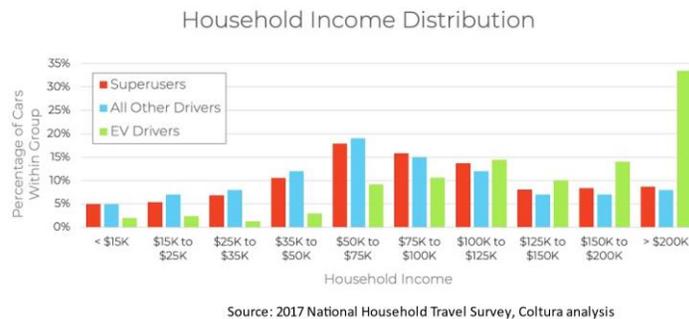


Coltura proposes revising EV incentives as follows to get the drivers burning the most gasoline to switch to EVs first. Doing so will reduce emissions more efficiently AND will do a better job of advancing equity in the transition to EVs. For more, see Coltura’s [report](#) on drivers in the top 10% in terms of gasoline consumption (“superusers”).

- 1. Revise EV incentives to maximize gasoline displacement per dollar spent.** Efficient spending on EV incentives means ensuring maximum gasoline displacement per dollar spent. Current EV incentives do not do this – they are the same for a Prius driver burning 20 gallons of gasoline a year as they are for a super-commuter in an inefficient vehicle burning 1,500 gallons of gas a year. Cash for clunkers programs pay the same for a clunker that is barely driven as for one that burns 1,000 gallons a year.
- 2. Tie the EV incentive amount to the vehicle’s past gasoline consumption.** The more gasoline a driver is burning, the bigger the incentive should be. For instance, an incentive of \$10/average annual gallon of gasoline burned would give a truck driver burning 1,500 gallons a year \$15,000 to switch to an EV. A Prius driver burning 40 gallons a year would get \$400. The amount could be calculated from the odometer reading when the vehicle was acquired – data available from the DMV or services like Carfax.
- 3. Advance equity by giving biggest EV incentives to biggest gasoline users.** Current EV drivers tend to be high-income. But the top 10% of gasoline users (“gasoline superusers”) mirror the income allocation of the general public, with most of them in low to middle income levels. Thus, reforming EV incentives by tying the amount of the incentive to past gasoline use would provide bigger incentives to lower and middle income drivers – **advancing equity while maximizing the climate benefit of each dollar spent.**



Low-income drivers who use the most gasoline would also realize enormous savings on fuel if they received a big enough incentive to get them to switch to an EV. Gasoline expenditures for the biggest gasoline users can comprise up to a third of low-income household earnings.

Additionally, the state could provide an extra incentive for lower-income drivers and/or drivers in disadvantaged communities. For instance, if the general EV incentive were \$10 per average annual gallon of gasoline burned, that amount could be increased to \$15 per average annual gallon burned for those below a certain income level.

- 4. Dedicate funding for additional policies to incentivize biggest gasoline users to switch to EVs.** More research is needed into the biggest users of gasoline about where they live, what they drive, why they use so much gasoline, their driving habits, and what it would take to get them to switch to EVs. Funding should be allocated to further study and focus groups of big gasoline users. Funding will also be needed to site public fast charging where gasoline superusers need it, and to educate gasoline superusers about EV incentives.