

March 10, 2026

# Vermont Transportation Electrification

Drive Electric Vermont Update for the  
Vermont House Transportation Committee

David Roberts

Managing Consultant, Drive Electric Vermont, VEIC

# About VEIC

**VEIC is on a mission to generate the energy solutions the world needs.**

**veic**

- Winooski-based nonprofit operates the Efficiency Vermont energy efficiency utility under an order of appointment with the Vermont Public Utility Commission
- VEIC also coordinates the Drive Electric Vermont program in partnership with the State and other stakeholders

Efficiency  
Vermont



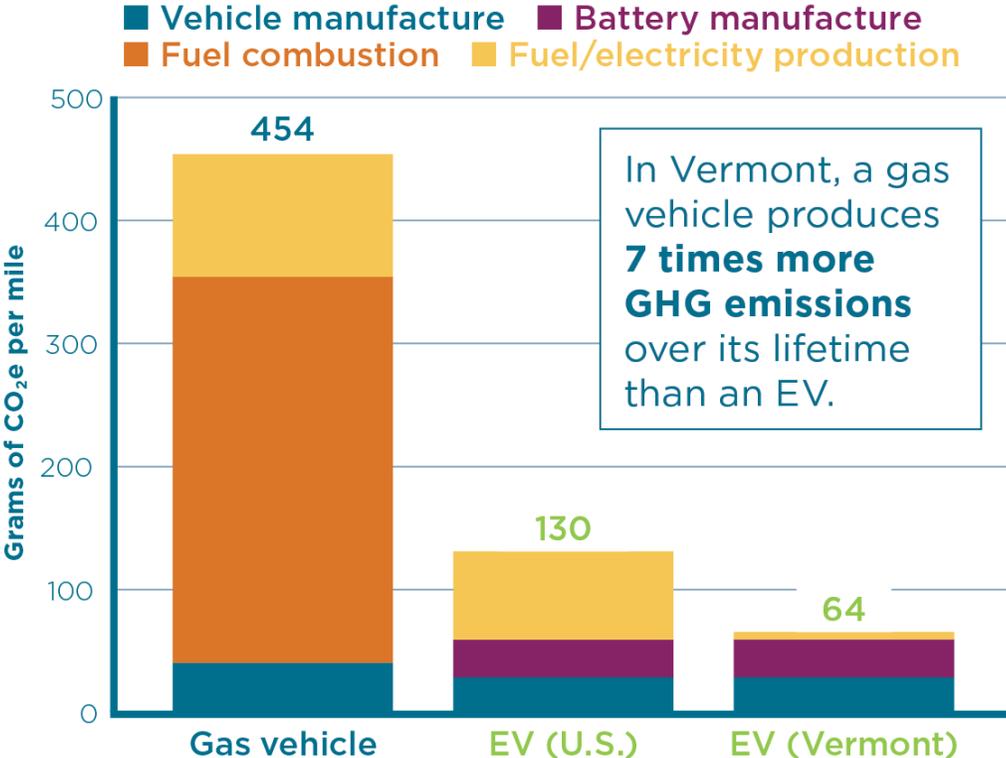
- EV Policy Overview
- Drive Electric Vermont
- Efficiency Vermont EV Programs
- Market Conditions
- Next Steps

# Agenda

# EV Emission Reductions

## 2024 Lifecycle GHG emissions of SUVs in the United States and Vermont

### Lifecycle GHG emissions of gas vs. electric vehicles



**Sources:** ICCT, “Life-cycle greenhouse gas emissions of U.S. sedans and SUVs with different powertrains and fuel sources,” 2024. Vermont electricity emissions based on 2020 life cycle emissions from Vermont Agency of Natural Resources/ERG, “Vermont Energy Sector Life Cycle Assessment,” 2024. **Notes:** Values represent emissions over the lifetime of a vehicle purchased in 2024. Emissions from EVs are presented separately for the U.S. and Vermont because Vermont’s electricity portfolio is much lower-emitting than the national average.



### EVs are still cars

Reducing vehicle travel is the most efficient way to address transportation emissions.



# Vermont Climate Action Plan

## Transportation Electrification Mitigation Pathways – DEV Support



### Vermont Climate Action Plan 2025

VERMONT CLIMATE COUNCIL

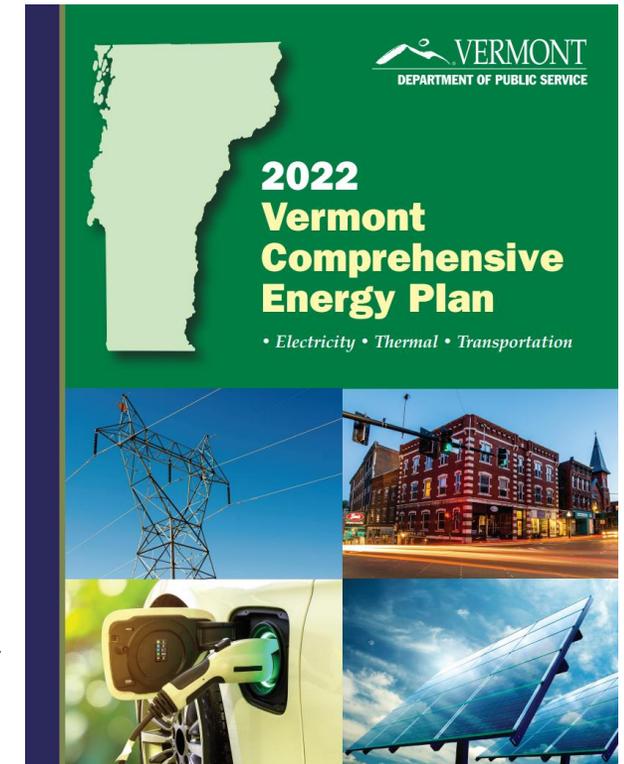
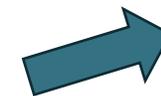
#### Light Duty Vehicle Electrification

- Advanced Clean Cars Regulation
- Purchase Incentives
- Public Charging Infrastructure
- Education & Marketing

