



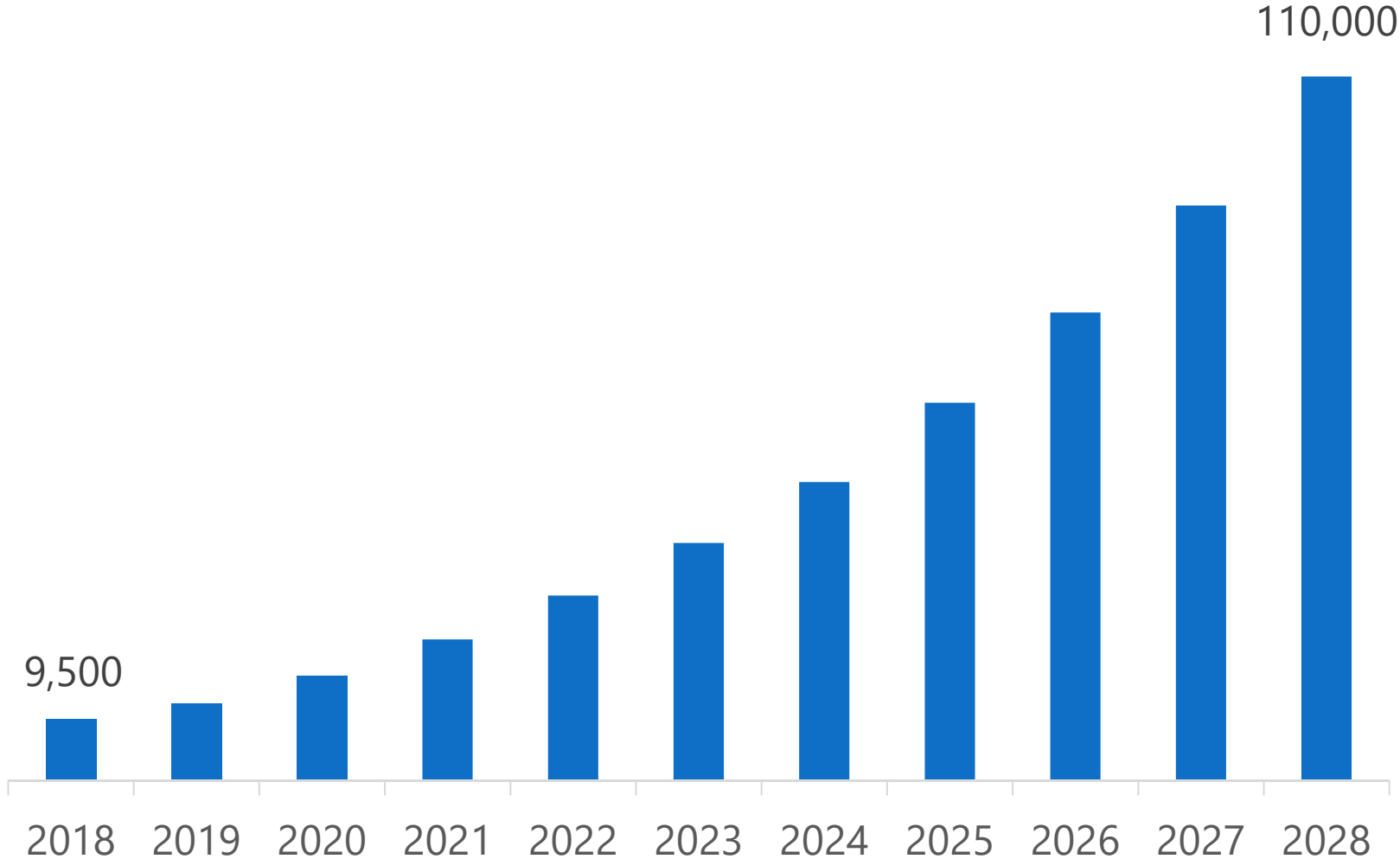
# EVolve Houston

Local Context of EVs in the Greater Houston Area

Presented by: Michael Conklin

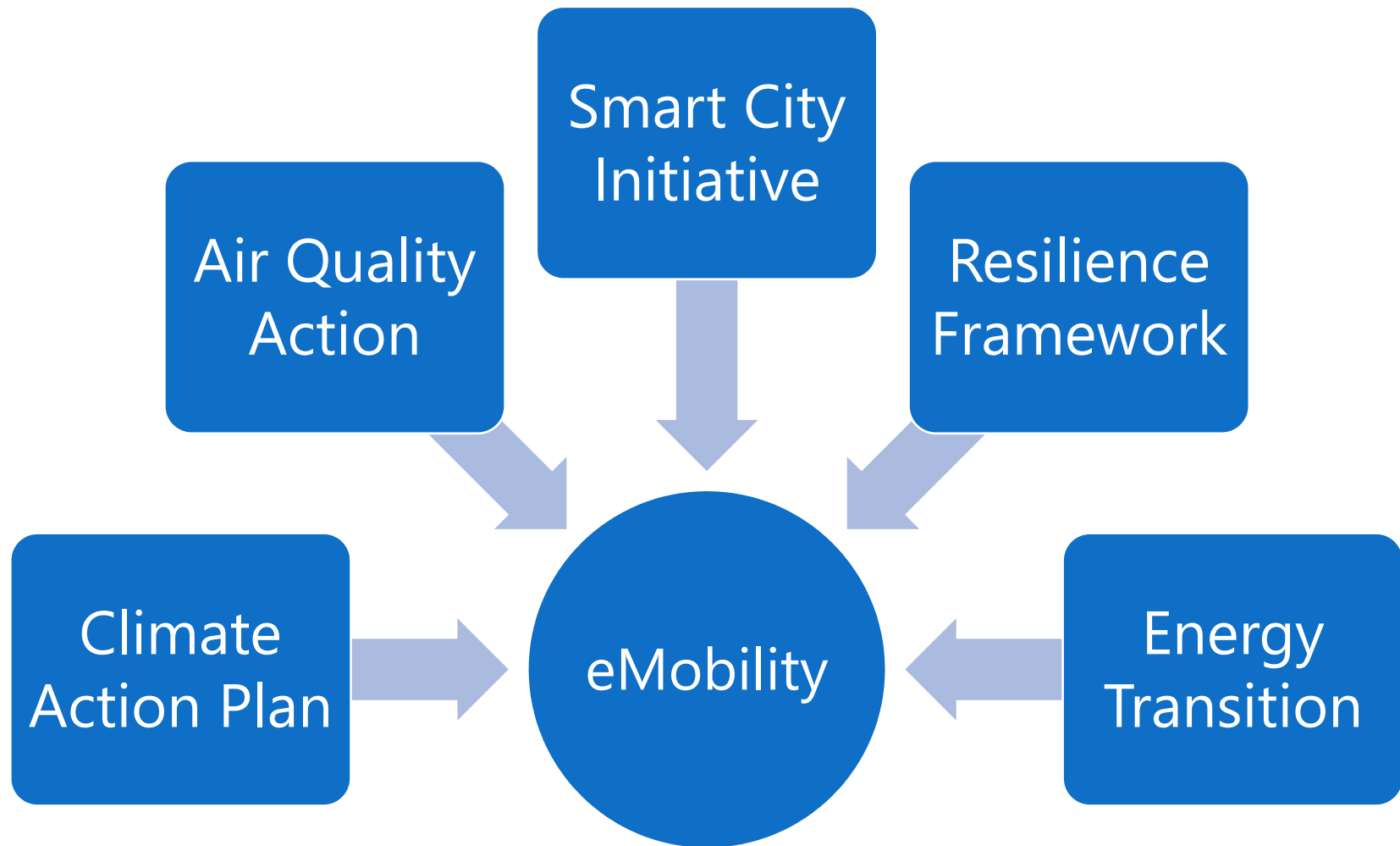
[www.greenhoustontx.gov/evolvehouston](http://www.greenhoustontx.gov/evolvehouston)

