

Insights from “City of Melrose Customer Survey: Your Next Vehicle”

2021

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by The City of Melrose & Energy New England (ENE)

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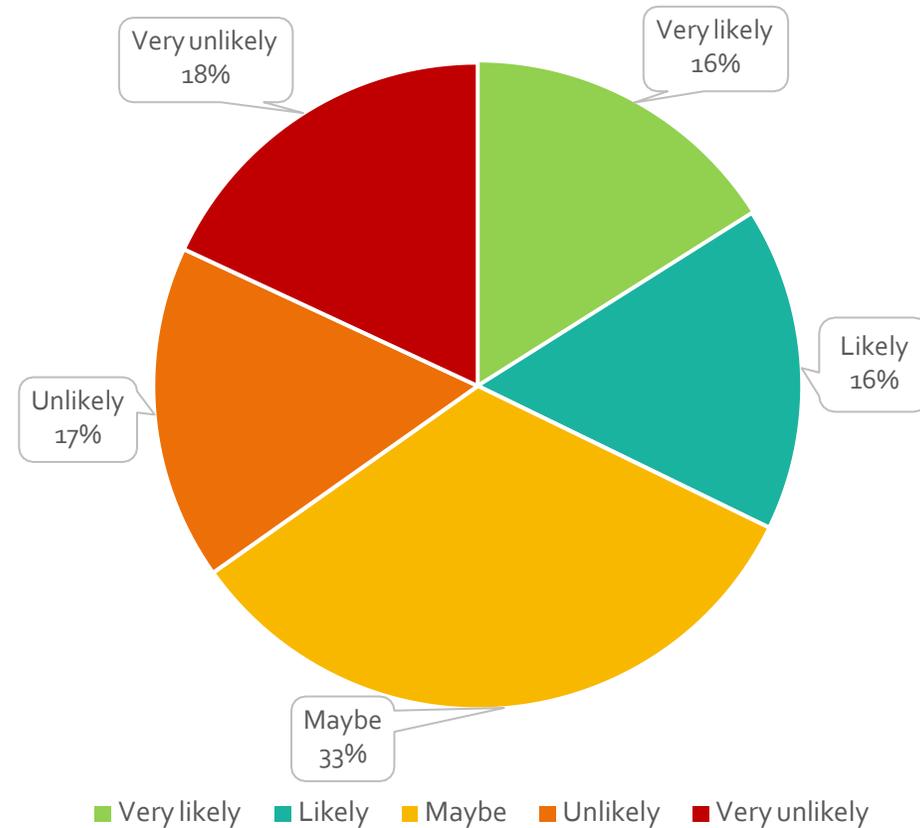


Likelihood to get an EV in the next few years

65% of respondents may consider getting an EV in the next few years

1/3 answering Maybe may indicate an increased need for consumer EV education & support.

How likely are you to purchase or lease a plug-in electric vehicle (car, SUV or pick-up truck) in the next few years?