#### Heavy Duty Vehicle Electrification

- Advanced Clean Trucks Regulation
- Fleet Technical Assistance

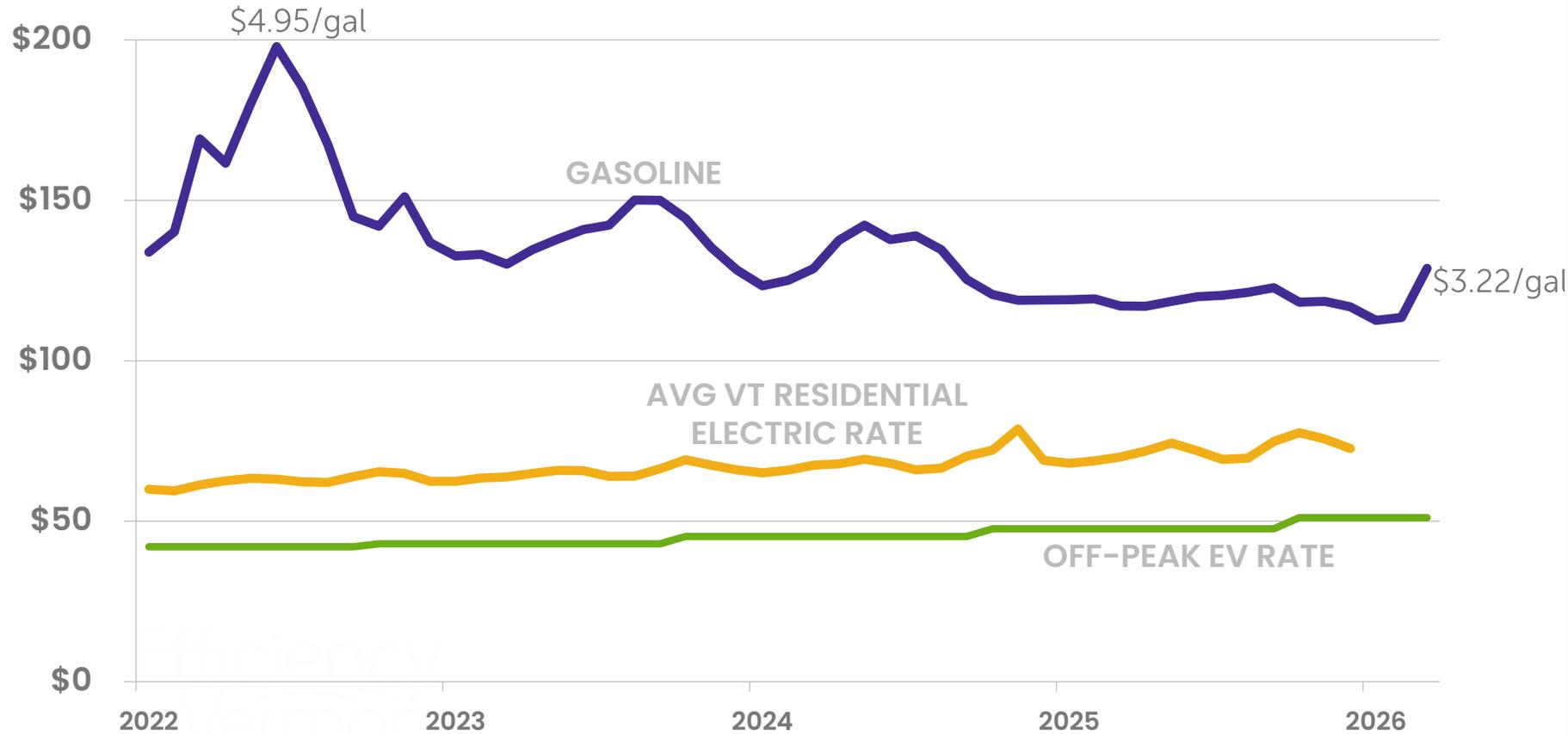
2022 Energy plan includes similar recommendations for EV programs



<https://climatechange.vermont.gov/cap-2025>

<https://publicservice.vermont.gov/about-us/plans-and-reports/department-state-plans/2022-plan>

# VT Monthly Fuel Cost Comparison



Sources: US Energy Information Administration VT avg home electric rate and VEIC  
Assumptions: 25 mpg gasoline vehicle; 3 mile per kWh EV; 1,000 miles per month

**Forbes**

**BREAKING** | BUSINESS

## Gas Prices Are Already Up 50 Cents Per Gallon—And Rising

By [Mary Whitfill Roeloffs](#), Forbes... [Follow Author](#)

Published Mar 09, 2026, 12:20pm EDT

[Add Us On Google](#)

**TOPLINE**

The price of a gallon of gas has risen 50 cents on average since President Donald Trump attacked Iran over a week ago, data from AAA shows, and experts say it could easily rise another 50 cents before the end of the month if war continues in the Middle East.

EV Policy Overview

**Drive Electric Vermont**

Efficiency Vermont  
Programs

Market Conditions

Next Steps

**Drive Electric  
Vermont:  
Trusted  
Information  
for Vermont  
Consumers &  
Businesses**

# About Drive Electric Vermont

- Drive Electric Vermont is a public-private partnership established in 2012 by VEIC and the State of Vermont
- Working to advance transportation electrification through:
  - Industry coordination and support
  - Consumer education and outreach
  - Incentive program support and dealer engagement
  - Business and municipal fleet support
  - EV charging planning and support



<https://www.driveelectricvt.com/>

# VT Transportation Electrification

## An Evolving Framework of Support – Carrots, Sticks, & “Megaphones”

### Light Duty EVs

- ~~Federal Fuel Economy Requirements~~
- ~~Federal EV tax credit (new and used)~~
- ~~State of Vermont incentives (personal and business vehicles)~~
- ~~Replace Your Ride~~
- **Advanced Clean Cars Regulations\***
- Electric utilities - Renewable Energy Standard programs
- Automaker incentives

### Medium & Heavy Duty EVs

- ~~Federal Low/No Emission bus grants~~
- Federal / VT ANR DERA grants
- VW Environmental Mitigation Funds
- Electric utilities – Renewable Energy Standard
- US EPA Clean School Bus program
- ~~Federal Commercial Clean Vehicle Tax Credit~~
- **Advanced Clean Truck Regulation\***



### EV Charging

- VW Environmental Mitigation Funds
- Federal sources (NEVI, ARPA, CFI funding)
  - Tax credit ends 6/30/2026
- State funds (via ACCD/GMP)
- Electric utilities / PUC (Tier III, EV rates)
- Energy Efficiency Modernization Act (at dealers)
- Agency of Ag weights & measures certification

### Dealer Supply Chain Development

- Efficiency Vermont EV dealer network
- Dealer industry groups (VT VADA / NADA)
- Automaker franchisor activities

### Consumer Awareness and Education

- Drive Electric Vermont website and activities
- Efficiency Vermont marketing campaign activities
- Electric utilities
- Local advocates
- Auto dealers
- Auto manufacturers

\* Enforcement paused by Gov Scott; Authority rescinded by Congress, currently under legal challenge

# DEV Outreach and Education

- Consumers are aware of EV technology, but many are unsure about purchasing
  - 24% very likely to consider EV purchase for next vehicle
  - **35% somewhat likely**
  - 41% neutral or unlikely to purchase an EV
- Firsthand experience increases consideration
  - Just riding in an EV can double interest
- Resources and tactics
  - DEV website – redesign launched in 2025
  - Incentive tools
  - Customer support
  - Marketing campaigns (Efficiency Vermont through EEMA)
  - Equity-focused research and program development
  - 60 In-person and virtual events in 2025

**About 1/3 of EV  
"non-considerers" cite  
lack of information as a  
barrier**

# DEV Website Monthly Visitors



# DEV Incentive Resource

“As understanding of EV incentives rises, so does the likelihood of consideration. However, approximately 40% of shoppers say they do not have a solid understanding of such incentives.

