



## 2022 Short Term Needs Assessment for Transportation Electrification

### Forward

PGE believes an affordable, equitable clean energy future requires a commitment to diversity, equity, and inclusion throughout our business and decision-making processes. Community engagement is based on the belief that those impacted by a decision, program, project, or service system must be involved in the decision-making process. Therefore, to improve and keep current PGE's understanding of the needs of our customers in underserved communities related to transportation electrification, we contracted with Espousal Strategies, LLC, a consultant with expertise in collaborative problem solving, equity & inclusion, and community engagement, to conduct a short-term needs assessment focusing on community-based organizations and direct outreach to members of underserved communities.

Espousal Strategies conducted this research through focus groups and surveys and delivered PGE a final assessment in August 2022, which provided valuable insight and established a starting point for more comprehensive engagement with communities related to transportation electrification going forward. We are incorporating what we learned from the needs assessment into our 2023-2025 TE Plan filing. We will continue that effort with targeted engagement activities as we move to the implementation phase of programs, infrastructure measures, and other activities approved as part of the 2023-2025 TE Plan.



# Rapid Needs Assessment

Transportation Electrification Plan



[www.espousalstrategies.com](http://www.espousalstrategies.com)

Office: 971-410-9407

# Presentation Overview



# Project Overview

- **Project Goal:**
  - Conduct a Rapid Needs Assessment to understand underserved communities' interests in and barriers to using electric vehicles (EVs), resources and information that would be helpful in their communities, and ways that PGE could potentially address issues and concerns around EVs
- **Underserved Communities:**
  - Residents of rental housing and multi-family housing, communities of color (BIPOC), communities experiencing lower income, tribal communities, rural communities, and communities adversely harmed by environmental and health hazards



# Project Overview

## Focus Groups

- Hosted 3 focus groups with a total of 21 participants
- Feedback collection included poll questions and open-ended discussion questions
- Recruitment focused heavily on BIPOC and underserved communities

## Supplemental Survey

- Developed 15 survey questions in partnership with PGE team
- Purpose was to provide avenue for collecting additional feedback from a wider range of PGE customers
- Outreach was less targeted than for focus groups, but still keyed heavily on BIPOC and underserved communities

