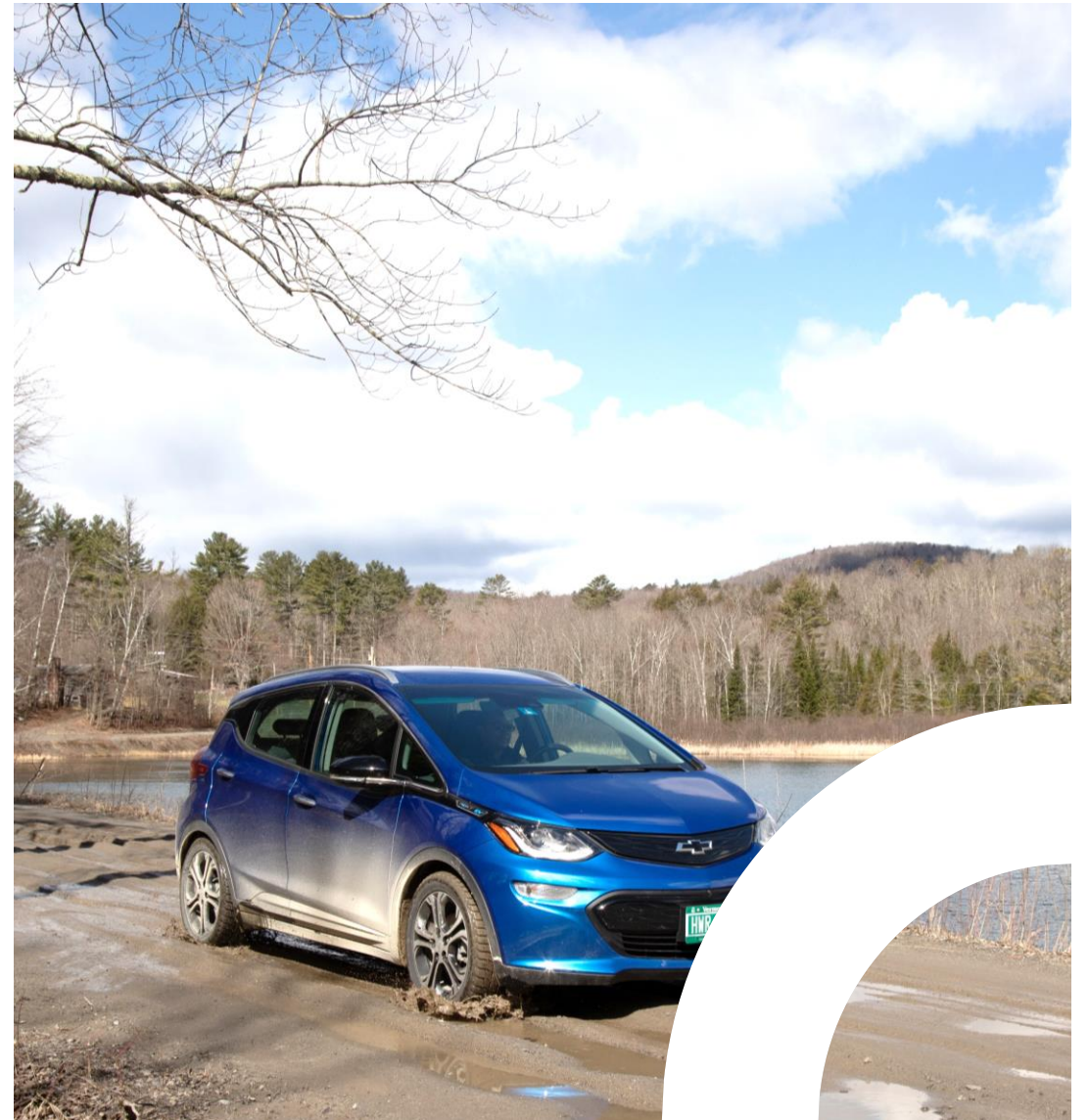




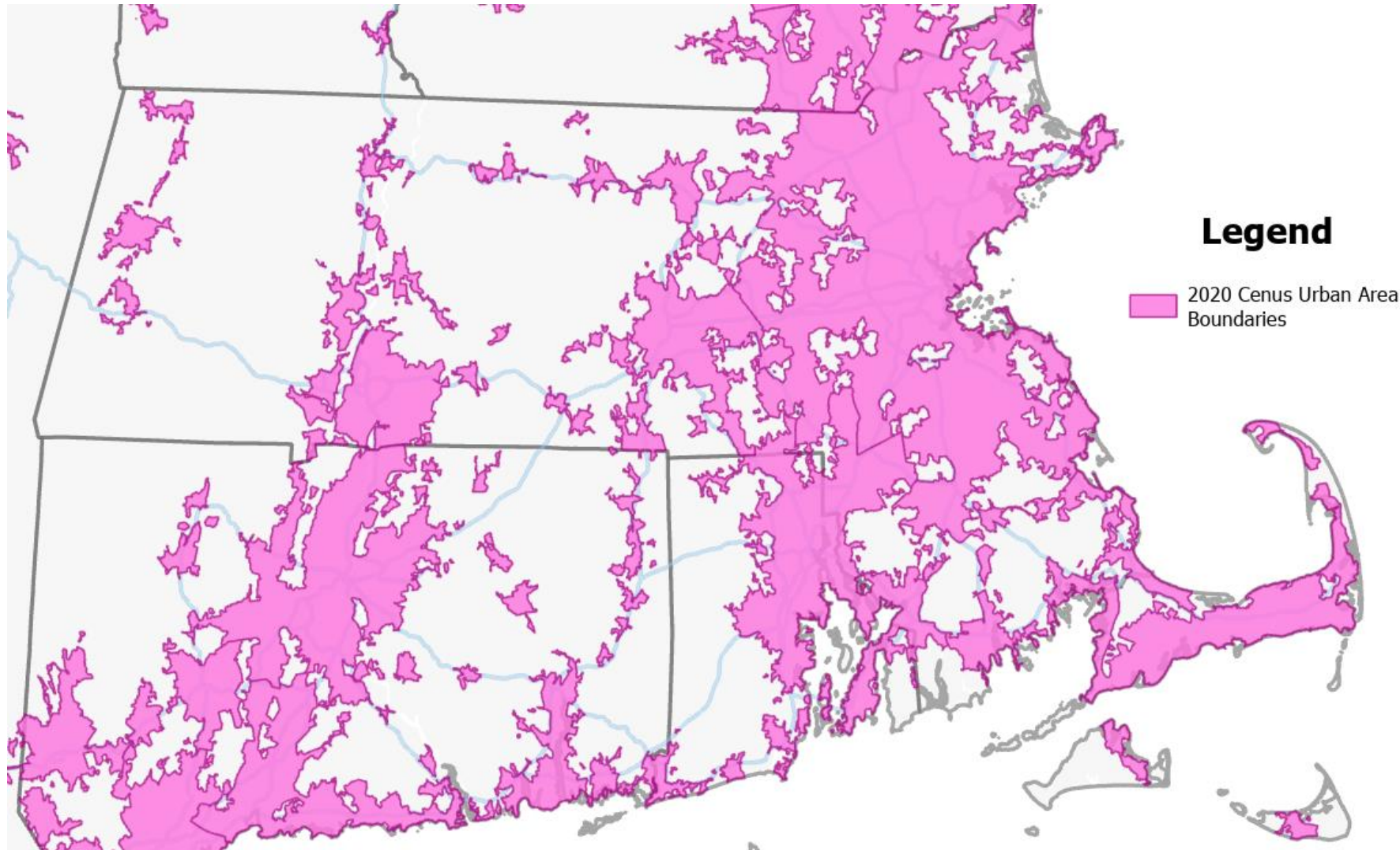
EVs in Rural Communities

Massachusetts Electric Vehicle
Infrastructure Coordinating
Council (EVICC)

