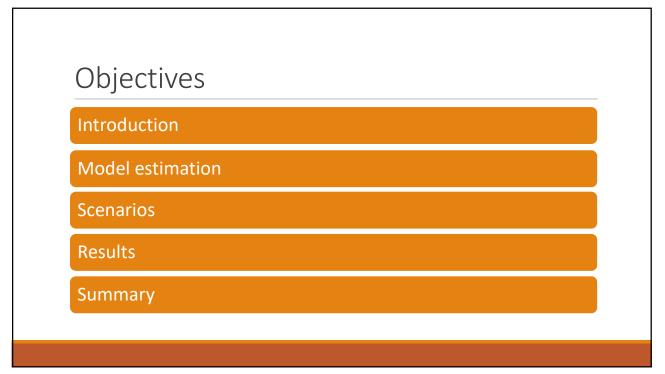
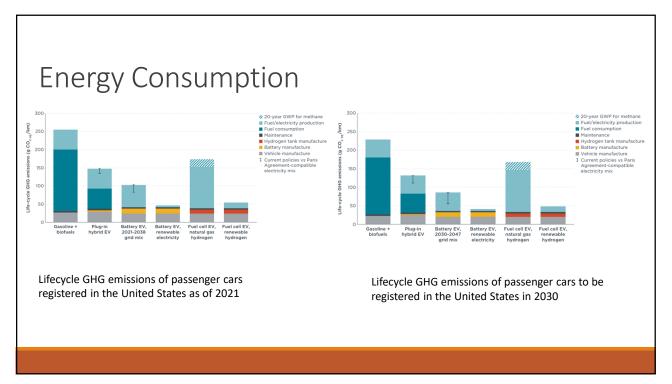
Estimating the Effectiveness of Incentives on the Adoption of Electric Vehicles

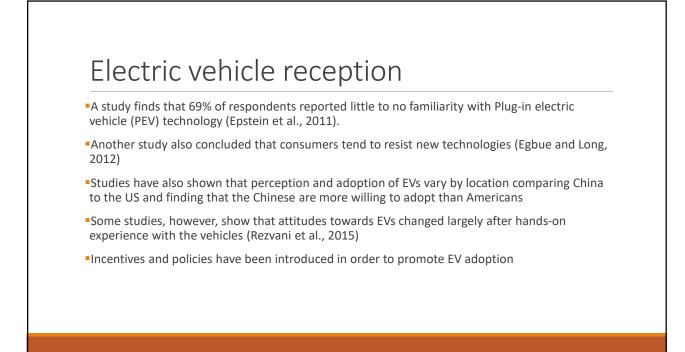
BY: MICHELLE IMARAH, EIT & DR. GREG ERHARDT



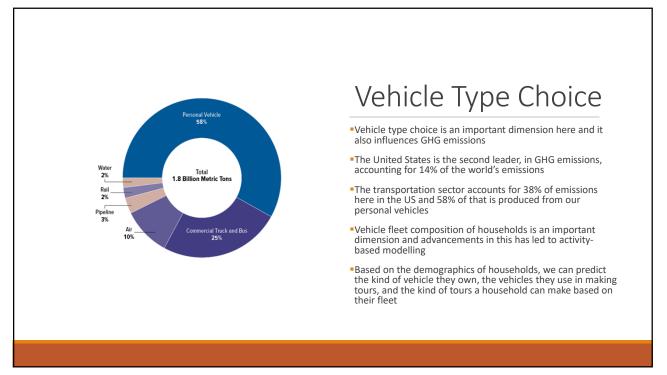
Introduction

- Electric vehicles (EVs) are being reintroduced back into the car market as a possible solution to greenhouse gas emissions
- •Other concerns like increased foreign oil dependency, increasing oil prices, global economic crisis and the consequences of climate change has sparked renewed interest in all alternative fuel vehicles, especially EVs
- In the global automotive market, EVs represent 26% of new sales (2021)
- The US Department of Energy reports that from 2014 till 2022, EV sales in the country have grown from 3% to 5.8% of new cars sold
- The Biden administration has however set an ambitious goal of 50% of new sales being EVs by 2030, with that figure rising to 64% by 2032