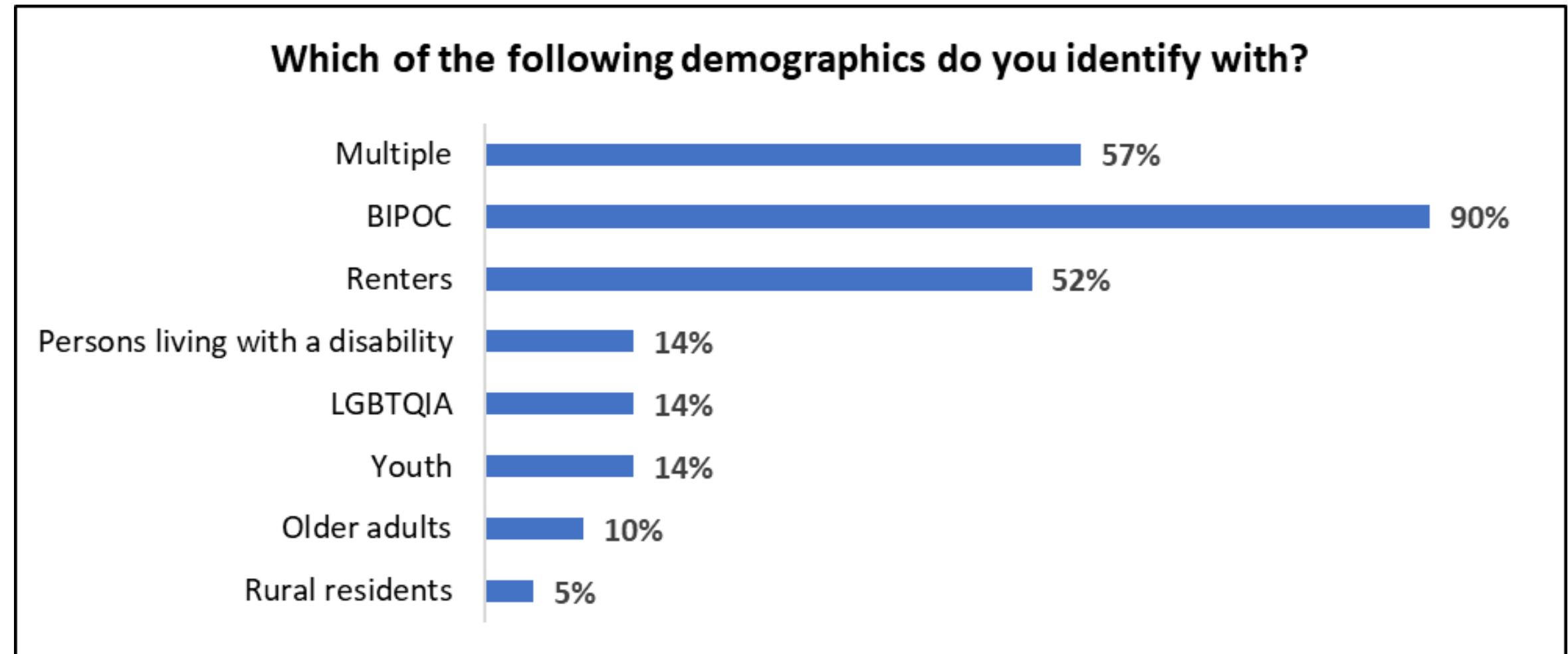
# Focus Groups



# Focus Groups - Overview



- Attendees were very diverse & represented various underserved communities
- Represented Clackamas, Marion, Multnomah, and Washington Counties
- Had varying levels of familiarity with EVs



# Focus Group – Key Findings & Themes



- There is a lot of interest around EVs
- Costs associated with EVs and their use were consistently cited as concerns

*“I’ve definitely considered buying an EV to reduce my carbon footprint. However, the cost and practicality of an EV doesn’t add up for me.”*

- There is limited knowledge about EVs and charging

*“We assume that everybody knows how to buy a car and that there are not barriers. For the littlest of support, people have to jump through a lot of hoops. There is no one number people can call and kickstart a chain reaction to support an individual. People are really tired of begging and pleading for things”*

*“How accessible is (charging) in rural areas? My parents live in rural areas, so I go there often. What are the plans to make it more accessible?”*



# Focus Group – Key Findings & Themes



- Access to charging stations was a common concern

*“Feels like EVs are only for the privileged and those with garages and driveways.”*

*“It cannot be at expense of communities already impacted. If you put charging stations everywhere and only EVs can be parked it takes spaces away from other people who have cars - so if I can't afford to buy an EV does that mean that I have to suffer more? It's like how many more problems do we add to people?”*

*“When it comes to chargers at home, I do know a lot of folks wonder about how that impacts community? **Looking at charging stations like the sign of a Starbucks moving into a neighborhood.**”*

*“...a major concern (is) charging stations in low-income neighborhoods and causing gentrification. Because bringing chargers causes more people to move there and kicks out the people who live there.”*