July 27, 2023



Massachusetts US Census Urban / Rural Areas



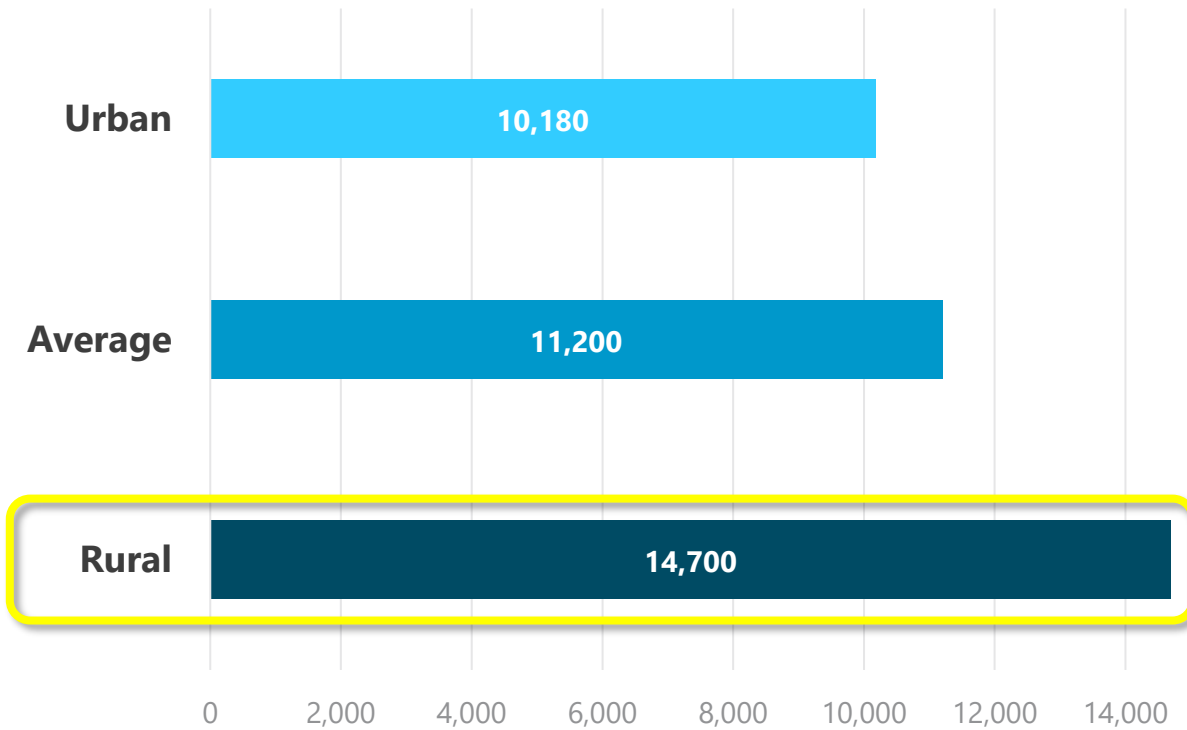
2020 Population:
7,030,000

% Rural Population: 9%

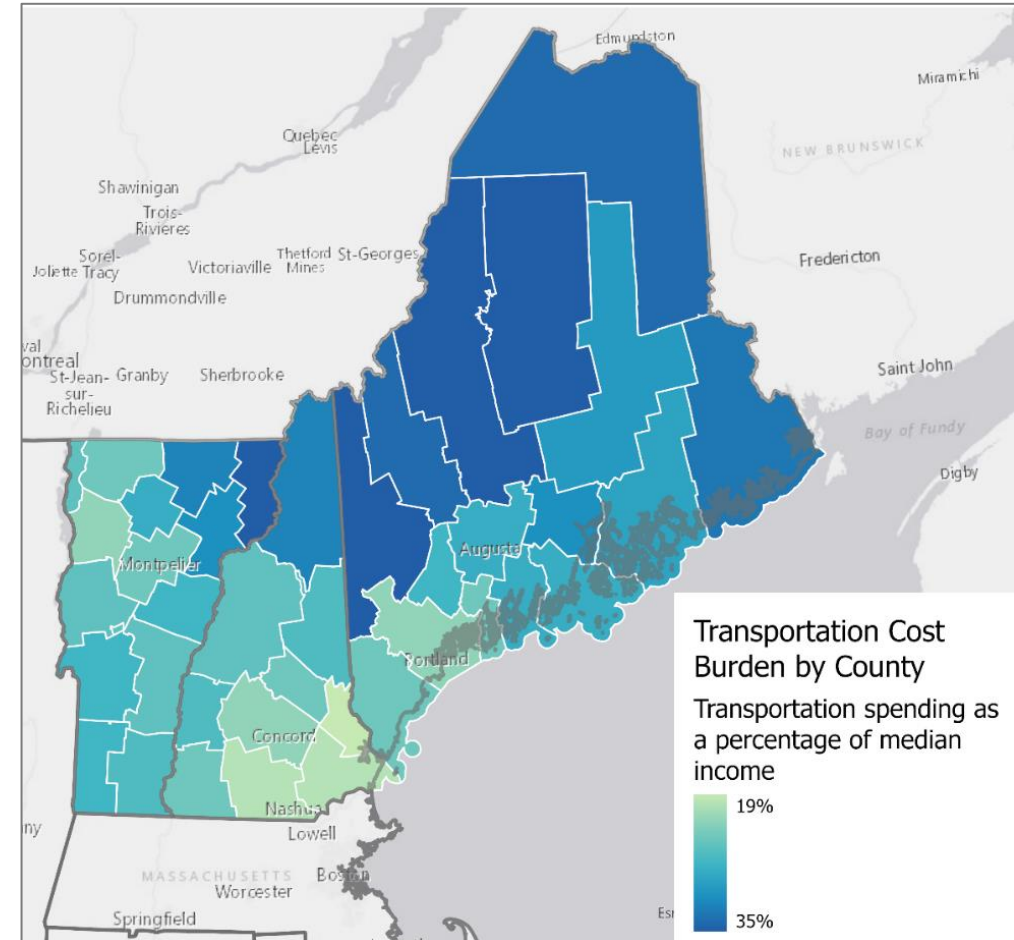
% Rural Land Area: 63%

Rural New England Driver Characteristics

New England Annual Vehicle Miles Traveled per Driver



Source:
NHTS, 2017



Source:
CNT, 2017

NNE Rural Stakeholder Interview Perspectives

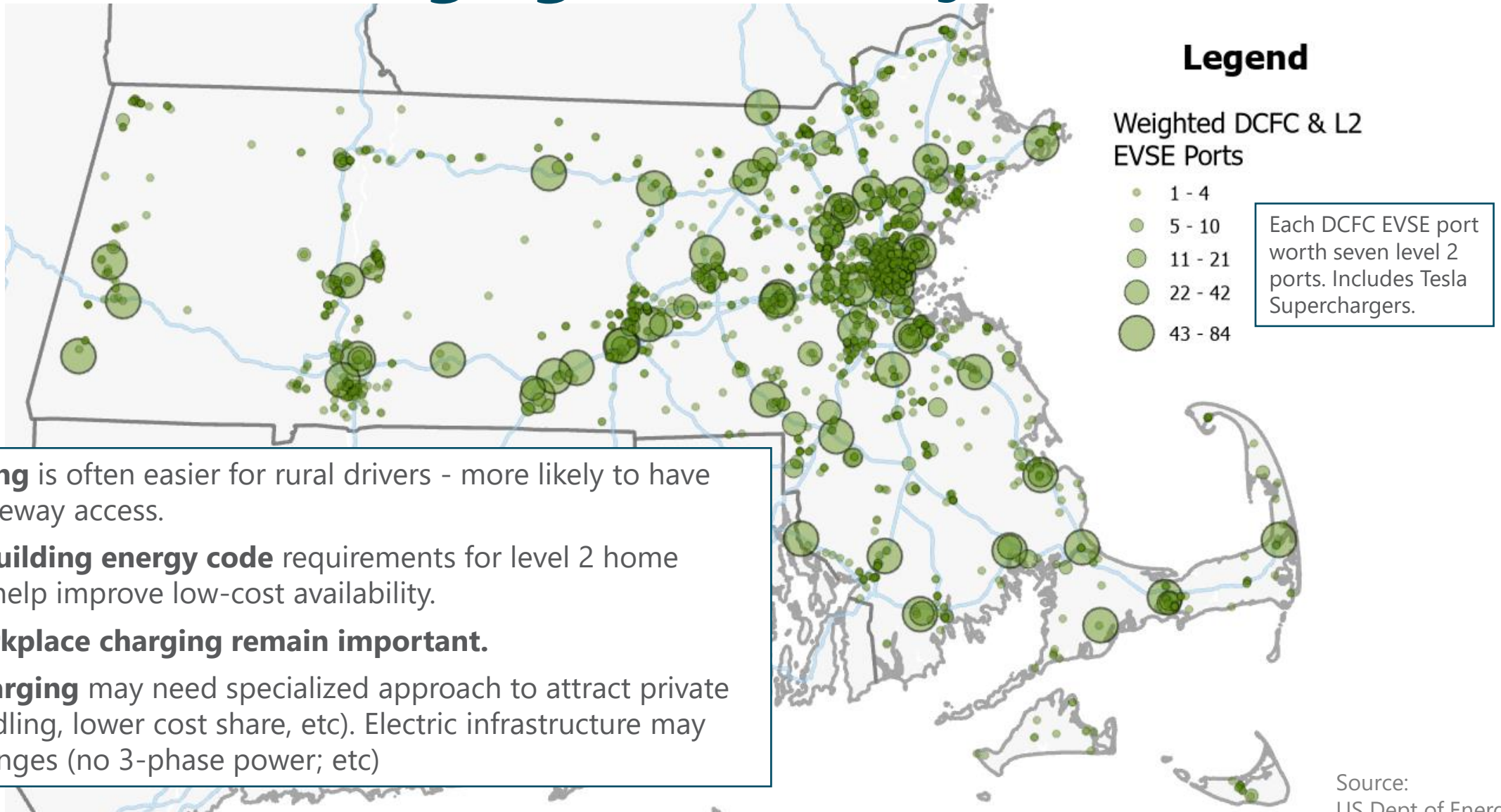
- Varied thoughts on EVs, including enthusiasm, **concerns related to practicality in rural environments**, and cultural barriers
- Top barriers included upfront cost, **range for long rural travel, driving performance in winter conditions, and access to inventory and servicing options.**
- **Incentives** and hands-on experience with EVs were seen as keys to increasing EV ownership.
- Unique opportunities for plug-in hybrids versus battery electric models.
- **Fleet EVs may be a key driver for adoption due to economics.**



