive program if their utility offered one than respondents 55 years of age and older (37.8%).

If your utility were to develop an electric vehicle incentive program, where you could receive a one-time rebate after purchasing an electric vehicle, how likely would you be to participate?

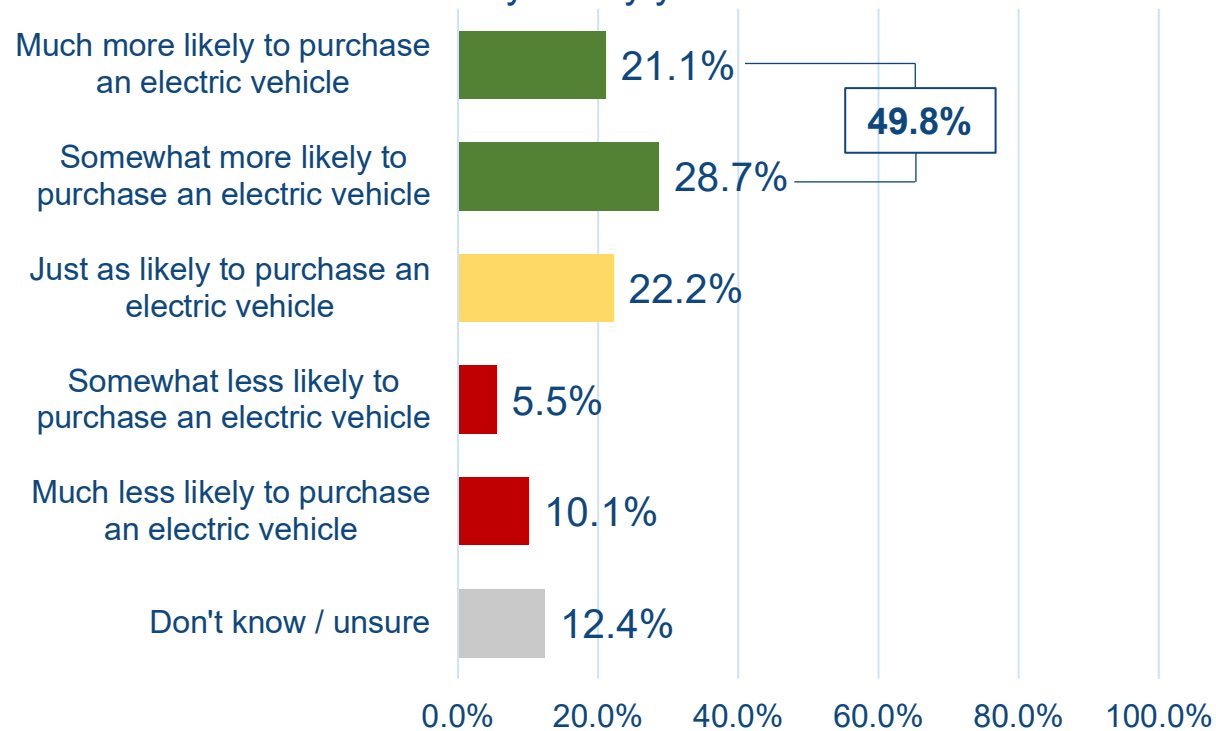


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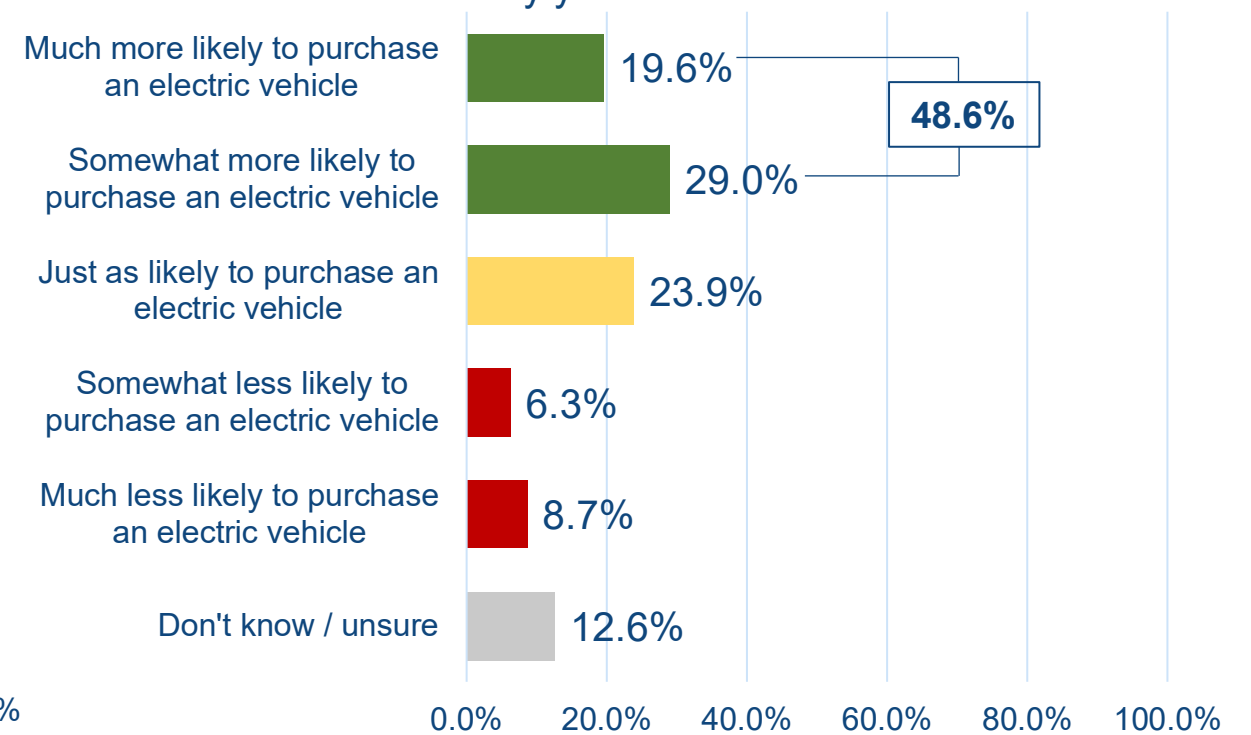
Sample size = 3,000

