

Equitable Access to Electric Vehicles and Charging Survey Results with Xcel Energy Customers



October 2023 Customer Survey

Designed, distributed, and analyzed by GRID Alternatives Colorado

Amanda Groziak, Clean Mobility Program Manager

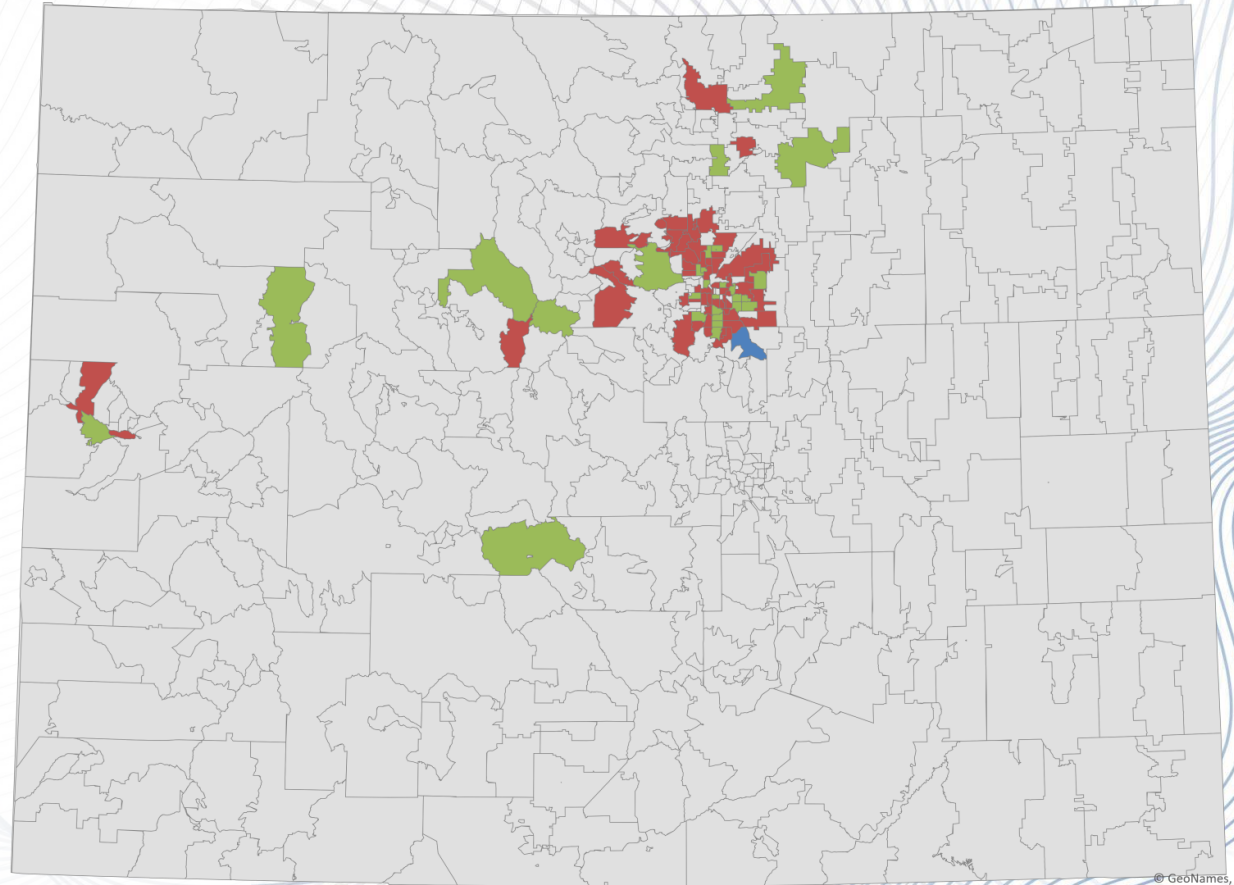


- 609 Xcel EV Rebate Accepted Individuals Surveyed
- 201 Responses
- 33% Response Rate
- Statistical Significance with over 90% confidence

Demographic Data

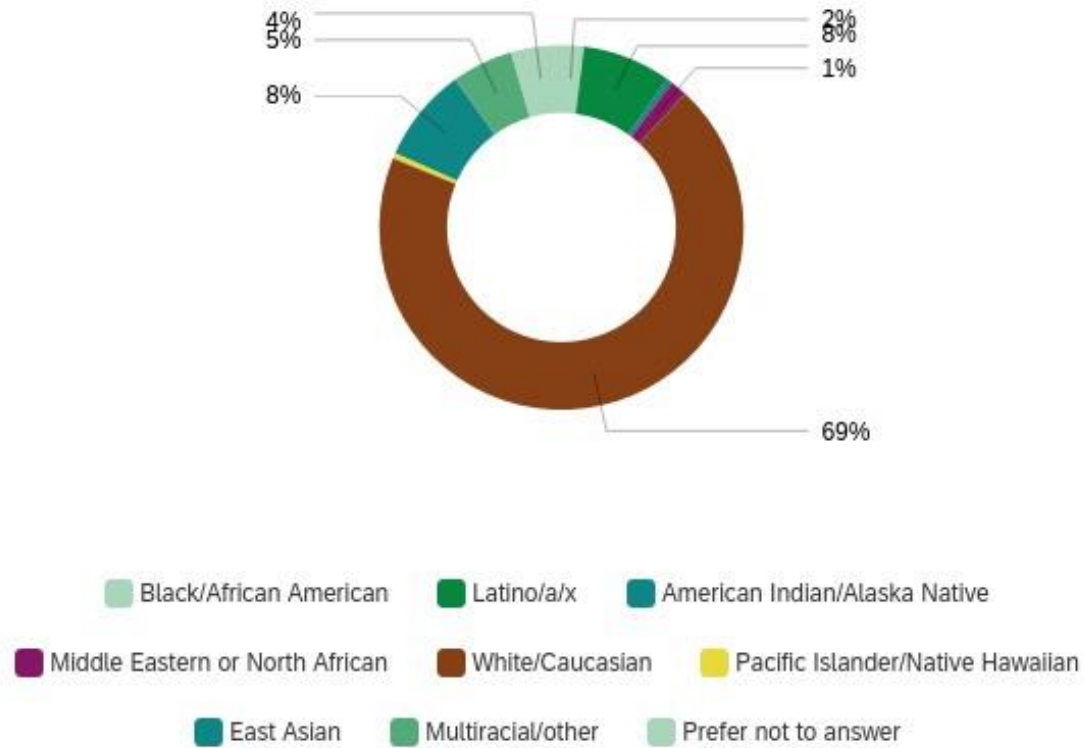
Question 1 – What is your Colorado zip code?