# Base Case for Houston EVs

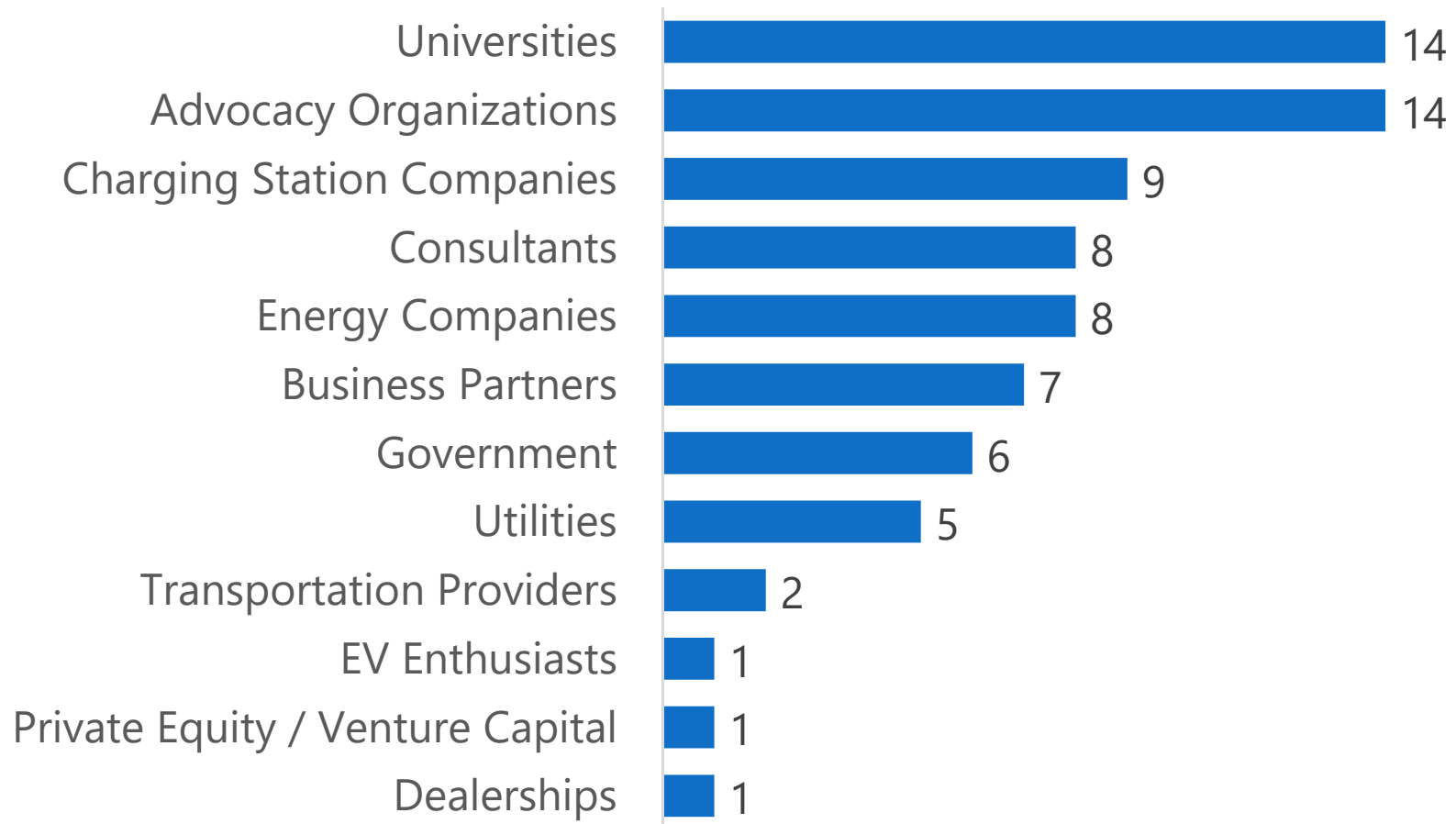


Source: Navigant (years 2018-2027); Evolve Houston internal modeling (year 2028) *material presented on a courtesy basis*