Impact of Increased Charging Stations on Likelihood to Purchase

How would the availability of more public electric vehicle charging stations in your town influence your likelihood to purchase an electric vehicle in the future?
Would you say you would be...



How would electric vehicle charging stations installed at your place of work influence your likelihood to purchase an electric vehicle in the future? Would you say you would be...

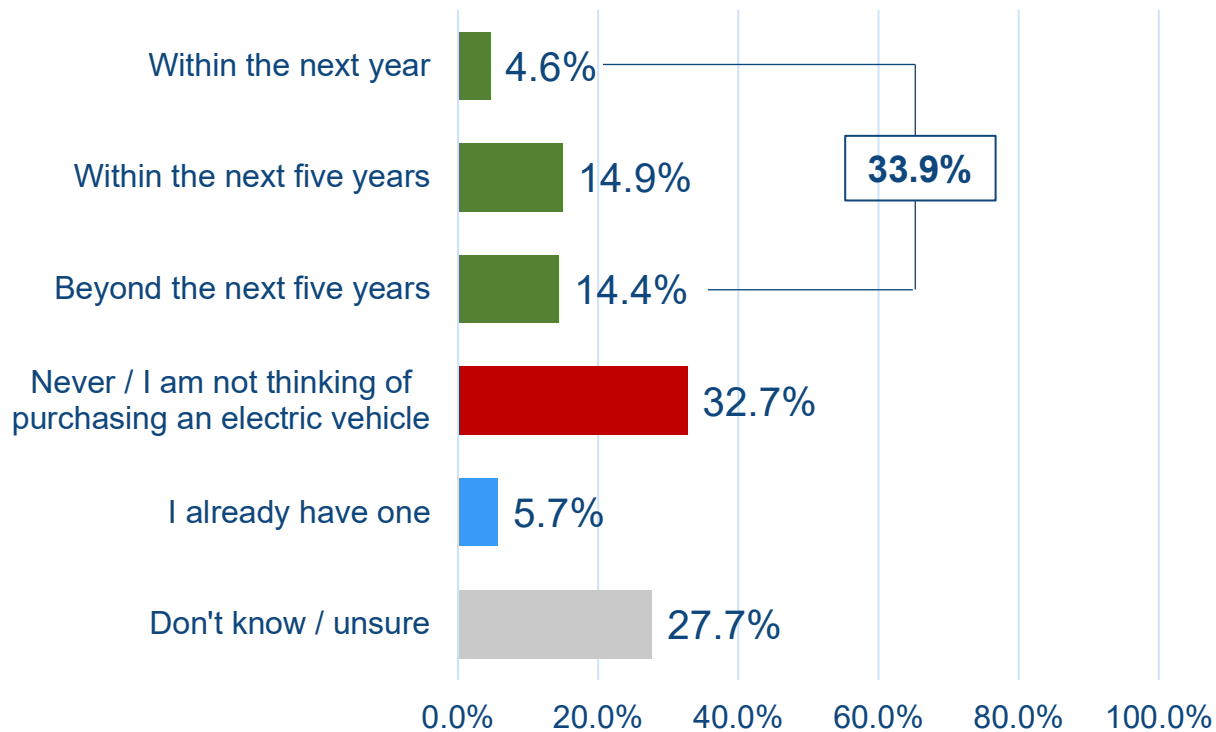


Data is from the Public Power Data Source (March 2022)