Survey
Reach by
Colorado
Zip Code

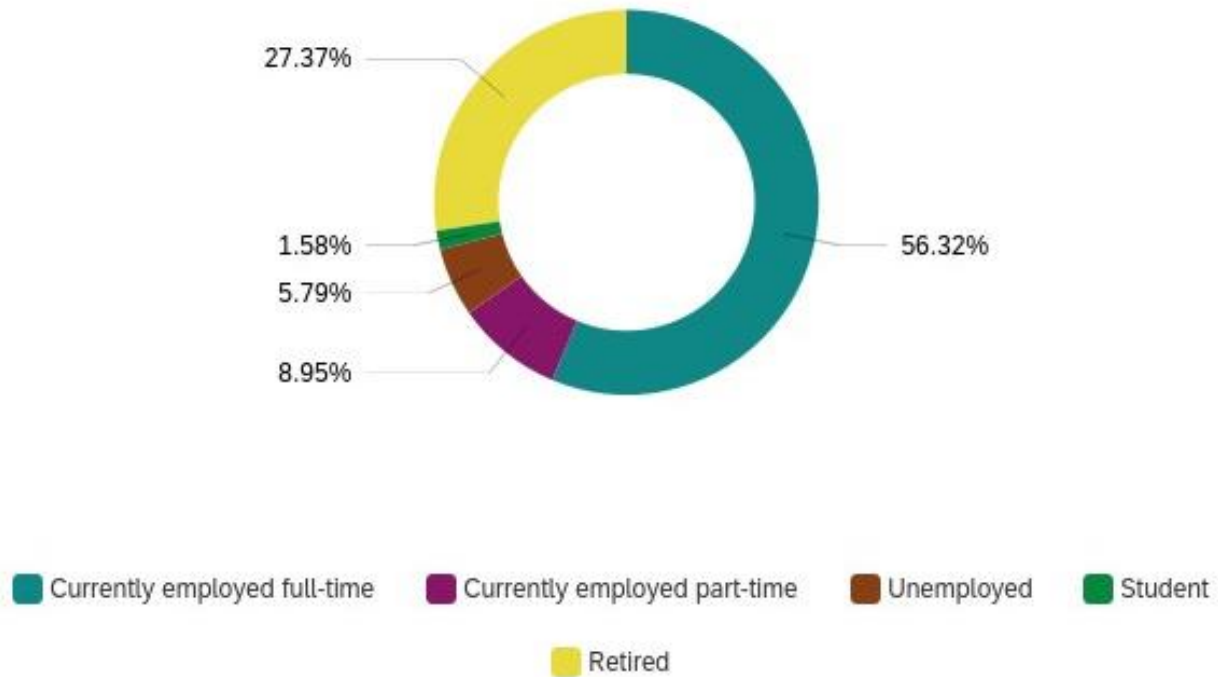


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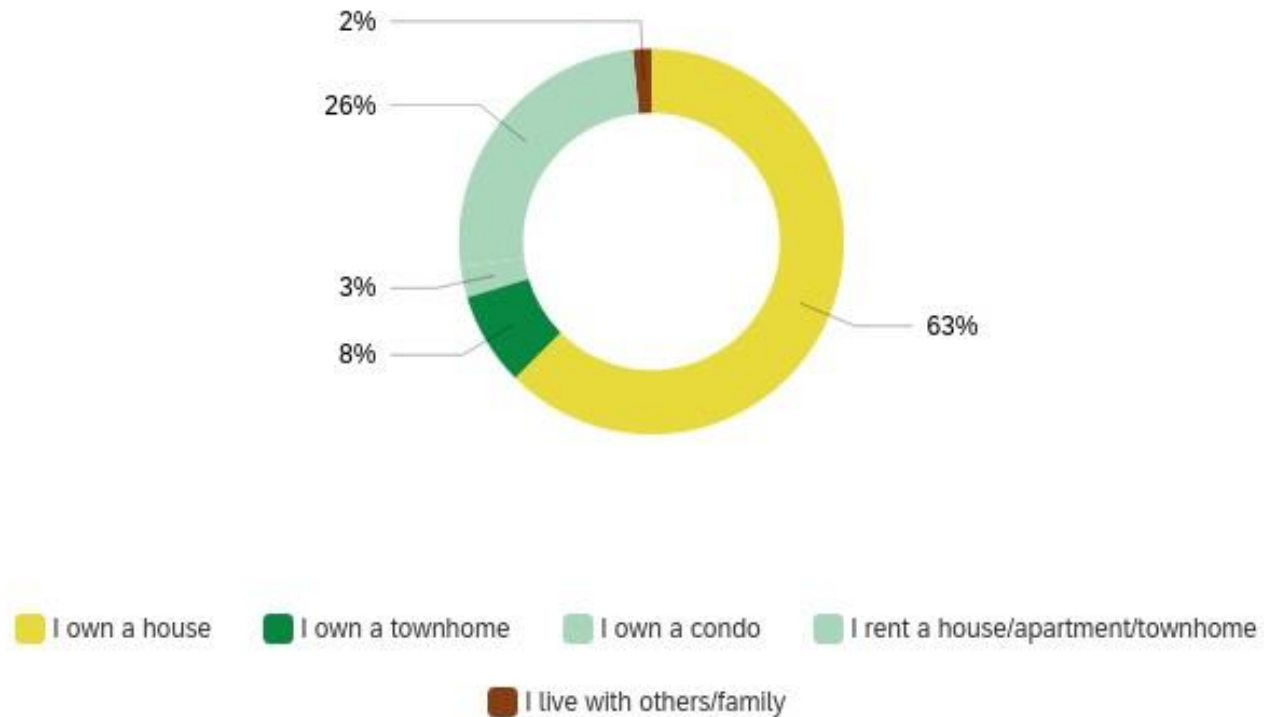
Question 2 - Which best describes your ethnicity? (Select all that apply)

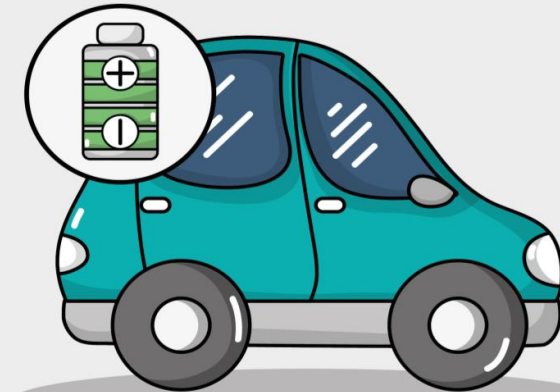
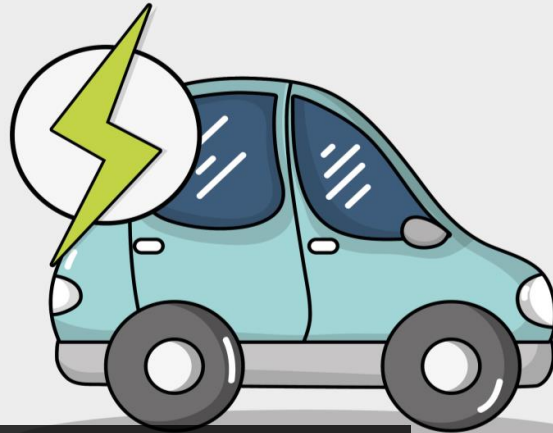


Question 3 - What is your employment status?



Question 4 - Do you rent or own your home?