# Focus Group – Key Findings & Themes

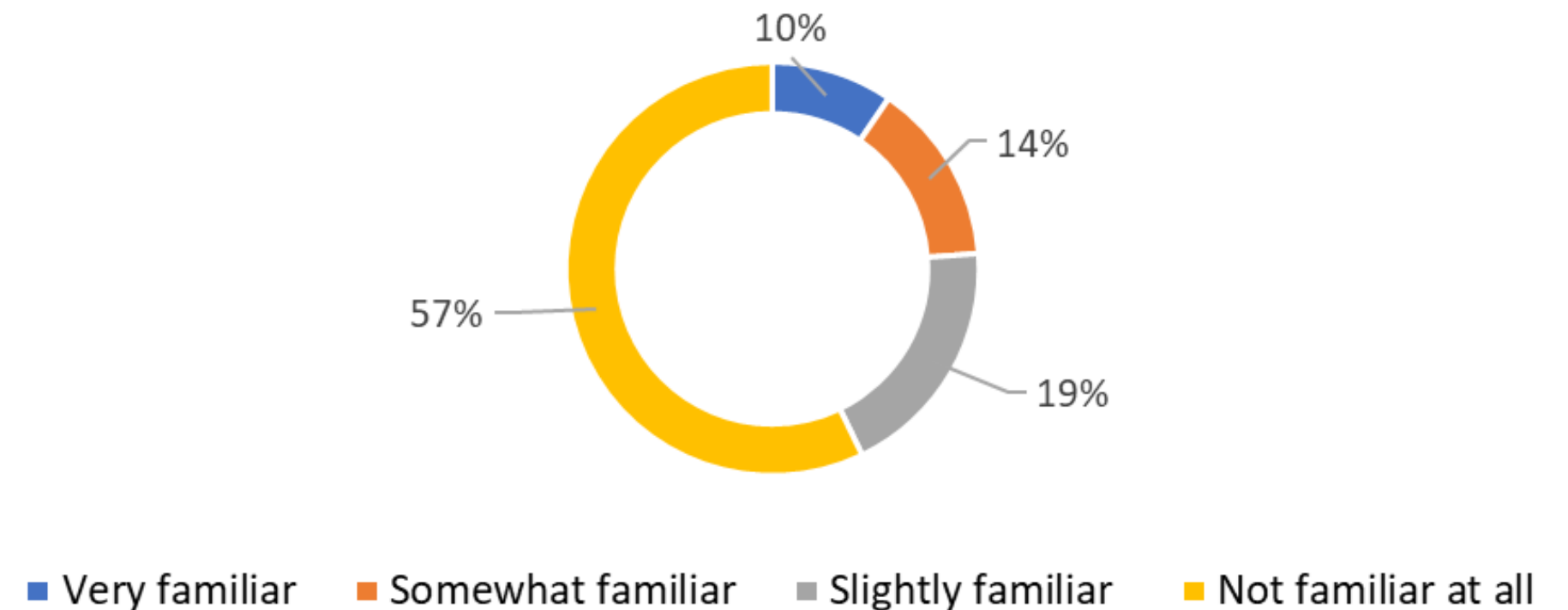


- Many do not have a clear understanding of financial assistance for EVs, and many also feel that these resources do not go far enough

*“Even if there are rebates and stuff, that’s still really pricey especially in low-income communities, it’s way more than rent and you have people who are struggling to pay rent, so it’s going to be hard for them to afford a car, even if it is really beneficial in the long run.”*

*“What is the difference between tax credits vs rebates? If tax credits, how does this help for disabled folks who are limited in income? For example, folks on SSDI? Tax credits don’t really help disabled folks on limited incomes to access electric vehicles.”*

**How familiar are you with financial assistance for EVs, such as tax credits, vehicle rebates, or rebates for the installation of home charging devices?**



