THE EV DRIVER EXPERIENCE

Solutions Lab

CALIFORNIA

Putting People at the Center of the EV Revolution

November 6, 2024

Powered by AESP



While billions of dollars are being spent on charging infrastructure and the vehicles themselves, we often forget to include the third essential ingredient in electric transportation success: the human decision-maker. Electric transportation is not just a technology shift - it requires major behavior change.

Market research consistently reveals that consumers have misinformation about charging, costs for vehicles, costs for fueling, and vehicle performance. Educational programs aimed at consumers and businesses are often underfunded, and key messages are not reaching decision-makers. EVDX Solutions Labs will focus on how utility and government programs can directly address the key barriers that persist and keep us from moving beyond early adopters.

ABOUT THE EVENT

This initiative focuses exclusively on the EV journey for consumers and businesses, seeing the issues through their lens, not ours. Pair up with fellow clean energy professionals to collaborate on programmatic solutions for utilities, governments, and non-profits that are hard at work on this essential transition. Join this exhilarating ride with your peers who are grappling with these problems and thinking "There's got to be a better way."

Unlike most conferences that address a wide variety of topics in no particular order, EVDX Solutions Labs have designed a hands-on collaborative journey for the attendees that culminates into actionable key takeaways your organization can take home and implement immediately. The opening speaker sessions will lay the groundwork for our breakout sessions with regionally focused research and findings on the EV drive experience. We will then utilize eight distinct EV user personas to break down key pain points in the EV user experience beginning with vehicle planning and concluding with ongoing vehicle or fleet operation and maintenance. Participants will get to select the persona they want to evaluate and will work collaboratively with other key stakeholders to solve pain points along their EV journey.

Meet our EV Driver Personas:

- Multi-Family Suburban
- Income-Qualified Urban
- Suburban Family with Accessibility Needs
- Urban Multi-Family, Active Young Single
- Rural Retired
- City Fleet Director
- Small Business Fleet Owner
- Large Internet Retailer

Who Should Attend?

Utility, government, non-profit and for-profit executives, directors, and managers focused on:

- EV program design, residential and business
- EV education, marketing, and communications
- Market researchers, business intelligence
- Electricity pricing and managed charging
- Home, workplace, public, and corridor charging
- Electric transportation equity
- Regulation/legislation around electric transportation
- Designing the next generation of EV solutions

Visit EVDX Solutions Lab California to learn more and register!

AESP Members receive a 20% Discount

AGENDA

8:30 am – 9:00 am: Light breakfast, coffee, and registration

9:00 am – 9:30 am: Welcome and Intro to the EVDX Initiative
The opening session will introduce you to the EVDX Initiative, share key lessons learned from our 2023 EVDX Solutions Lab in Detroit and 2024 EVDX Solutions Lab in Canada, introduce you to our eight EV Personas, and lay the groundwork for our breakout sessions.

Speakers:
- Jen Szaro, President and CEO, Association of Energy Services Professionals (AESP)
- Ashley Santor, Founder and CEO (Doer/Maker)
- Ahmad Faruqui, EV Persona in the Flesh and Economist at Large

9:30 am – 10:00 am: Understanding Our Current State of the Market
Recent market research indicates that current EV drivers are not always enjoying the ride. This session will set the stage for better understanding the current EV driver experience and key universal pain points that may slow the pace of EV adoption and create detractors out of early adopters.

Speaker:
- Courtney Henderson, Council Member and Former Mayor (City of Truckee)

10:00 am – 10:50 am: Regional Challenges of EV Deployment in California
During this panel, we'll hear from key experts in the electric transportation industry as they share their research and experiences on the unique set of challenges facing EV drivers in California, and what's currently being done to overcome these challenges.

Speakers:
- (Moderator) Michael Romeo, VP of Business Development, Franklin Energy
- Phillip Kobernick, Associate Director, Peninsula Clean Energy
- Ben Brint, Policy Manager, SWTCH
- Kristin Landry, Expert Product Manager, Pacific Gas and Electric Company

11:10 pm – 12:00 pm: Regional Efforts to Date
Californians must balance regionally specific challenges with the needs of EV owners and drivers. This panel will share the experiences of a few key stakeholders trying to pave the way to a smoother EV driver/ownership experience.

Speakers:
- (Moderator) Walter Schaefer, Transportation Electrification Lead, DNV
- V Gerber, Product Manager, DC Fast Charging Network, Ava Community Energy
- Noah Garcia, Manager, Market Development and Public Policy, EVgo

12:00 pm – 1:00 pm: Lunch and Overview of Design Thinking and Human-Centered Design
Design thinking is a human-centered problem-solving approach that involves empathy, experimentation, and iteration. The process typically involves five stages: Empathize, Define, Ideate, Prototype, and Test. During this brief tutorial, participants will gain a basic functional understanding of design thinking and its benefits to achieving more effective EV customer programs.

Facilitator:

- Ashley Santor

Persona Breakout Tables:

- Multi-Family Suburban
- Income-Qualified Urban
- Suburban Family with Accessibility Needs
- Urban Multi-Family, Active Young Single
- Rural Retired
- City Fleet Director
- Small Business Fleet Owner
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1:00 pm – 2:00 pm: Breakout #1 – Review persona experience / journey mapping and identify pain points
This solutions lab breakout session will have you working with a small group of other industry professionals interested in your sub-market, working together to define the wants, needs, and barriers of real consumers. You will explore your selected Persona's EV journey and identify the most critical pain points they might experience along this journey.

Facilitators:

- Jen Szaro, President and CEO, Association of Energy Services Professionals (AESP)
- Ashley Santor, Founder and CEO (Doer/Maker)
- Courtney Henderson, Council Member and Former Mayor (City of Truckee)

2:00 pm - 2:15 pm – Break

2:15 pm – 3:45 pm: Breakout #2 – Design Thinking and Solutions Development
In this second dynamic breakout session, small teams will return to their assigned tables to work collaboratively to determine potential solutions to their top pain point using rapid prototyping to identify at least two new or improved program strategies for each customer persona group defined in Breakout #1 of the Solutions Lab. Participants will apply the concepts of design thinking to rapidly develop solutions to current EV customer pain points.

Facilitators:

- Jen Szaro, President and CEO, Association of Energy Services Professionals (AESP)
- Ashley Santor, Founder and CEO (Doer/Maker)
- Courtney Henderson, Council Member and Former Mayor (City of Truckee)

3:45 pm – 5:00 pm: Solution Presentations and Closing
Each of our breakout groups will present their top solution sets for their chosen EV Persona. The top-voted solutions will be selected from among the ideas presented and highlighted by AESP in future publications including a summary article in Energy Intel Magazine.

5:00 pm – 8:00 pm: Closing Reception with CEDMC
Join your fellow EV solutions collaborators for our closing reception featuring a variety of light snacks and beverages, and expand your network as you mingle with attendees arriving for the California Efficiency + Demand Management Council's (CEDMC) Fall Conference.