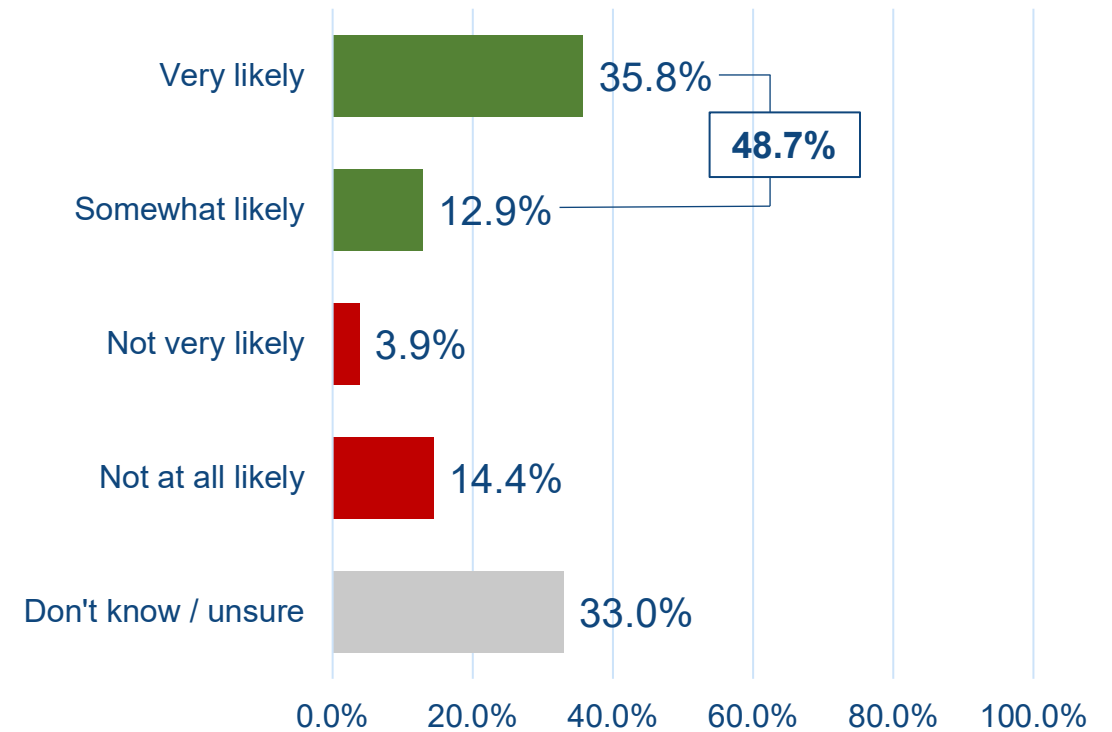
Sample size = 3,000

Timeline for EV Purchase Likelihood to Charge Outside Peak Hours

When do you anticipate purchasing an electric vehicle in the future?



How likely would you be to charge your electric vehicle outside of peak hours if [UTILITY] provided incentives such as lower rates during that time period or a bill credit?

