

California's Electric Vehicle Rebates: Exploring Impact

Content for CVRP Impact Reporting – April 2018

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Thanks also to others at CSE



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Objective

- These slides update a portion of the data used in a preliminary exploration of the impact of a statewide rebate program for clean-vehicle adoption, found here: <https://cleanvehiclerebate.org/eng/program-reports>



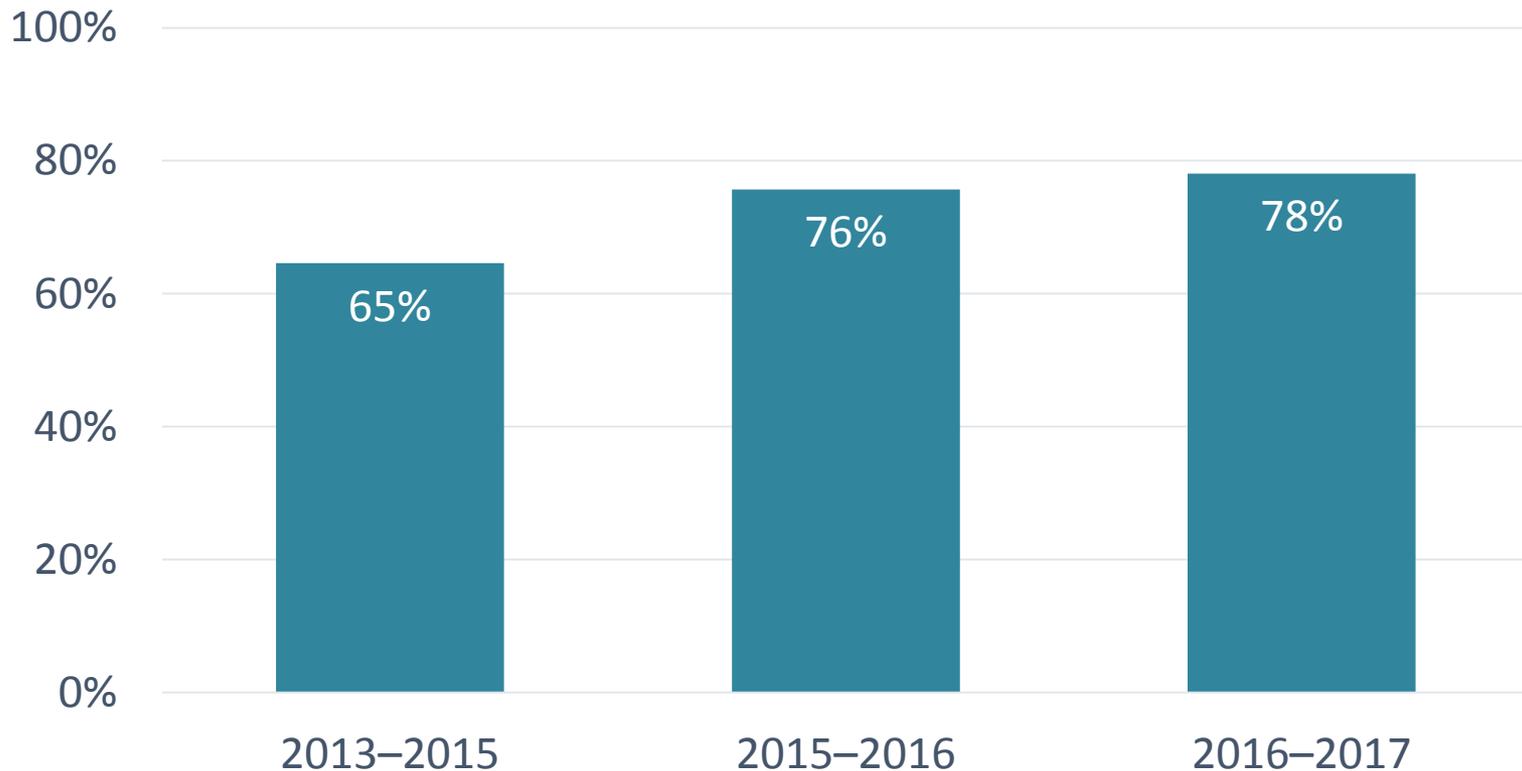
A close-up photograph of a person's hand holding a bright orange charging cable connected to a white electric vehicle. The scene is set in a city street during sunset, with a warm, golden glow and lens flare effects. In the background, a bicycle is parked on the sidewalk, and a building with a green sign is visible. The overall atmosphere is clean, modern, and sustainable.