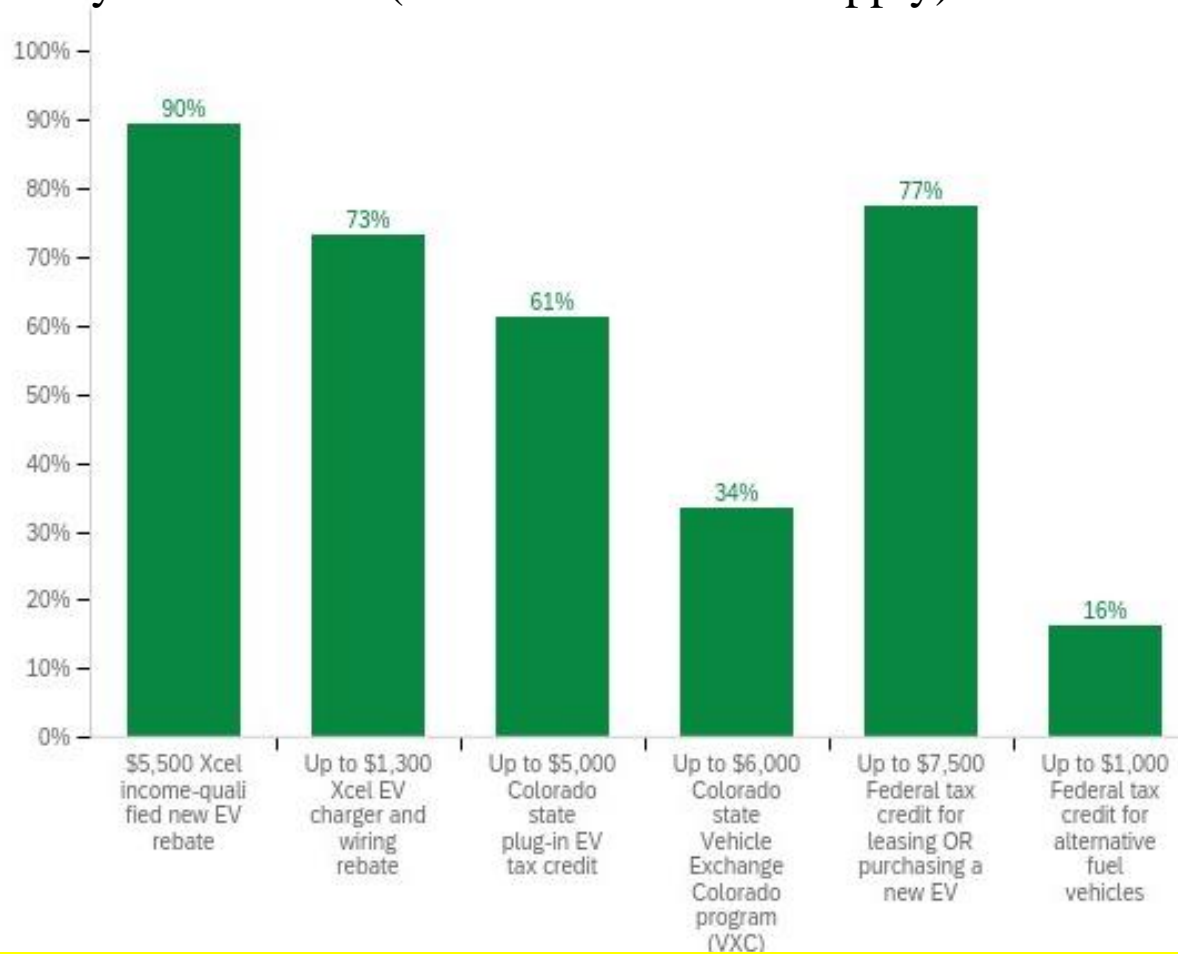




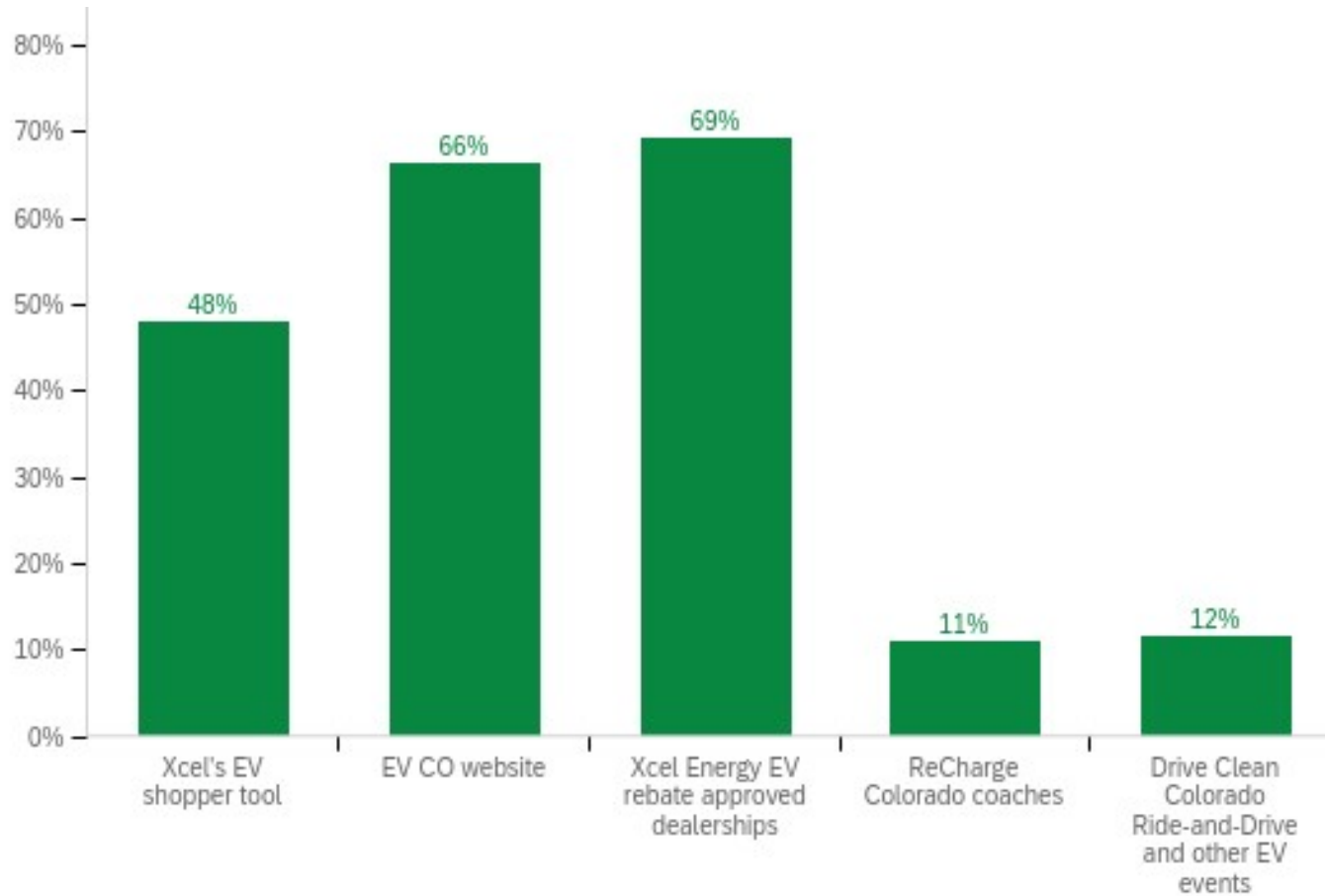
EV Rebate
Questions



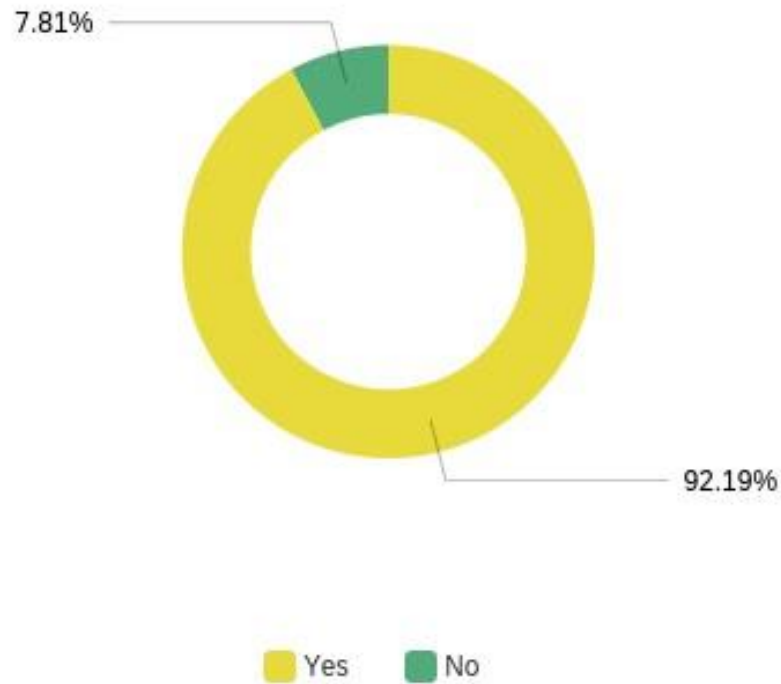
Question 5 - Which of the following EV and EV charging infrastructure rebates are you aware of? (Please check all that apply)



Question 6 - Which of the following informational resources have you used or are you aware of? (Select all that apply)



Question 7 - Were you approved for an electric vehicle through Xcel's income-qualified rebate program?



Question 7a - Why were you denied for the Xcel rebate program?

Why were you denied for the Xcel rebate program?
I purchased my Used EV (Chevy Bolt) in 2022 and was not aware of this program..
Not sure
The car price was \$55000
The MSRP was \$500 over the limit even though there was a manufacturers cash rebate of \$1000 that effectively made the MSRP less. This is particularly galling due to the fact that last year, dealers were charging up to \$10,000 OVER MSRP due to short supply and high prices for used vehicles, and if one purchased a vehicle under the limit but the add on fee put it well over the limit, it still would have qualified. This makes no sense and is a prime example of bureaucratic non thinking.
Bought before program began
I was approved for the EV home charging rebate
Did not exist at the time of purchase.
The vehicle was too expensive to qualify.

Question 7a - Why were you denied for the Xcel rebate program?

Why were you denied for the Xcel rebate program?

I was not aware of it. I got the 7500 federal and 2500 state rebates, but was not aware of the Xcel rebate.

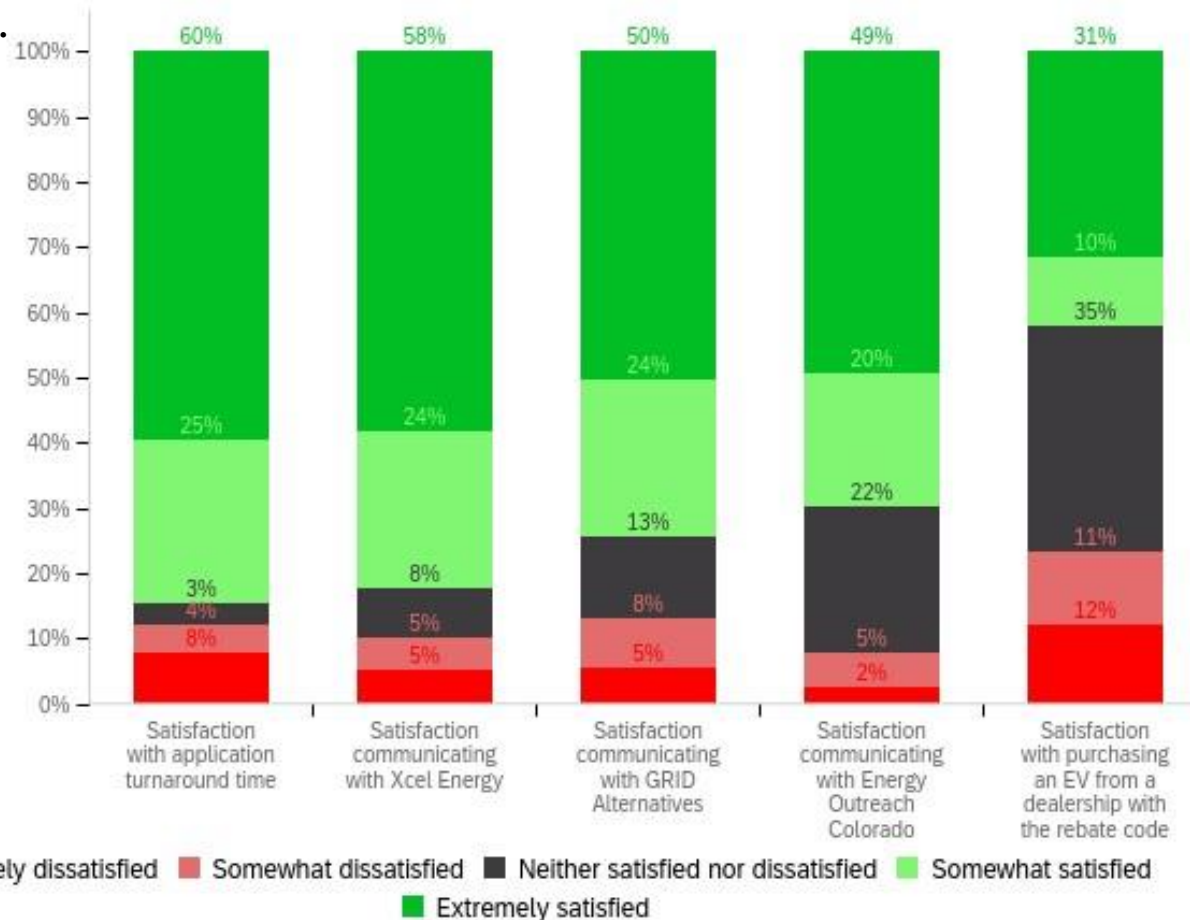
My vehicle is not on the list of approved vehicles.

did not apply

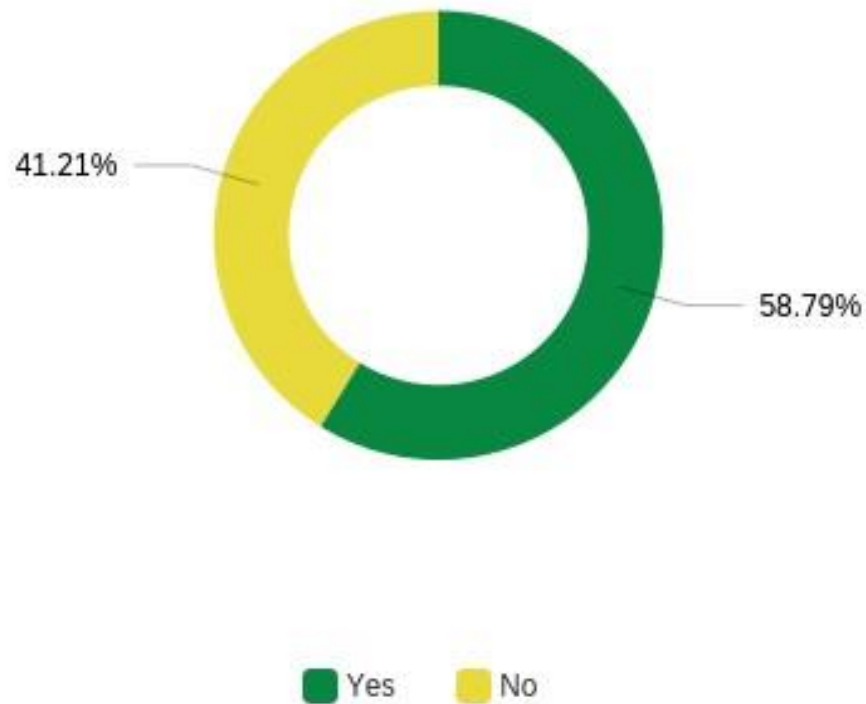
The car cost \$55K

new EV was more \$\$ that allowed. If I didn't buy the self driving for \$10K I would have qualified. Nobody told me. I'm pissed about it.