# Initiatives Converging on eMobility

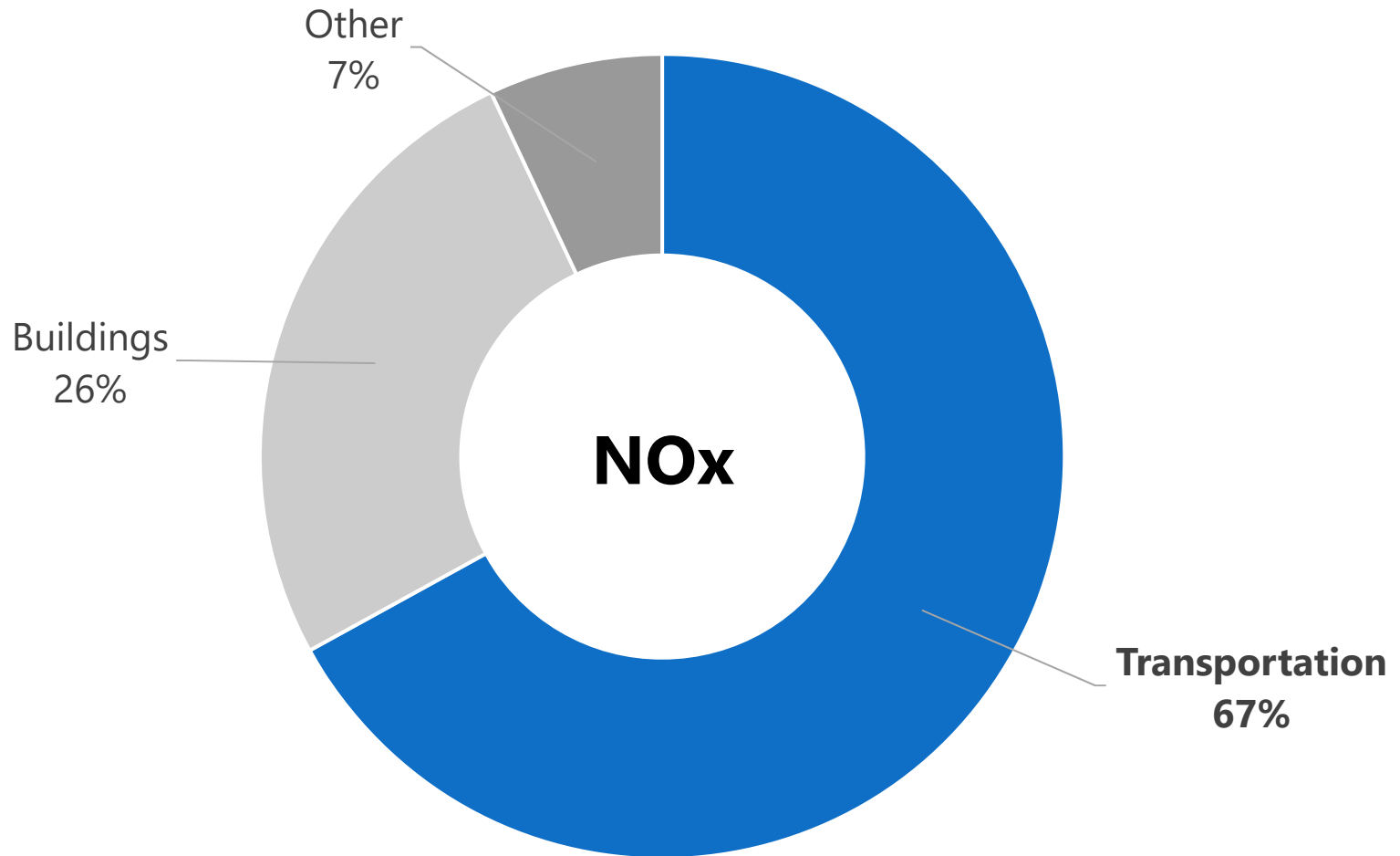


# A Highly-Engaged Community



**What are the benefits of EVs?**

# Improving Air Quality



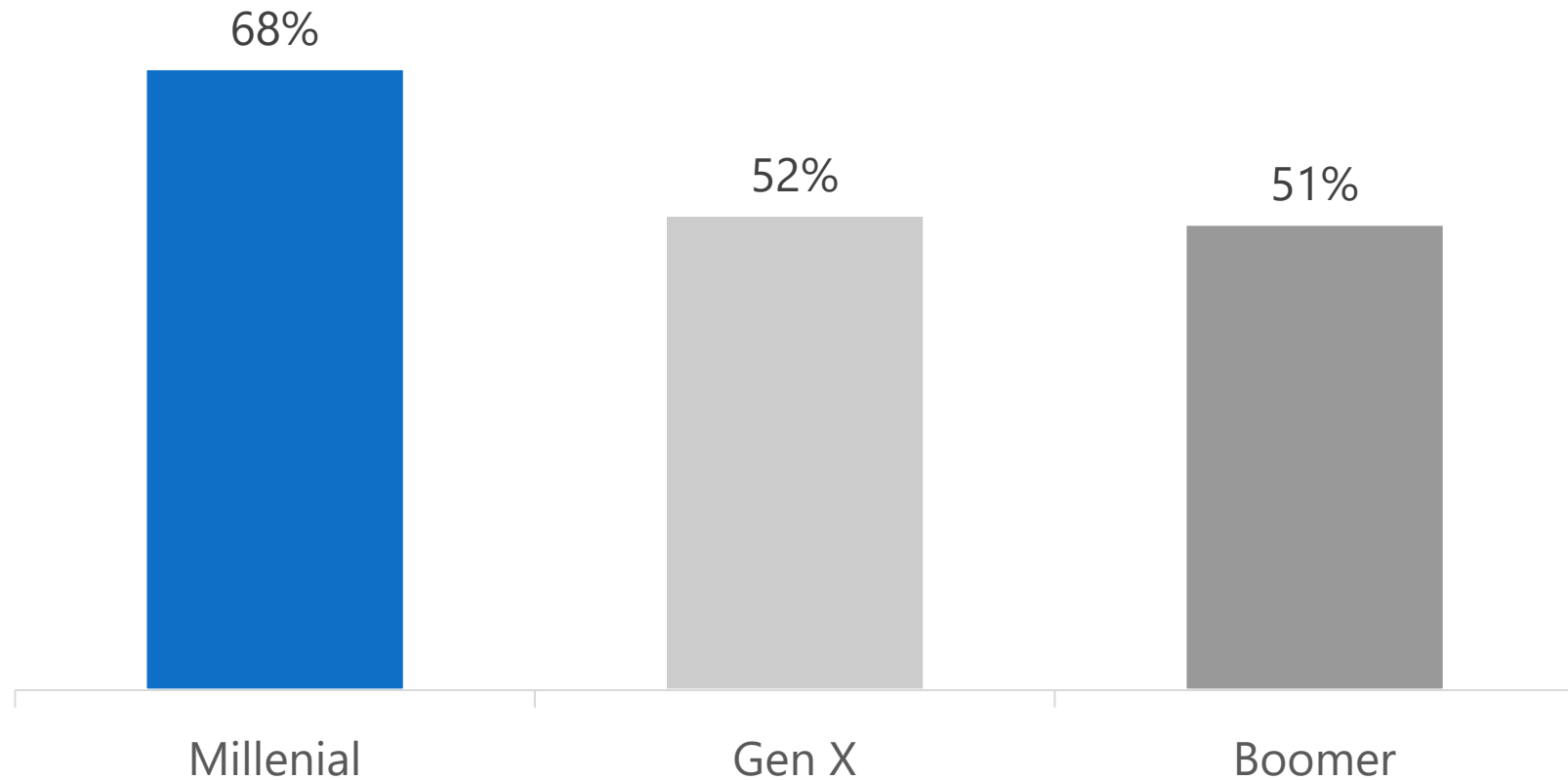
Source: TCEQ