Program Outcomes

Influenced Behaviors

Do EVs get used?

Replaced a vehicle with their rebated EV



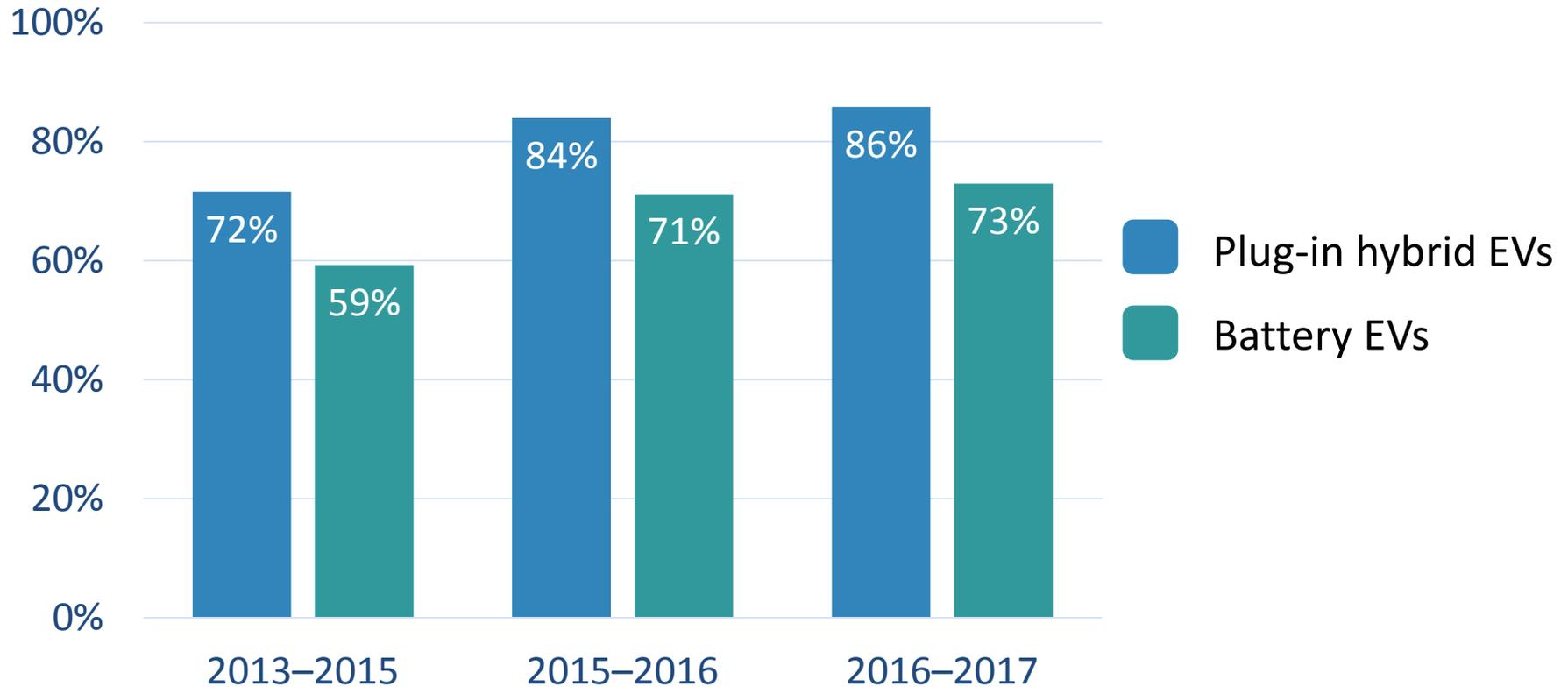
CVRP Consumer Survey. 2013-2015 edition: weighted, n=19,247

