

**DOCKETED**

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## **EV Education + Consumer Research**

Has the California Energy Commission considered investing in consumer research and education? A brand-agnostic EV education campaign, which includes market research and a multi-faceted marketing approach, may be necessary to reach target populations and ultimately increase EV adoption throughout the state.

While the transition to electrification has seen positive momentum; consumer perceptions and mainstream media narratives of EVs remain undecided. An education campaign would equip those further out on the adoption curve with the confidence and information needed to make the transition themselves.