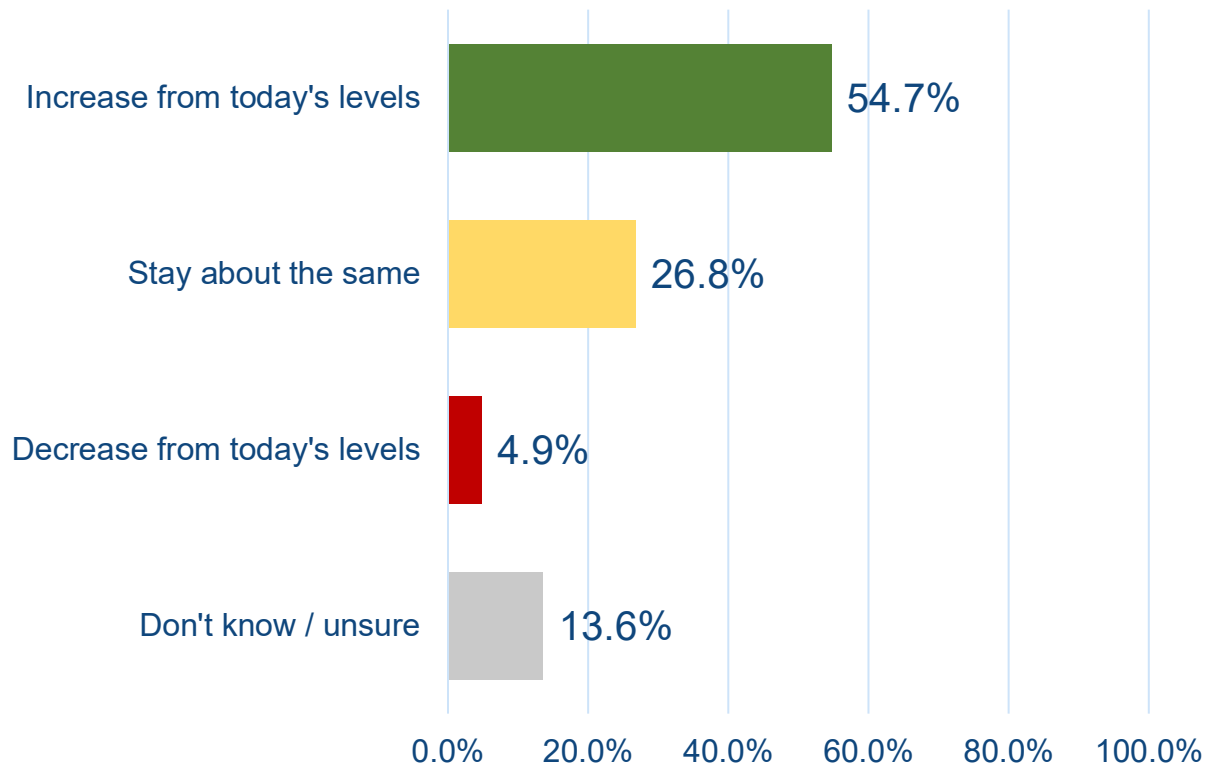


Data is from a West Coast Residential Customer Satisfaction Survey (August 2022)

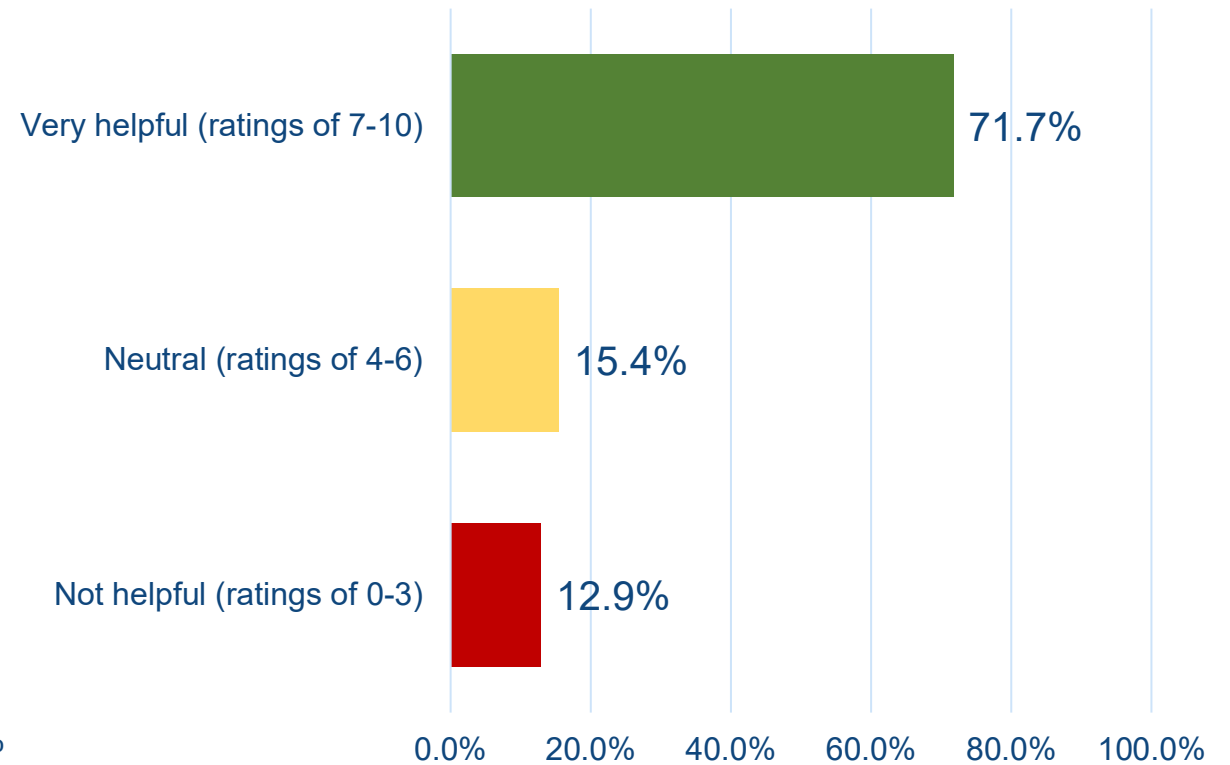
Sample size = 1,580

Future EV Purchases & Support from Utility

In the future, do you expect the number of electric vehicles (EVs) in your organization's fleet to:



Overall, how helpful has [UTILITY] been in providing advice and assistance on electric vehicles and chargers where zero (0) is "not helpful" and ten (10) means "very helpful?"

