

mileage smart 

CAPSTONE  
—COMMUNITY ACTION—



# How it Works

MileageSmart offers low-income Vermonters 25% - up to \$5,000 - off of a used high-efficient vehicle.



## Do You Qualify?

- Must be a Vermont Resident
- Must be at or below 80% State Median Income (based on AGI)

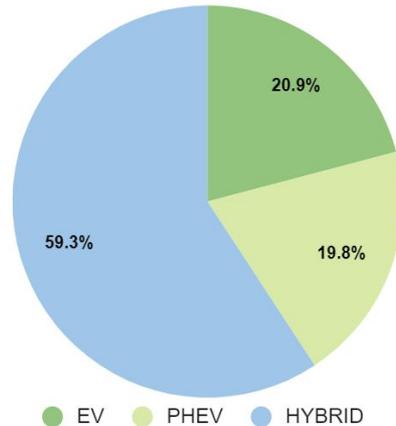
## Does the Car Qualify?

- Must be pre-owned
- Must be rated at least 40 combined MPG or MPGe
- Must be purchased at a Vermont Dealership
- Must be at or below J.D. Power Clean Retail Value

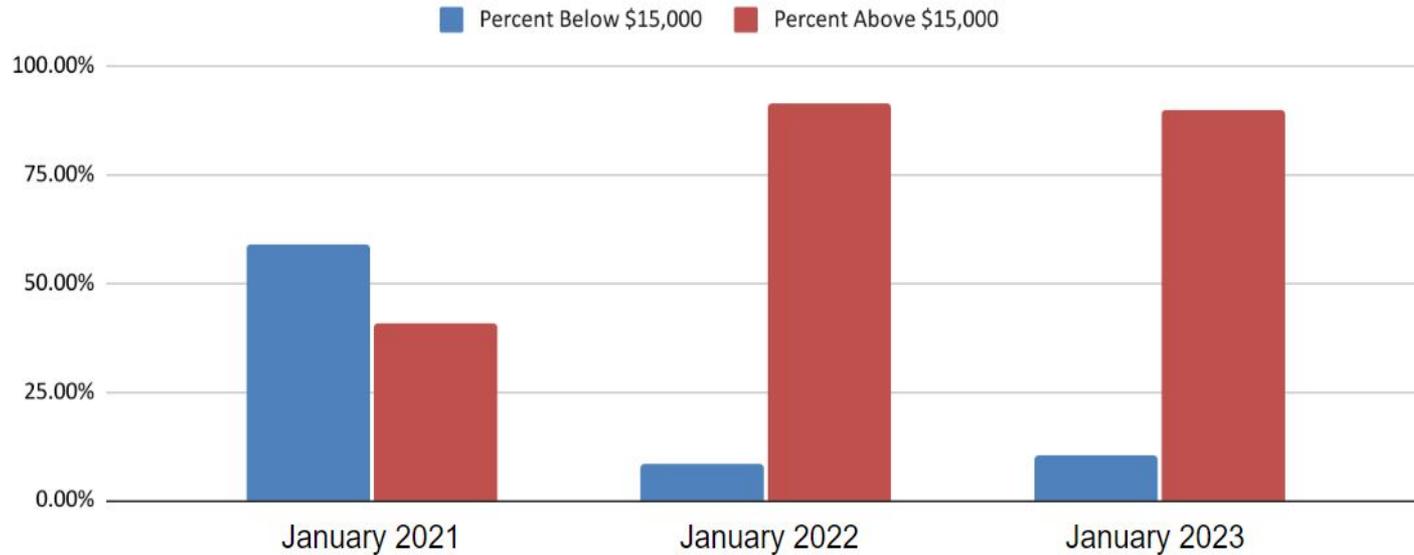
# Energy & Dollars Saved

- 507 Vermonters have purchased high-efficient vehicles through MileageSmart. Over \$2 million has been invested with an average incentive of \$4,248.
- Two in five MileageSmart participants purchased a plug-in hybrid or all-electric vehicle, such as a Chevrolet Bolt or a Nissan Leaf, and are now energizing some or all of their driving with electricity, with fuel savings between 50-70%.
- Three out of five participants purchased a gas-hybrid, such as a Toyota Prius or a Honda Insight. On average, the MileageSmart incentive helped them double their fuel efficiency (from 25 MPG to 50 MPG) and save \$530 per year, or 150 gallons per year per car.

Engine Type



## MileageSmart Eligible Vehicles - January Snapshot

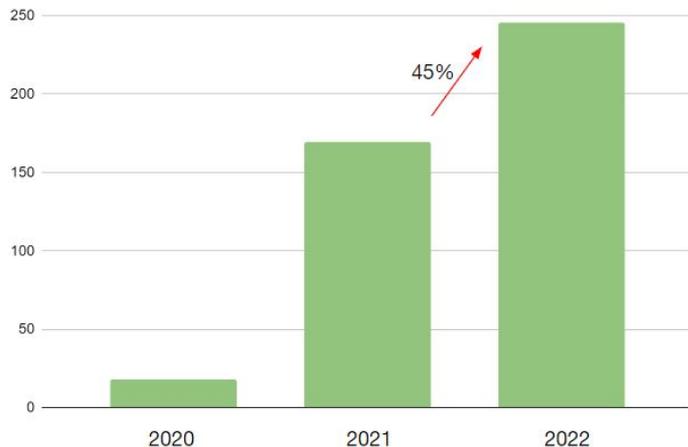


In January 2021, we started tracking MileageSmart eligible vehicles to circulate with all applicants on a weekly basis. At the beginning of 2021, our low-income participants had the inventory they needed to make an affordable investment. Over the past two years, our lowest-income participants have been priced out of the high efficiency market almost entirely.