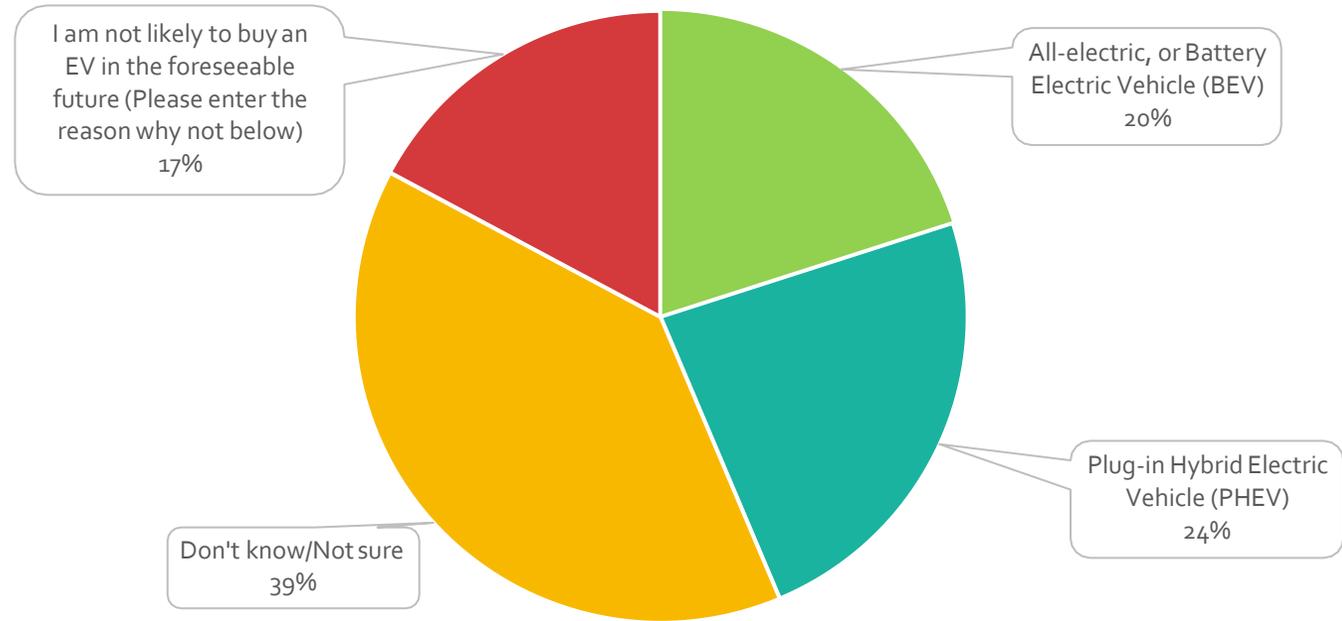


Type of EV most likely to lease or purchase

Almost 40% Don't Know/Not Sure

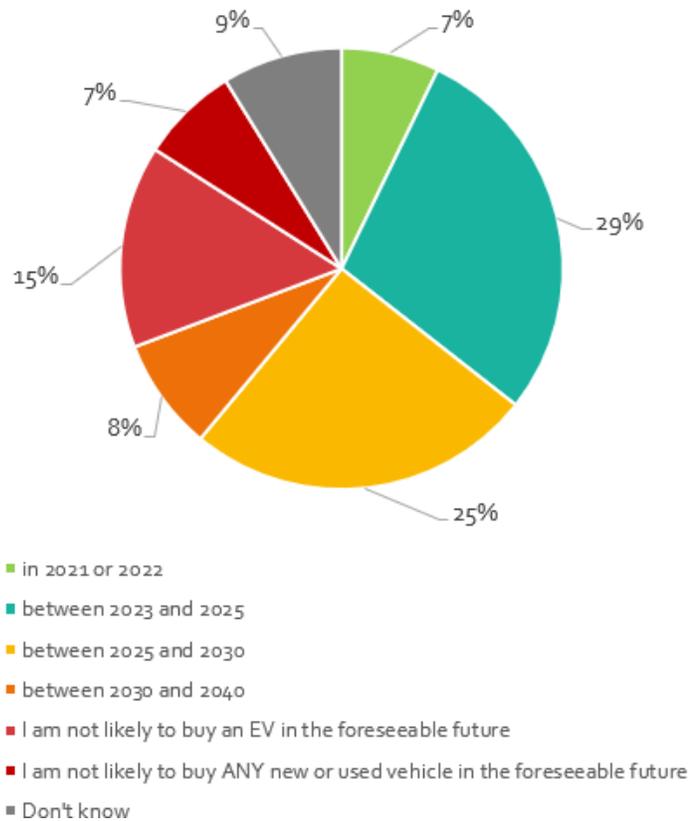
This indicates further consumer education about available EV models is needed.

Which type of plug-in electric vehicle are you most likely to lease or purchase?



