

Website Article: Taxi Trade - One to one engagement summary

Introduction

In April 2023, one-to-one sessions with the trade were conducted in order to capture driver concerns and barriers to the uptake of battery electric vehicles (BEVs) in the Staffordshire area.

Key Points

The following key points were noted as part of this one-to-one engagement study:

- A total of 29 vehicle operators were interviewed (7 within Newcastle under Lyme, 13 within Stoke on Trent, 9 in Stafford).
- Within the interviewed operators, there were those performing the following duties:
 - o Airport Drop offs: Longer journeys, full time workers
 - o Local Full Time: Shorter journeys, any time of day operation, full time workers
 - o Local Part Time: Shorter journeys, economically constrained, part time workers
- The average driver experience of those interviewed was 18 years.
- The key priorities for drivers when purchasing vehicles are currently, capital cost, vehicle age and fuel economy.
- 83% of drivers interviewed own their vehicles.
- Generally, there was a low awareness of EV taxis, 57% of those interviewed stated they had either low or zero knowledge.
- 50% of drivers said they would consider an EV for their next vehicle.
- 46% of drivers know someone who currently operates an EV taxi.
- Generally, a larger number of chargepoints spread out across the region is thought to be required.
- Several drivers dismissed the idea of owning an electric vehicle due to having no opportunity to install a home charger (e.g., no driveway, rental property).
- Main perceived barriers to adopting EV taxis are purchase price, vehicle range and battery reliability.
- Main perceived most helpful incentives to encourage EV uptake were low-cost leasing options, dedicated taxi charging infrastructure and a factsheet with a detailed cost breakdown compared to diesel.

Barriers to Transition

The below table outlines the perceived barriers to adopting EV taxis and how these may be overcome:

Rank	Perceived Barrier	How to overcome barrier
1	Purchase Price	Up front purchase costs are currently higher but total cost of ownership is reduced over the life of the vehicle due to lower running costs. Price parity is also expected within the next few years.
2	Vehicle Range	There are now electric vehicles with sufficient range for most required journeys (particularly locally). Planning time for charging during the day can alleviate the issue for long journeys. Rapid public charging can be utilised when required, often topping up the battery to 80% in ~30mins.
3	Battery Reliability	OEMs are currently offering standard warranties on their batteries of up to 150,000 miles or 8 years, where they guarantee the battery capacity will not drop below 70%. Owners can continue to use them if they choose as they are likely to still have sufficient range for local trips.

4	Fuel Costs	Fuel costs for electric vehicles are typically far lower than running a diesel equivalent vehicle. This is particularly the case when using cheaper home energy tariffs, or lower cost public charging.
5	Where to Charge	There are an increasing number of locations where electric vehicles can be charged. The locations of EV chargers can be found on mobile/web apps such as “Zap Map”.

Further Information

Further information on where to charge and costs savings available from electric taxis area available on the North Staffordshire Electric Taxi and Private Hire Information Hub at www.cenex.co.uk/north-staffordshire-electric-taxi-and-private-hire-information-hub/