# Cost Savings

- Fuel
- Maintenance
- Electricity

# Leading Our Economy

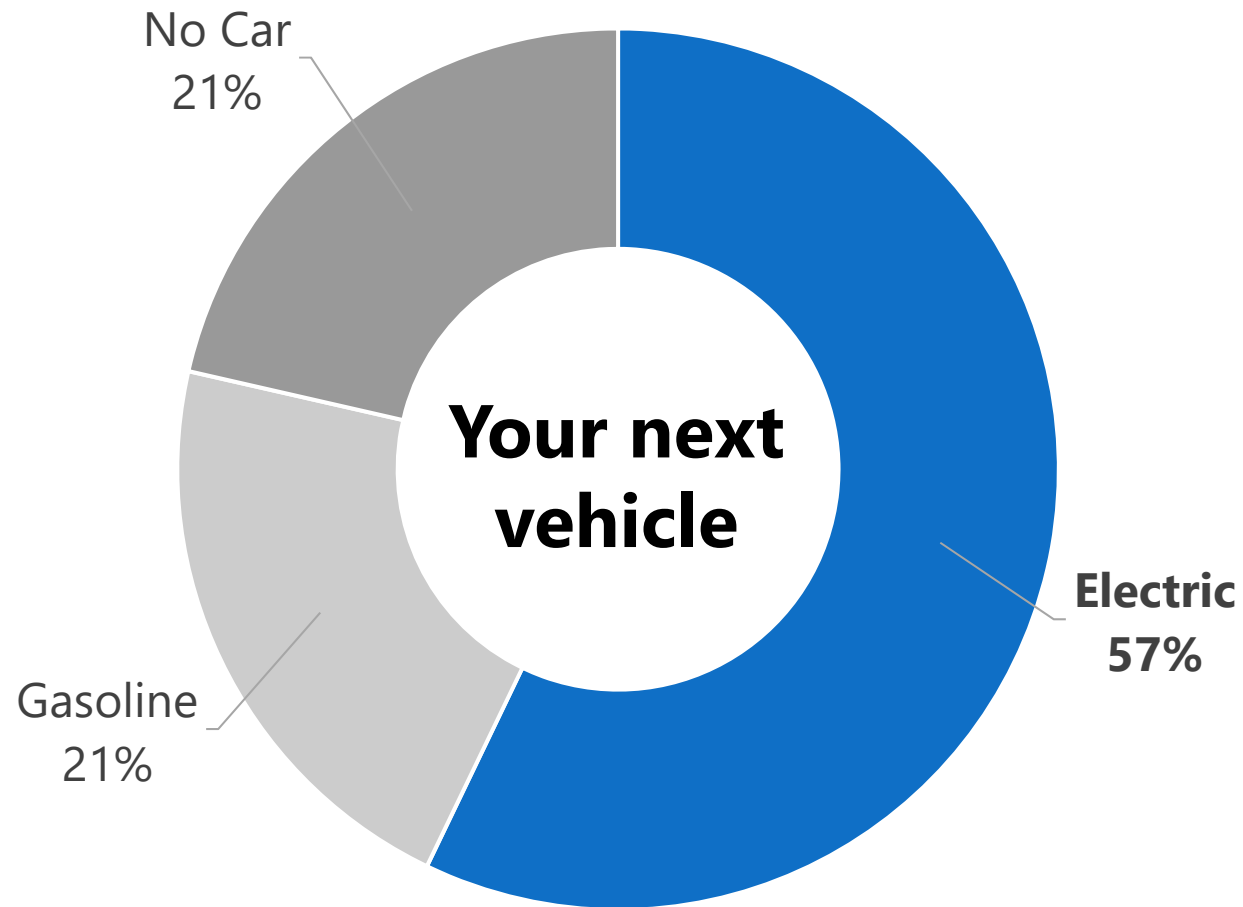
## Support for Green New Deal



Source: Data for Progress



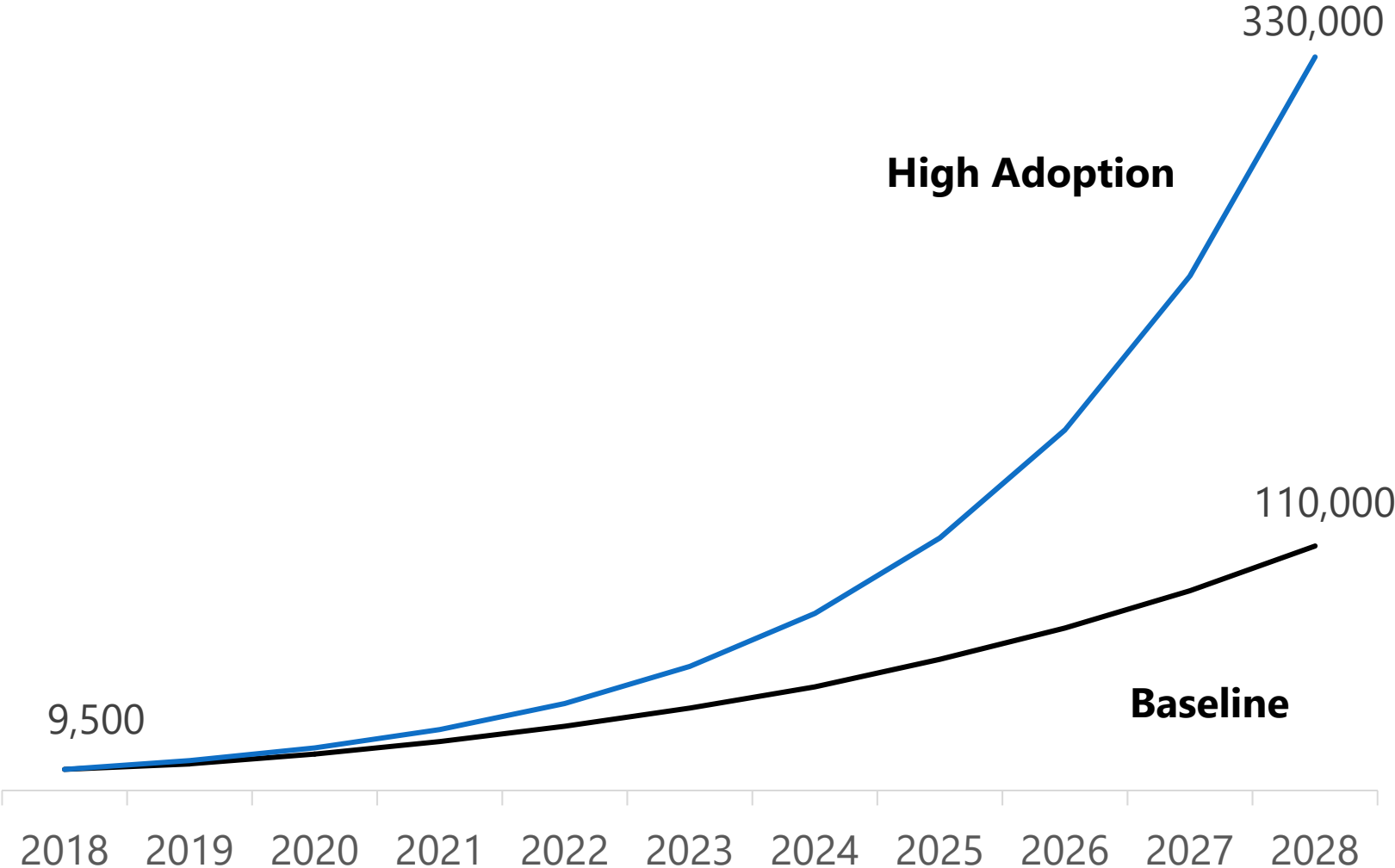