2015-2016 edition: weighted, n=11,583

2016-2017 edition: weighted, n=9,342

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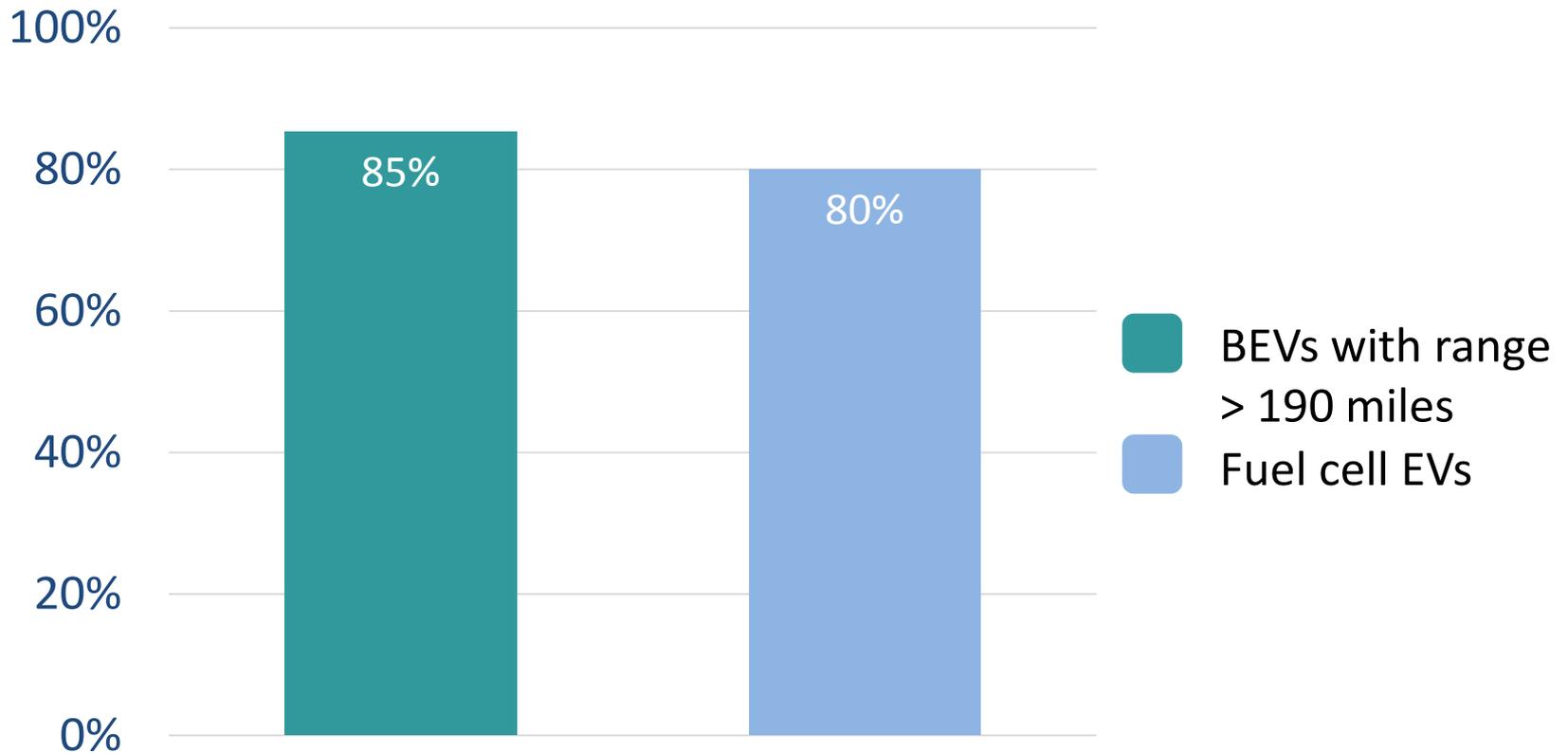
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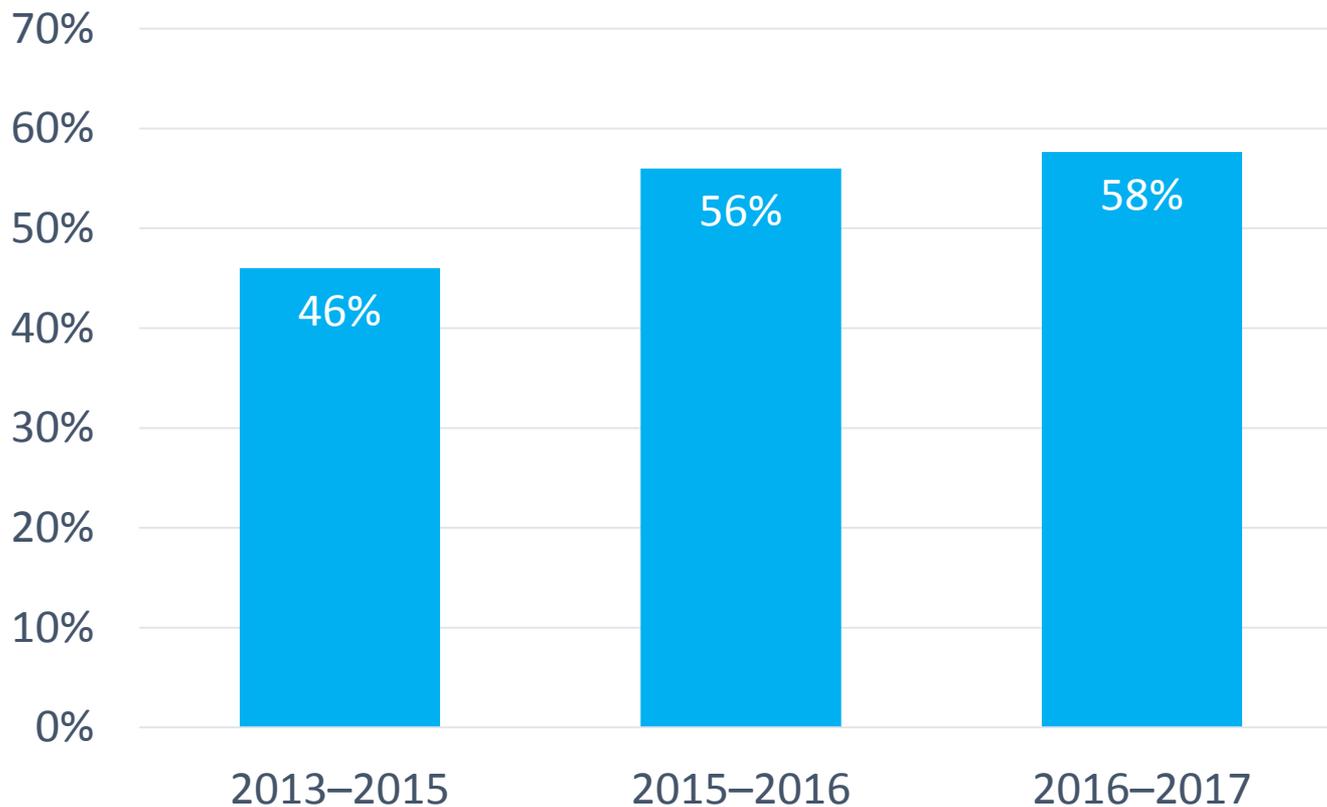
What are indicators of rebate influence?: Importance