- All-electric, or Battery Electric Vehicle (BEV)
- Plug-in Hybrid Electric Vehicle (PHEV)
- Don't know/Not sure
- I am not likely to buy an EV in the foreseeable future (Please enter the reason why not below)

In which year do you think you will likely buy or lease a plug-in electric vehicle?



Years most likely to get an EV

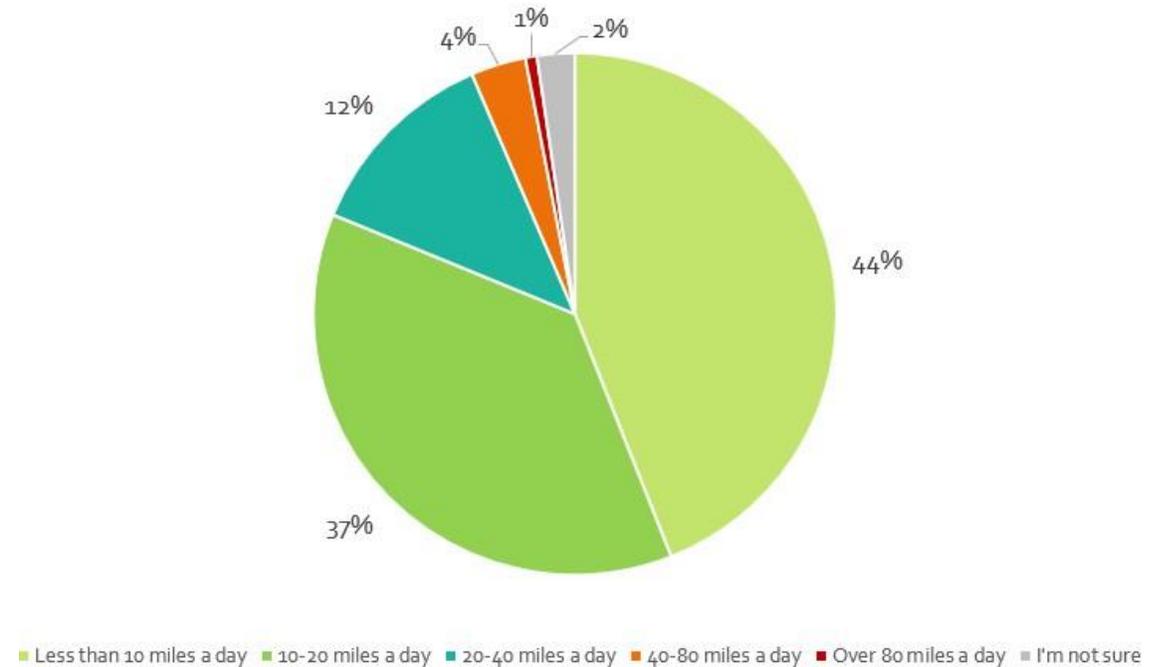
61% likely to by 2030. 15% unlikely to and 7% don't know; together totaling 22% who may be the latest adopters to consider an EV.