**Prioritizing initiatives and efforts to educate consumers about the EV proposition – including available incentives and how they work – is vital to accelerating market growth.”**

[2024 J.D. Power U.S. Electric Vehicle Consideration Study](#)

DRIVE ELECTRIC VERMONT

Language

## Find Your Incentives

PLEASE NOTE: Incentives can be combined, and availability can change based on funding.

What **technology** are you looking for?

All-electric vehicles

Who is your **electric utility**?

Swanton Electric Department

Are you looking for **home** or for **business**?

Residential

View Incentives 3

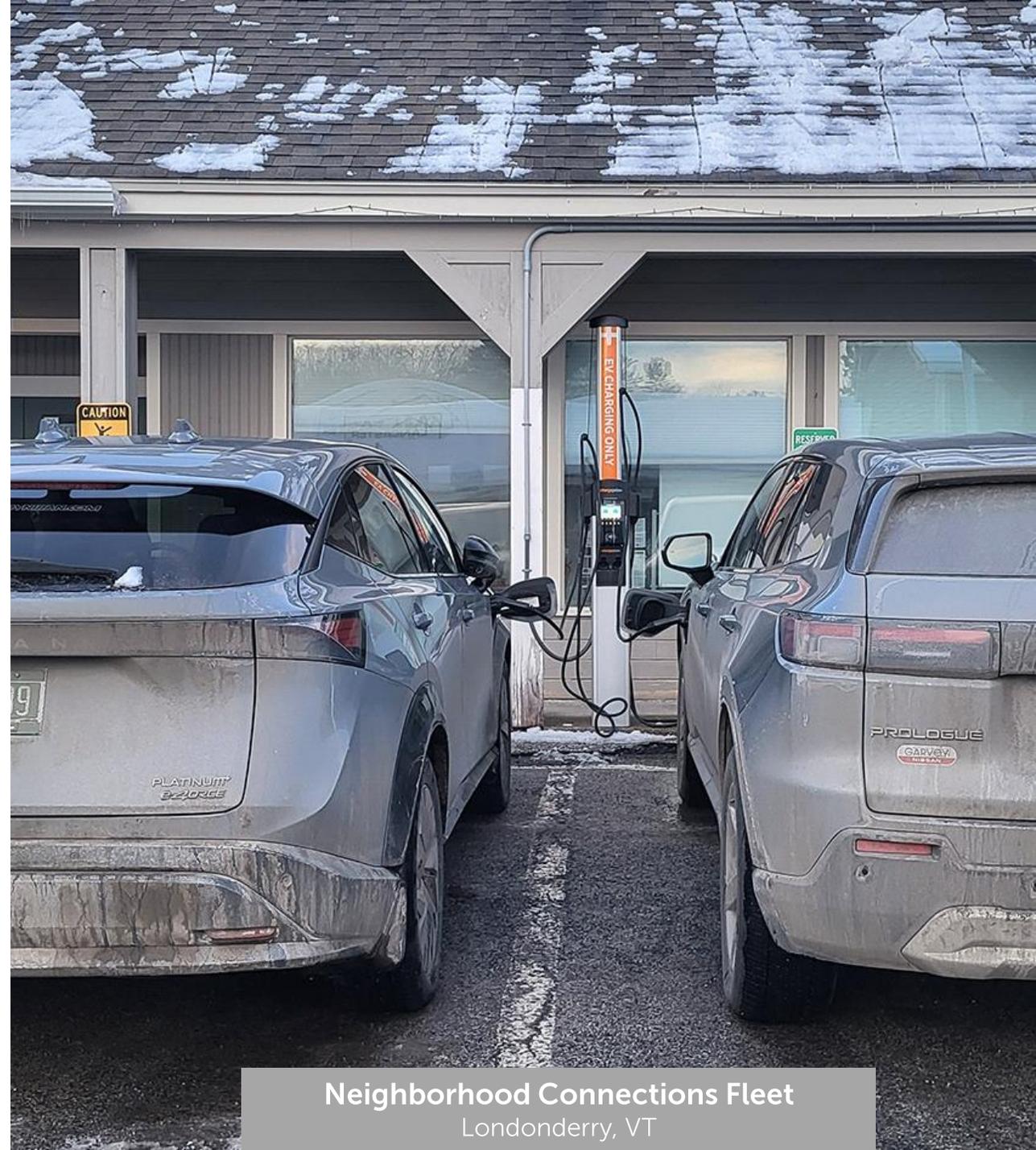
Chat

Filters for type of vehicle / charging, electric utility, and customer type

<https://www.driveelectricvt.com/incentives>

# DEV Technical Assistance

- **Consumers**
  - Incentive advice and support
  - EV charging information
  - Fielded 150 inquiries in 2025
- **Businesses**
  - Fleet electrification and charging support
  - Supported 25 businesses in 2025
- **Multi-unit residential charging**
  - Supporting individuals, property owners, municipalities, and State of Vermont funding programs
- **State / Federal funding support**
  - Assisted VTrans in developing NEVI charging plan updates
  - Working with VTrans on NEVI-related implementation activities
  - Assisted the Agency of Commerce and Community Development in charging usage analysis



**Neighborhood Connections Fleet**  
Londonderry, VT

# DEV Business Support Feedback



Neighborhood Connections has a transportation program, The Mountain Town Connector, which received a grant to purchase two electric vehicles and a charging station. We utilized Drive Electric Vermont as we added the EVs to our fleet. We sought support toward both the purchase of our vehicles and the transitioning of our drivers to electric vehicles. Drive Electric Vermont's advice and expertise were invaluable and much appreciated. **The EVs are working very well.** Since January 1, our two electric vehicles have traveled over 2,500 miles, saving our program over \$1,800, which translates to **projected savings of at least \$24,000 this year** alone. Over the life of the vehicle, that amounts to considerable savings for our organization. Not only are we saving the program money, which makes it more sustainable, but we are also reducing our carbon emissions, which is good for all.

Barbara Dailey  
*Programs Director, Neighborhood Connections, Londonderry VT*

"It was a gift to have assistance from knowledgeable experts. Having time to ask questions, receive resources and guidance drastically shortened the time needed to learn how to be responsible for EV Charging (something I had never done). This allowed me to avoid some costly mistakes which I am grateful for. Happy to report that we have a system contract for an online charging system which I am pleased with, as well as several installations underway."