Problem Statement

- •This study uses a multinomial logit model of vehicle type choice to calculate the probability of each household owning each available vehicle type alternative, where we consider body type, fuel type, and vehicle age
- •The study goes further to test electric vehicle incentives based on scenarios and analyze the effect of each incentive on promoting electric vehicles amongst these households
- •This study will be useful to transportation planners, policy makers, EV manufacturers and more in preparing us for the future of EVs

Data sources

- Erhardt et al's "Estimating and Implementing a Vehicle Type Model in an Activity Based Travel Model Framework' paper
- 2017 National Household Travel Survey (NHTS)
- US Environmental Protection Agency (EPA) fuel economy testing database
- California Energy Commission
- Beaureau Transportation of Statistics (BTS)
- US Department of Energy
- Plugshare

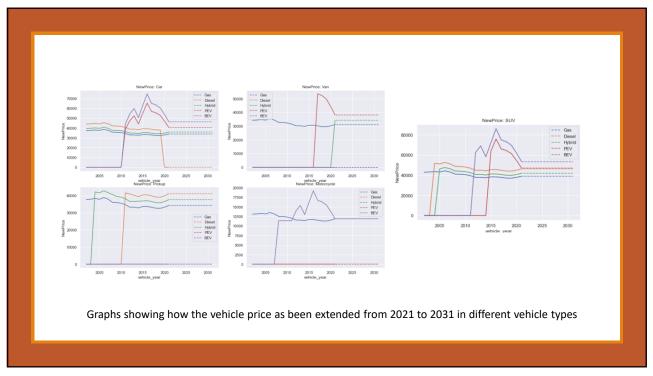
Methods

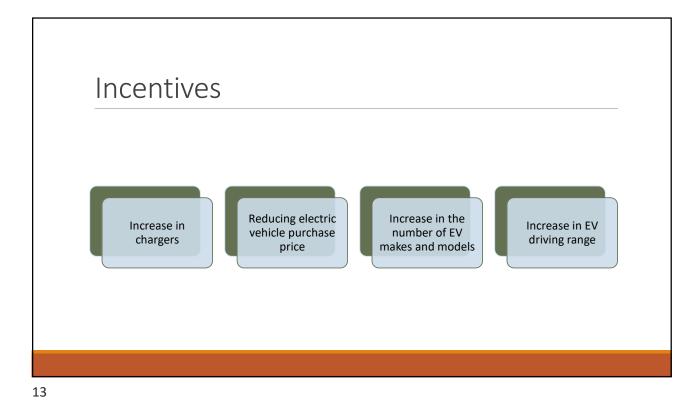
- Body type options: 'Car', 'Van', 'SUV', 'Pickup', 'Motorcycle'
- •Fuel type options: 'Gas', 'Diesel', 'Hybrid', 'Plug-in Electric Vehicle (PEV)', 'Battery Electric Vehicle (BEV)'
- Vehicle age: 1 to 20 years
- Model estimation resulted in 194 coefficients
- •The addition of incentives then creates different scenarios based on that incentive
- A restriction was added where if there are no models available for a vehicle type, the alternative is not available to the household