Average Commute

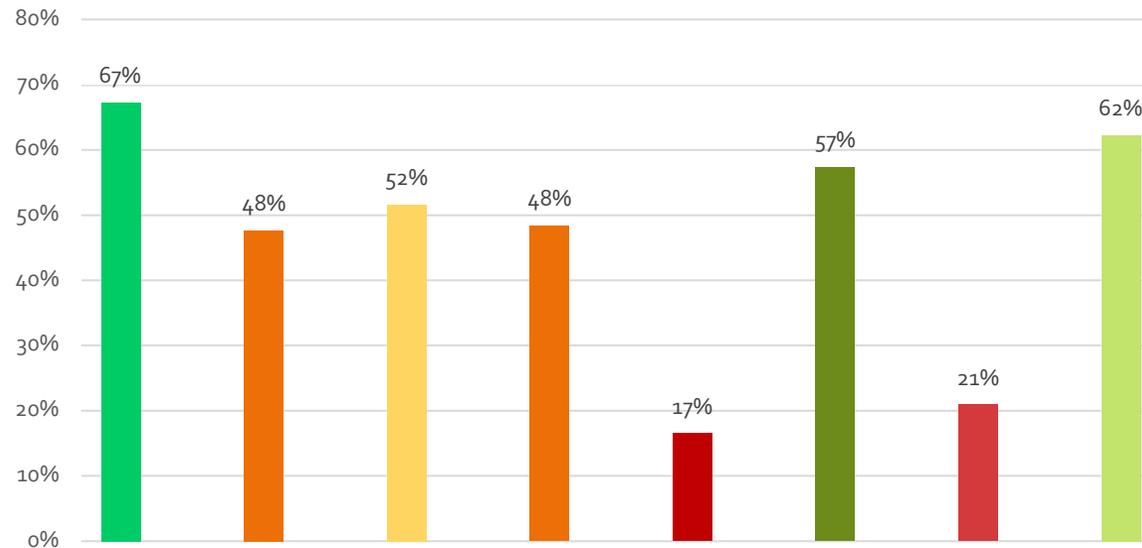
81% of respondents commute less than 20 miles daily on average, making Melrose a very suitable community for EV adoption.

How far is your round-trip commute, or your average daily drive?



Which of the following factors would most influence your decision to choose a plug-in electric model for your next vehicle?

- A cash rebate and/or tax credit (such as the existing up to \$2,500 MA MOR-EV and up to \$7,500 federal tax credit)
- Incentives on charging (such as may be offered by your electric utility)
- An incentive on home EV charging equipment (such as may be offered by the home-charging federal tax incentive)
- Because I would save money on fuel and maintenance (driving on electricity is typically cheaper than gasoline)



- The better driving experience that an EV provides (smooth power, good handling, quiet ride, etc.)
- Air quality benefits & health that EVs provide (reduced smog and other pollutants)
- The more advanced technology behind an EV (regenerative braking, lane-assist, self-drive technology, preconditioning etc.)
- Because of the lower overall carbon footprint an EV provides (in New England an EV is 70% lower in carbon emissions)

Factors Influencing Decision to Purchase an EV

- Vehicle incentives and savings are the most influential factor followed by pollution concerns.
- Results indicates a need for more awareness around incentives and emissions benefits.