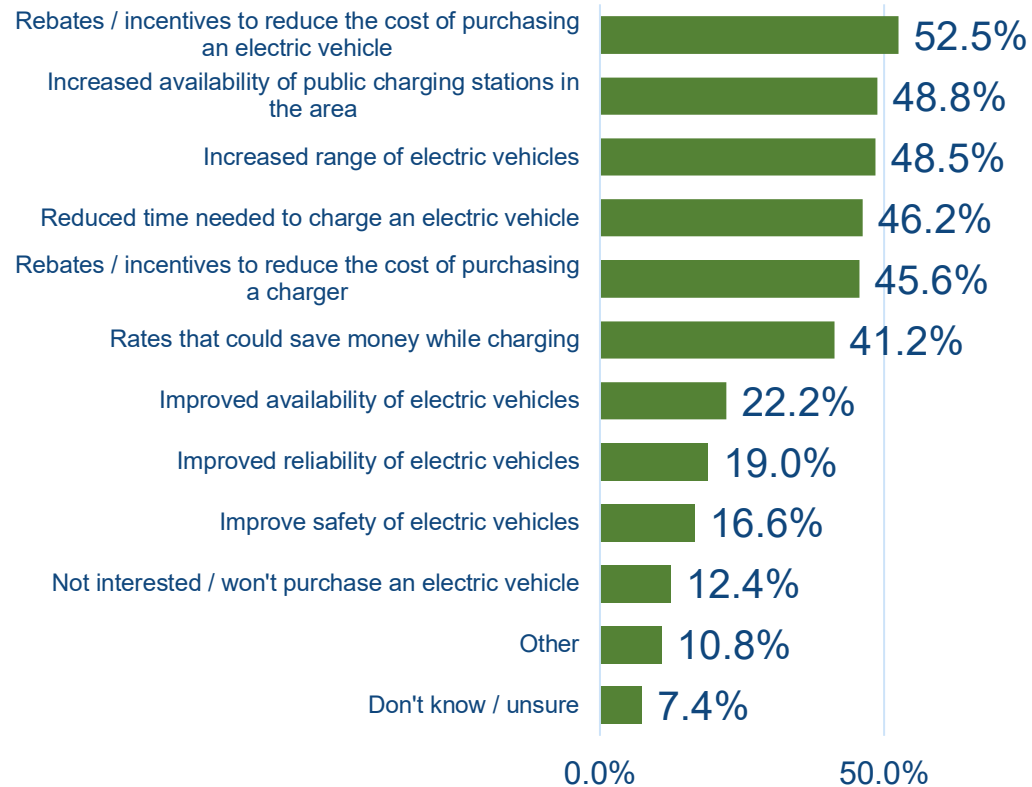


Data is from a West Coast Joint Action Agency Key Account Satisfaction Survey (November – December 2022)

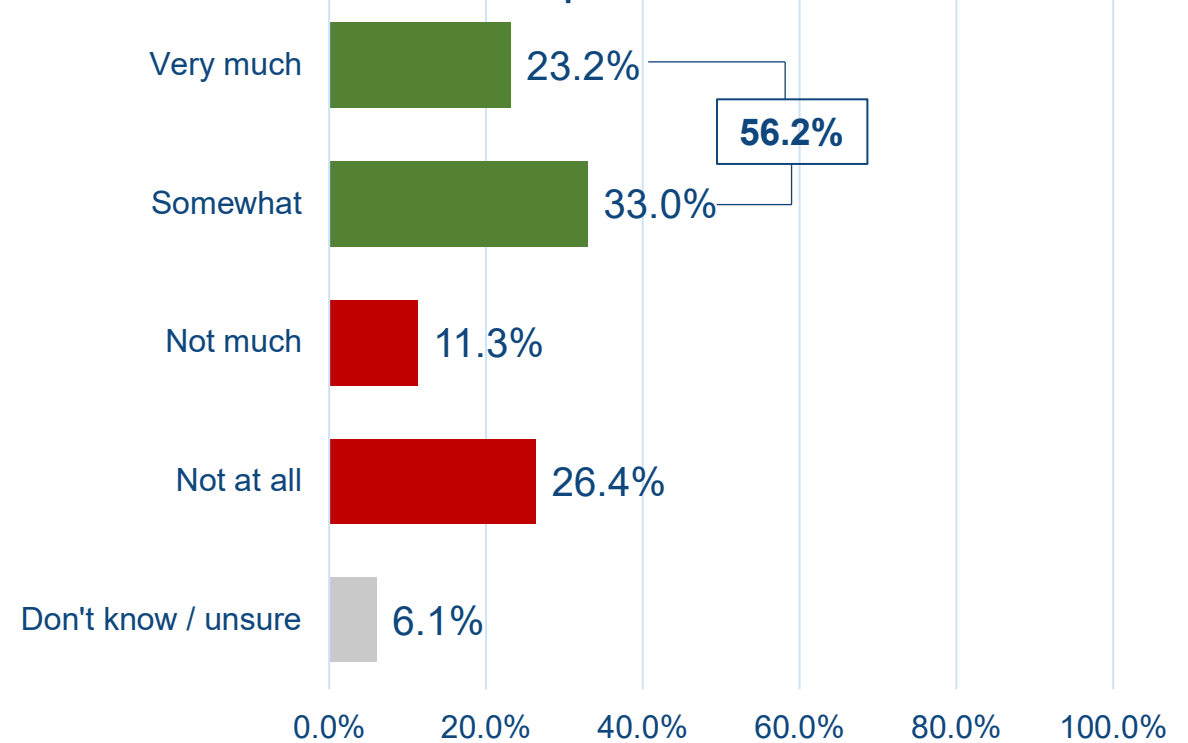
Sample size = 492

Motivational Factors in Purchasing an Electric Vehicle

What factors would motivate you to purchase an electric vehicle? (Select all that apply)



To what extent would a rebate to reduce the cost of an electric vehicle influence your decision to purchase one?