# Leading Our Economy



\*Informal survey of millennial entrepreneurs in Houston

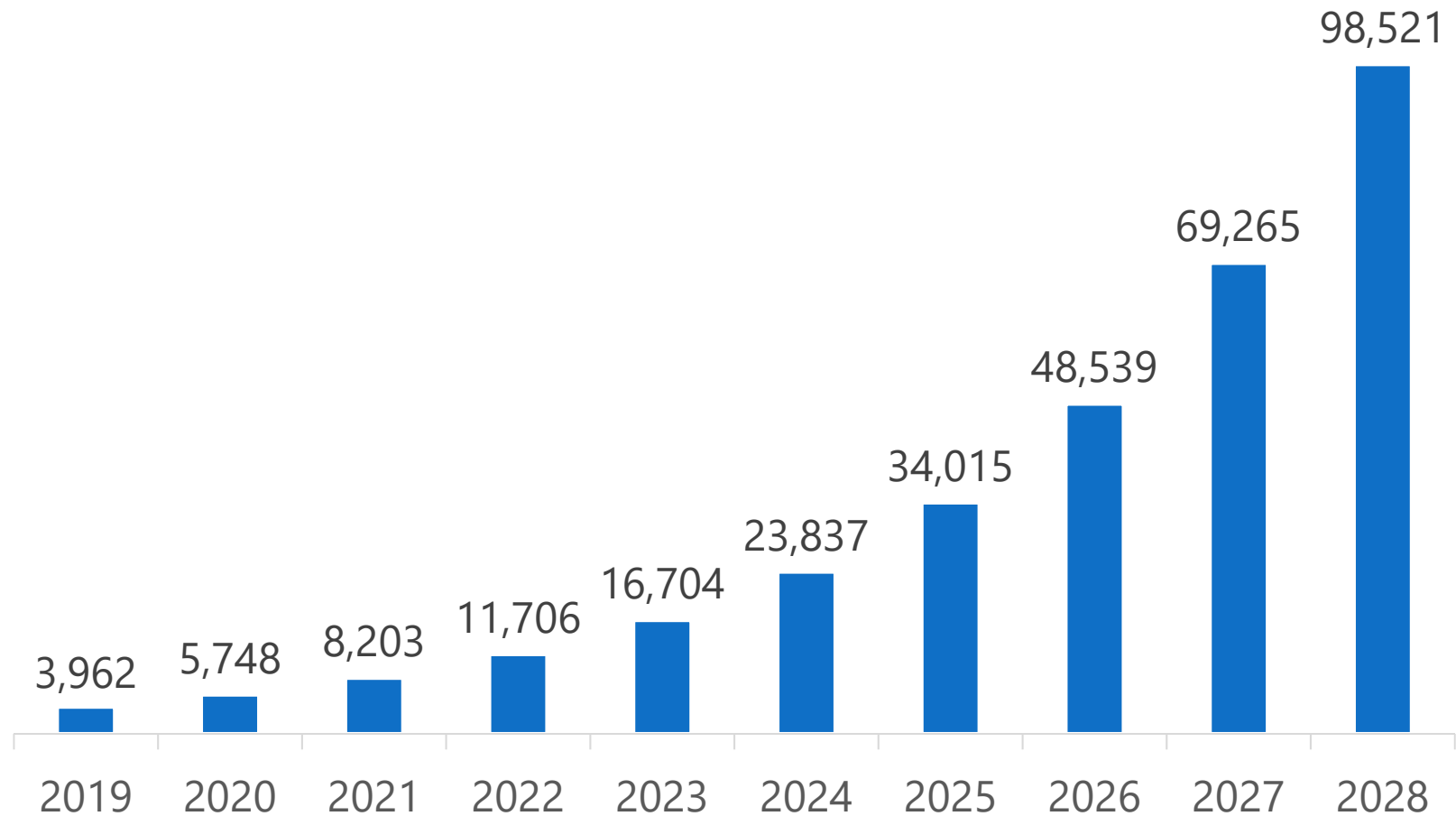
**What more can we do?**

# EVs on Houston Roads



# Electric Vehicle Needs

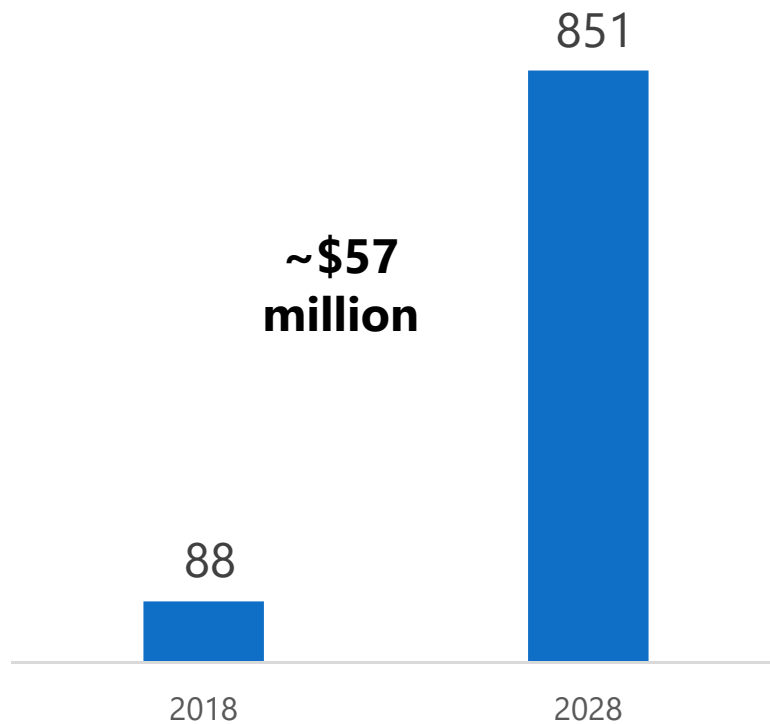