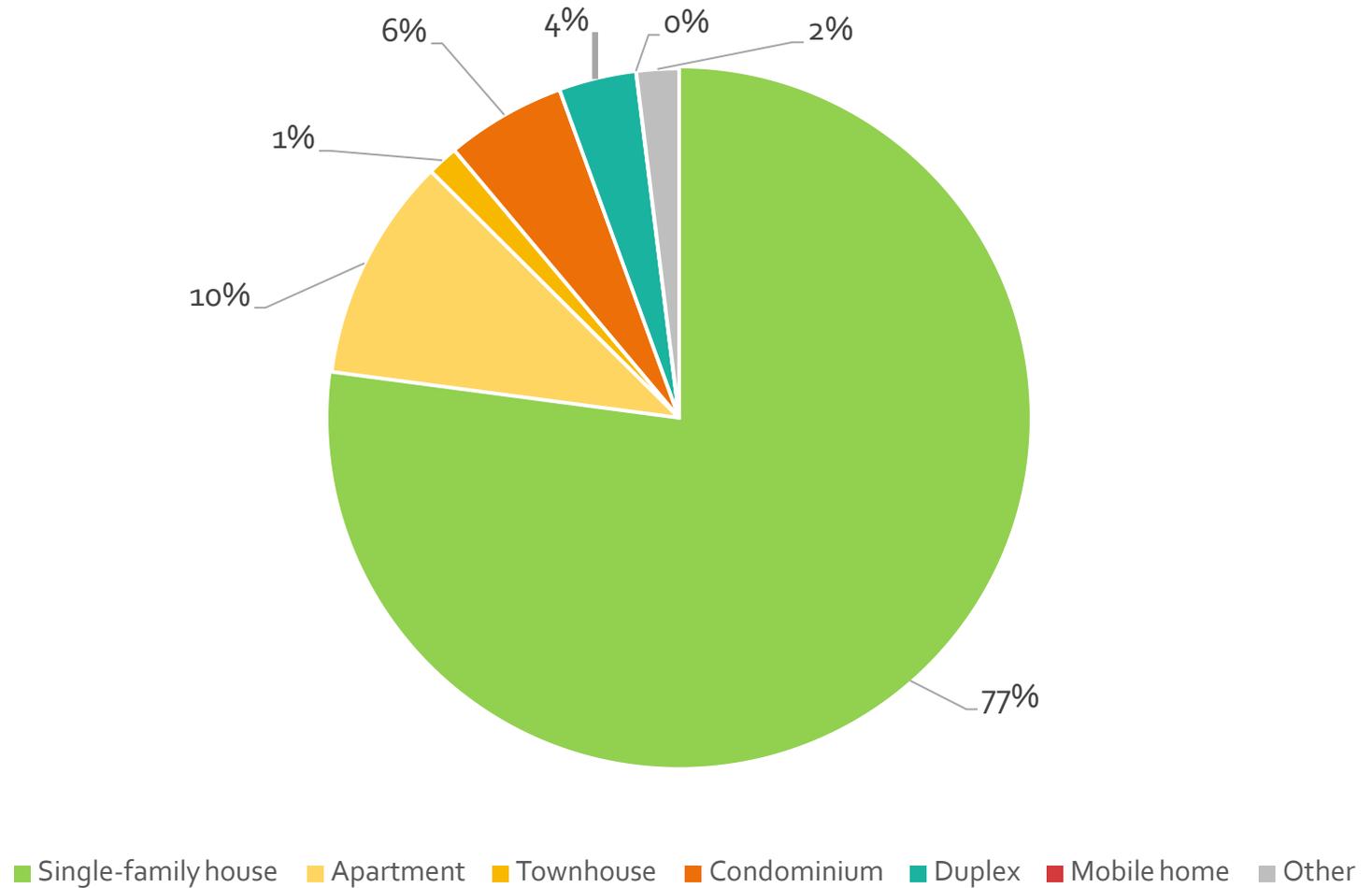
Housing demographics

77% of respondents live in a single-family home, indicating likely high levels of access to home-charging

23% of respondents however, live in Multi-Unit Dwellings of some form.

A demographic that is representative of overall housing ratios in Melrose would indicate minimal bias in the overall response.

What type of housing do you live in?