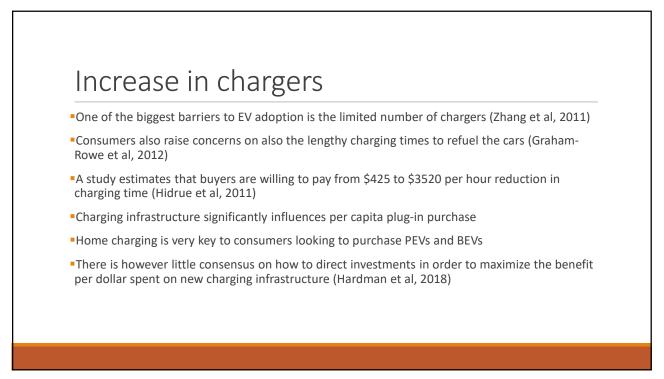
Variable	Alts/Segments		Coef.		T-Stat
LN (1+Number of Models Available)			0.605		47.56
LN (1+Number of Makes Available)			0.260		14.01
Miles per Gallon (or equivalent)			0.012		7.75
LN (Range for BEVs (mi))			3.752		18.59
BEV Range is less than average round- commute distance	trip		-0.702		-1.70
LN (1+Chargers per capita in MSA/State)	BEV		1705.1	10	14.52
Chargers per sq mi in MSA or State			0.000	018	7.64
Variable	Alts/Segments	Coef.		T-Stat	
	Income \$0-24k	-0.000	11	-25.03	
	Income \$25-49k	-0.000	10	-23.62	
Purchase Price of New Vehicle (2017 \$)	Income \$50-99k	-0.000	09	-21.60	
Fulchase Frice of New Vehicle (2017 3)	Income \$100-150k	-0.000	08	-19.25	
	Income \$150k+	-0.000		-14.62	
	Income is Missing	-0.000	08	-17.36	
	Income \$0-24k	0.107		79.70	
	Income \$25-49k	0.047		43.22	
Income – Age (per year)	Income \$100-150k	-0.037		-33.05	
	Income \$150k+	-0.071		-54.96 0.46	

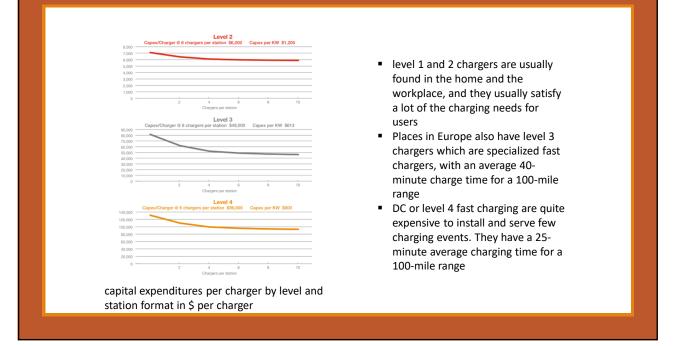
2031 base year

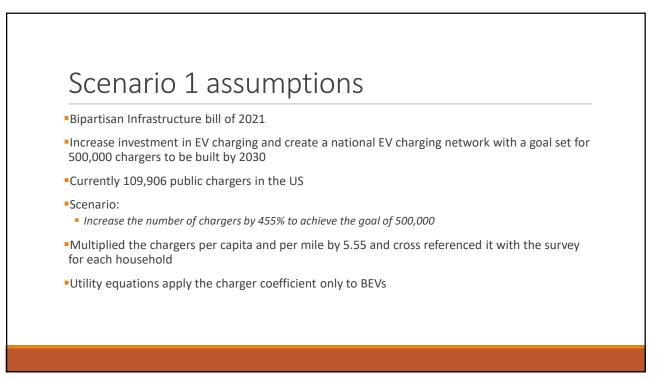
- •We apply the model to a 2017 population while considering vehicle options that may be available in 2031
- •We extend the 2021 current data on vehicle price, number of makes and models, and range 10 years towards 2031
- •We choose 2031 as our base year as that is they year in which all incentives mentioned in the Inflation Reduction Act (IRA) expires
- Also, by 2031 we are ensured a range of option of vehicles up to 20 years old which will be the year 2012, the age limit used in the model











				Age		
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total
			Base (ni	umber of vehicles)		
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,89
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,41
Desults	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,02
Results	PEV	1,715,757	1,387,673	703,492	126,541	3,933,46
	BEV	1,537,011	1,223,441	528,991	17,699	3,307,14
 Moderate decrease amongst gas, 	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,93
diesel, hybrids and PEVs			Scenario 1	(number of vehicles	.)	
Moderate increase in BEVs	Gas	48,939,312	40,488,899	55,676,972	59,819,488	204,924,67
moderate increase in DEVS	Diesel	1,210,712	1,003,616	1,280,697	810,579	4,305,60
	Hybrid	2,715,958	2,195,512	1,945,893	1,585,491	8,442,85
	PEV	1,715,076	1,387,190	703,255	126,502	3,932,02
	BEV	1,557,517	1,238,793	535,549	17,922	3,349,78
	Total	56,138,576	46,314,009	60,142,366	62,359,982	224,954,93
			Perc	ent Difference		
	Gas	-0.02%	-0.02%	-0.02%	-0.01%	-0.02
	Diesel	-0.02%	-0.02%	-0.02%	-0.02%	-0.029
	Hybrid	-0.03%	-0.03%	-0.02%	-0.02%	-0.039
	PEV	-0.04%	-0.03%	-0.03%	-0.03%	-0.049
	BEV	1.33%	1.25%	1.24%	1.26%	1.29
	Total	0.01%	0.01%	-0.01%	-0.01%	0.009