for high adoption scenario



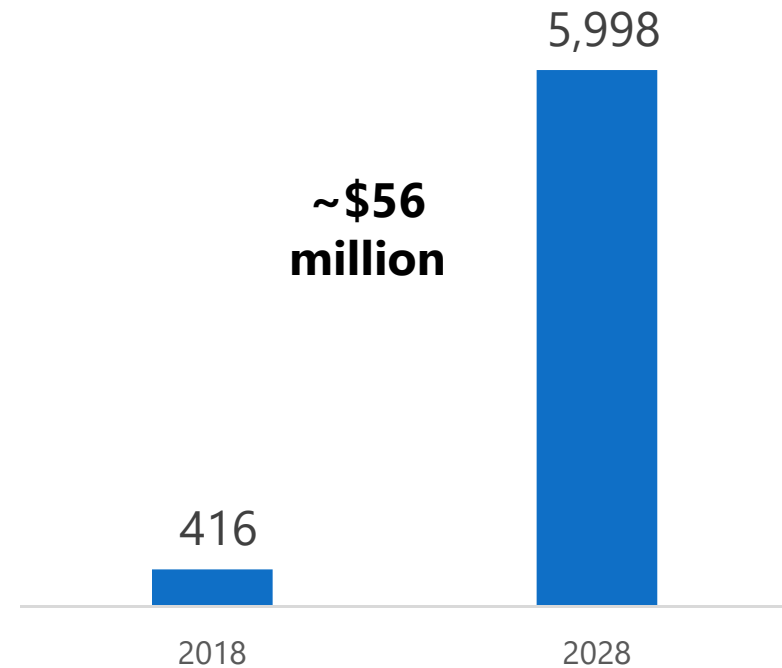
# Public Charging Needs

for high adoption scenario

### Fast Charge Plugs

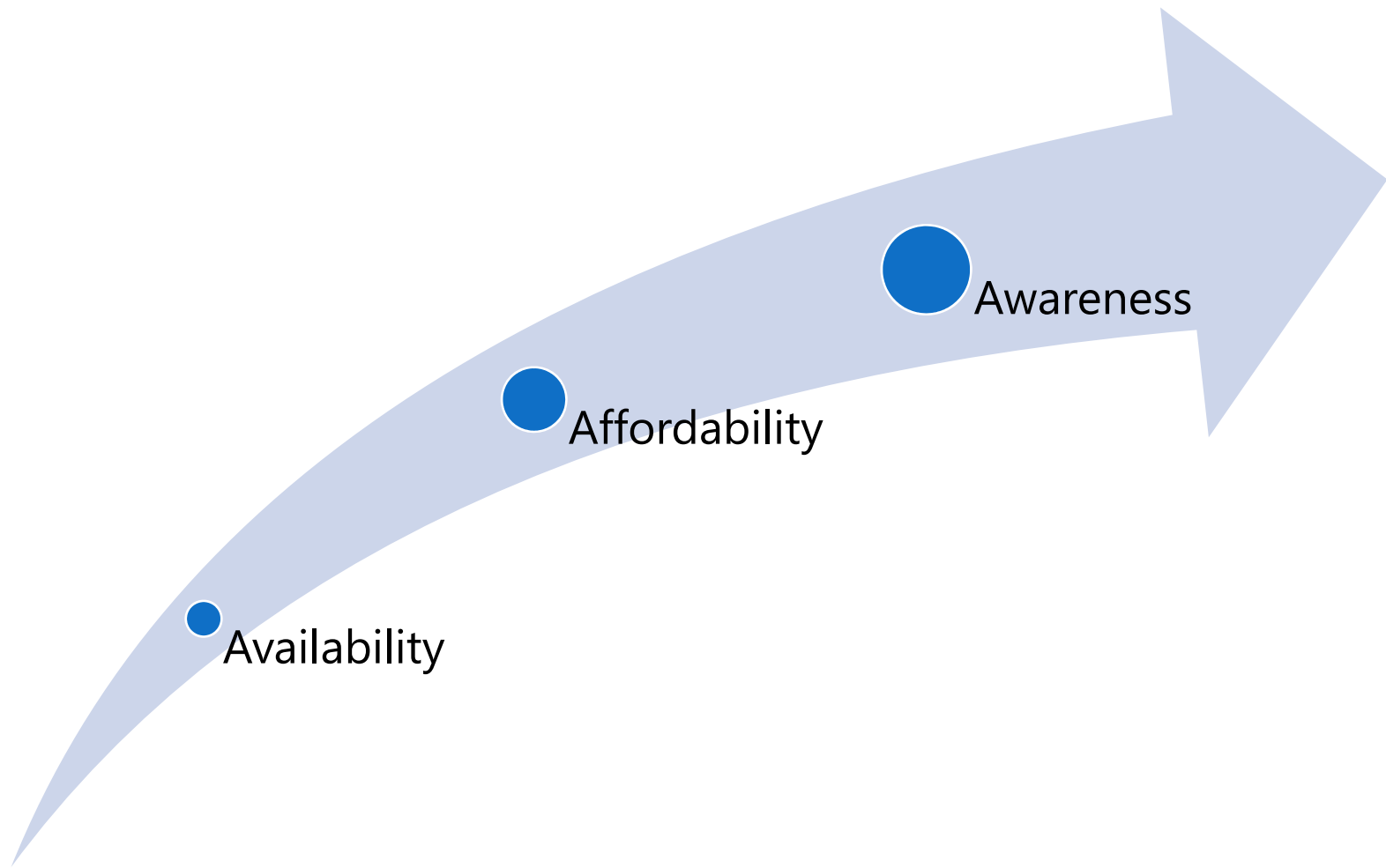


### Level 2 Plugs



\*Illustrative cost estimates

