

Highlights from the survey include:

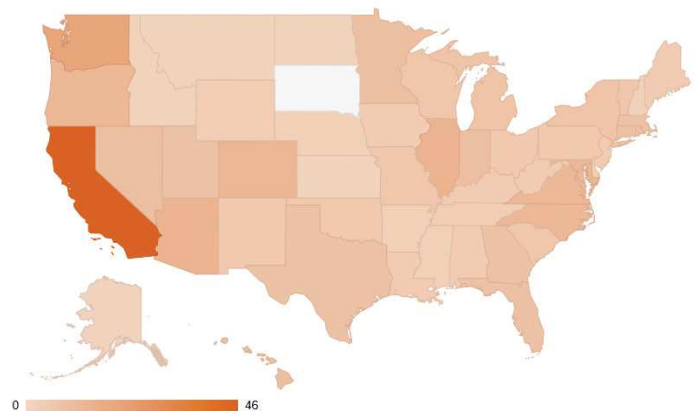
- Chevy Volt-driving respondents are more than four times as likely to have a level 2 charging station installed at their home than Toyota Prius Plug-In respondents.
- Workplace charging availability is becoming more widespread, 46% of respondents reported access to workplace charging, an increase of 14% from March 2012.
- Of those with access to workplace charging, 74% have access to this charging at no cost to the driver, down from 89% in March 2012.
- Though low, driver satisfaction with public charging infrastructure continues to improve, rising from 17% in March 2012 to 29% in May 2013.
- The CVRP rebate was as an important motivating factor in the purchase decision for 95% of respondents.
- For occasional public charging outside the home, two-thirds of respondents reported a willingness to pay up to \$1.00 per hour with less than one-third willing to pay \$1.50 per hour.
- For daily charging outside the home, only 16% of respondents expressed a willingness to pay up to \$1.25 per

PROBLEMS & SOLUTIONS

California EVs market has not been smooth, however, the fact that EVs sales dip in the second half of 2014. As decreasing price of gasoline cars for some reasons, it is expected that trend of EVs sales worsen in 2015 not just in California but all around the U.S. Tam Hunt, listed out some important points to solve this problem. Significance of these points can be referenced as methods to develop EVs market around the globe.

1. Expedite approval of utility applications to build out the EV charging infrastructure rapidly
2. Dramatically expand education and outreach efforts by working with nonprofit educational organizations
3. Create a tariff that allows EV owners to earn money by absorbing excess solar power during peak production times
4. Improve the state rebate process
5. Increase the state gas tax and funnel receipts back into rebates for EVs

Electric Vehicle Incentives and Laws, by State



***“AT THIS TIME, WITH
EV SALES DIPPING
DANGEROUSLY, IT IS
NEEDED TO CONSIDER
ALL THE OPTIONS FOR
GETTING SALES BACK ON
TRACK.” - TAM HUNT***