Reducing EV purchase price

Prices of EVs remain a dominant barrier to widespread adoption

- A lot of consumers are concerned about the financial implications of purchasing EVs (Graham-Rowe, 2012)
- A literature review discussing consumer preferences for EVs finds purchase price to have a negative and high significant influence on the EV utility in all studies (Liao et al, 2016).
- The high purchase cost of EVs could also be attributed to the high cost of the battery on which it runs, and battery cost must drop significantly before EVs will find a mass market without subsidy (Hidrue et al, 2011)
- On the other hand, a study found that those who are open to purchasing PEVs will pay an average of \$1858 more to save \$500/year in gas (Krupa et al, 2014)
- A lot of consumers will rather purchase a PEV over a BEV
- Krupa also found that incentives like rebates and tax credits, applied at point of sale to be the most effective at promoting EVs
- Today, however, we do see as EVs are getting more popular, that prices are coming down and ownership costs are getting lower

Scenario 2 assumptions

Inflation Reduction Act of 2022

It provides a \$4,000 consumer tax credit for lower- and middle-income individuals to buy used-clean vehicles for less than \$25,000, and up to \$7,500 tax credit to buy new clean vehicles

•EVs must be assembled in North America in order to be eligible for the \$7500 tax credit and 40% of metals must come from North America or a free-trade partner.

Single people who earn more than \$150,000 a year and couples who earn more than \$300,000 a year will not be eligible for any form of EV tax credit

The new EV tax credit will be a point-of-sale credit

Scenario:

- reducing the price of EVs by \$6,000 for HH incomes less than \$50,000
- For HH incomes between \$50,000 and \$150,000, reduce the EV price by \$2,000; and
- For Households earning more than \$150,000, EV prices are unchanged

				Age				
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total		
			Base (num	ber of vehicles)				
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,892		
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,411		
	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,024		
Results	PEV	1,715,757	1,387,673	703,492	126,541	3,933,462		
nesuns	BEV	1,537,011	1,223,441	528,991	17,699	3,307,142		
decrease in gas, diesel, and hybrid	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,932		
vehicles by a small percentage	Scenario 2 (number of vehicles)							
PEVs and BEVs have increased by	Gas	48,593,092	40,165,961	55,181,434	59,234,894	203,175,380		
over 20% in the vehicle share	Diesel	1,203,420	996,783	1,270,719	803,036	4,273,957		
Findings are in line with the	Hybrid	2,694,908	2,176,007	1,926,606	1,567,815	8,365,335		
literature review	PEV	2,130,947	1,797,499	929,327	176,829	5,034,601		
	BEV	1,861,400	1,542,277	678,479	23,504	4,105,659		
	Total	56,483,767	46,678,525	59,986,564	61,806,076	224,954,932		
			Percer	nt Difference				
	Gas	-0.7%	-0.8%	-0.9%	-1.0%	-0.9%		
	Diesel	-0.6%	-0.7%	-0.8%	-0.9%	-0.8%		
	Hybrid	-0.8%	-0.9%	-1.0%	-1.1%	-0.9%		
	PEV	24.2%	29.5%	32.1%	39.7%	28.0%		
	BEV	21.1%	26.1%	28.3%	32.8%	24.1%		
	Total	0.6%	0.8%	-0.3%	-0.9%	0.0%		

Increasing number of EV makes and models

Limited peer-reviewed journals on how more options of makes and models affects EV adoption