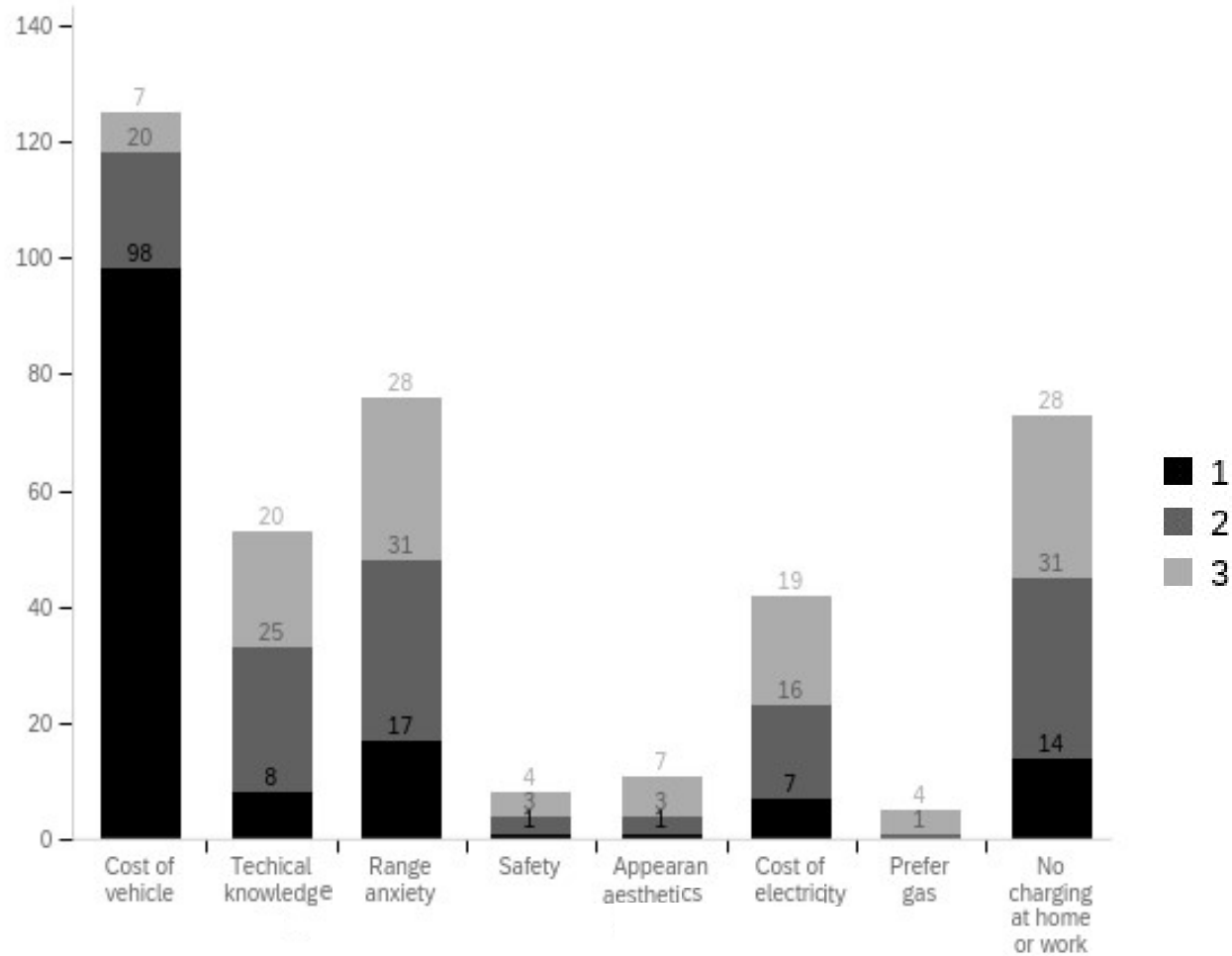
Question 8 - For the following questions please indicate your satisfaction with the below processes on a scale of extremely dissatisfied to extremely satisfied.



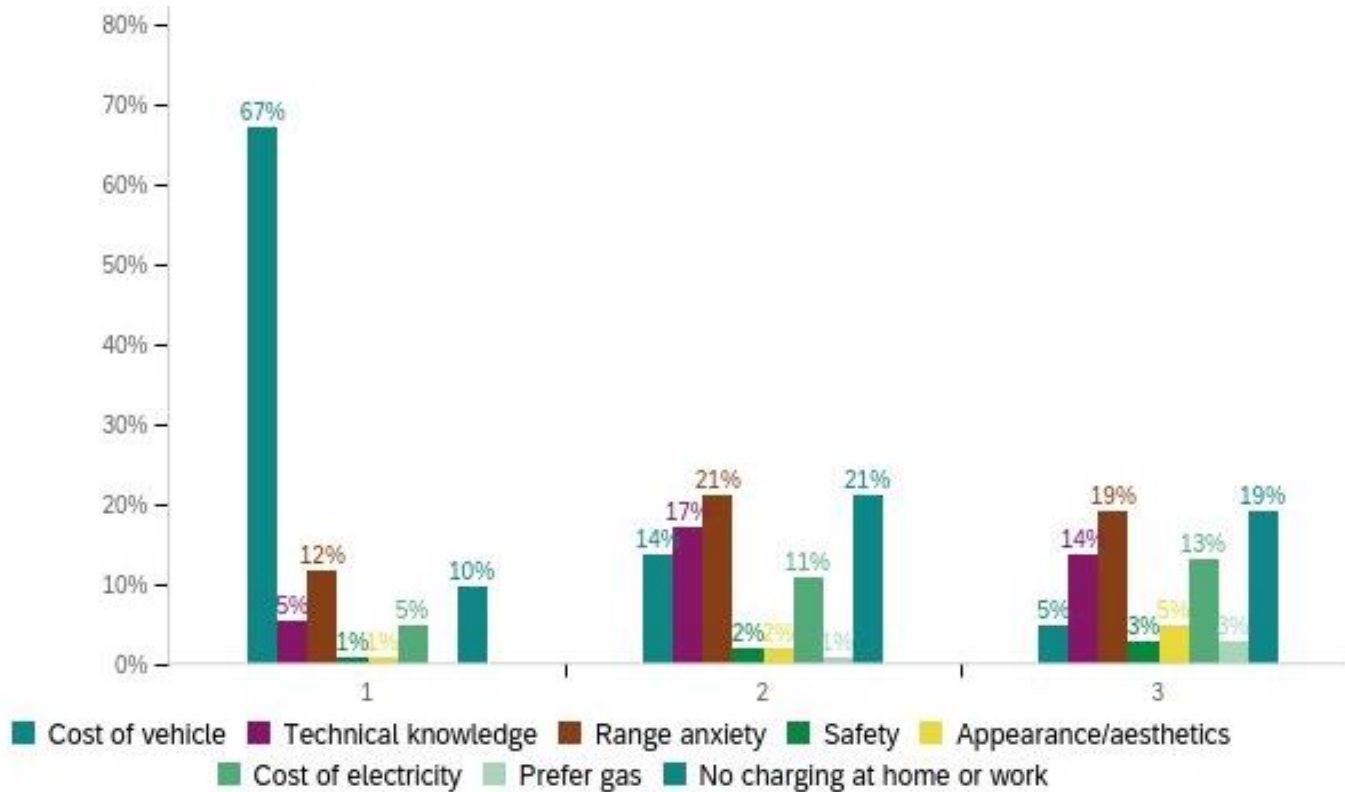
Question 9 - Did you obtain (lease or purchase) an electric vehicle through Xcel's income-qualified rebate program?



Question 10 - What were the three biggest barriers for you to get an EV?

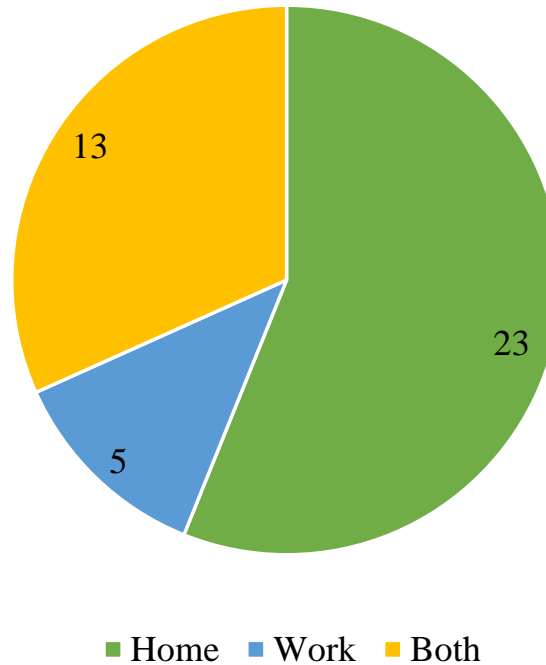


Question 10 - What were the three biggest barriers for you to get an EV?

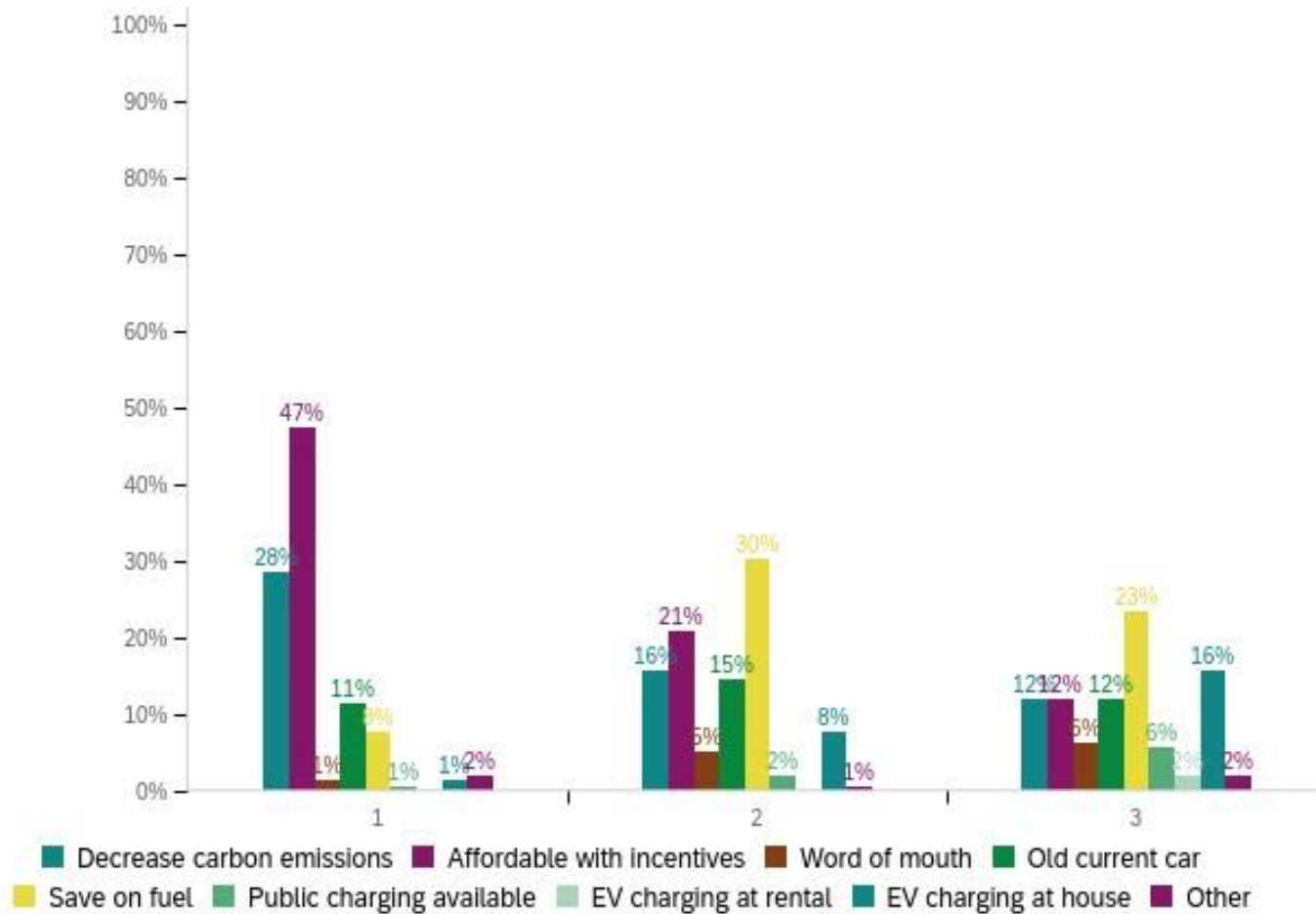


Question 10 - What were the three biggest barriers for you to get an EV? – Answer: No charging at home or work