Data is from a New England Electric Vehicle Survey (February – March 2023) | Sample size = 388

APOGEE®

Empowering Utilities for the Future



EV Sales Statistics

- ▶ **New vehicle sales**

 **8%** in 2022

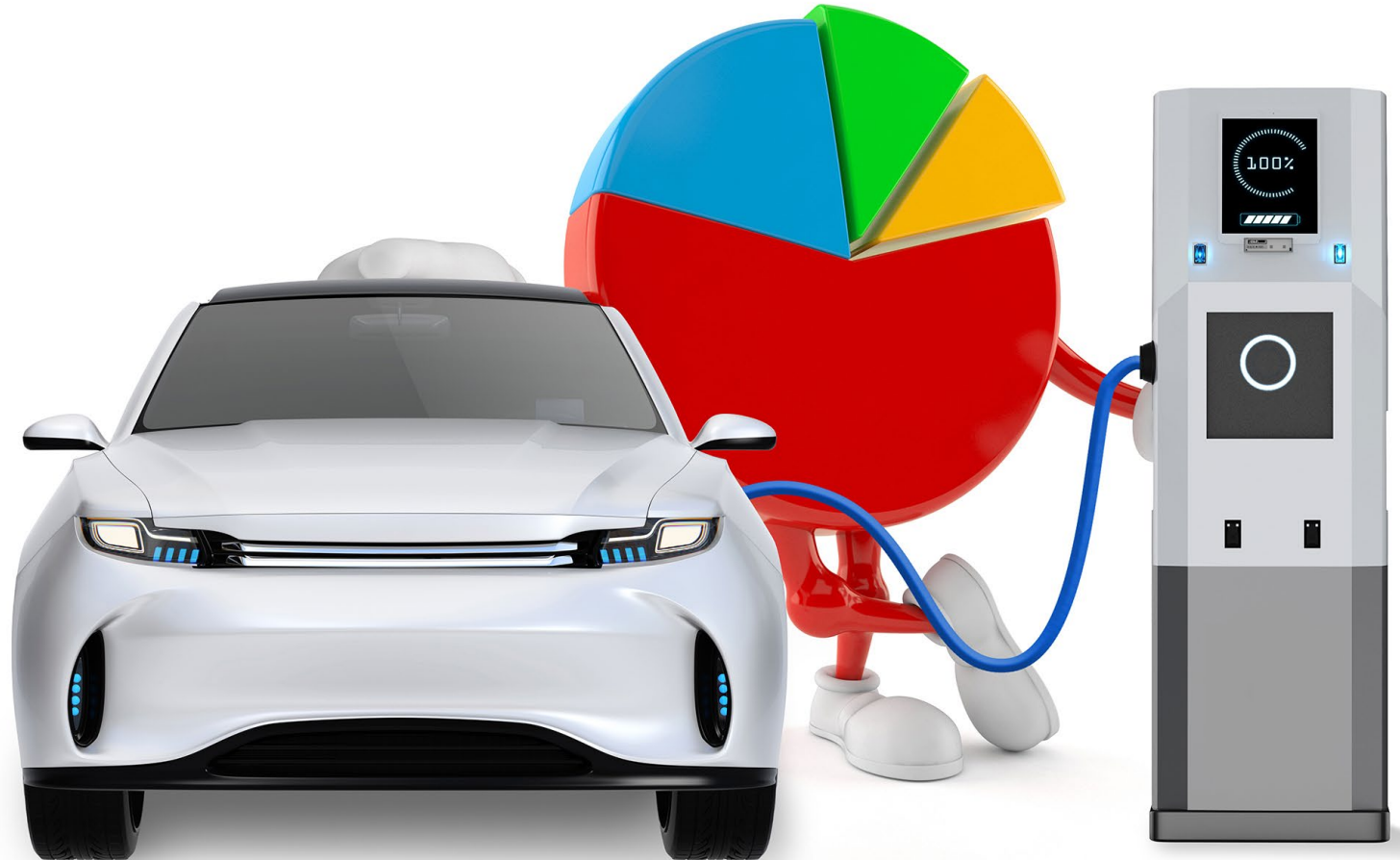
- ▶ **EV Sales**

 **65%** to 5.8%
of new car sales

- ▶ **Average Cost**

New Car \$49,507

EV \$61,448



Source: Kelley Blue Book

Customer Program Strategy

Get customers:

- ✓ Aware
- ✓ On-board
- ✓ Engaged

Combination of outbound communication supported by on-line resources



EV Customer Identification



\$50 More



\$6 Less



\$7 More

Option 1

If you already own an EV



\$50 More

Option 2

If you are thinking about purchasing an EV



\$6 Less

Option 3

If you are not interested in EVs, but would like to learn more about energy savings

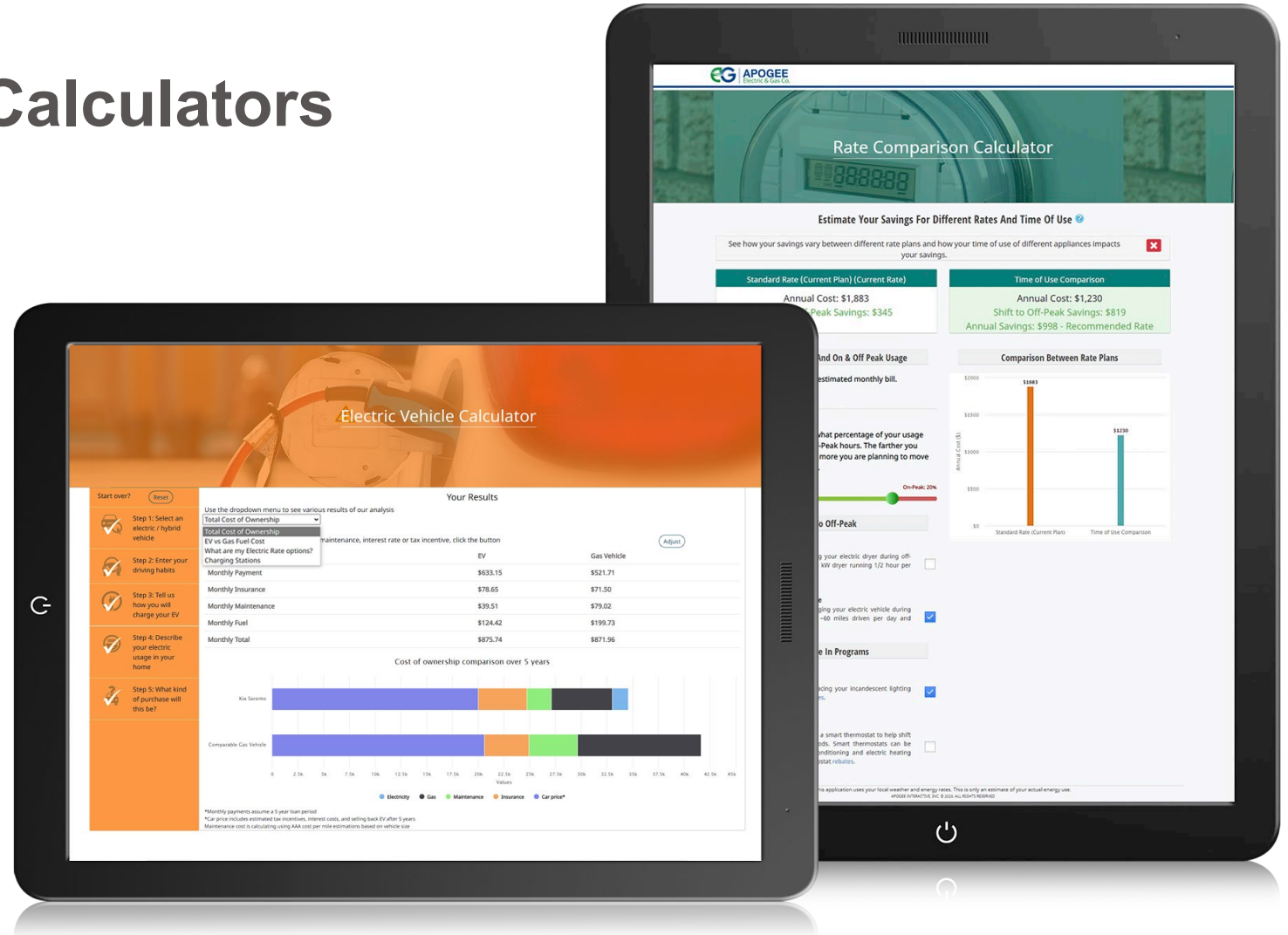


\$7 More

EV Rate Adoption - Education

EV Calculator and Rate Calculators with AMI Data

- Examples of whole house impact of EV charging
- Understanding what rate fits customer's lifestyle –
 - Total Cost of Ownership
 - Carbon Impact





Step 1: Enter your account number



Step 2: Select an electric / hybrid vehicle



Step 3: Enter your driving habits



Step 4: Tell us how you will charge your EV



Step 5: Describe your electric usage in your home



Step 6: What kind of purchase will this be?