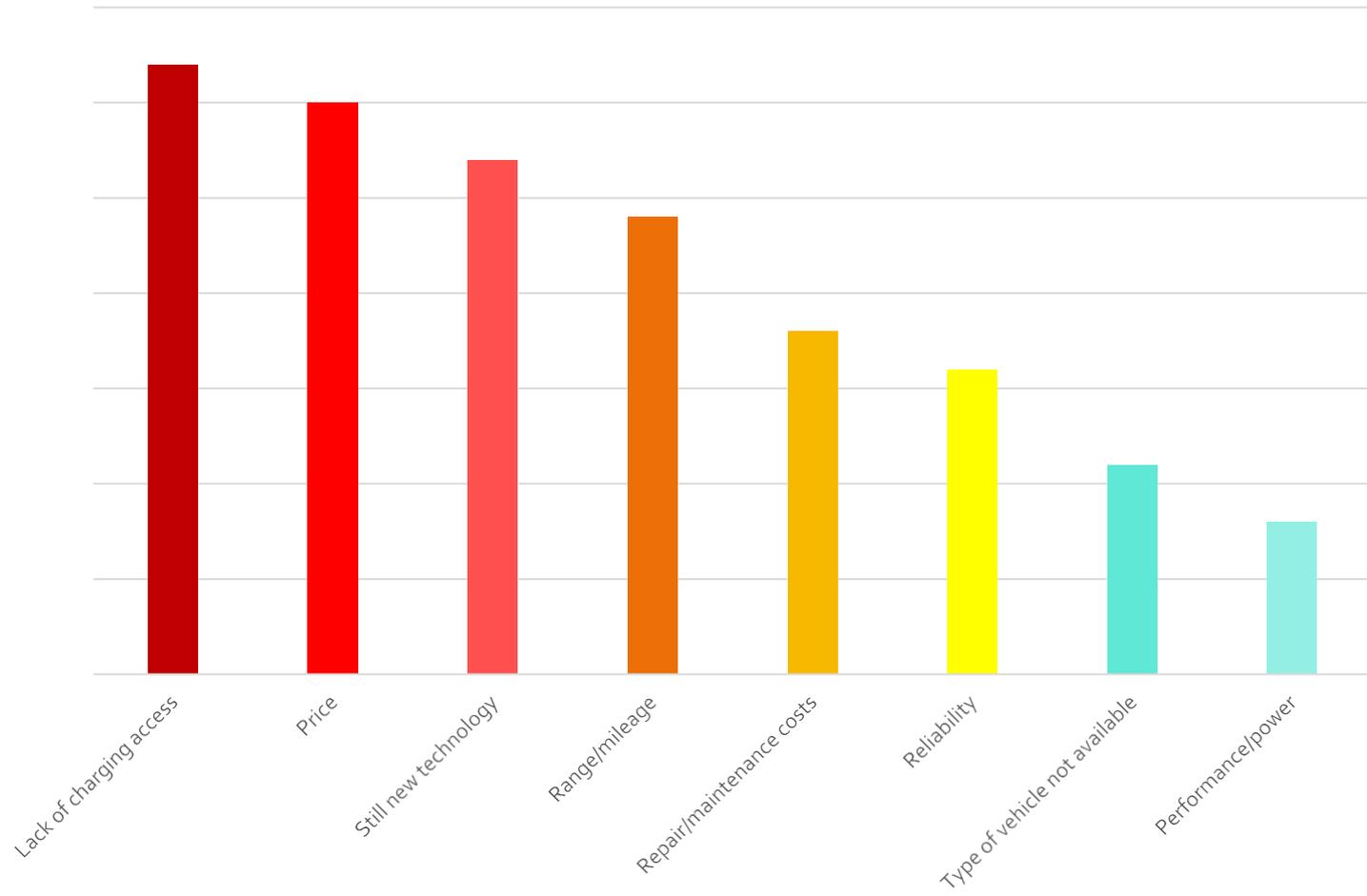


Barriers to adoption

Specific concerns preventing respondent consideration of an electric vehicle for the next decade

Indicates more residential charging access is needed. Also shows need for further outreach efforts to expand consumer awareness regarding EVs.

What specific concern(s) prevent you from considering an electric vehicle for the next decade?

