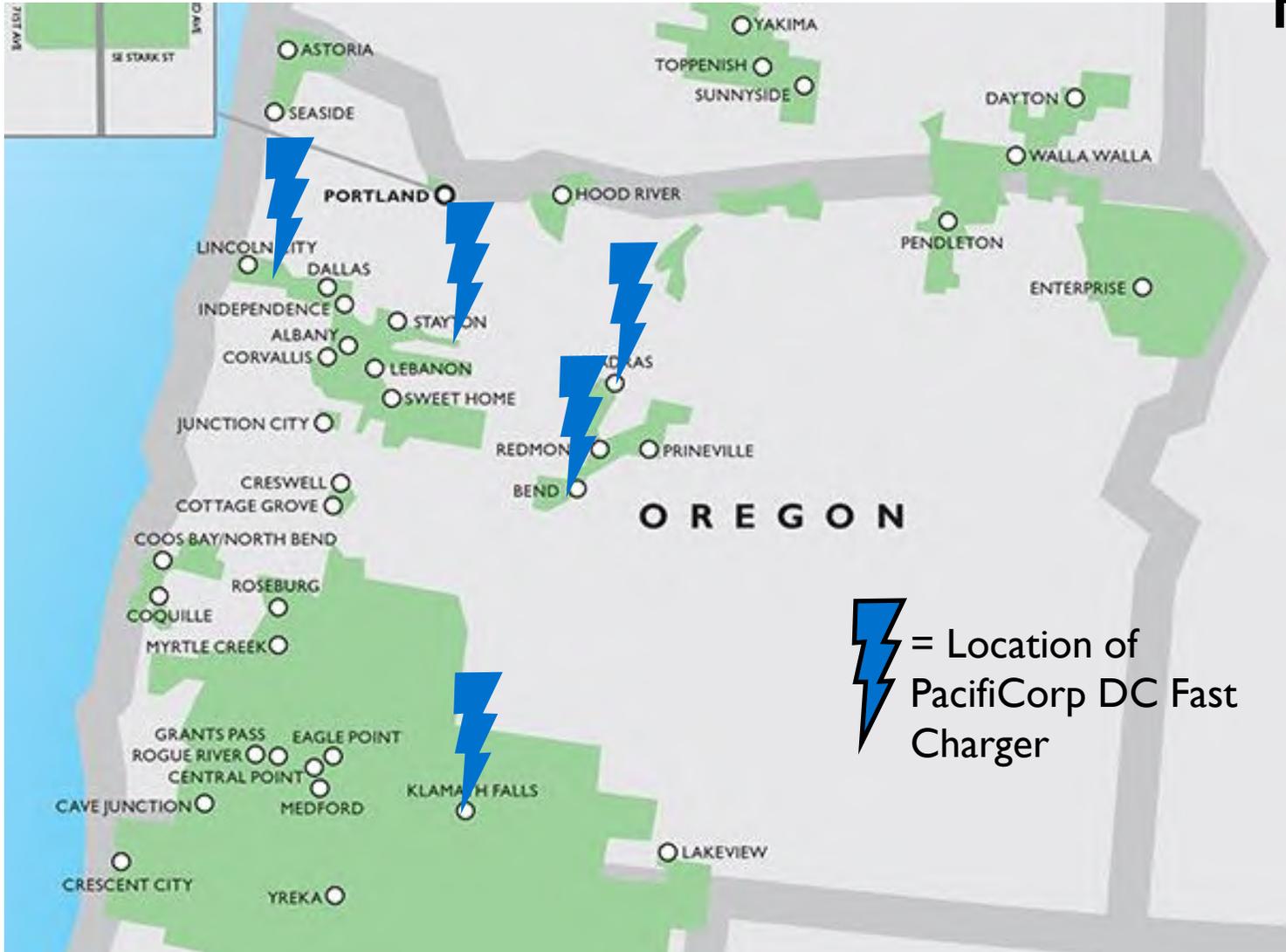


ZEVIWG Public Meeting Pacific Power



December 6, 2019

Pacific Power Overview



- ~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

Who are we trying to reach?