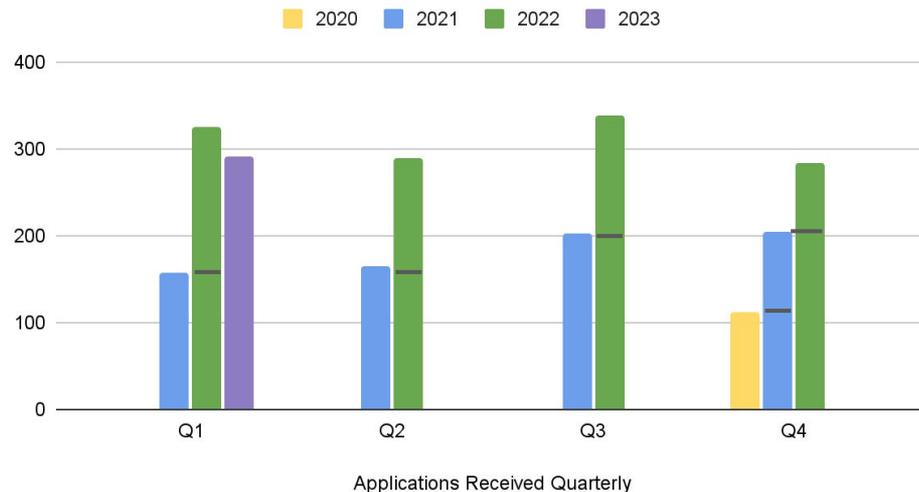
# Growth

- Since January 2021, we have connected with 78 dealerships, sharing information with management and sales teams via webinars and VADA outreach.
- MileageSmart maintains a steady presence on social media through ads, leveraged exposure from CAPs, auto dealers, non-profits, and other related organizations.
- MileageSmart takes advantage of external outreach opportunities such as broadcasted interviews, presenting in webinars, and attending community meetings of energy and climate groups.
- MileageSmart engages with our active applicants, supporting their car search with email updates of eligible vehicles on the market.

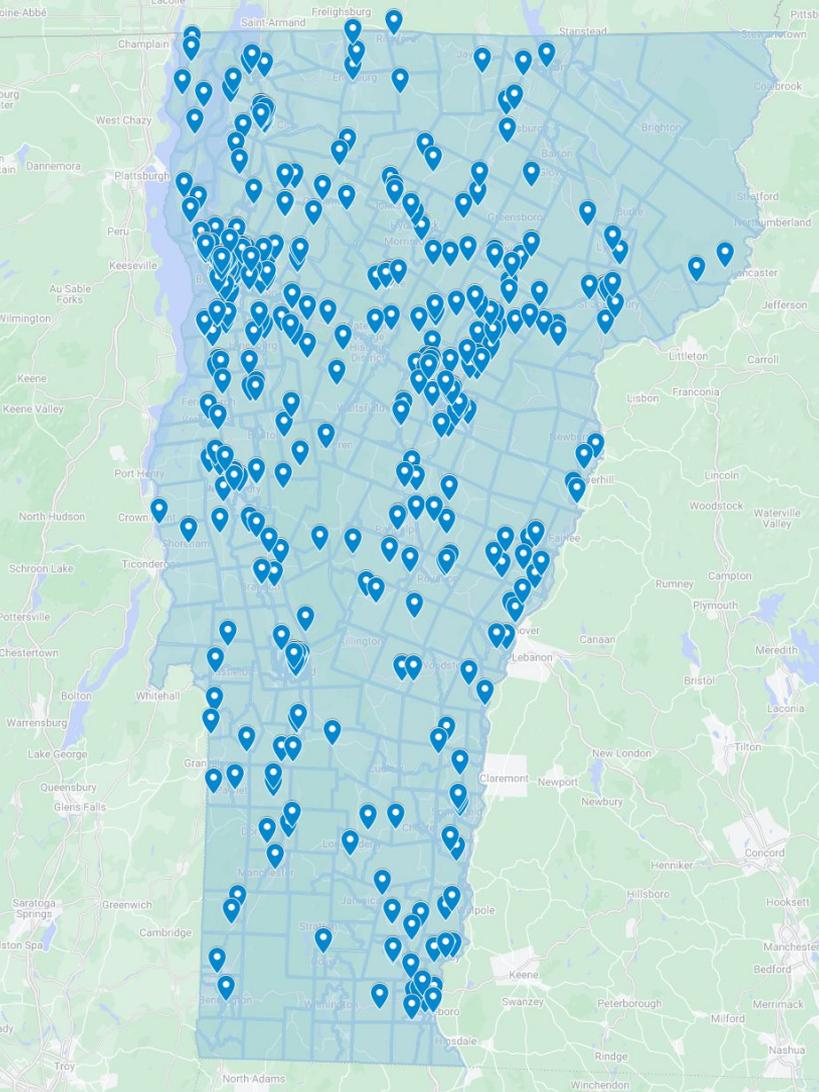
MileageSmart Vehicles Delivered by Year



Calendar Years



# Geographic distribution of MileageSmart incentives



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<https://www.mileagesmartvt.org/testimonials>