-UVM Health Network

# DEV FY2027 Funding Request

VEIC is requesting up to \$325,000 in FY2027 to continue Drive Electric Vermont activities, including:

- **Industry coordination & support**
  - DEV Stakeholder meetings and engagement
  - Electric utility EV program support
- **EV education & outreach**
  - DEV website maintenance and updates
  - Customer support
  - Outreach events
  - Marketing campaign activities
- **Business & municipal EV engagement**
  - Charging and fleets
  - Municipal planning EV support
- **State agency support**
  - VTrans NEVI implementation activities, including vendor project management, and site host outreach
  - ACCD charging monitoring and usage analysis



# Efficiency Vermont

## Energy Efficiency Modernization Act EV Programs

Act 151 of 2020 and  
Act 44 of 2023



# EVT Transportation Background

## 2020 legislation enabled Efficiency Vermont transportation pilot

- Allows Efficiency Vermont and Burlington Electric Department to implement programs, measures, and services that **reduce GHG emissions** in the **thermal energy or transportation sectors**, or both
  - Up to **\$2 million\*** per year
  - Must have nexus with **electricity** usage
  - Must be **additive/complementary** to existing efforts
  - Initial pilot **2021-2023**
- Efficiency Vermont EEMA **Transportation Market Transformation** program focus areas:
  - **EV supply chain development**
  - **EV consumer awareness and education**
- Plan was approved by VT Public Utilities Commission and launched in late 2021
- *Act 44 (passed in 2023) extended pilot another 3 years – authorization sunsets in December 2026*

*\*Transportation program comprises ~50% of overall EEMA budget, with the remainder supporting a low-income thermal electrification pilot*

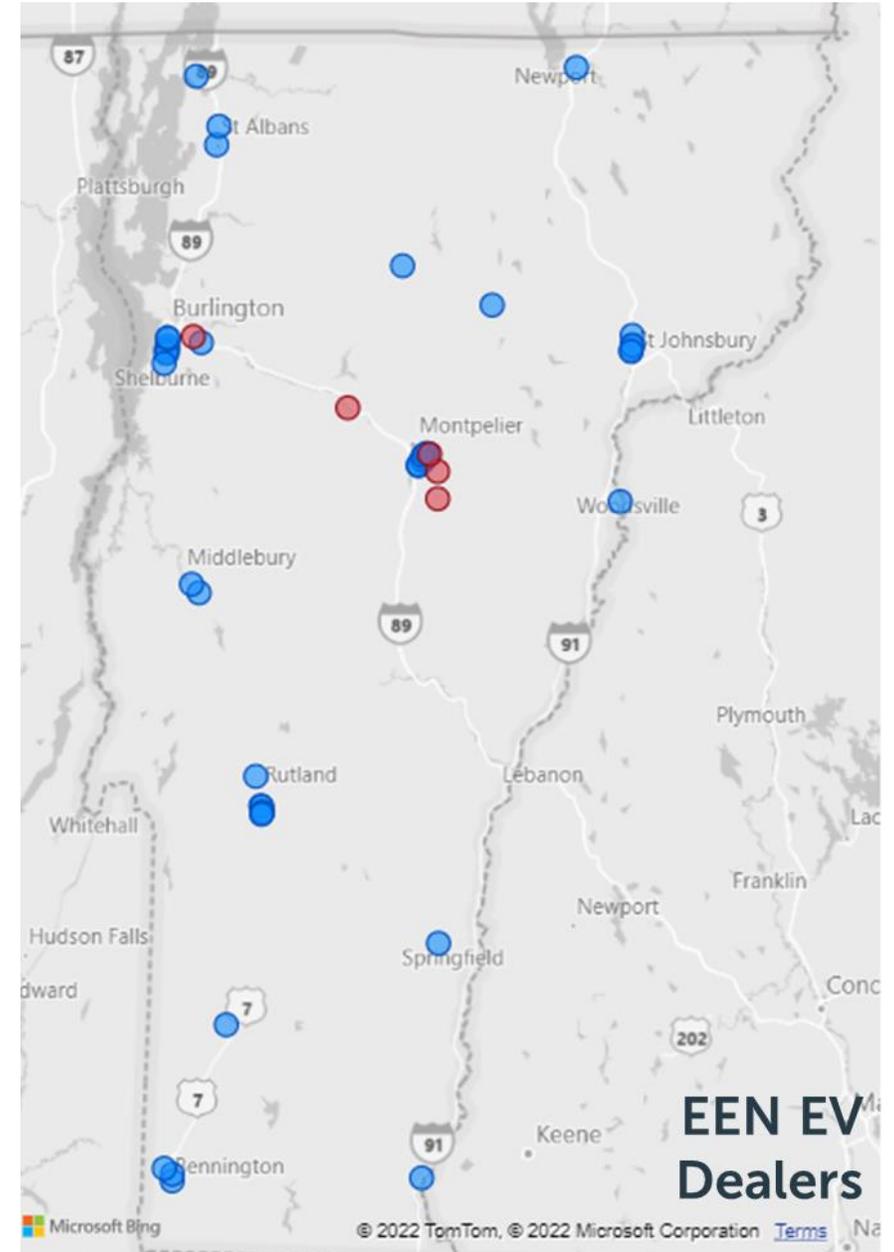
<https://legislature.vermont.gov/bill/status/2024/S.137>



# EV Dealer Program

Supports the adoption of EVs & plug-in EVs across Vermont by creating a network of new and used car dealers committed to EV promotion & consumer education

- Pilot program offered in conjunction with statewide EV education campaign
- 58 participating dealers representing 12 counties
  - 53 new car dealerships (NCD)
  - 5 used car dealerships (UCD)
- Program benefits include funding for EV infrastructure (charging, tools), dealer/salesperson incentives, training and education, point of sale/marketing materials and promotional support



Dealer Type ● NCD ● UCD

# 2021 - 2025 Program Results

- **58** EEN EV Dealers
- **134** sales staff trained
  - 56 EEN EV Dealers represented
  - 20 EV Sales Training sessions offered (in-person and virtual)
- **40** dealers have accessed program sales incentives
- **36** EV readiness (infrastructure) projects supported
  - 26 charging station projects
  - 7 EV service tools & equipment projects
  - 1 EV Technician Training
  - 2 OEM EV certification projects
- **3,460** Dealer EV sales supported



*DCFC at an EEN EV Dealership*

# EV Consumer Awareness Campaign

Statewide, multi-channel campaign promoting Drive Electric Vermont

## Key Activities

- Ads tailored to every step of an EV consumer's journey, from awareness to consideration and decision-making (TV, radio, community news, digital, streaming, social, bus wraps)
- Dealer Point of Sale materials
- Educational blogs & website tools
- [EV Research](#) on awareness, car-shopping behaviors and preferences
- Campaign funding ending Dec 2026

## Campaign Performance

- Pre-Campaign (Oct 2017 to Sep 2021) - 183k total sessions
- Post-Campaign (Oct 2021 to Sep 2025) - 613k total sessions

234% increase



EV Policy Overview

Drive Electric Vermont

Efficiency Vermont EV Programs

**Market Conditions**

Next Steps

# Market Conditions

## ***How \$800 Monthly Car Payments Are Hurting Car Sales***

Cars have become so expensive that many Americans are putting off or not buying new cars, hurting the auto industry.