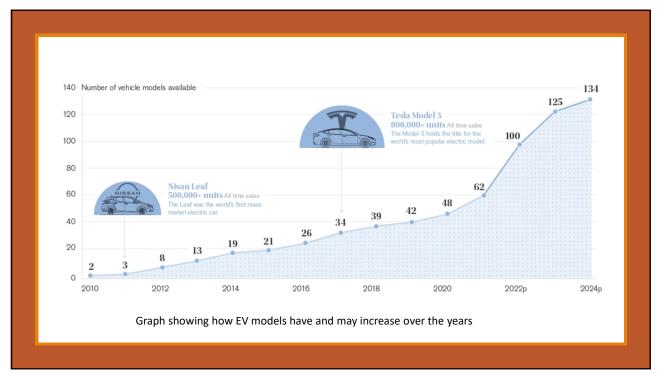
Higher EV market share increases EV preference (Liao et al, 2016)

•There is a demand for the electrification of pickup trucks and SUVs, these popular models will have an impact on adoption in the US (Hensley, 2022)

 Six automakers and 30 countries signed a pledge to end the sales of gas and diesel-powered cars worldwide by 2040 (Miller, 2021)

Major industry players in the EV market include Tesla, Karma, Lucid, Rivian, Lordstown, Nikola

 Tesla is currently in the lead of selling the most EVs, selling around 360,000 units in the US in 2022



Scenario 3 assumptions

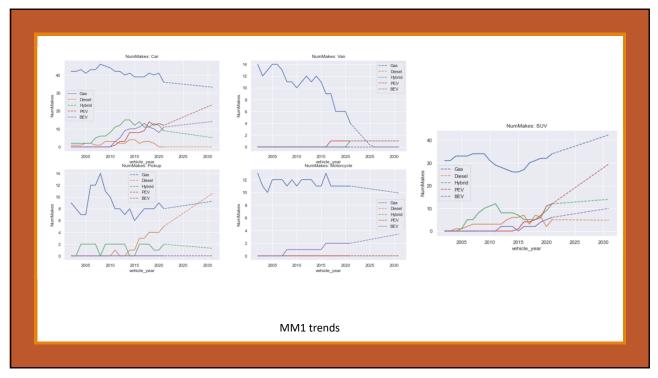
Two scenarios were created: MM1 and MM2

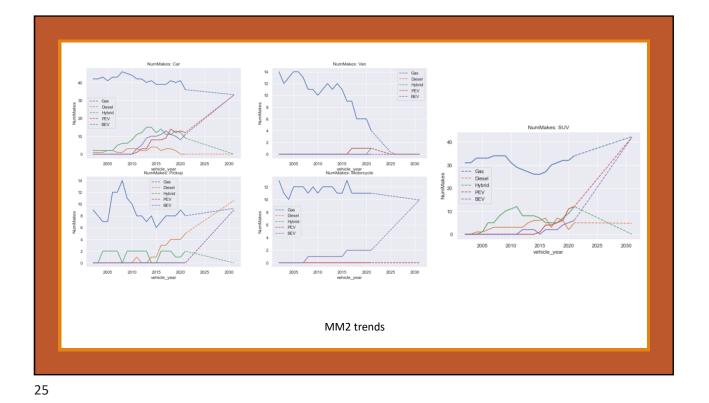
MM1 Scenario:

- Continue existing trends with the number of makes and models
- From this, it projects gas, diesel, and hybrids to reduce in number towards 2031
- Pickup-diesel is an exception which still sees increase in trends
- PEVs and BEVs increase in number
- Exceptions include pickups and vans that have 1 or 0 makes and models for BEVs and PEVs
- Motorcycles have no makes or models for diesel, hybrids, and PEVs

MM2 Scenario:

- Gas and diesel continue existing trends
- Vans will have zero models for all types by 2031
- Hybrids will phase out by 2031 in favor of more PEVs
- Every other vehicle will be available with a gas, PEV, and BEV option by 2031