# Drivers of Adoption

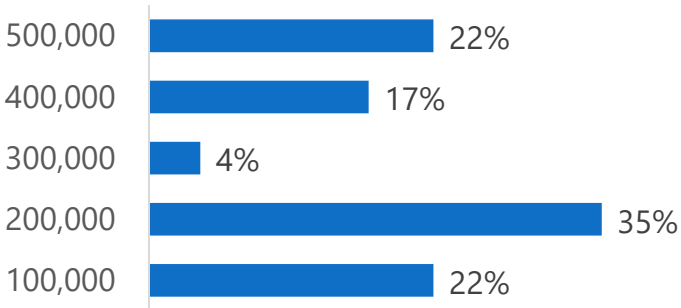


# Levers of Influence

	Availability	Affordability	Awareness
Policy	X	X	X
Technology	X	X	
Infrastructure	X	X	
Behavior			X
Financing		X	

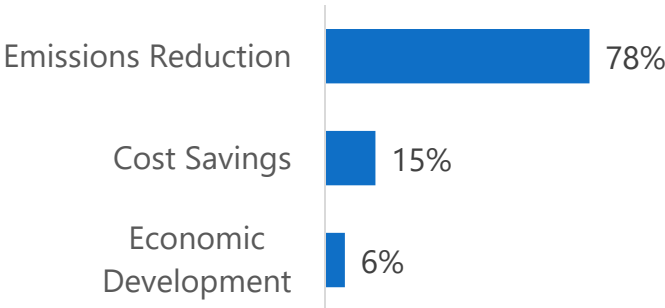
# Live Survey Results

EVs on Houston Roads in 2028

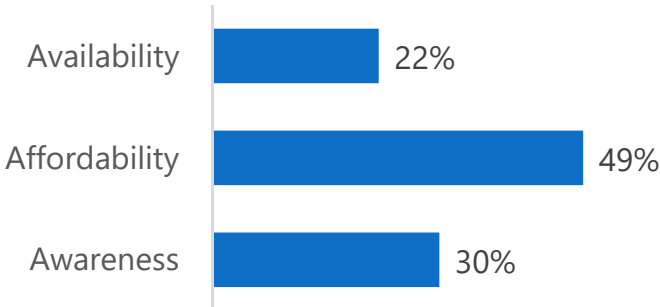


Weighted Average: 282,000

Most Important Benefit of EVs



Most Important Focus Area



Most Important Lever