Listen · 7:03 min

Share full article



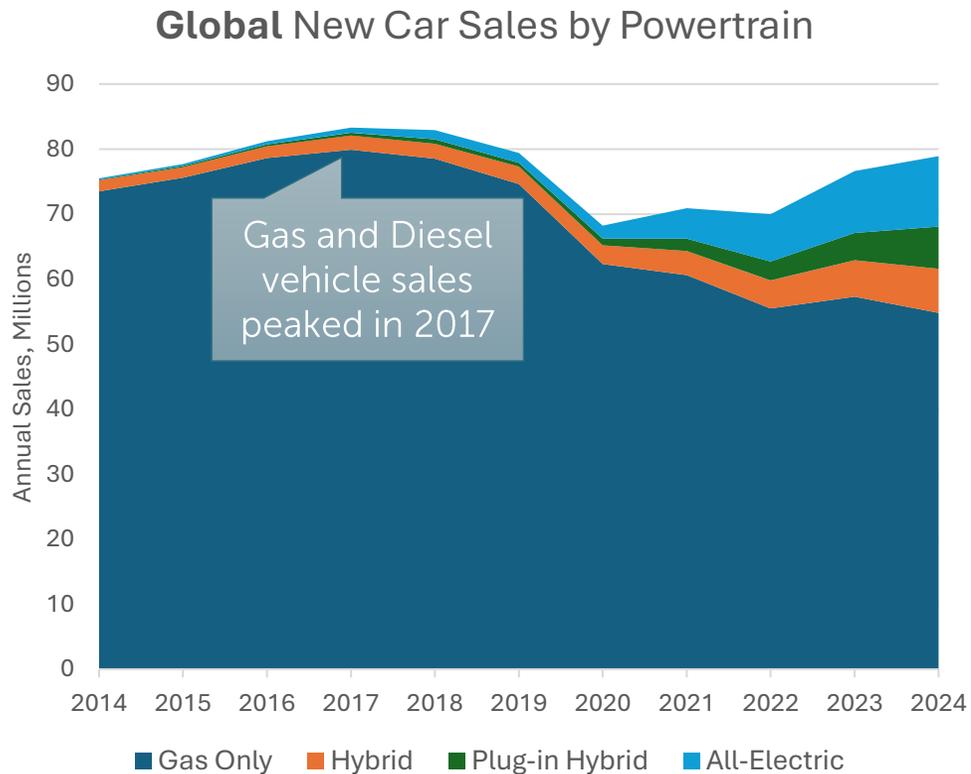
686



The average monthly payment for a new car was \$774 at the end of last year, and the average new car now costs nearly \$50,000. Jeff Roberson/Associated Press

# Global EV Trends

*The auto industry remains on a long-term path toward electrification*

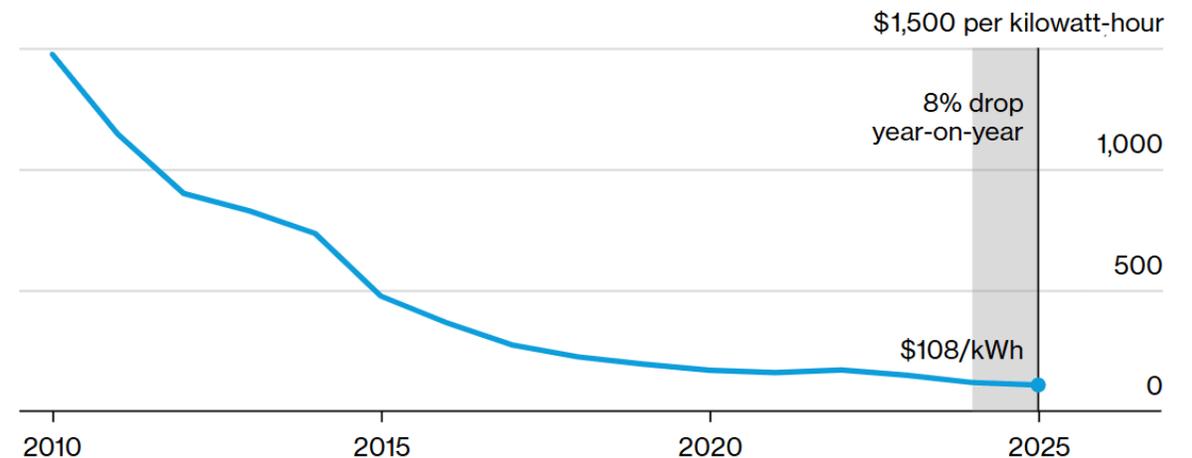


IEA, 2025

## Battery Pack Prices Fall in 2025, Despite Rising Metal Prices

Lithium-ion battery pack prices

Volume-weighted average in real 2025 dollars



Source: BloombergNEF

Note: Historical data has been adjusted to real 2025 dollars. Sectors include passenger cars, buses, commercial vehicles, two- and three-wheelers and stationary storage.

# EV Market Update

- State incentives ended Oct 2024
- Federal incentives ended Sept 2025
- EV lease deals remain for some models
  - ~ \$200/month pricing for some Hyundai/Kia models
  - \$259/month for Chevrolet Equinox
  - \$299/month for Subaru Solterra
- Automakers are adjusting prices & products
  - Hyundai Ioniq 5 price dropped \$7k (\$35k MSRP)
  - Toyota bZ dropped \$3k (\$36k base MSRP)
  - Tesla “standard” Model 3 & Y price drops
  - Ford discontinued F-150 Lightning & e-Transit
- VT electric utility incentives remain, up to \$5,700
- Deals change monthly
  - Trade tariffs are impacting EV pricing and availability

## Subaru's 2026 EV Lineup

		
2026	2026	2026
<b>Solterra</b>	<b>Trailseeker</b>	<b>Uncharted</b>
Compact SUV	Midsize SUV	Compact SUV
Base MSRP <b>\$38,495</b> 288 Miles of Range	Base MSRP <b>\$39,995</b> 280 Miles of Range	Base MSRP <b>\$34,995</b> 308 Miles of Range

[Subaru Electric Vehicle Lineup | Solterra, Uncharted & Trailseeker](#)  
[Electrek | Electric Vehicle Lease Guide](#)

# Used EV Availability Increasing

## Used EVs Are The Cheapest Cars To Own: Study

Researchers say that used electric vehicles now have the lowest total cost of ownership, far outperforming both new and used gas cars.