				Age			
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total	
		-	Base (nu	mber of vehicles)			
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,892	
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,411	
	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,024	
MM1 results	PEV	1,715,757	1,387,673	703,492	126,541	3,933,462	
	BEV	1,537,011	1,223,441	528,991	17,699	3,307,142	
little decrease in gas vehicles of less	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,932	
than 2%			Scenario 3	(number of vehicle	s)		
significant increases in EVs,	Gas	48,716,723	39,600,166	54,543,052	58,777,281	201,637,223	
specifically plug-ins with over 35%	Diesel	1,848,592	1,186,833	1,253,188	795,474	5,084,086	
increase	Hybrid	3,048,791	2,271,036	1,903,234	1,555,983	8,779,044	
increase in diesel vehicles by 18%	PEV	2,891,034	1,714,918	686,106	123,858	5,415,916	
BEVs also have a strong increase of	BEV	2,132,118	1,375,488	513,819	17,239	4,038,664	
over 20%	Total	58,637,258	46,148,441	58,899,398	61,269,835	224,954,932	
	Percent Difference						
	Gas	-0.5%	-2.2%				
	Diesel	52.7%	18.2%	-2.2%	-1.9%	18.1%	
	Hybrid	12.2%	3.4%		-1.9%		
	PEV	68.5%	23.6%	-2.5%	-2.1%	37.7%	
	BEV	38.7%	12.4%	-2.9%	-2.6%	22.1%	
	Total	4.5%	-0.3%	-2.1%	-1.8%	0.0%	

				Age				
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total		
			Base (num	ber of vehicles)				
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,89		
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,41		
5	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,02		
	PEV	1,715,757	1,387,673	703,492	126,541	3,933,46		
ts here	BEV	1,537,011	1,223,441	528,991	17,699	3,307,14		
reatly	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,93		
reasing		_	Scenario 3 (n	umber of vehicles)				
cicasing	Gas	21,273,517	16,950,301	23,078,960	24,807,532	86,110,3		
ecrease	Diesel	799,946	504,450	527,027	335,965	2,167,3		
	Hybrid	314,762	679,022	780,514	633,533	2,407,8		
th	PEV	34,917,727	14,036,188	268,028	47,808	49,269,7		
ii i	BEV	60,519,815	24,286,677	186,949	6,213	84,999,65		
	Total	117,825,767	56,456,637	24,841,478	25,831,051	224,954,93		
	Percent Difference							
	Gas	-56.5%	-58.1%	-58.6%	-58.5%	-58.0		
	Diesel	-33.9%	-49.7%	-58.9%	-58.6%	-49.7		
	Hybrid	-88.4%	-69.1%	-59.9%	-60.0%	-71.5		
	PEV	1935.1%	911.5%	-61.9%	-62.2%	1152.6		
	BEV	3837.5%	1885.1%	-64.7%	-64.9%	2470.2		
	Total	109.9%	21.9%	-58.7%	-58.6%	0.09		

MM1 VS MM2

Both models tell us something different about the state of EVs

•MM1 tells us that if manufacturers and policy makers continue with creating EVs at our current rate, by 2031, we will have a moderate increase in EVs but a very low decrease in gas vehicles

•MM2, on the other hand, tells us that if we take more drastic measures like cutting off production of hybrids and matching EVs to that of conventional fuel vehicles, there will be a far more significant impact of consumers purchasing EVs

Decrease and provide the provided of the provided of

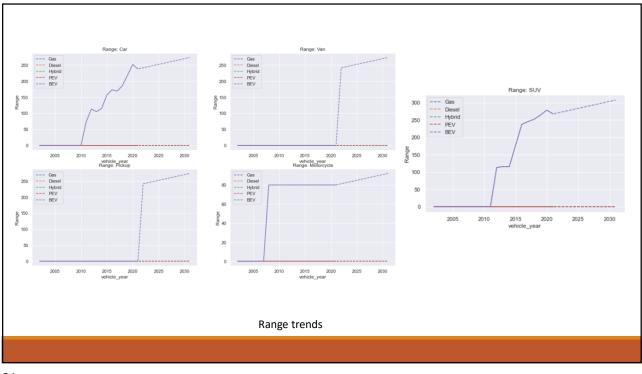
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Scenario 4 assumptions

This range scenario only applies to BEVs as it runs solely on battery and does not have an extra motor