# **Supplemental Survey**



# Survey Demographics

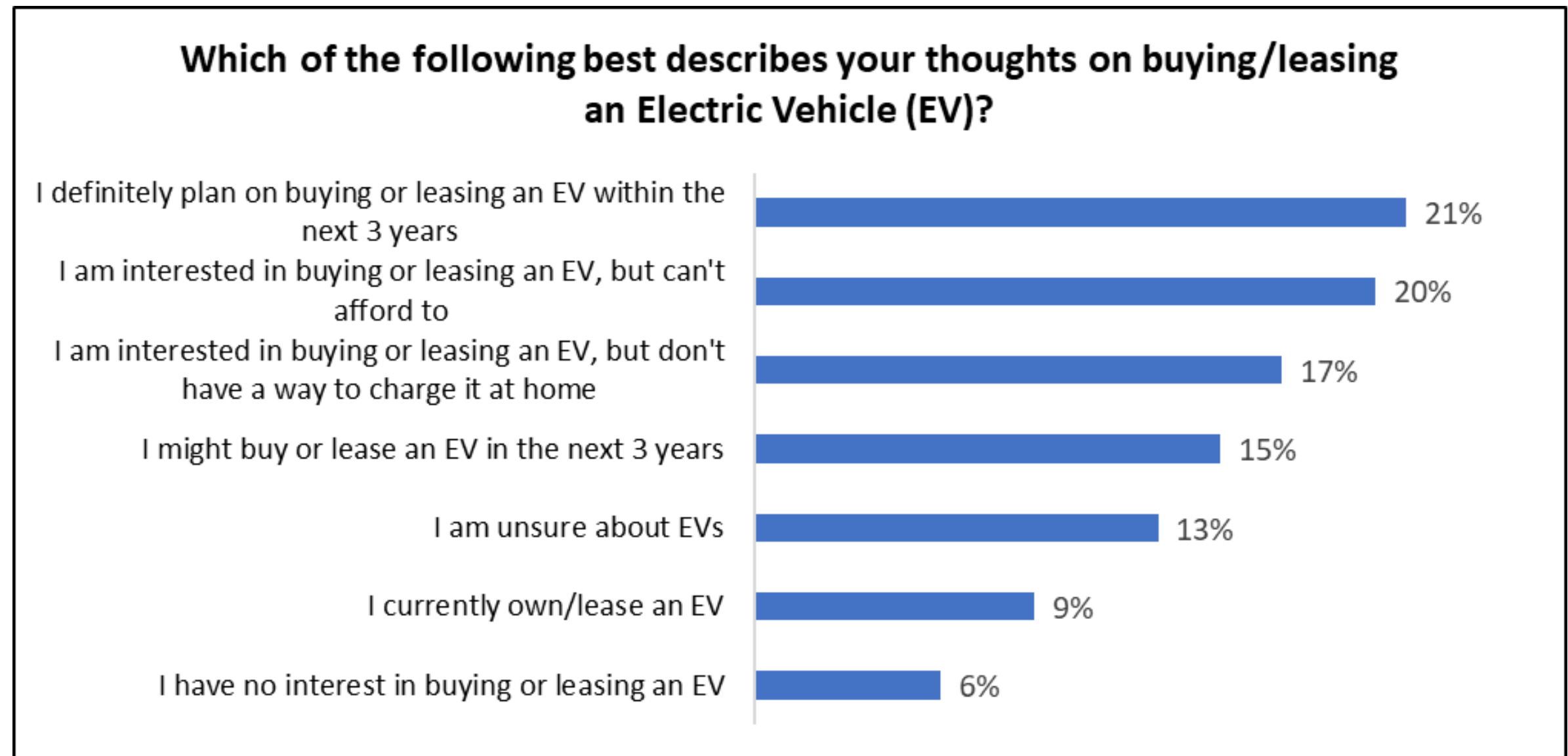


- Completed by 107 individuals – 11 were not PGE customers & were excluded
- Majority identified as BIPOC – 54%
  - Hispanic or Latinx/Latina/Latino – 30%
  - African American/Black 9%
  - Asian 10%
- 30% of respondents were renters
- Most common age group was 35-44 at 36%, followed by 25-35 at 25%