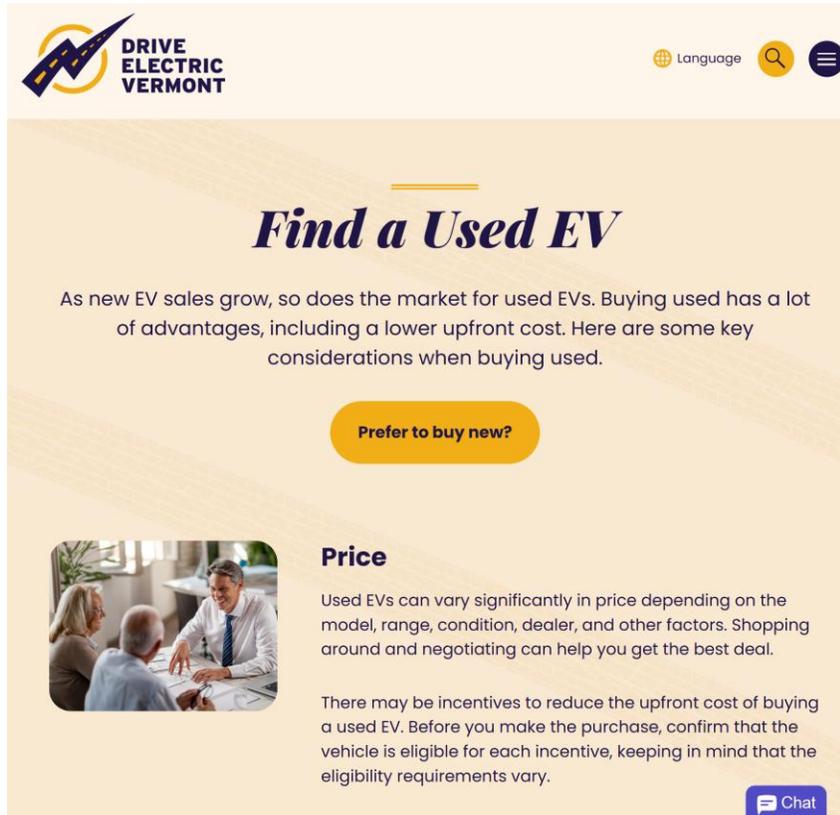


By: Julian Dnistran  
Jan 30, at 4:08am ET

Add as a preferred source on Google [Share](#) [18 Comments](#)

- Used electric cars are the best option for people who want to save money in the long run.
- A new study from the University of Michigan found that a used EV can save owners as much as \$13,000 during the car's lifetime.
- Meanwhile, a comparable gas car can save drivers up to \$3,000.

[InsideEVs | Used EVs Are The Cheapest Cars To Own](#)



The screenshot shows the top of a website with the logo 'DRIVE ELECTRIC VERMONT' and navigation icons for language, search, and menu. The main heading is 'Find a Used EV'. Below it, a paragraph states: 'As new EV sales grow, so does the market for used EVs. Buying used has a lot of advantages, including a lower upfront cost. Here are some key considerations when buying used.' A yellow button says 'Prefer to buy new?'. Under the 'Price' section, there is a photo of a man and a woman talking at a table, and text explaining that used EV prices vary by model, range, and dealer, and that incentives may be available. A 'Chat' button is in the bottom right corner.

[Drive Electric Vermont | Buying a Used EV](#)

## Why 2026 Will Be a Great Time to Buy a Used EV

A flood of off-lease EVs will soon start hitting dealers, driving down prices.

By Bengt Halvorson Published: Jan 19, 2026



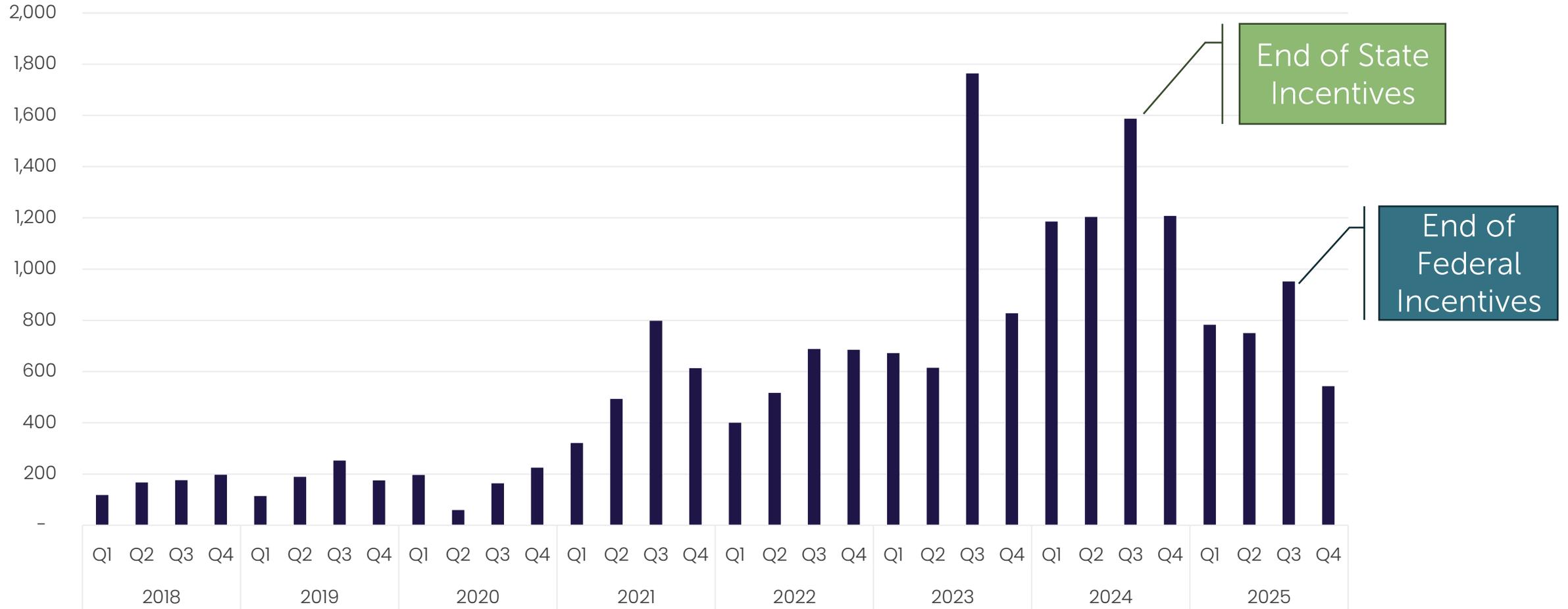
BRANDON BELL/GETTY IMAGES

[Car and Driver | Why 2026 Will Be a Great Time to Buy a Used EV](#)