Start over?

Reset

Your current selected car

Tesla Model 3

Select a Different Car



MSRP:	-	\$	46,990	+
Annual Insurance:	-	\$	944	+
Annual Maintenance:	-	\$	470	+
Estimated Tax Incentive:	-	\$	5,000	+
Estimated Interest Rate:	-	4.5	%	+
Comparison Car MSRP:	-	\$	40,990	+

Close

Next >

Your Results

Results shown use estimated values. Please complete all steps for a more accurate analysis

Use the dropdown menu to see various results of our analysis

Charging Stations

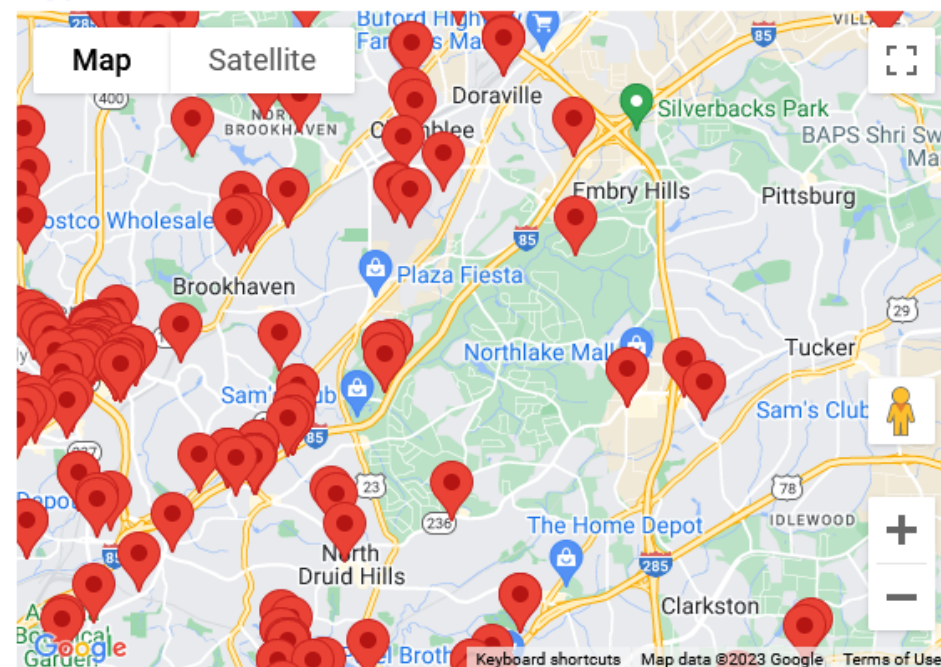
Find charging stations nearby

Please enter your address or zip code in order to see charging stations within a 50 mile radius

30084

Submit

List



Upcoming Events

WEBINARS



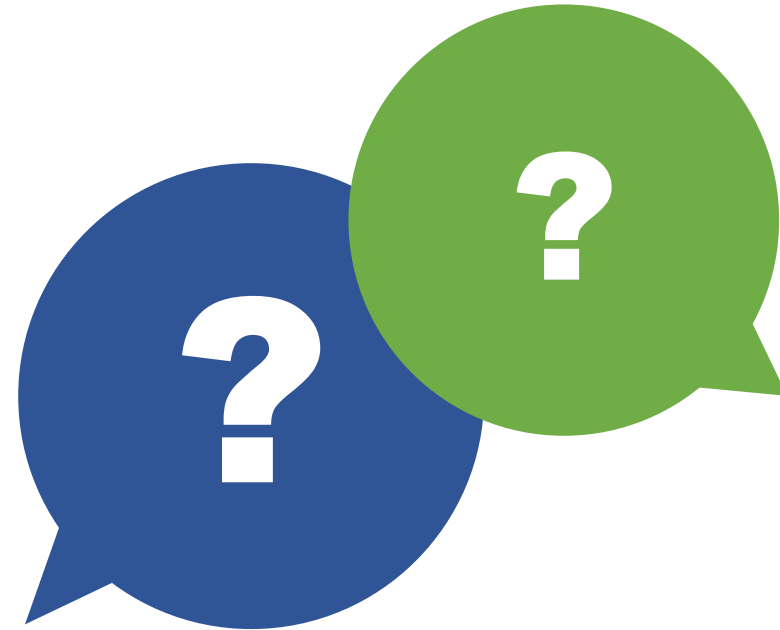
- **Artificial Intelligence, April 20**
- **Good Enough Isn't!, May 23**

CONFERENCE



- **Regional MMSC, Chattanooga**
- **CS Week, Charlotte**
- **NRECA Connect, Jacksonville**
- **Hometown Connections, Denver**
- **SE AESP, Jacksonville**
- **EMACS, Phoenix**
- **E Source, Denver**
- **JD Power User Conference, Austin**

Any Questions





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Thank You!

All attendees will receive a survey