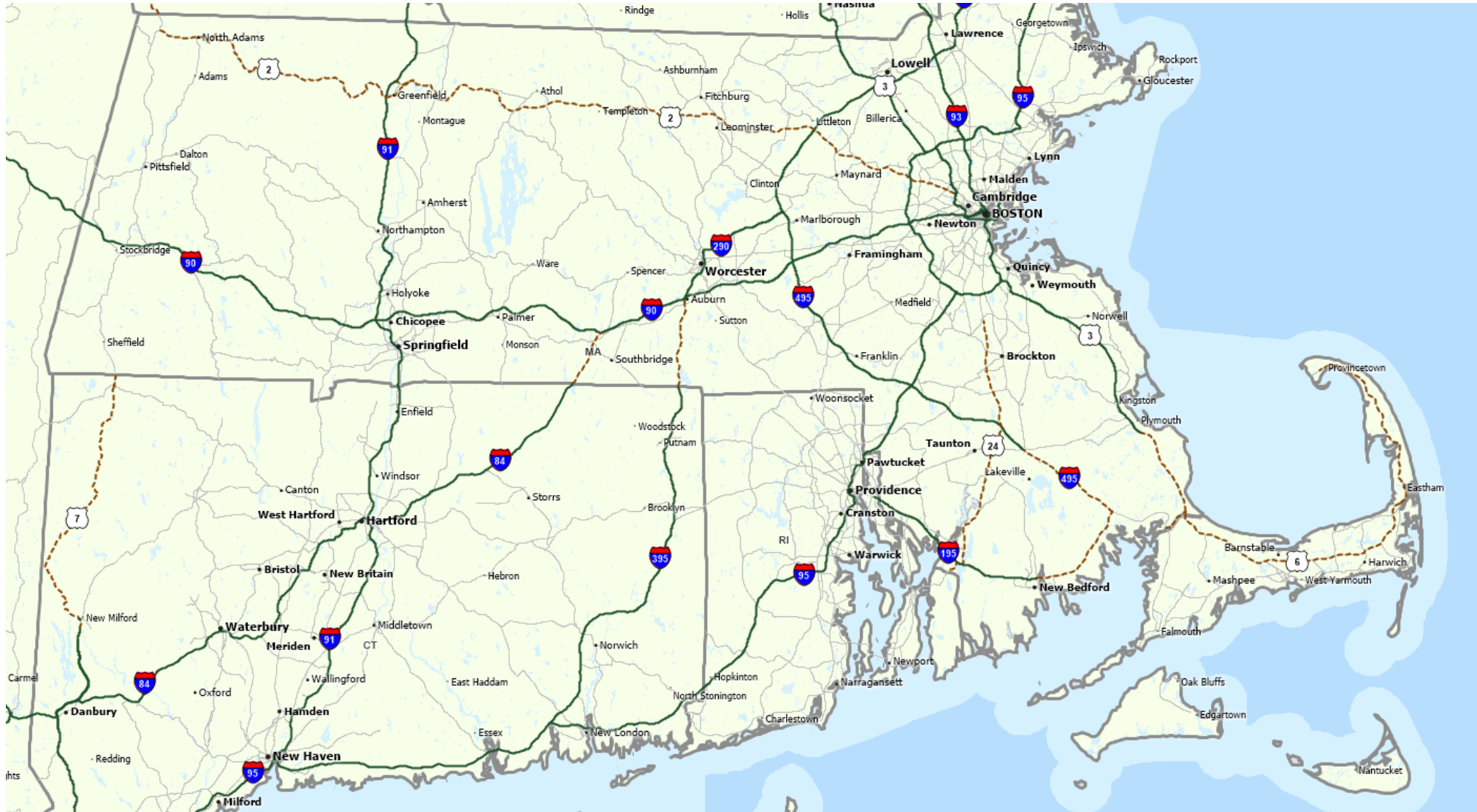
Issues Identified

- Upfront cost
- Charging availability
- Range
- Consumer knowledge
- Winter driving
- Vehicle types
- Local inventory
- Access to maintenance
- Materials and energy

