ZEVIWG Public Meeting
Pacific Power

December 6, 2019
• ~580,000 customers in Oregon

• “Patchwork” service area that includes main highway corridors and more remote areas of the three states

• Want to ensure all communities have access to the benefits of electric transportation
Overview of Pacific Power residential customers’ awareness and understanding of electric vehicles

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
<th>Count</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed Survey</td>
<td>97%</td>
<td>1,482</td>
<td>14.8%</td>
</tr>
<tr>
<td>Screened Out</td>
<td>3%</td>
<td>47</td>
<td>---</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>1,529</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

Pacific Power Residential Customer Baseline Survey administered by Navigant in June 2019
• Residential Customers are unaware of electric vehicles
• Customers underestimate the distance electric vehicles can travel and overestimate the time it takes to charge them
• Almost two thirds of customers were not aware of any electric vehicle incentives
• Customers who have both ridden and driven electric vehicles are more likely to consider purchasing an electric vehicle
Unaware of Electric Vehicle Incentives

- Well over half of respondents (64%) are not aware of any EV initiatives.
- Only 6% of respondents are aware of Pacific Power programs or initiatives.
- Only 5% of respondents are aware of EV information and tools on the Pacific Power website.
75% of respondents have never driven or aren’t sure if they have ridden in or driven an electric vehicle.

### Definitions

**Plug-in Hybrid Electric Vehicle [PHEV]:** vehicle powered by gasoline and electricity. They can be plugged in to charge the battery, but also can run on gasoline only.

**Battery Electric Vehicle [BEV]:** All-electric vehicle (does not use gasoline). They must be plugged in to charge the battery.
## Trusted Information Sources

### Who Customers Trust for Information About Electric Vehicles

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current PEV owners</td>
<td>82</td>
</tr>
<tr>
<td>PEV Dealerships</td>
<td>47</td>
</tr>
<tr>
<td>Nonprofit Organizations</td>
<td>41</td>
</tr>
<tr>
<td>Pacific Power</td>
<td>36</td>
</tr>
<tr>
<td>Trade Industry Groups</td>
<td>23</td>
</tr>
<tr>
<td>Universities</td>
<td>22</td>
</tr>
<tr>
<td>Federal Government</td>
<td>19</td>
</tr>
<tr>
<td>State Government</td>
<td>18</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
</tr>
</tbody>
</table>
Respondents who plan to purchase a vehicle in 1-2 years are less likely to plan on purchasing a BEV than those who plan to purchase a vehicle in 3-5 years.
Respondents who have both ridden in and driven an electric vehicle are more likely to purchase a PHEV than those who have only ridden or driven.

Respondents who have both ridden in and driven an electric vehicle are more likely to purchase a BEV than those who have only ridden or driven.
Pacific Power Programs

Pilot Programs
- Outreach and Education
  - Online Tool
  - Ride and Drives to date: Independence, Corvallis, Lincoln City, Coos Bay
  - Chargeway Beacon Deployment
  - Technical Assistance Assessments: 46
- Infrastructure Grant
  - Funding awarded to date: $1,024,703
  - Estimated number of ports to date: 115
- Public Charging Stations

Clean Fuels Credit Administration
- Electric Mobility Grant
  - Over $1M will support projects that advance electric transportation in underserved communities
  - Up to $500,000 available in matching funds to public agencies applying to external grants
- Outreach and Activation
  - Broad marketing and communications to engage and educate residential customers of the benefits of electric vehicles

Other Key Initiatives
- Transitional Fast Charger Rate
- Planning Studies
- Transit Agency Support
- Regional Coordination

Over $1M will support projects that advance electric transportation in underserved communities.
Up to $500,000 available in matching funds to public agencies applying to external grants.
Broad marketing and communications to engage and educate residential customers of the benefits of electric vehicles.