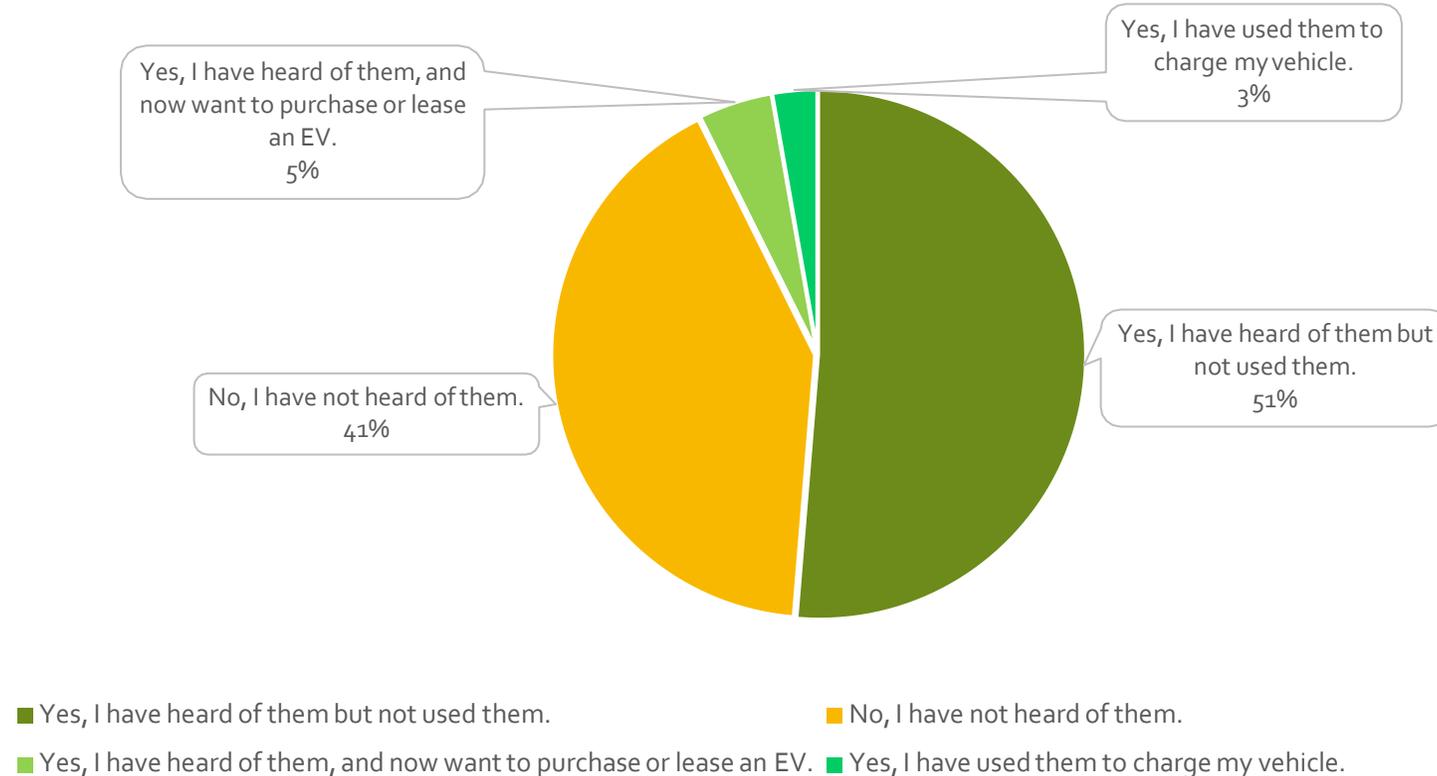


Awareness of Melrose's pole-mounted EV chargers

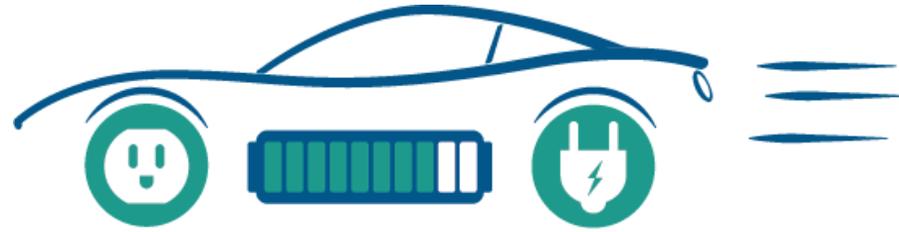
56% of respondents had heard of the stations, indicating a successful awareness campaign.

Note: EV drivers' response data is excluded from the analysis on subsequent slides

Have you heard about Melrose's 15 new pole-mounted electric vehicle (EV) chargers installed throughout the city?



To learn more about how to dEvelop a similar survey or other EV initiatives for your community, contact ENE Drives Electric.



ENE dEvelop

<https://develop.ene.org/contact/>

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