Scenario:

Increase the range by 1.5% per year linearly



			Age						
Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total				
		Base (num	ber of vehicles)						
Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,892				
Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,411				
Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,024				
PEV	1,715,757	1,387,673	703,492	126,541	3,933,462				
BEV	1,537,011	1,223,441	528,991	17,699	3,307,142				
Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,932				
		Scenario 4 (number of vehicles)							
Gas	48,689,283	40,306,211	55,456,725	59,620,731	204,072,951				
Diesel	1,204,805	999,307	1,275,837	807,681	4,287,630				
Hybrid	2,698,875	2,183,164	1,936,172	1,578,828	8,397,039				
PEV	1,702,569	1,378,049	698,826	125,799	3,905,242				
BEV	2,330,486	1,420,602	523,453	17,529	4,292,070				
Total	56,626,019	46,287,333	59,891,013	62,150,568	224,954,932				
		Percer	t Difference						
Gas	-0.5%	-0.5%	-0.4%	-0.3%	-0.4%				
Diesel	-0.5%	-0.4%	-0.4%	-0.4%	-0.4%				
Hybrid	-0.7%	-0.6%	-0.5%	-0.4%	-0.6%				
PEV	-0.8%	-0.7%	-0.7%	-0.6%	-0.7%				
BEV	51.6%	16.1%	-1.0%	-1.0%	29.8%				
Total	0.9%	0.0%	-0.4%	-0.4%	0.0%				

Results

- Overall decrease in all other fuel types
- Rise in BEV share, around 50% increase
- However, the small decreases in other fuel types tell us that range alone may not be enough to drastically reduce the use of conventional vehicles

All scenarios

•We will be testing all scenarios together in the model

- Increasing number of chargers by 455%
- Decreasing price based in household groups
- Increasing the number of models and makes using MM1 and MM2
- Increasing the BEV range

Section will be divided into: All scenarios using MM1 and All scenarios using MM2

		Age					
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total	
			Base (r	umber of vehicles)			
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,892	
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,411	
	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,024	
	PEV	1,715,757	1,387,673	703,492	126,541	3,933,462	
	BEV	1,537,011	1,223,441	528,991	17,699	3,307,142	
	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,932	
Cooporios			Scenario !	6 (number of vehicle	es)		
l Scenarios	Gas	47,841,871	38,875,715	53,523,299	57,671,903	197,912,789	
sing MM1	Diesel	1,818,929	1,167,551	1,232,044	780,694	4,999,218	
	Hybrid	2,985,396	2,222,697	1,861,984	1,521,700	8,591,777	
	PEV	3,540,924	2,192,149	896,340	171,303	6,800,717	
	BEV	3,942,369	2,029,745	655,504	22,813	6,650,431	
	Total	60,129,490	46,487,857	58,169,172	60,168,413	224,954,932	
			Per	cent Difference			
	Gas	-2.3%	-4.0%	-3.9%	-3.6%	-3.4%	
	Diesel	50.2%	16.3%	-3.8%	-3.7%	16.1%	
	Hybrid	9.9%	1.2%	-4.3%	-4.0%	1.7%	
	PEV	106.4%	58.0%	27.4%	35.4%	72.9%	
	BEV	156.5%	65.9%	23.9%	28.9%	101.1%	
	Total	7.1%	0.4%	-3.3%	-3.5%	0.0%	

