California’s Electric Vehicle Rebates: Exploring Impact
Content for CVRP Impact Reporting – April 2018

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Thanks also to others at CSE
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
Program Outcomes

Influenced Behaviors
Do EVs get used?

Replaced a vehicle with their rebated EV

2015–2016 edition: weighted, n=11,583
2016–2017 edition: weighted, n=9,342
Do EVs get used?

Replaced a vehicle with their rebated EV

![Bar chart showing the percentage of vehicles replaced by rebated EVs for plug-in hybrid EVs and battery EVs over different years.]

- **Plug-in hybrid EVs**:
  - 2013–2015: 72%
  - 2015–2016: 84%
  - 2016–2017: 86%

- **Battery EVs**:
  - 2013–2015: 59%
  - 2015–2016: 71%
  - 2016–2017: 73%

2015–2016 edition: weighted, n=11,583
2016–2017 edition: weighted, n=9,342
Do EVs get used?

Replaced a vehicle with their rebated EV

- BEVs with range > 190 miles: 85%
- Fuel cell EVs: 80%

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Very important</th>
<th>Moderately important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013–2015</td>
<td>16%</td>
<td>28%</td>
<td>46%</td>
</tr>
<tr>
<td>2015–2016</td>
<td>16%</td>
<td>28%</td>
<td>45%</td>
</tr>
<tr>
<td>2016–2017</td>
<td>15%</td>
<td>27%</td>
<td>48%</td>
</tr>
</tbody>
</table>

2016–2017 edition: weighted, n = 9,135
What are indicators of rebate influence?: Essentiality

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

![Bar chart showing percentage of consumers who would not have purchased/leased their EV without rebate over different years.](chart.png)

- **2013–2015:** 46%
- **2015–2016:** 56%
- **2016–2017:** 58%

2016–2017 edition: weighted, n=9,261
## CVRP Consumer Survey

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</thead>
<tbody>
<tr>
<td>Responses</td>
<td>n = 19,460</td>
<td>n = 11,611</td>
<td>n = 8,957</td>
<td>n = 40,438</td>
</tr>
<tr>
<td>FCEVs:</td>
<td>Dec 2010 – May 2017</td>
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## CVRP Program Population (Application Data)

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</thead>
<tbody>
<tr>
<td>N</td>
<td>91,081</td>
<td>45,698</td>
<td>46,839</td>
<td>1,749</td>
</tr>
<tr>
<td>N</td>
<td>185,367</td>
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Note: Results before the Income Cap (3/2016) are conservative.
We work nationally in the clean energy industry and are always open to collaboration.

What would you like to know more about?

What decisions are you facing?

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