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
$47K Median household income
21% People in poverty
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
High cost

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

Cost
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
Thank you

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