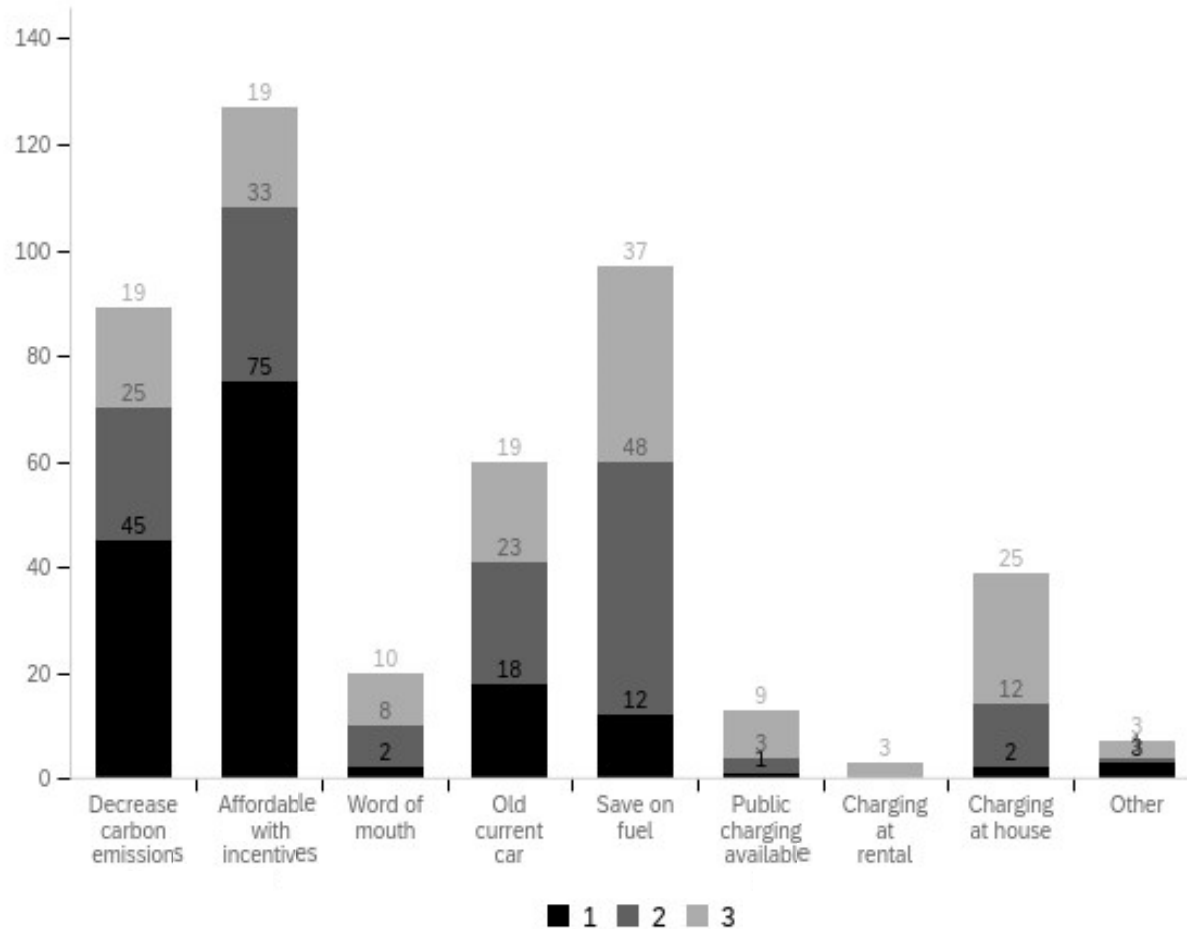
Where charging is NOT available for applicants



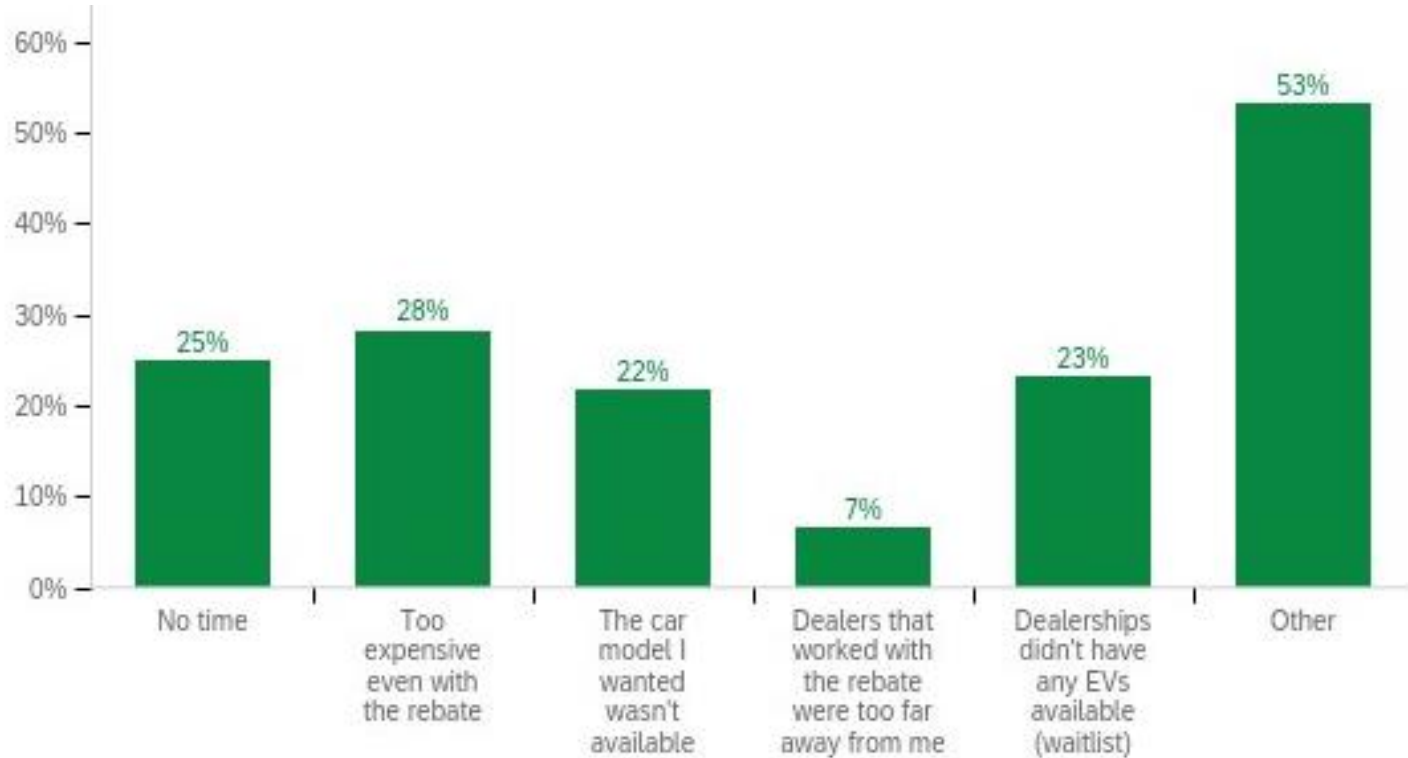
Question 11 - What MOST influenced your decision to try to get an EV? (Please rank your top three)



Question 11 - What MOST influenced your decision to try to get an EV? (Please rank your top three)



Question 11a - Why did you not get an EV with the rebate? (Select all that apply)



Question 11a - Why did you not get an EV with the rebate? (Select all that apply)

Question 11a_6_TEXT - Other (please explain)

Other (please explain) - Text
already own EV
The rebate is not stackable with CO EV \$5000 incentive. I thought they were stackable and was the only reason why I ordered the Tesla. I've spent a lot of time searching for Tesla deal and found one under \$50k and ordered it. Now I learned they are not stackable so I don't know what to do at the moment. Probably cancel my order.
I was told it doesn't work with the Colorado vehicle exchange program and the tax credit and I didn't want to risk not getting those
The dealership said they would not take the rebate
I was thinking about waiting until 2024 for fed tax credit to be applied at purchase
Very few 2023 available or only expensive trims. 2024 not available yet and expect to initially introduce expensive trims
I wasn't aware of the rebates

Question 11a - Why did you not get an EV with the rebate? (Select all that apply)

Question 11a_6_TEXT - Other (please explain)

Other (please explain) - Text
Wasn't aware of the rebate until after I purchased.
MSRP more than 50000
Dealerships were not qualified for the two rebates I qualify for
Dealership didn't participate
I leased so they applied the federal rebate. I didn't know about a state rebate
Could not get with the Federal Rebate
car not eligible

Question 11a - Why did you not get an EV with the rebate? (Select all that apply)

Question 11a_6_TEXT - Other (please explain)

Other (please explain) – Text
Bought car first
More tax benefits available in 2024
purchase made prior to rebate becoming available
Still searching for the right car, as most of the good EV cars price is more than 50K
Didn't know it was available untill after I bought the car.
Already owned my EV
The rebate is taxable by federal gov which decreases the benefit of the rebate
didnt have the rebate at the time

Question 11a - Why did you not get an EV with the rebate? (Select all that apply)

Question 11a_6_TEXT - Other (please explain)