MA Public EV Charging Availability

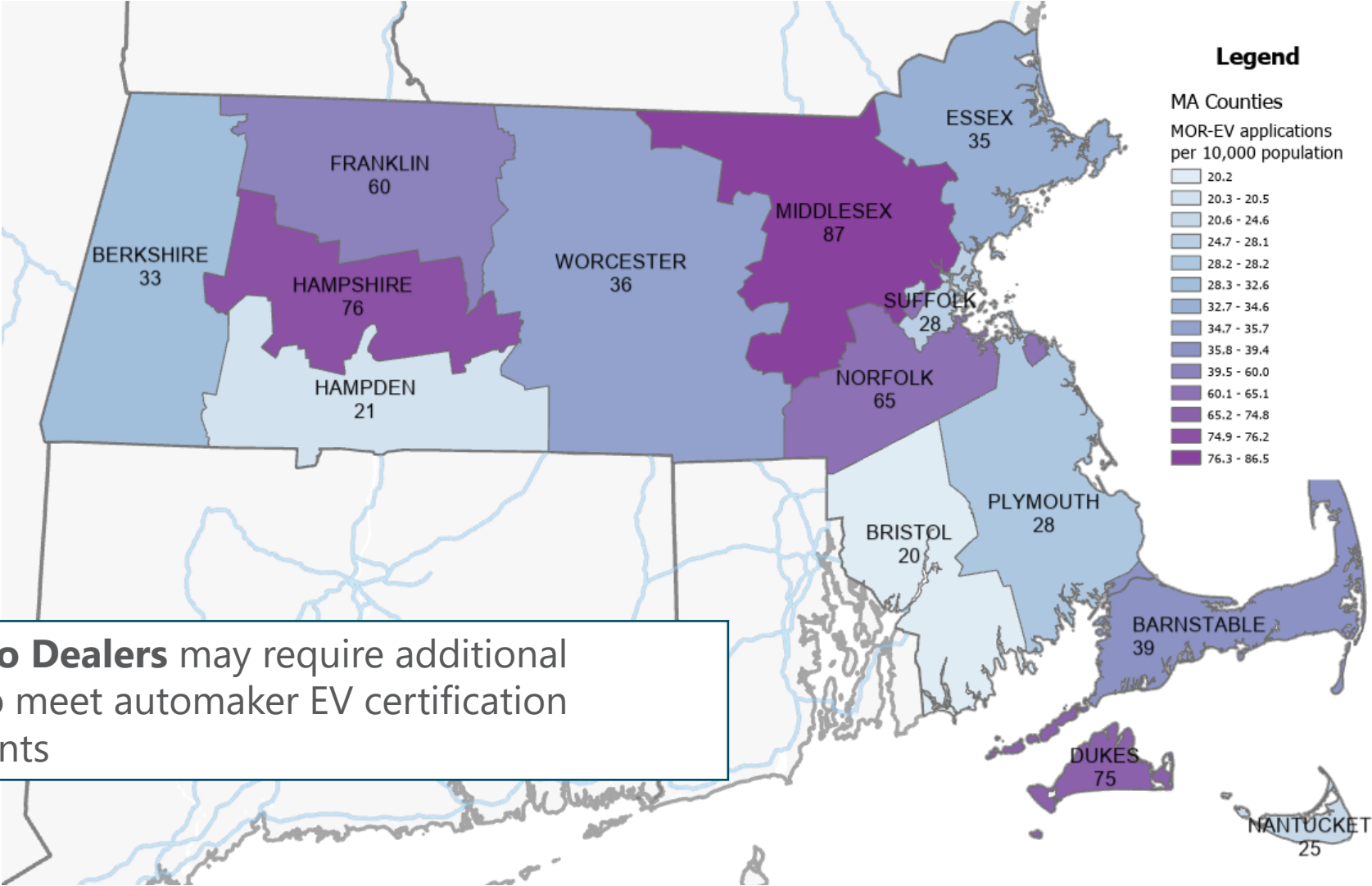


MA Federally Designated EV Corridors



Source:
FHWA 2023

MOR-EV Incentives per 10,000 population by County



Rural Auto Dealers may require additional support to meet automaker EV certification requirements

EV Education & Outreach

- EV Marketing Programs
 - Market research
 - Campaigns, including rural area coverage
 - EV Dealer engagement & training
- EV Events
- Advocacy

Efficiency Maine EV Campaign

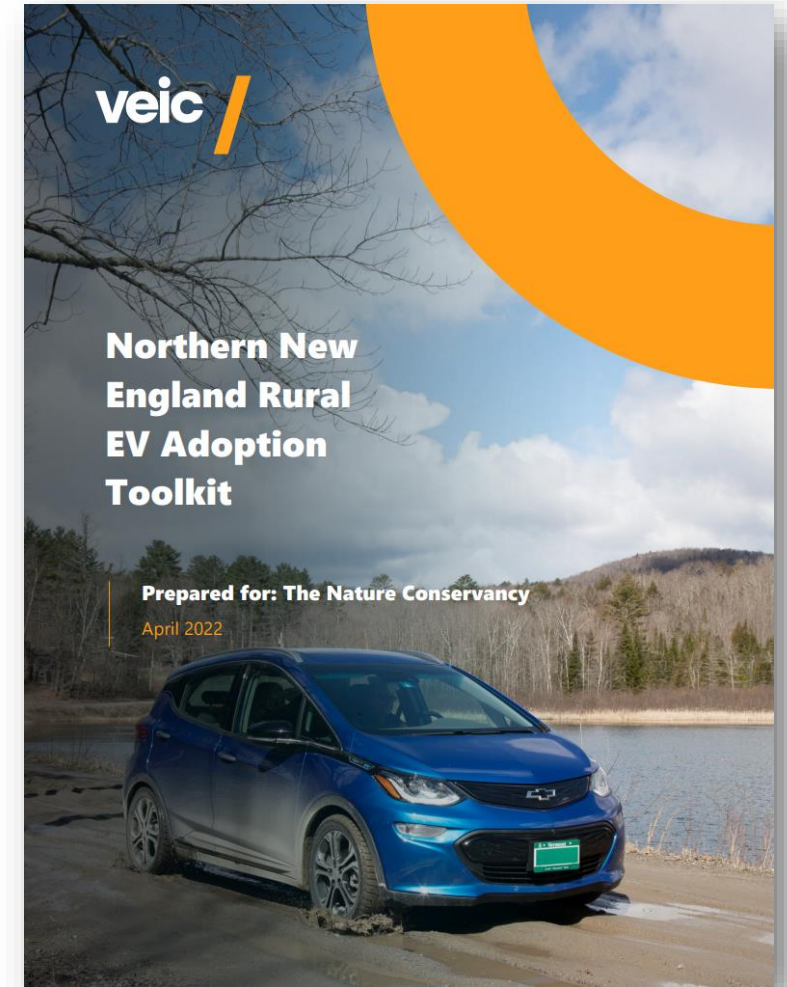


<https://www.efficiencymaine.com/ev/>

Northern New England Rural EV Toolkit Publication

Available for download at:

[VEIC - How can policy and program design help rural communities gain access to electric vehicles?](#)





About VEIC

**VEIC is on a mission
to generate the
energy solutions
the world needs.**

- VEIC works with organizations across the energy landscape to create immediate and lasting change
- We serve as an objective partner for our clients as they navigate complex energy challenges
- Every challenge is different, but our commitment is the same: make an impact

Contact

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