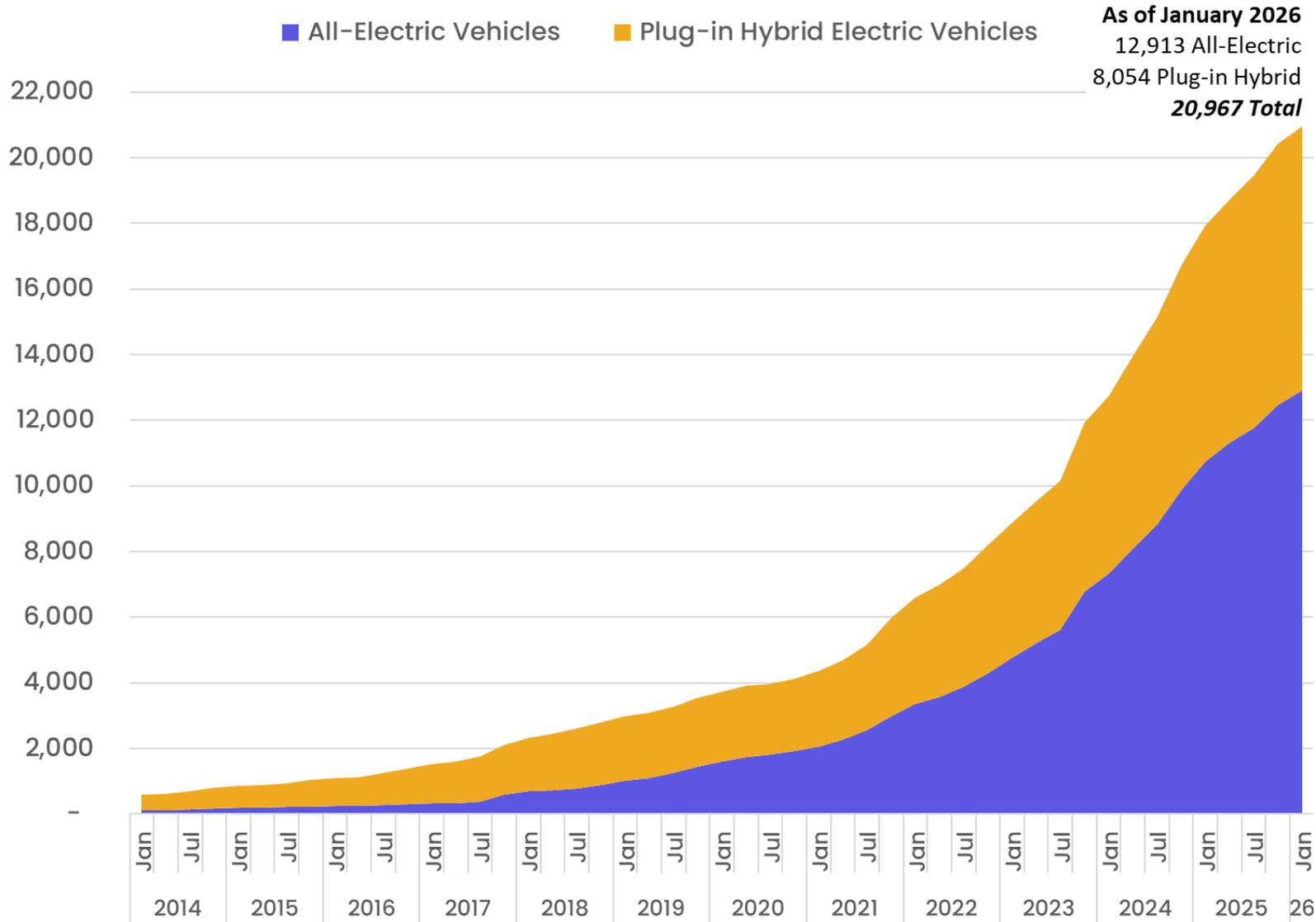
[Used EVs within 100 miles of Randolph VT | Visor.vin](#)

# Vermont EV Adoption Trends

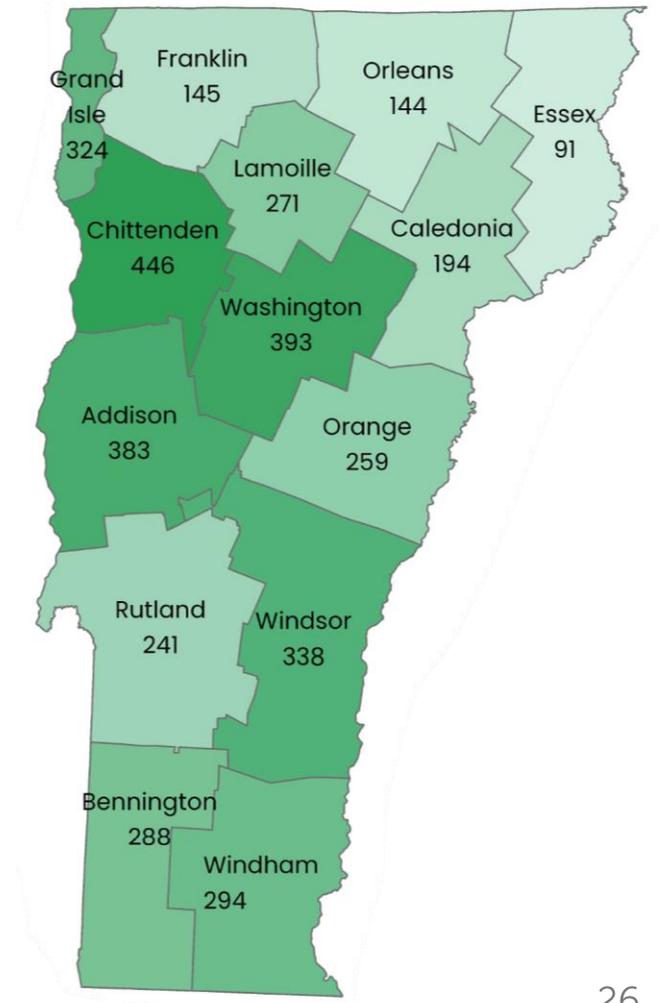
Vermont EV Registrations - Quarterly Net Increase