Overview of Pacific Power residential customers' awareness and understanding of electric vehicles

Answer	Percentage	Count	Response Rate
Completed Survey	97%	1,482	14.8%
Screened Out	3%	47	---
Total	100%	1,529	15.3%

Pacific Power Residential Customer Baseline Survey administered by Navigant in June 2019



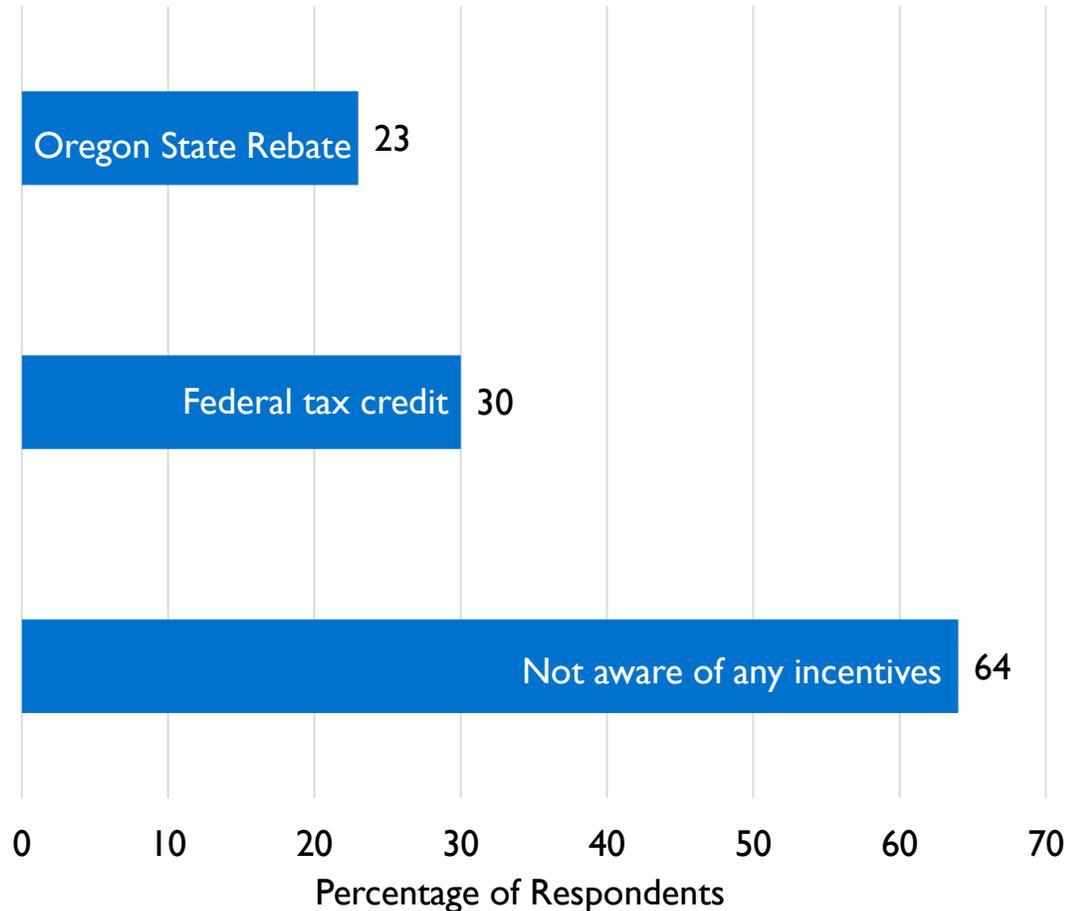
Summary of Survey

- 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

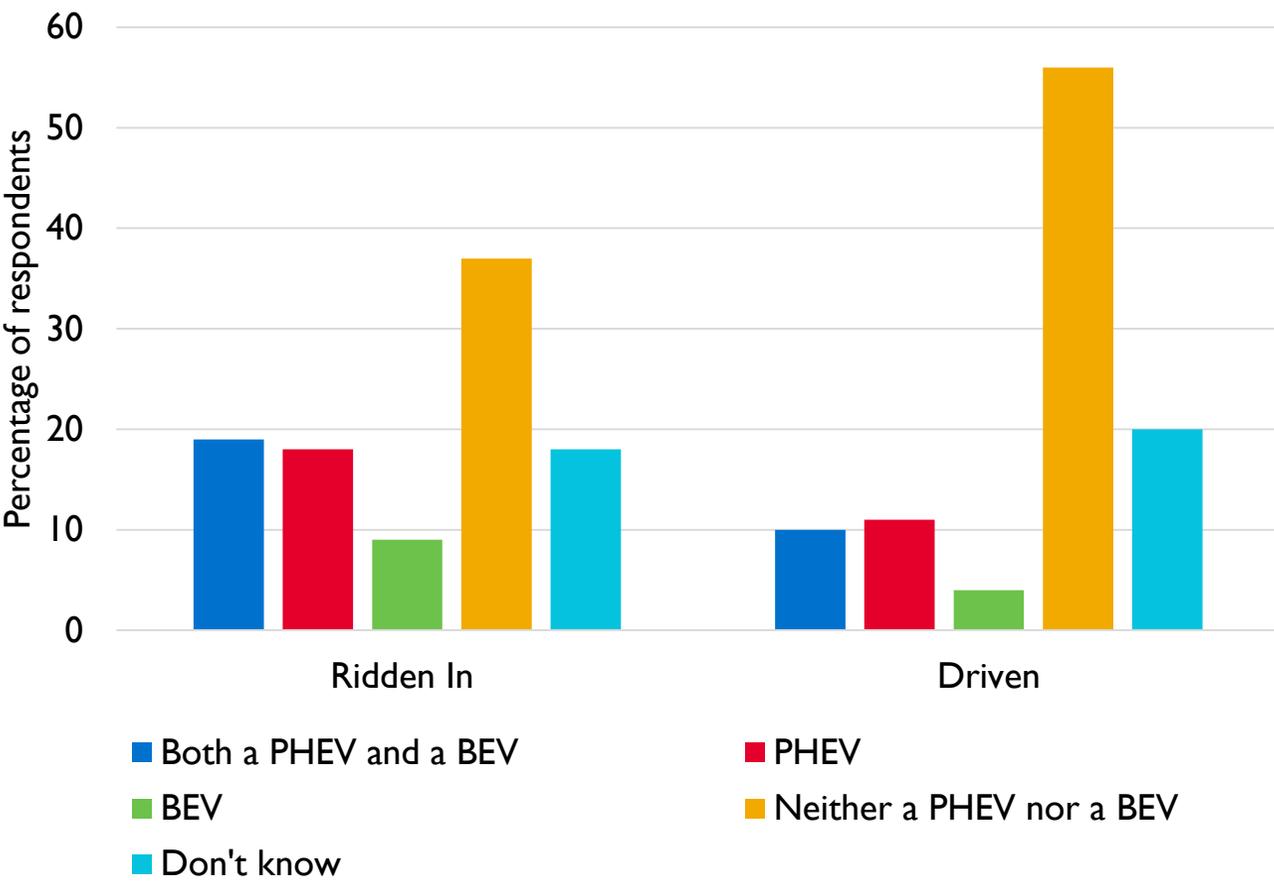
Awareness of EV Initiatives



- Well over half of respondents (64%) are not aware of any EV initiatives
- Only 6% of respondents are aware of Pacific Power programs and initiatives
- Only 5% of respondents are aware of EV information and tools on the Pacific Power website

Unaware of Electric Vehicles

Have you Ridden or Driven an EV?



- 75% of respondents have never driven or aren't sure if they have ridden in or driven an electric vehicle.