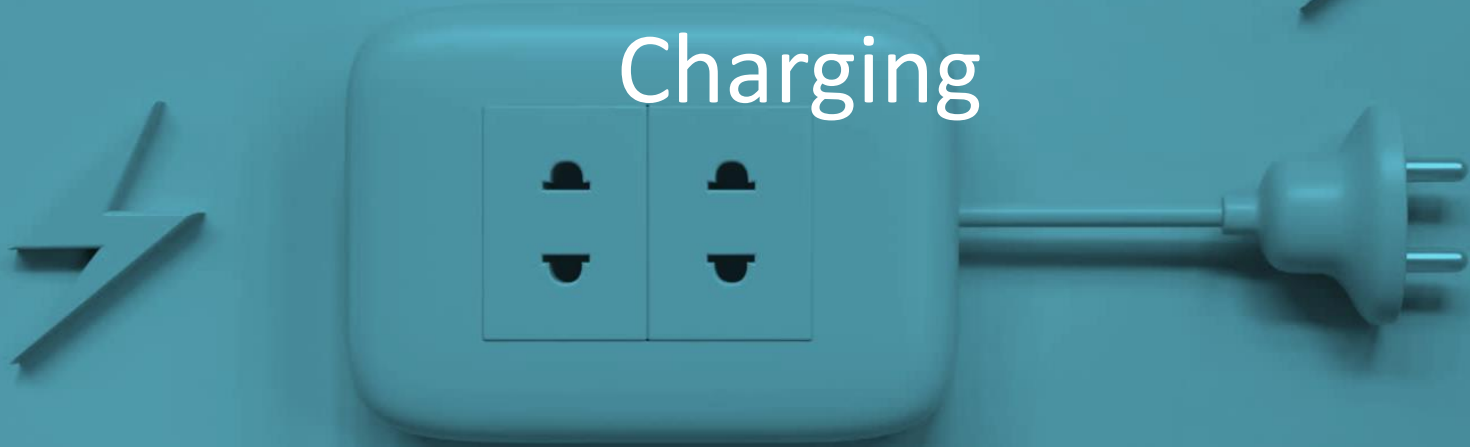
Other (please explain) – Text

Not aware

Requested rebate after I purchased

Several models I'm interested in are just a few hundred dollars above \$50k limit. Also new state credit of 5k seems more usable than Xcel rebate for very similar credit amount

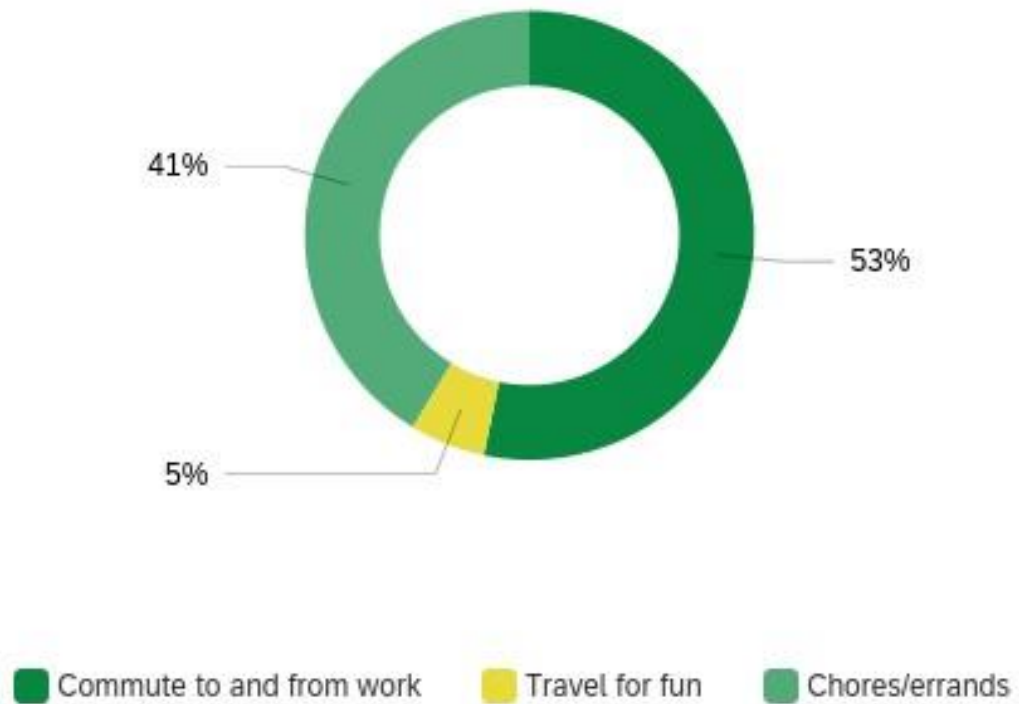
Electric Vehicle Use and Charging



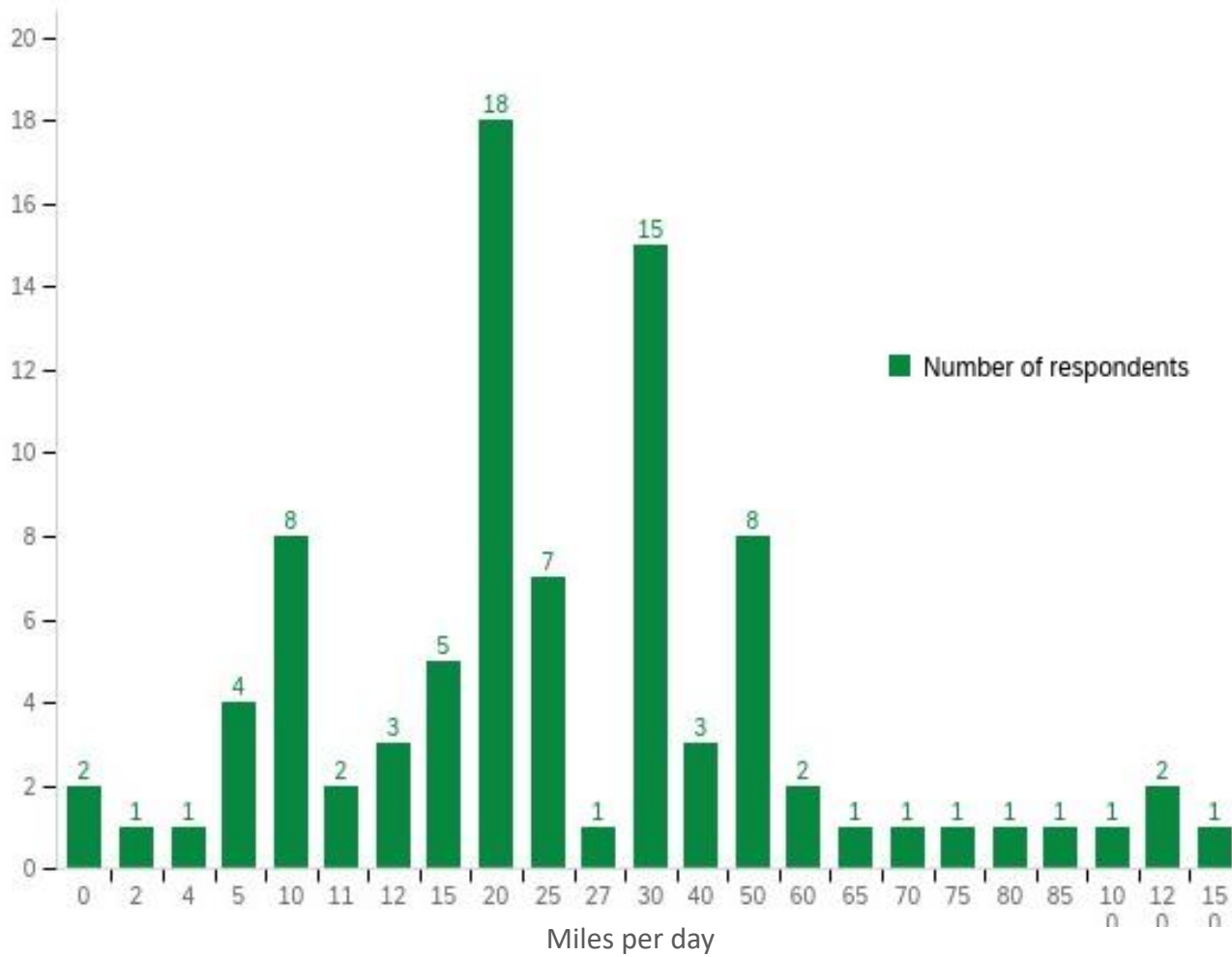
Question 12 - Did you lease or purchase your EV?



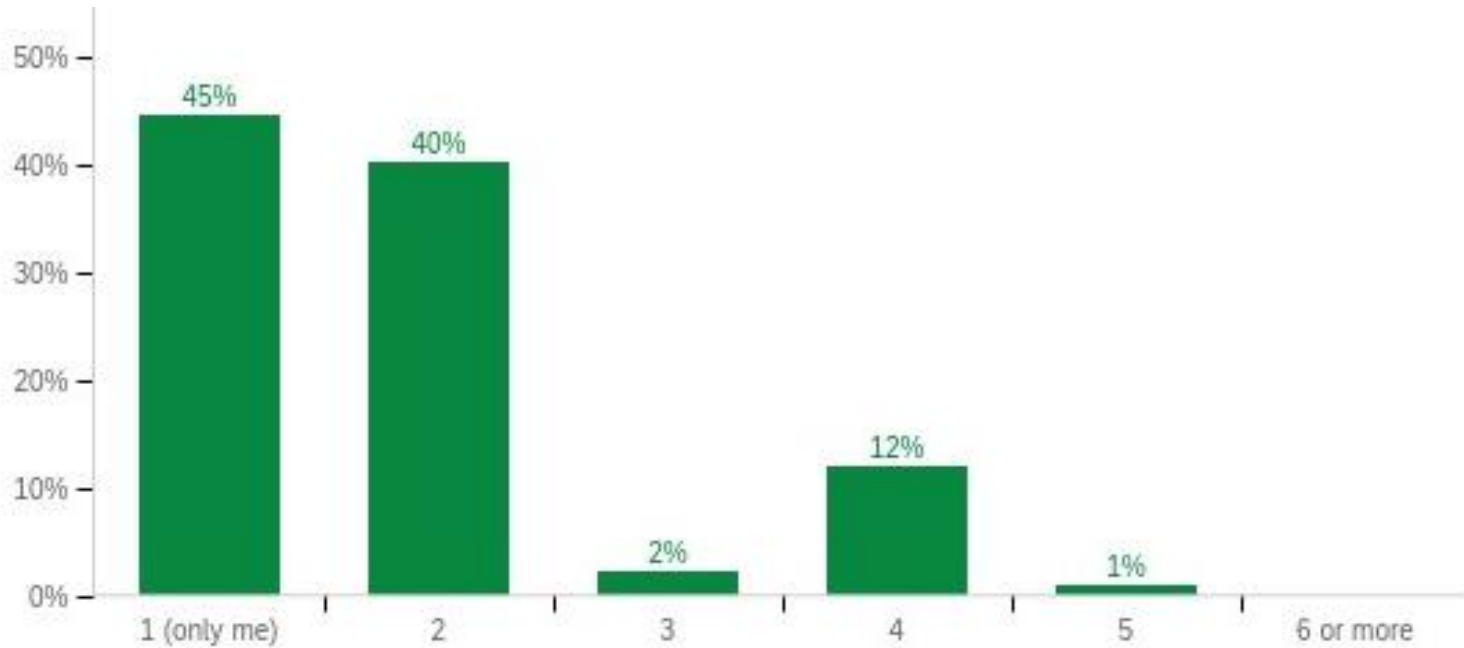
Question 13 - What do you primarily use your car for?