# Supplemental Survey – Key Findings



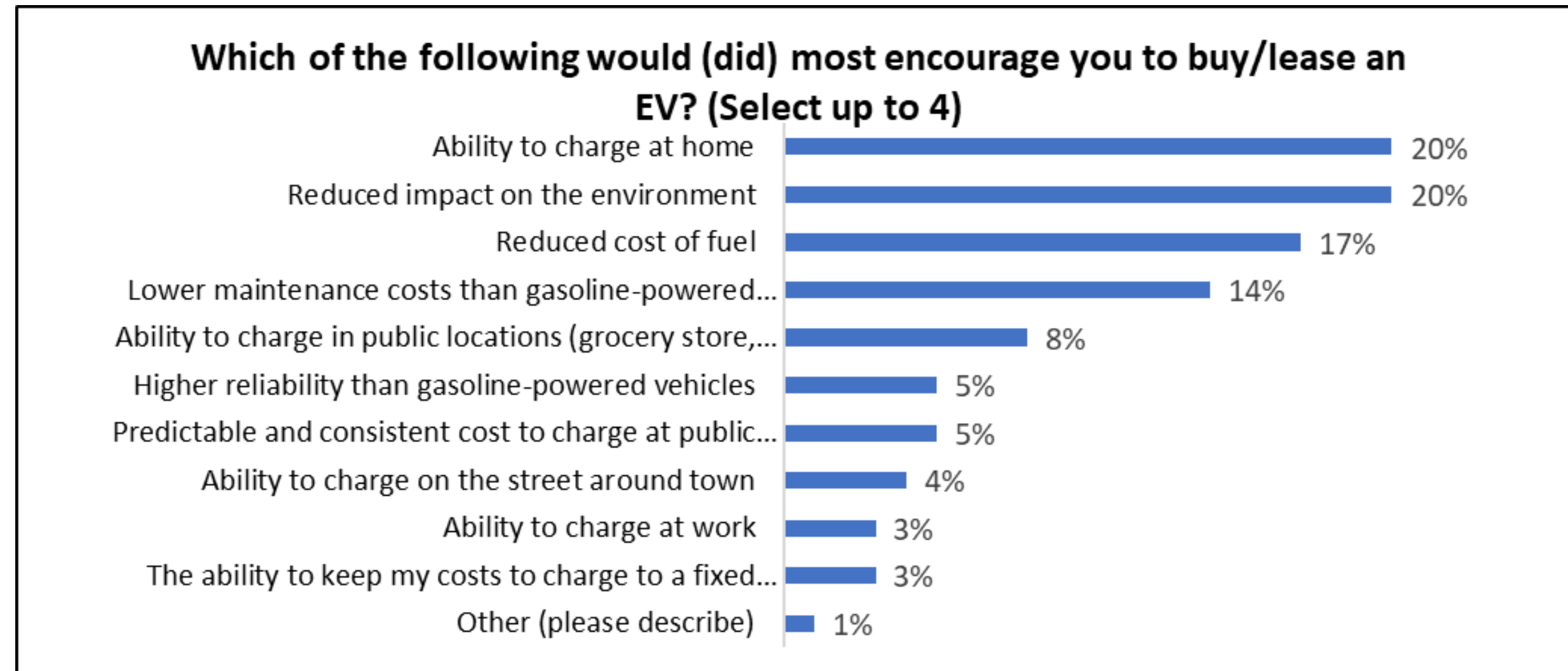
- Majority use personal vehicle as primary transportation mode
  - 73% gas or non-plug-in hybrid
  - 15% electric or plug-in hybrid
- Majority expressed at least some level of interest in EVs
- Results showed potential barriers
  - 20% are interested but can't afford it
  - 17% don't have a way to charge it at home
  - 35% of renters are interested but can't afford it



# Supplemental Survey – Key Findings



- Top 4 motivating factors
  - Ability to charge at home – 20%
  - Reduced impact on environment – 20%
  - Reduced cost of fuel – 17%
  - Lower maintenance costs – 14%
- Ability to charge at home top motivating factor for homeowners – 70%