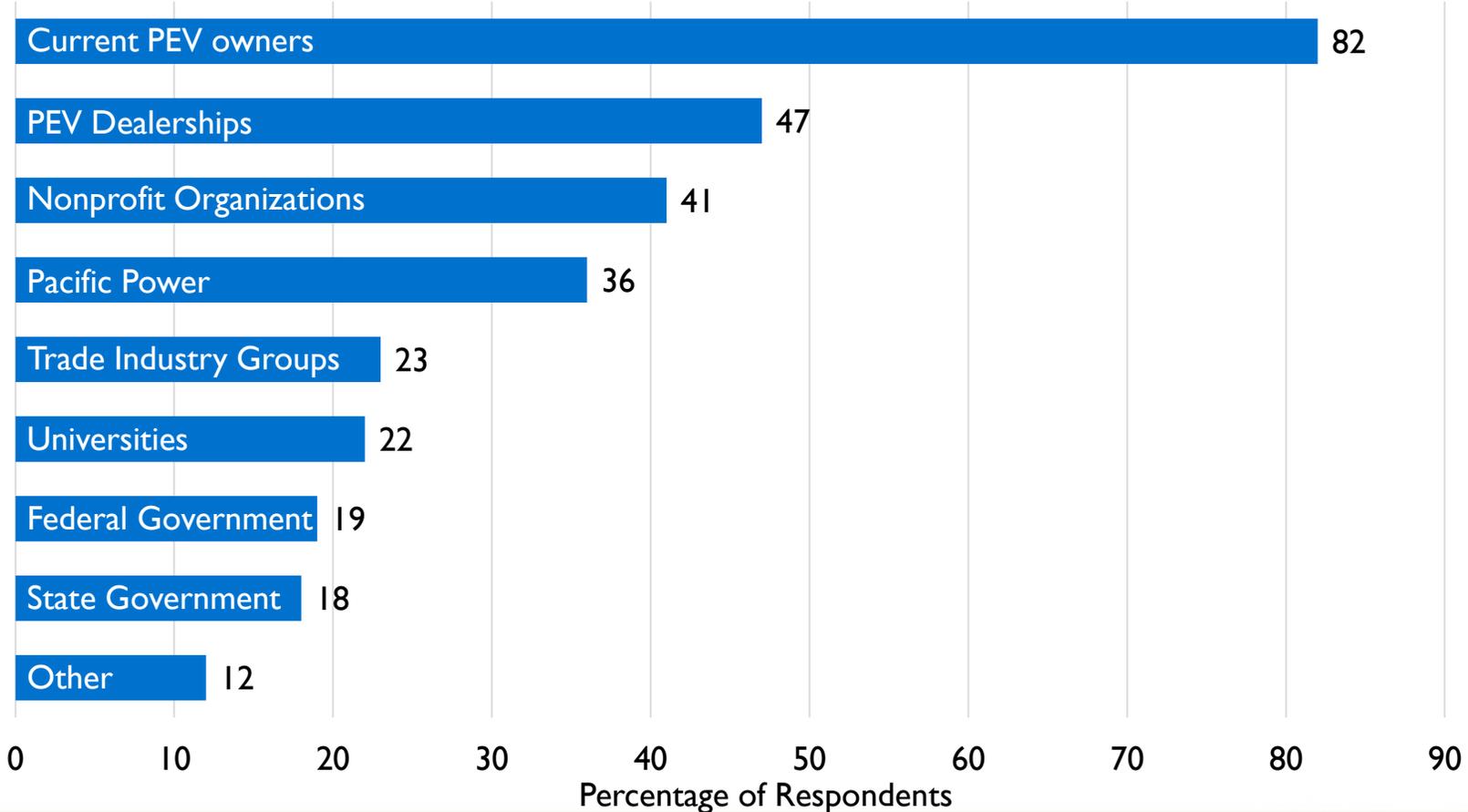
Definitions

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.