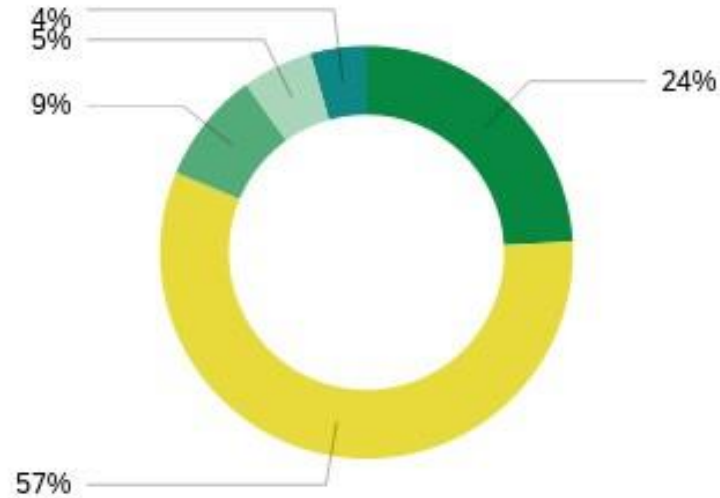
Question 14 - On average, how many miles do you drive your EV per day?



Question 15 - How many people in your household use the EV? (Please include anyone who rides in the car including children and elderly.)



Question 16 - Do you have access to charging at home?



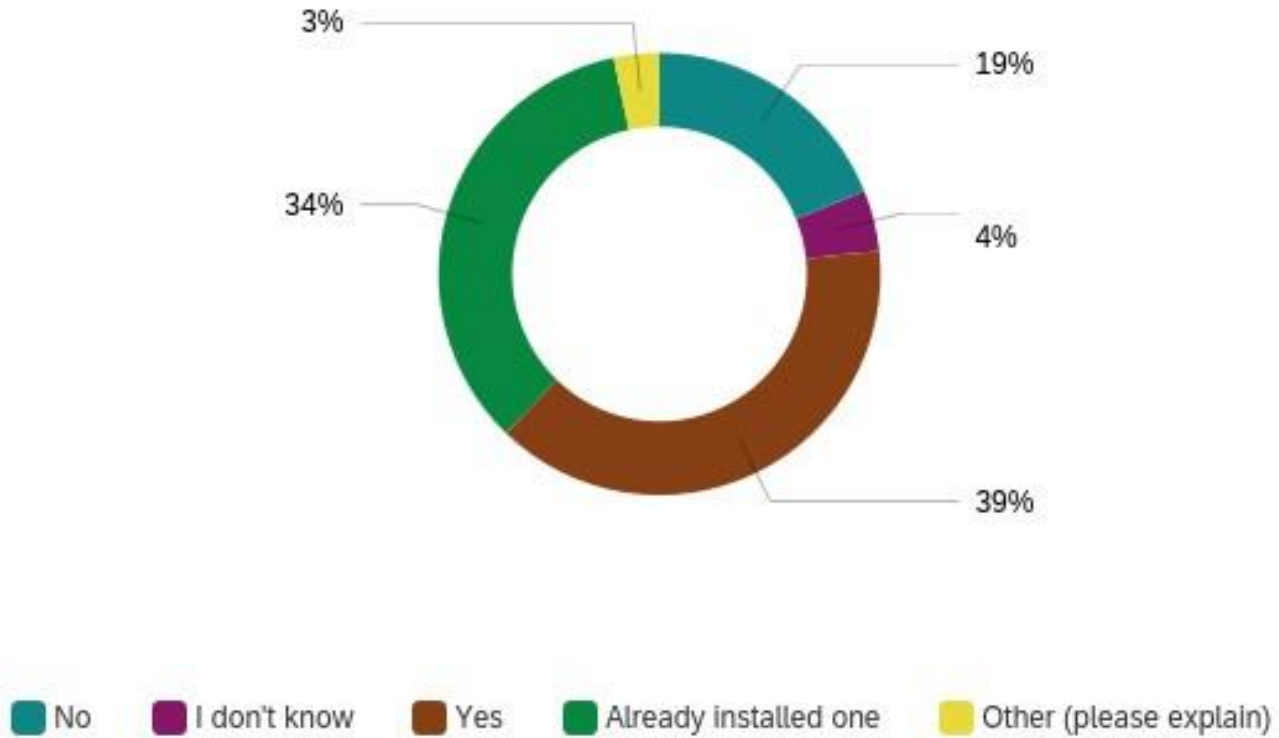
I have no access to charging at home I own a house and can charge my EV at home

I rent a house and can charge my EV at home

I rent an apartment or rent/own a condo and can charge my EV in the garage or parking lot charger

I own/rent a townhouse and can charge my EV at home

Question 17 - If you haven't already, do you have space where you live to install an EV charger?



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Question 17_5_TEXT - Other (please explain)

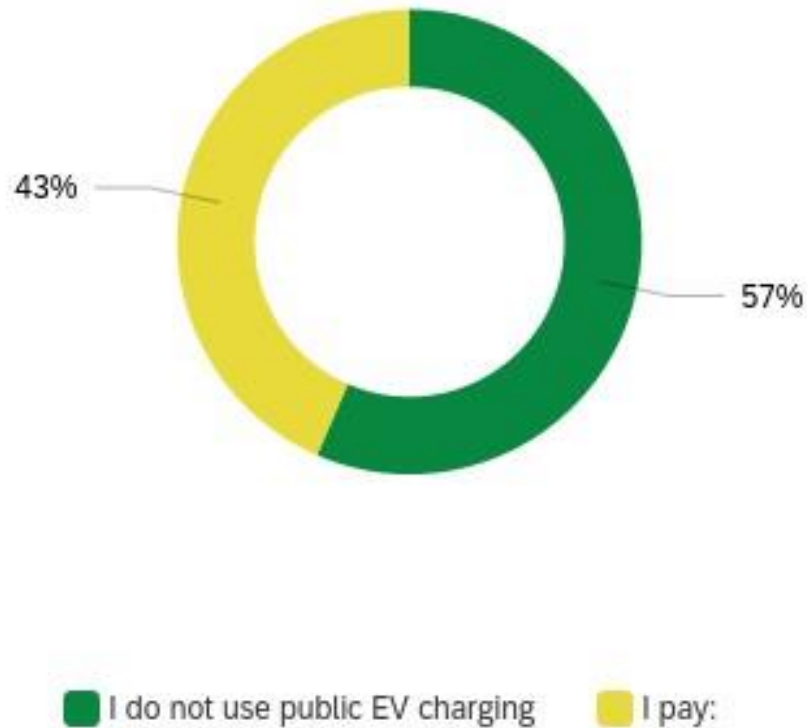
Other (please explain) - Text

Yes, we have the space but not the need. We did use GM's incentive to install a high-amp outlet, though it's not connected because our panel can't handle the load. Waiting for IRA rebates to update our panel.

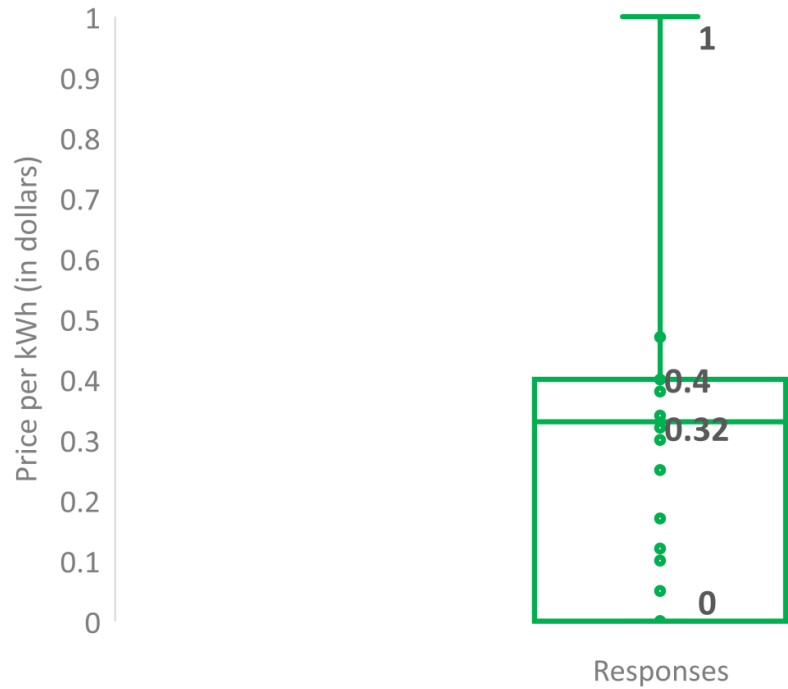
I use a 110 outlet that already existed in my garage, and I can run the charging cord to a 240 outlet in my basement. Does not require additional installation but I may look into the subsidized installation.