		Age						
	Fuel Type	1 to 5 years	6 to 10 years	11 to 15 years	16-20+ years	Total		
			Base (num	ber of vehicles)				
	Gas	48,951,048	40,497,062	55,686,560	59,828,222	204,962,892		
	Diesel	1,210,990	1,003,807	1,280,906	810,708	4,306,411		
	Hybrid	2,716,788	2,196,091	1,946,342	1,585,803	8,445,024		
	PEV	1,715,757	1,387,673	703,492	126,541	3,933,462		
	BEV	1,537,011	1,223,441	528,991	17,699	3,307,142		
	Total	56,131,595	46,308,074	60,146,292	62,368,972	224,954,932		
			Scenario (nu	mber of vehicles)				
l Scenarios	Gas	16,181,498	12,506,072	16,480,776	17,054,148	62,222,494		
I SCELIALIUS	Diesel	612,510	375,733	380,103	234,820	1,603,166		
ing MM2	Hybrid	237,911	499,343	557,104	433,363	1,727,721		
	PEV	32,390,026	13,224,317	247,484	45,150	45,906,977		
	BEV	85,994,712	27,324,579	169,567	5,716	113,494,574		
	Total	135,416,658	53,930,044	17,835,035	17,773,196	224,954,932		
			Percer	t Difference				
	Gas	-66.9%	-69.1%	-70.4%	-71.5%	-69.6%		
	Diesel	-49.4%	-62.6%	-70.3%	-71.0%	-62.8%		
	Hybrid	-91.2%	-77.3%	-71.4%	-72.7%	-79.5%		
	PEV	1787.8%	853.0%	-64.8%	-64.3%	1067.1%		
	BEV	5494.9%	2133.4%	-67.9%	-67.7%	3331.8%		
	Total	141.2%	16.5%	-70.3%	-71.5%	0.0%		

Findings from All Scenarios

- •For all of the above (MM1), we see decreases in gas vehicles, but some increase in diesel and hybrids as well
- Compared to all of the above (MM2), where gas, diesel, and hybrid drop by a significant amount
- In both scenarios, however, we see PEVs and BEVs increase remarkably by as much as 100% in MM1 and 3000% in MM2

Summary

Fuel Type	Base	Chargers	Price	Makes and	Makes and	Range	All of the Above	All of the Above				
				models 1	models 2		(MM1)	(MM2)				
				Numbe	er of Vehicles							
Gas	204,962,892	204,924,671	203,175,380	201,637,223	86,110,309	204,072,951	197,912,789	62,222,494				
Diesel	4,306,411	4,305,604	4,273,957	5,084,086	2,167,388	4,287,630	4,999,218	1,603,166				
Hybrid	8,445,024	8,442,853	8,365,335	8,779,044	2,407,831	8,397,039	8,591,777	1,727,721				
PEV	3,933,462	3,932,023	5,034,601	5,415,916	49,269,750	3,905,242	6,800,717	45,906,977				
BEV	3,307,142	3,349,781	4,105,659	4,038,664	84,999,654	4,292,070	6,650,431	113,494,574				
Total	224,954,932	224,954,932	224,954,932	224,954,932	224,954,932	224,954,932	224,954,932	224,954,932				
		Percent Difference from base										
Gas	0.0%	-0.02%	-0.9%	-1.6%	-58.0%	-0.4%	-3.4%	-69.6%				
Diesel	0.0%	-0.02%	-0.8%	18.1%	-49.7%	-0.4%	16.1%	-62.8%				
Hybrid	0.0%	-0.03%	-0.9%	4.0%	-71.5%	-0.6%	1.7%	-79.5%				
PEV	0.0%	-0.04%	28.0%	37.7%	1152.6%	-0.7%	72.9%	1067.1%				
BEV	0.0%	1.29%	24.1%	22.1%	2470.2%	29.8%	101.1%	3331.8%				

37

Limitations to the study

- Estimated from data based on the 2017 National Household Travel Survey
- Data like price, number of models, range are also retrieved from 2021
- 2031 base fleet is based on assumptions
- Made use of different methods of forecasting in order to reach the projected estimations over the years
- It is a cross-sectional study
- It is hard to measure the true changes especially over periods of time

E.P.A. Is Said to Propose Rules Meant to Drive Up Electric Car Sales Tenfold

In what would be the nation's most ambitious climate regulation, the proposal is designed to ensure that electric cars make up the majority of new U.S. auto sales by 2032.

Future work

https://www.nytimes.com/2023/04/08/climate/ biden-electric-cars-epa.html?smid=nytcore-iosshare&referringSource=articleShare

- Biden administration announced for autopollution limits in order to ensure 67% of new passenger cars sold in 2032 are all-electric
- Climate policy experts have found that nations would have to phase out sales of new gasoline vehicles by 2035 to prevent average global temperatures from increasing by 2.7-degree Fahrenheit