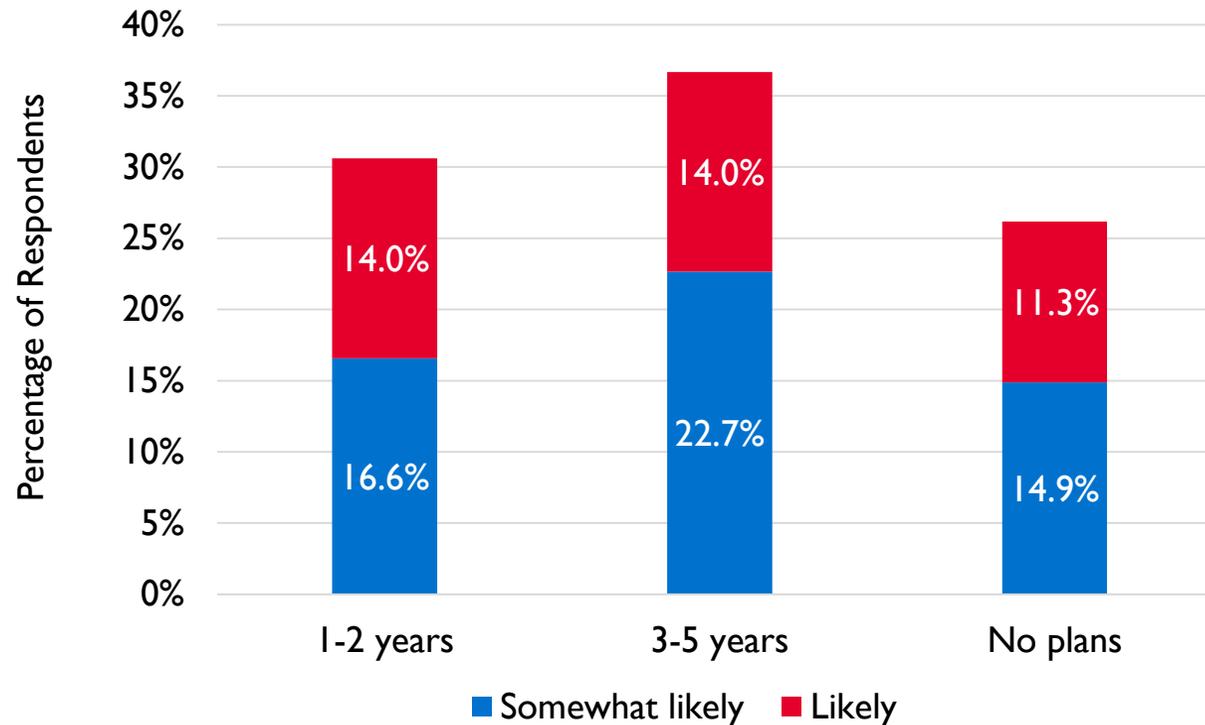
Trusted Information Sources

Who Customers Trust for Information About Electric Vehicles



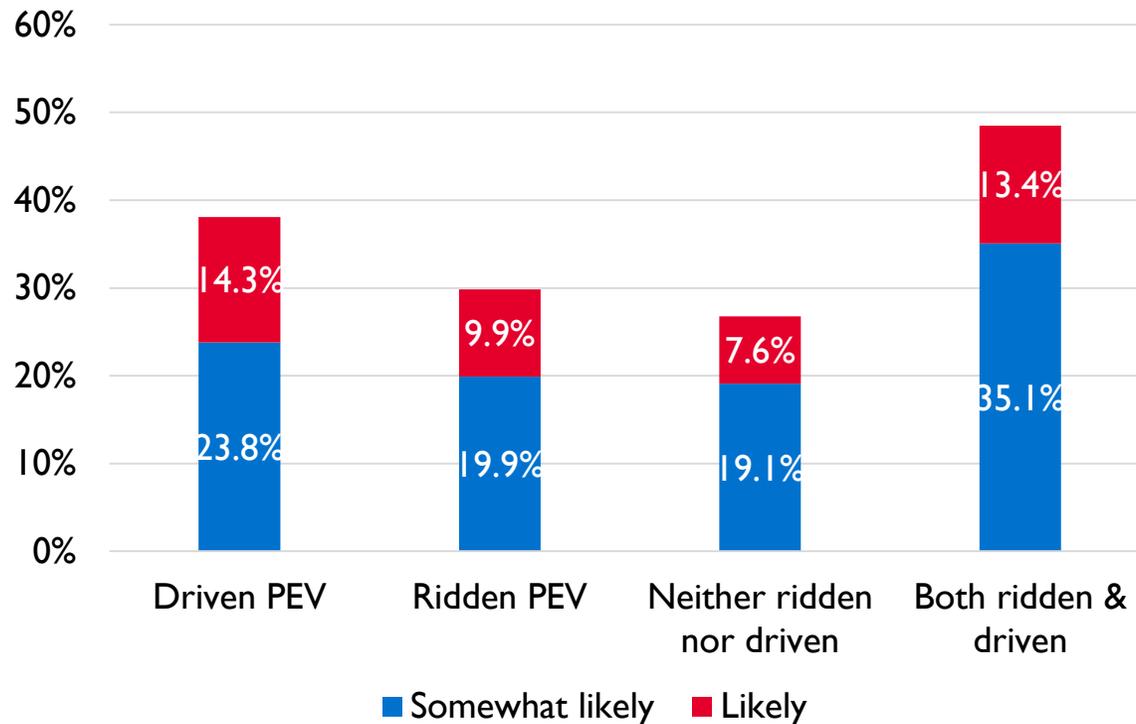
BEV purchases more likely in 3-5 years

- 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.

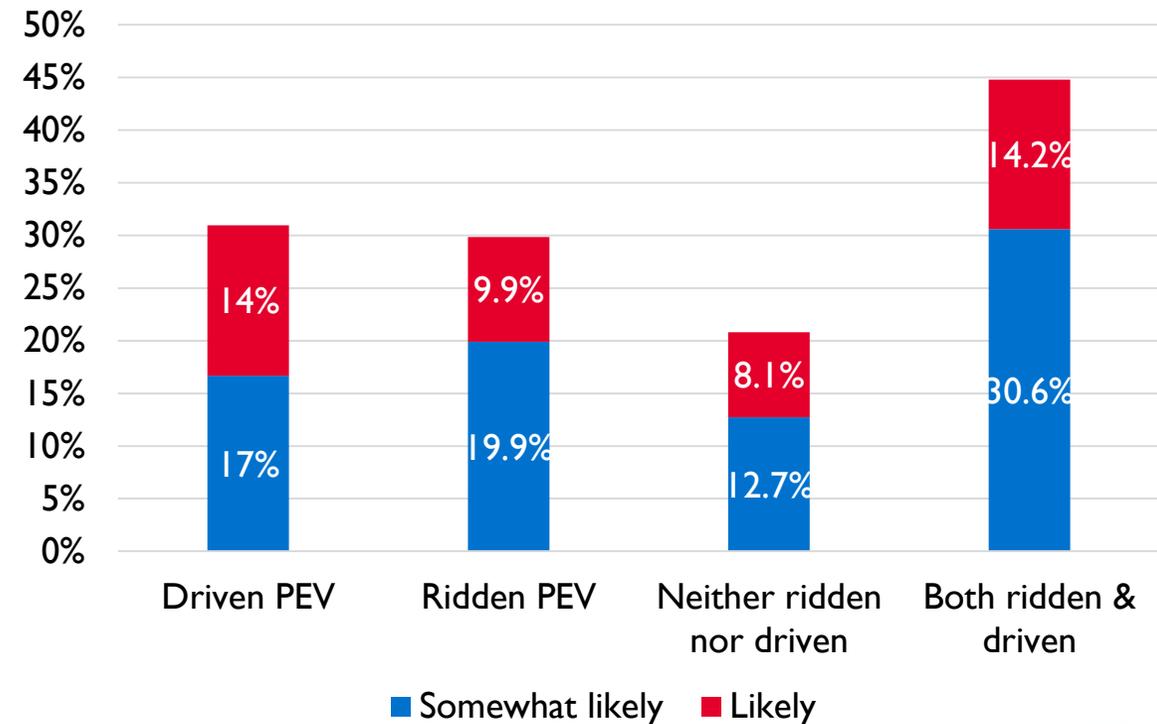


Electric Vehicle Exposure Increases Ownership Likelihood

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



Pacific Power Programs

Pilot Programs

Ongoing

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

Pending

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

Ongoing

Transitional Fast Charger Rate

Planning Studies

Transit Agency Support

Regional Coordination