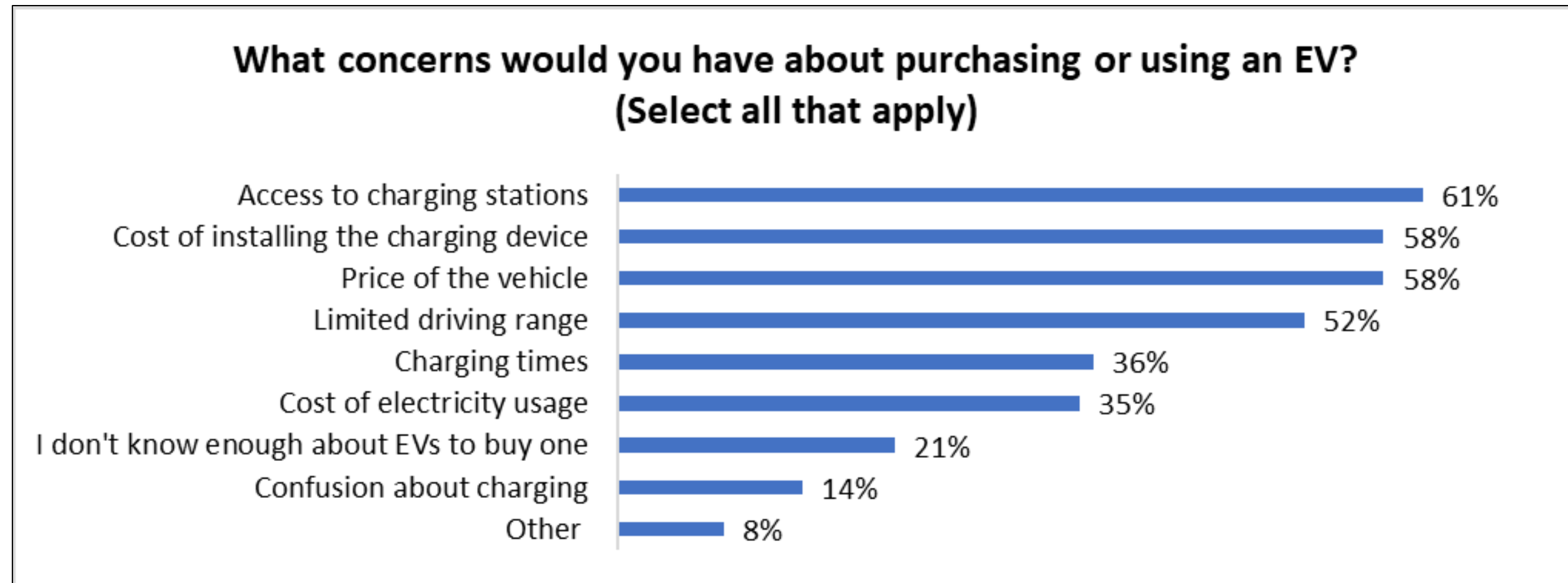




# Supplemental Survey – Key Findings



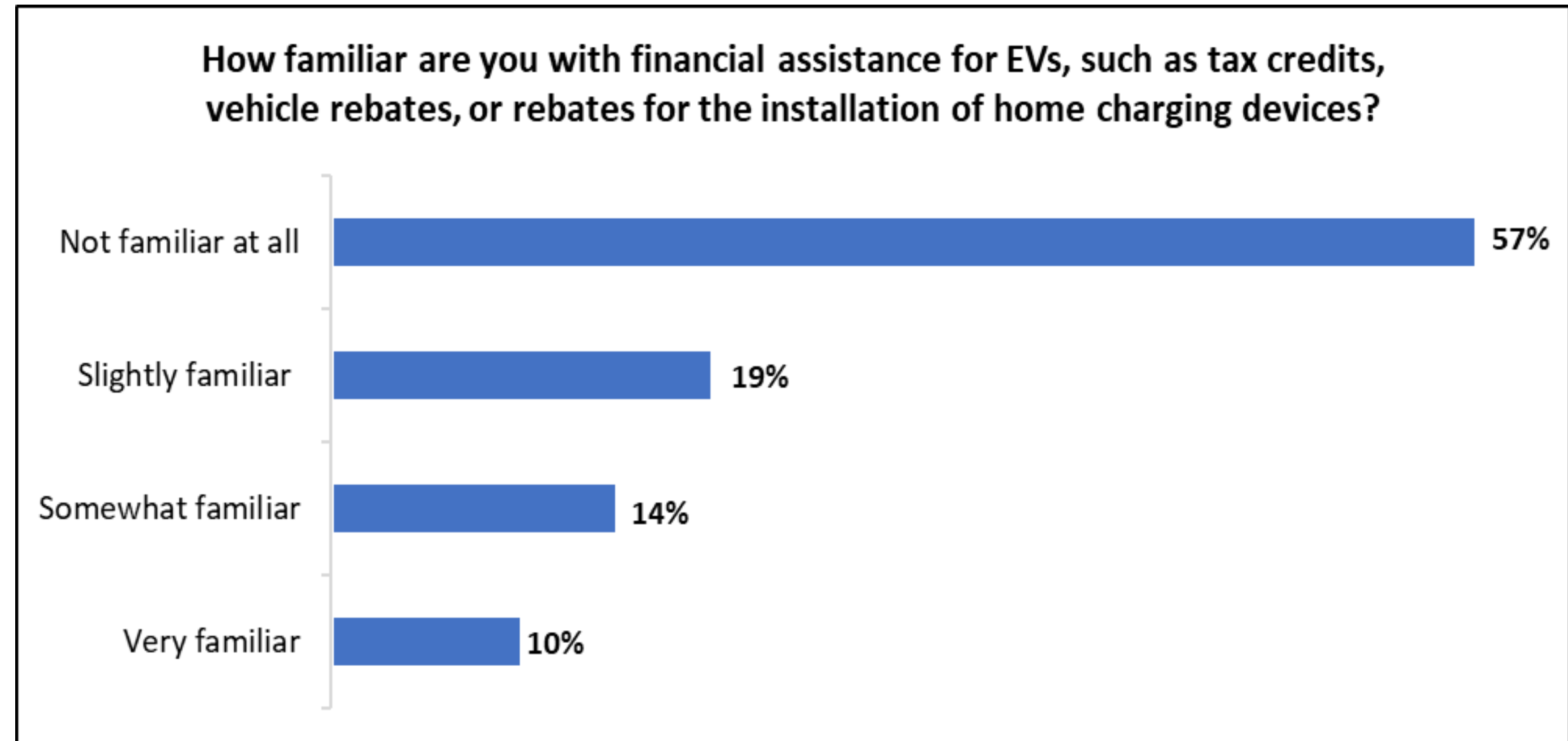
- Top concerns centered around EV characteristics and infrastructure
- Results indicated need for more knowledge about EVs
  - BIPOC – 36%
  - Incomes below \$50k – 35%