Apartment building

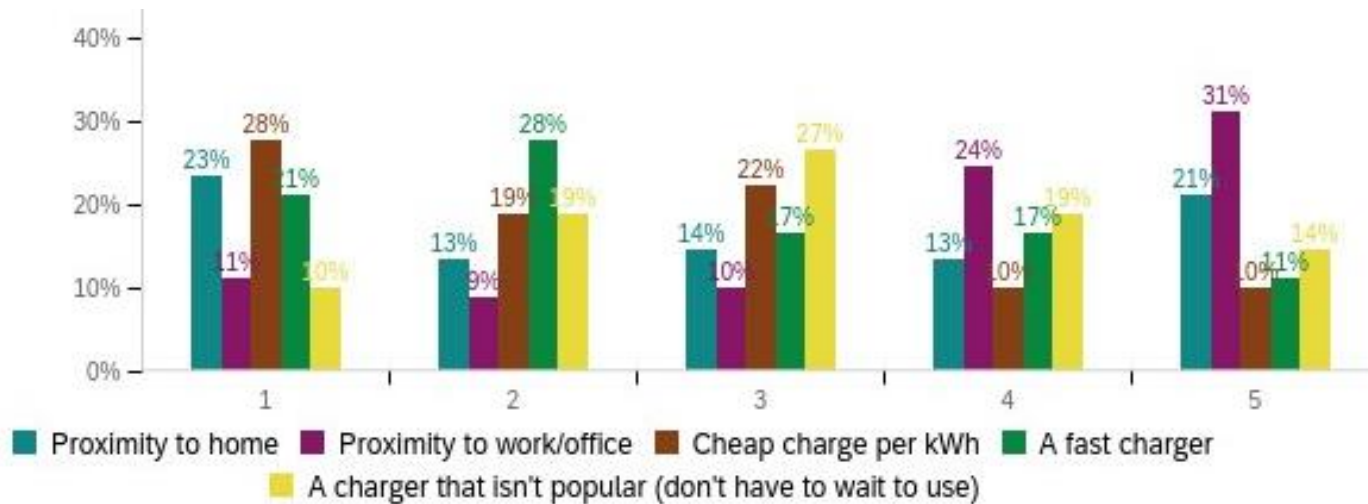
Question 18 - If you use a public EV charger, how much do you pay per kWh? (Estimates and averages are okay.)



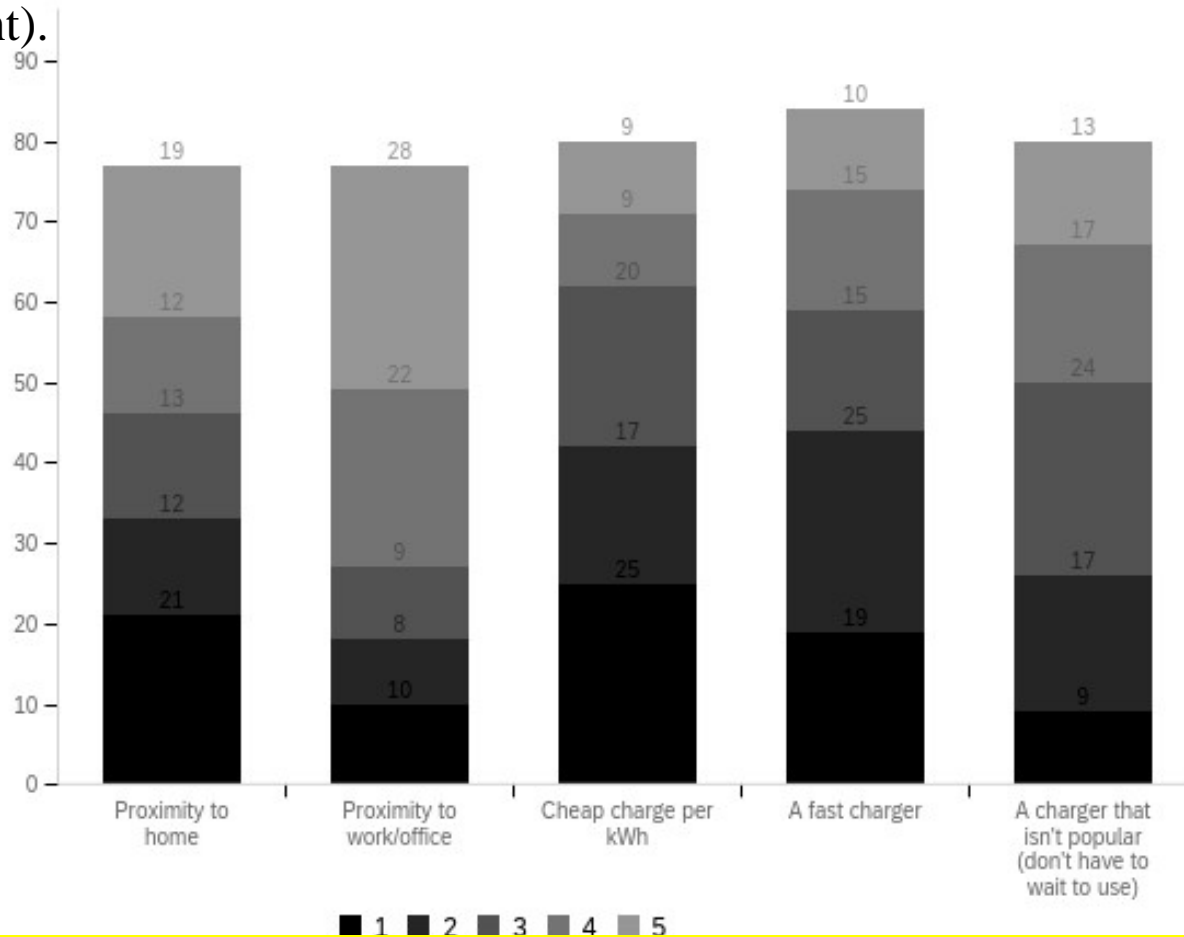
Question 18 - If you use a public EV charger, how much do you pay per kWh?



Question 19 - What features are the most important to you for public EV charging? Please rank from 1 (most important) to 5 (least important).



Question 19 - What features are the most important to you for public EV charging? Please rank from 1 (most important) to 5 (least important).





Question 21 - Do you have any feedback for the current Xcel EV rebate program? Suggestions, comments, questions, etc.

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I was unaware that the rebate and state tax credit could not be stacked. I am worried about the extra costs now.

I really would have liked Xcel to be transparent about the program letting income qualified buyers know that they are giving up their state tax rebate for Xcels. In reality income qualified consumers are only get \$500 more in a rebate than all other consumers. Which isn't much you look at the big picture. It helps but not by much.

We're it not for the Xcel rebate and the VXC I could not have purchased my new EV. (Which I am very grateful for)

It took forever and there was no communication from Xcel. Finally someone told me that my paper application was being ignored so I had to do an online applications.

I had trouble contacting representatives, and had to try several time to reach someone.

Rikayla at GRID was Remarkable! She was helpful and responsive. Super excited to now own a PHEV. Boulder Hybrids was terrific to work with.

Not at this time

Question 21 - Do you have any feedback for the current Xcel EV rebate program? Suggestions, comments, questions, etc.

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Make it more clear that the Xcel rebate replaces the Colorado State rebate. I will not receive the \$5,500 from Xcel AND the \$2,000 from CO (rebate at time of purchase), I only receive the \$5,500. If the same rules apply, the \$5,500 rebate should be increased significantly to reflect the current state incentives which are \$7,500 for new EVs under \$35k.

I think it may be worthwhile to focus more incentives on used EVs, this will help EVs become more accessible to more individuals. As it currently stands, EV rebates offer the most benefit to individuals purchasing new cars and also have high tax liabilities. There isn't anything you can do about the Federal incentives, but I think your program could offer even better incentives for used EVs. I would prefer this even if it meant new EV incentives were decreased.

Na

Great program! Just need more working chargers.

No

Until after I purchased I was not aware the you could not take the Xcel rebate and the Colorado income tax credit. In the popular media that is not mentioned. I thought I was going to get fed credit of \$7500, state of \$5000 and Xcel rebate. But not so. However I still qualify for Xcel rebate and fed credit of \$7500.

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It would be helpful if the Xcel rebate was available for all new vehicle purchases regardless of dealership.

This program is awesome. It helps a lot of people to decide to buy EV and help the environment

Just takes a while to get the rebate; more marketing - most people don't know about it! I'm lucky my boyfriend works in the EV media

Nothing I can think of, but I do want to say thank you for the low-income rebate. I am rebate on disability and so happy to be able to afford to drive an EV.

Great service

If new programs become available, I'd love to be kept up to date.

I am still figuring out all the issue and planning to purchase an EV at December 2023 when my budget is ready.

none

Amazing program that will hopefully get more people onboard with EVs.

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Initial reading of the form to apply suggested that the Colorado rebate of \$5000 could be coupled with the Excel rebate. Upon reading the fine print AFTER PURCHASE I learned that was not the case. Very painful and very expensive mistake. I do not believe you were seeking to mislead but it should have been much more clear looking at the initial page. Ouch. I would not have bought the car under these circumstances.

Everything went smoothly and it was a very quick process.

Thank you

Great program that was very helpful to access an EV. Expanding charging rebates and programs would be extremely beneficial.

After an application has been submitted give updates on what the delays are. I had to call several times to get a status of my rebate

No, just please make Grid alternatives faster at processing applications. That was a long, frustrating wait.

It was a great incentive. Worked on us!

The rebate team are not responsive.

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Get the dealerships on board with the program. When I went to purchase my EV, my code was not accepted, it was an uncertain experience since I didn't know if I was going to be able to receive the rebate. I also heard comments in a derogatory way about the program being for income qualified, at dealership when they found out I had a rebate code.

Forms to fill out were somewhat ambiguous and hard to follow. It was hard to know who had received my paperwork and one sheet even had the wrong email printed on it for where to send it.

Getting the charger installed at my home in Summit County took FOREVER! None of the electricians even called back because they are all based in Denver and didn't want to travel to Summit.

not at this time

Reduced tax payments for low & middle income folks who lease or buy a new EV

The rebate helps pay for the taxes on the vehicle when you buy it.

Too many different people from different organizations to talk to.

Find a way for the Xcel EV rebate to stack with state tax credits

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It is great, thank you for helping me afford one.

I dont know why the rebate never came!

Better selection on the website and more approved dealers would help

It is good program

So grateful for the offerings of Xcel. I hope more people use the program. Thank you for the professional assistance and helping me purchase a more affordable car that is better for the environment.

It's pretty awesome

Incentives for charging at home are a little complicated and should have more flexibility. More charges to choose from, wire your own and receive a rebate for the charger

I could not find a dealership that would participate in your program (even though they said they did). The network of participating dealerships is very disappointing.

No

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Do you have any feedback for the current Xcel EV rebate program? Suggestions, comments, questions, etc.

No. This is a great program.

Working with the state of Colorado to offer discounts on toll roads. Currently, if you carpool with over 3 people, you can use the toll roads for free. The whole point of that was to eliminate carbon footprint (carpooling) - Electric vehicles do that, so they should be considered.