Impact of EV Incentive Programs
NASEO Annual Meeting

September 14, 2015
CSE Electric Vehicle Activities

- Incentives Design & Administration
- Consumer & Dealer Outreach
- Stakeholder Engagement
- Fleet Assistance & Clean Cities
- PEV, Alt.-Fuel, & ZEV Planning & Implementation
- 2nd Life Battery Research & Vehicle-Grid Integration
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Outline

- State EV Incentive Programs & Associated Funding Mechanisms
  - Massachusetts Program (MOR-EV):
    - Program Functionality
    - Data collected
      - Program Statistics
      - Survey Data
    - Project Impact
EV Incentive Programs: Overview

• $1,500-$3,000 per vehicle depending on vehicle type
• Quick rebate distribution (days or weeks, depending on who receives)
• Rebates transferred to the dealer (price discounted at point of sale) or direct to the consumer
• Rebate checks mailed or ACH direct deposit to recipient
• Education and outreach, data collection, survey components
EV Incentive Programs: History & Funding

California Rebate Program - 2010
• 2007 Legislation (AB118) allowing vehicle registration fees
• Greenhouse Gas Reduction Fund

Massachusetts Rebate Program - 2014
• Regional Greenhouse Gas Initiative

Connecticut Rebate Program - 2015
• Utility Settlement
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MOR-EV IS A MASSACHUSETTS PROGRAM THAT ISSUES REBATES TO ELECTRIC VEHICLE DRIVERS

Purchase or lease an eligible electric vehicle and apply for your rebate today!

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**APPLY FOR A REBATE**

Apply for incentives of up to $2,500 for the purchase or lease of new electric vehicles, including battery electric, plug-in hybrid electric and fuel cell electric vehicles.

**AVAILABLE FUNDING**

Track reserved and available funding amounts. $1.85M is available for the initial program year to increase the number of electric vehicles on the road.

**PROGRAM STATISTICS**

Find information on distribution of rebates over time and across the state, including specific vehicle category and manufacturer information.

**FREQUENTLY ASKED QUESTIONS**

Need a question answered? Check the FAQ page for more information on the application process, program eligibility and other program details.

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www.mor-ev.org
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www.mor-ev.org
Application: Simplicity is Key

Application Process

Step 1: Go to www.mor-ev.org
Step 2: Select vehicle and fill out application
Step 3: Email supporting documents
Step 4: Receive check in mail

mor-ev.org
Application Requirements:
- Personal information
- Vehicle information
- Dealer information

Supporting Documentation:
- Signed application form
- Sales/lease contract
- Vehicle registration
- MA driver’s license
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Available Funding: Transparency is Key

- An additional $1.86 million in rebate funding was added in April 2015
- Funding is expected to be depleted by February 2016 at current reservation rates
Program Statistics

MOR-EV is a Massachusetts program that issues rebates to electric vehicle drivers. Purchase or lease an eligible electric vehicle and apply for your rebate today!

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Track reserved and available funding amounts. $1.85M is available for the initial program year to increase the number of electric vehicles on the road.

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www.mor-ev.org
Program Statistics

MOR-EV Rebates by Month

Vehicle Category:
- BEV
- PHEV+
- PHEV
- ZEM

Rebates by Vehicle Category

Drivers Who Have or Plan to Install a Level 2 Charger

Have or Plan to Install 65.6%
No Charger 34.4%

Rebates by Vehicle Make

Top EV Retailers by Rebates

Center for Sustainable Energy
Rebate Distribution Map by County

Top 5 Counties
- Middlesex: 428
- Essex: 133
- Norfolk: 126
- Worcester: 104
- Hampshire: 55
Rebate Distribution Map by Zip
MOR-EV Survey Analysis

• Driver Survey on variety of EV-related topics:
  – Demographics
  – Vehicle Use
  – Purchase Motivations
  – Charging behavior and needs
  – Utility rate awareness

• 52% Response Rate

• Respondents are representative of MOR-EV population along the following parameters

Source: MOR-EV Program Survey Analysis
MOR-EV Demographics Summary

- **Average Age:** 50 years old
- **Sex:** 80% male
- **Median Household Income:** $150,000 - $199,999
- **Highest Level of Education:** 87% have at least a 4 year degree and over half have a graduate degree.
- **Single-Family Homeowners:** 86%
- **Installation of Solar:** Only 17% have installed solar PV, 24% are interested but 59% have no interest in solar

CA data shows a shift toward mainstream with lower incomes, more home renters, and more multi-unit dwelling drivers

Source: MOR-EV Program Survey Analysis
How are drivers using their new EVs?

Replacement Vehicles and Primary Vehicles in the household

Massachusetts
- 70% Replacement vehicle
- 30% Additional vehicle

California
- 73% Replacement vehicle
- 26% Additional vehicle

Connecticut
- 71% Replacement vehicle
- 28% Additional vehicle

Source: MOR-EV, CVRP and CHEAPR Program Survey Analysis
Impact of Incentive

75% of drivers say the MOR-EV rebate was an “extremely” or “very” important factor in the decision making process to acquire an EV.

Similarly, 86% of Connecticut EV drivers and 72% of California EV drivers say the state rebate was also an “extremely” or “very” important factor.

Source: MOR-EV Program Survey Analysis
Impact of Incentive

California
- 44% Would not purchase/lease EV without rebate
- 56% Would purchase/lease EV without rebate

Massachusetts
- 50% Would not purchase/lease EV without rebate
- 50% Would purchase/lease EV without rebate

Connecticut
- 38% Would not purchase/lease EV without rebate
- 62% Would purchase/lease EV without rebate

Rebates effectively more than doubling the EVs on the roads

Source: MOR-EV, CVRP and CHEAPR Program Survey Analysis
Conclusion

• Wide variety of program design and funding sources
• Application simplicity and funding transparency key program features
• 3/4 of EVs acquired replaced another vehicle
• Rebate impactful in decision-making for drivers
• Over 50% of adopters would not have acquired EV without the state rebates
Questions?

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