How **important** was the State Rebate (CVRP) in **making it possible** for you to acquire your clean vehicle?



What are indicators of rebate influence?: Essentiality

Would **not** have purchased/leased their EV **without rebate**



**Rebate
Essential**

CVRP Consumer Survey. 2013-2015 edition: weighted, n=19,208
2015-2016 edition: weighted, n=11,457
2016-2017 edition: weighted, n=9,261

Data Summary (Rebates to Individuals Only)

CVRP Consumer Survey

	2013–2015 Edition	2015–2016 Edition	2016–2017 Edition		Total
			PHEVs and BEVs	FCEVs	
Responses	n = 19,460	n = 11,611	n = 8,957	n = 410	n = 40,438
Vehicle Purchase/ Leases	Sep 2012 – May 2015	April 2015 – May 2016	May 2016 – May 2017	Dec 2010 – May 2017	PHEV and BEVs: Sep 2012 – May 2017 FCEVs: Dec 2010 – May 2017

CVRP Program Population (Application Data)

Participants survey was weighted to represent*	N = 91,081	N = 45,698	N = 46,839	N = 1,749	N = 185,367
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Note: Results before the Income Cap (3/2016) are conservative.

Thank You for Your Attention

What would you like to know more about?
What decisions are you facing?
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*We work nationally in the clean energy industry and
are always open to collaboration.*