# Supplemental Survey – Key Findings



- Majority lacks familiarity with financial resources for EV
- Knowledge gap was pronounced for key demographics
  - BIPOC – 69%
  - Renters – 65%
  - Income below \$50k – 57%



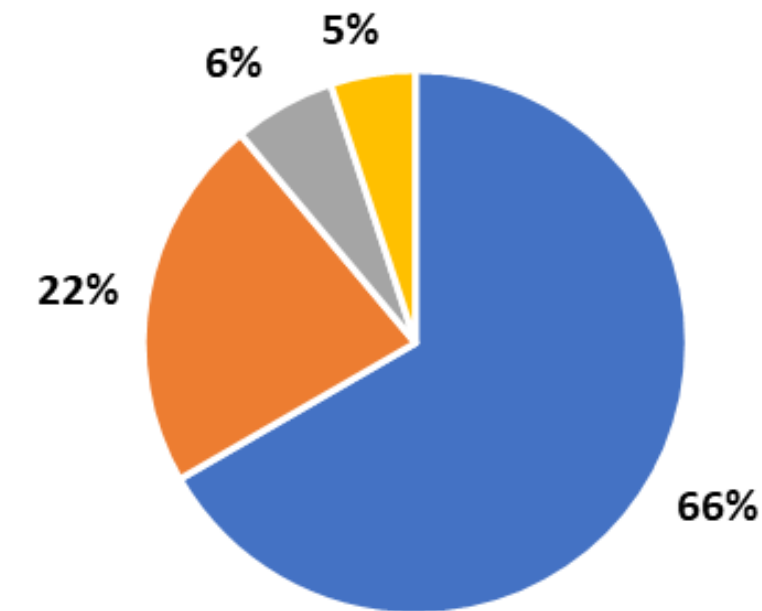


# Supplemental Survey – Key Findings



- Majority would be more likely to drive EVs with greater public access to charging
- Some cited that they would still have concerns
  - All respondents – 22%
  - BIPOC – 26%
  - Incomes below \$50k – 35%

If your utility provider helped to place or install EV chargers at apartment buildings or in public places (such as libraries or along city streets), would that influence your decision to drive an EV?



- Yes, I would be more likely to drive an EV
- Maybe, but I still have concerns
- No, this would have no impact
- Unsure



# **Key Take-Aways**

# Key Take-Aways



- **There is a clear need and desire for information around EVs, charging, financial resources, etc.**
  - The knowledge gap must be addressed to effectively advance equity and accessibility
- **Costs associated with EVs are a key concern and barrier**
  - Must be considered when developing equity & accessibility strategies
- **When addressing issues like accessibility for charging devices, a one-size-fits-all approach will not suffice**
  - Vital to understand trade-offs and negative impacts on specific communities and neighborhoods



---

# Questions?

---

**thank**•**you**

ESPOUSALSTRATEGIES.COM