

DOCKETED

Docket Number:	16-ALT-01
Project Title:	Funding Strategies for Electric Vehicle Infrastructure Workshop
TN #:	211729
Document Title:	Dana Boudreau Comments: Balance utilization rates with perception, network robustness
Description:	N/A
Filer:	System
Organization:	Dana Boudreau
Submitter Role:	Public Agency
Submission Date:	6/6/2016 2:47:53 PM
Docketed Date:	6/6/2016

Comment Received From: Dana Boudreau

Submitted On: 6/6/2016

Docket Number: 16-ALT-01

Balance utilization rates with perception, network robustness

Although high utilization sites are a priority for infrastructure deployment, there is a parallel need to address public perception. Routes between metropolitan areas likely have a weaker business case than urban sites, but these remote locations have a disproportionate opportunity to promote public awareness and acceptance. Remote stations provide a sense of comfort and familiarity that a charging network will be available to them beyond their normal, routine commute ("Overcoming Barriers to Electric-Vehicle Deployment, 2013 Interim Report). A mechanism to subsidize low-utilization sites is an important consideration to bridge the gap for sites with a weak business case and strong perception value.

Thanks,

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