# Vermont EV Registrations

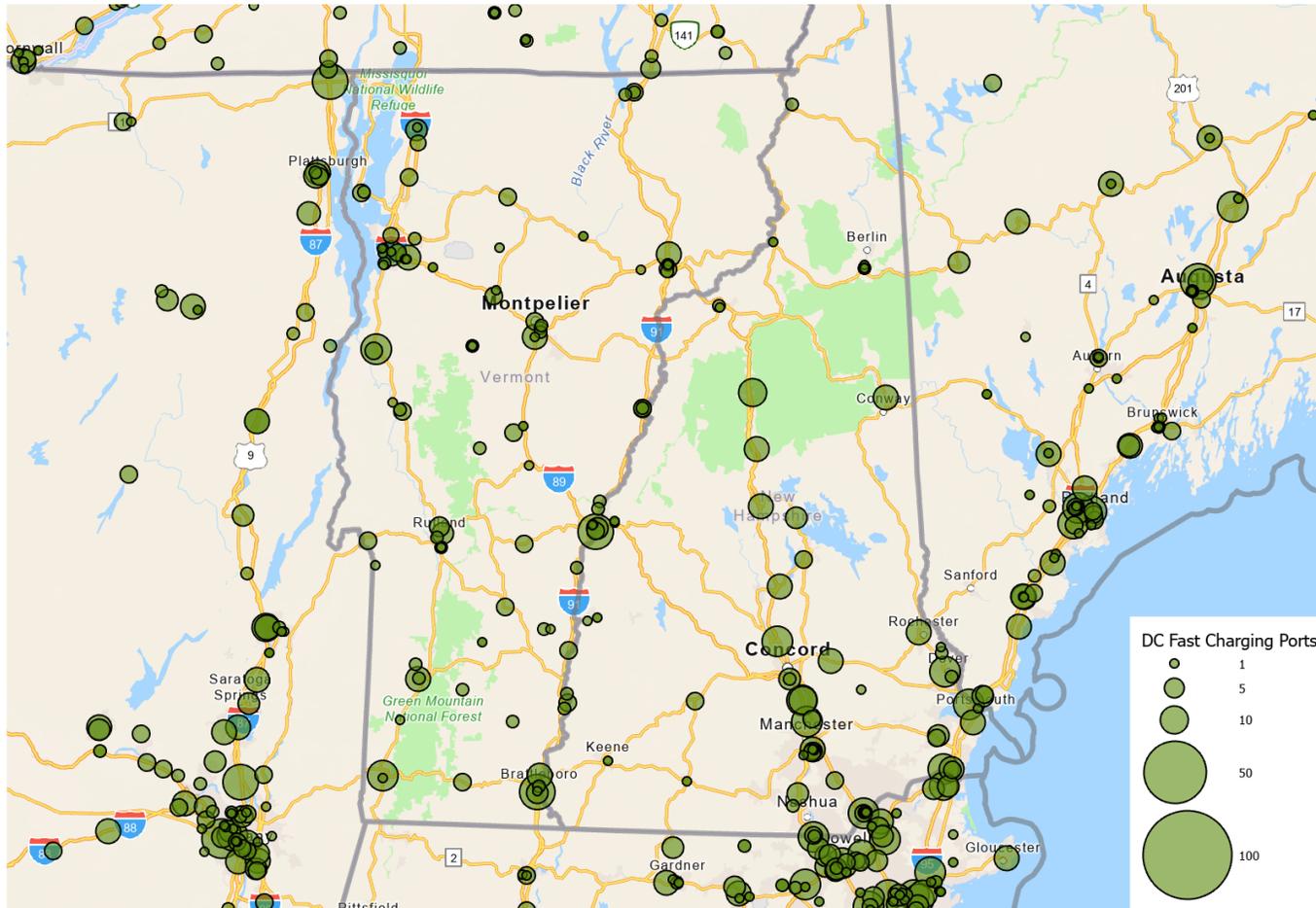


## EVs per 10,000 People

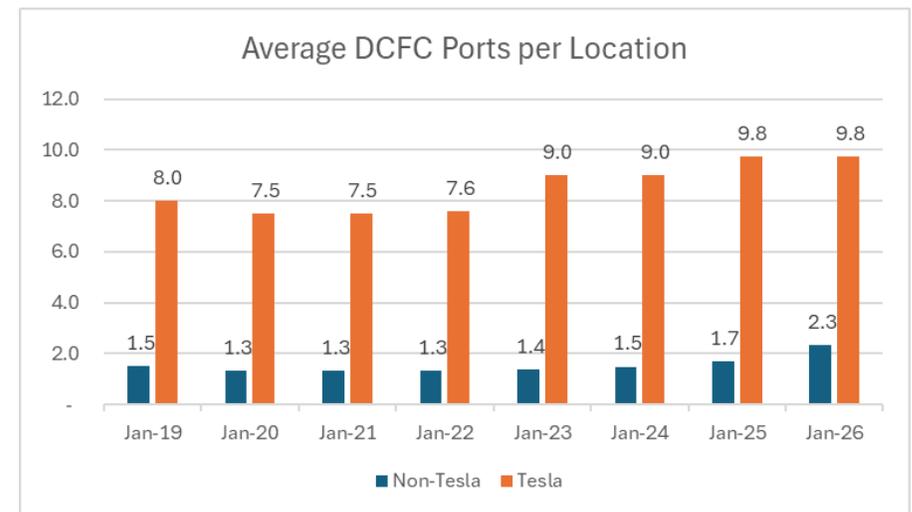
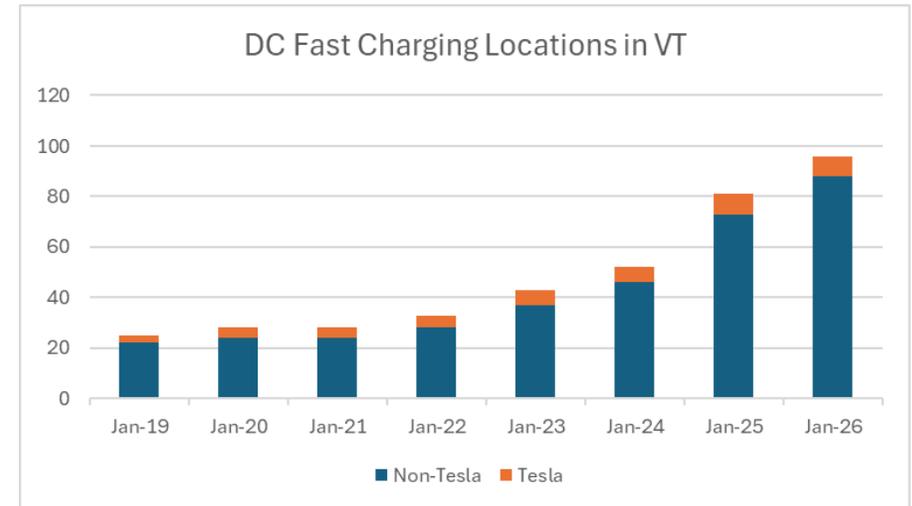


# Public EV Charging Availability

## DC Fast Charging Locations



US Dept of Energy AFDC, Mar 2026



EV Policies & Programs

Drive Electric Vermont

Efficiency Vermont EV  
Programs

Market Conditions

**Next Steps**

**What's next to  
drive progress**

# Summary / Next Steps

1. EV market is adjusting. Return to previous sales levels will depend on many factors.
2. Off-lease used EV supply ramping up this year.
3. Federal and State incentive sunsets have increased importance of EV outreach and engagement.
4. Efficiency Vermont's EV dealer program and awareness campaign sunset later this year.
5. Ongoing opportunities to improve public and multi-unit residential EV charging.
6. DEV's work provides connections across EV programs and supports critical education & outreach activities.
7. DEV activities will curtail around September 2026 without additional funding.



**JDPOWER** MENU

PRESS RELEASE

## EV OWNER SATISFACTION CLIMBS TO NEW HIGH AMID SALES SLUMP, JD POWER FINDS

Tesla Model 3 Ranks Highest Overall, Ford Mustang Mach-E Ranks Highest among Mass Market Brands

18 February 2026

[Download Press Release](#)

f x in e

- BEV owner satisfaction reaches highest level since study inception
- Public charging satisfaction jumps year over year
- BEVs outperform PHEVs in overall satisfaction

Nearly all owners of new EVs (96%) say they would consider purchasing or leasing another EV for their next vehicle.



## **Dave Roberts**

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