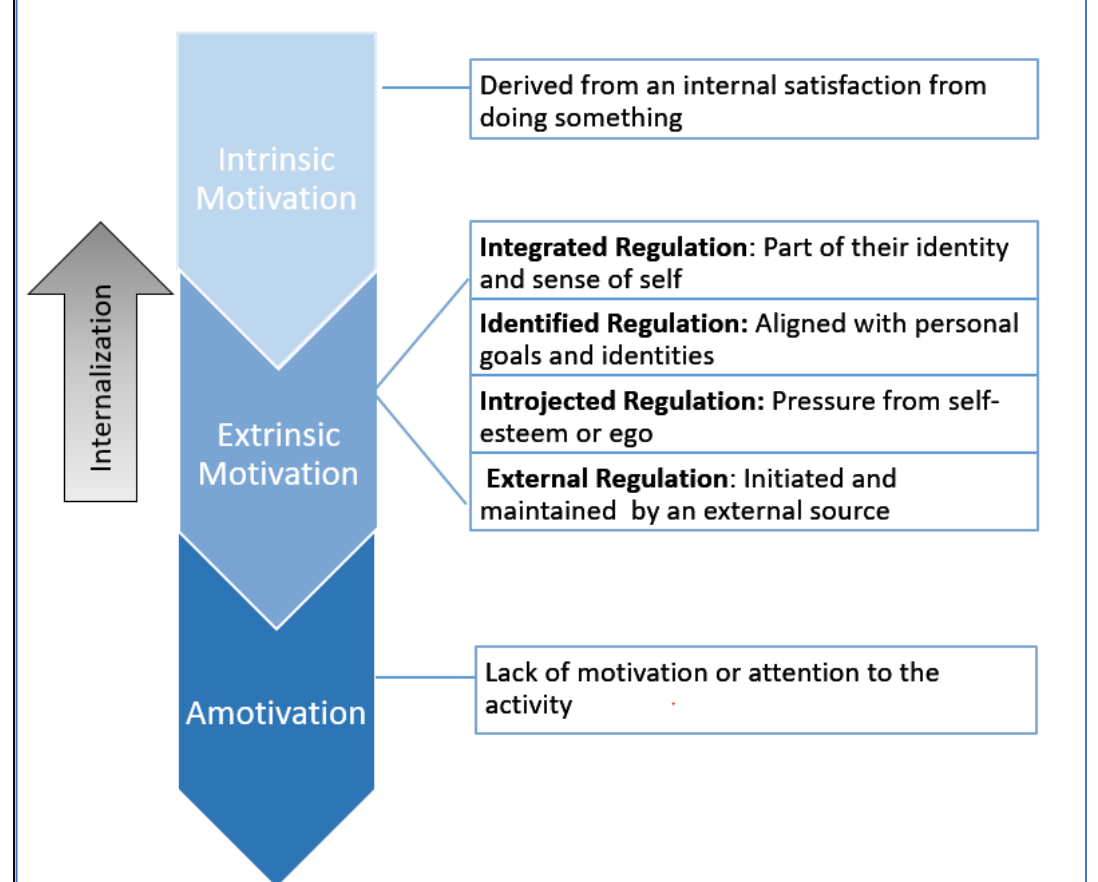


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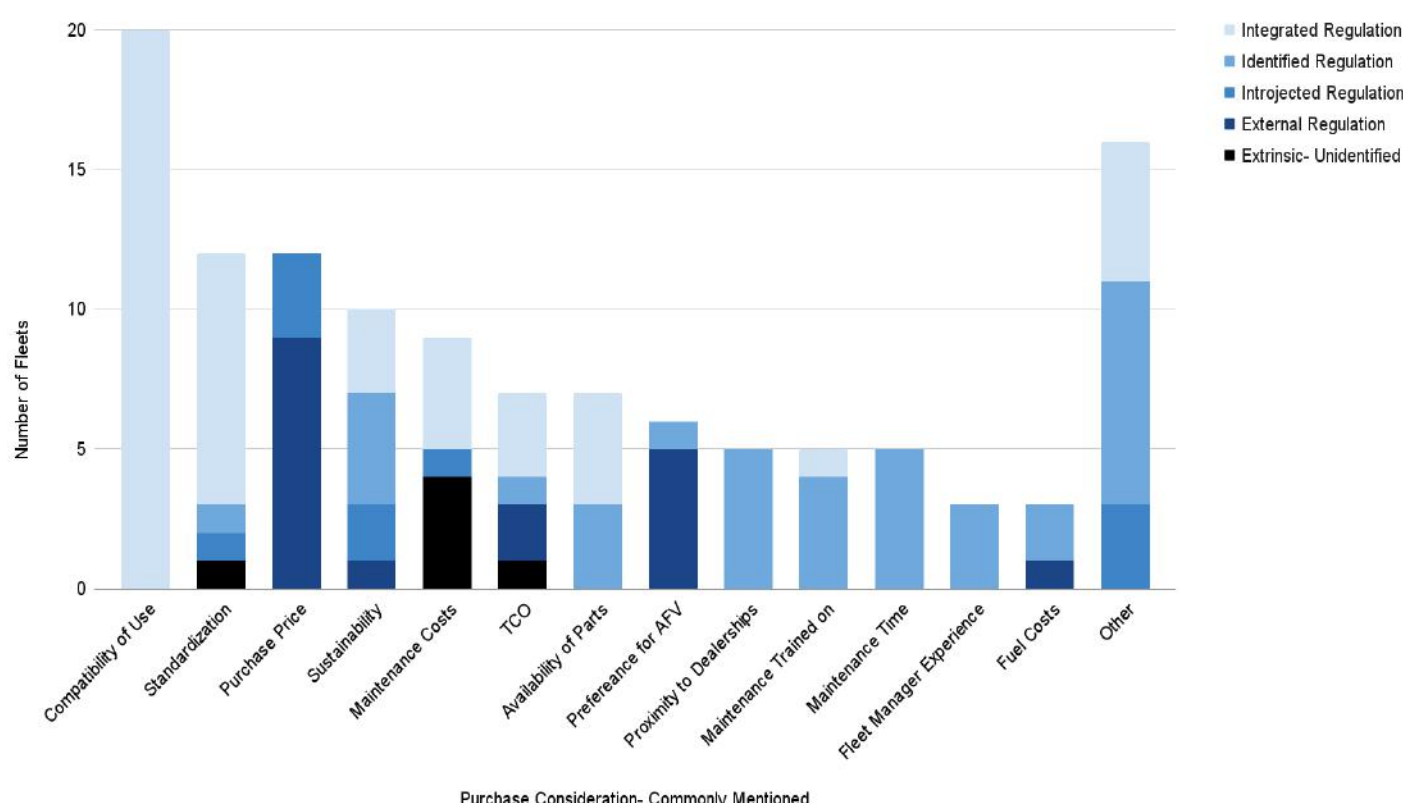
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## Self- Determination Theory

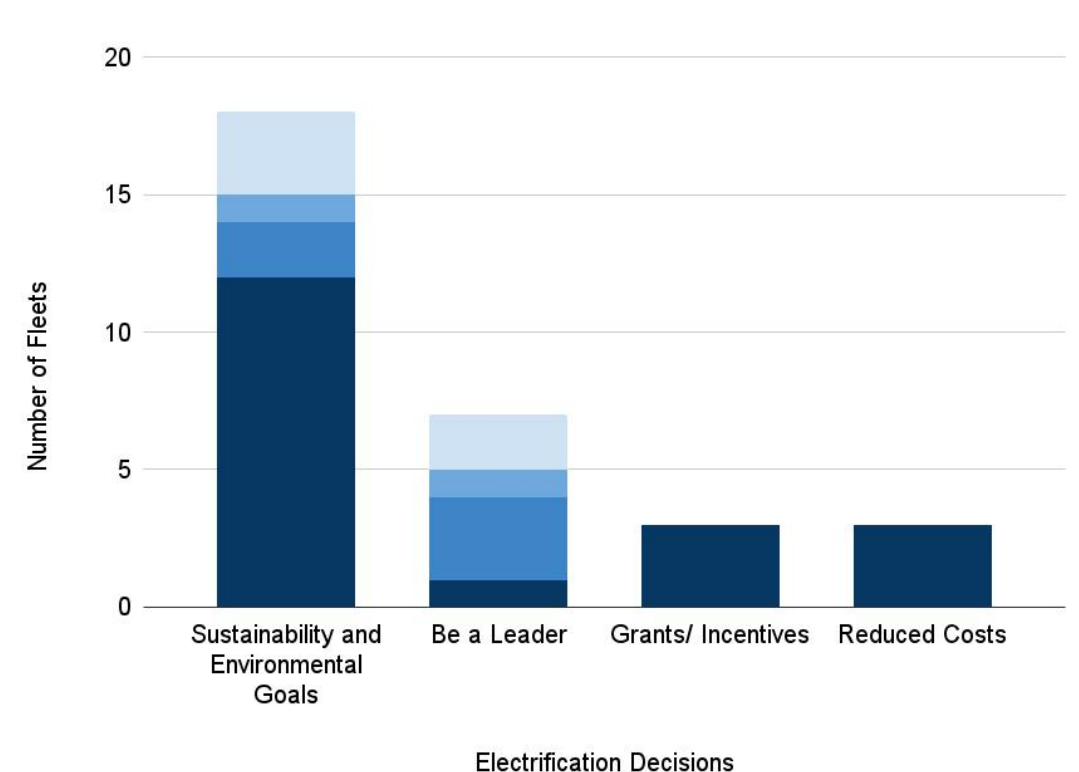
- Provides insights into where fleet managers make their own decisions versus where they follow external regulations made at a higher level
- Internalization is the process through which people take external values and transform them into self motivations
- As people begin to internalize regulations, they move from external to integrated



## Vehicle purchasing is largely an internalized process



## Procuring electric vehicles is largely driven by external regulations



## Summary of Findings

- PEVs are not aligned with existing purchasing considerations
- Conventional vehicle purchase decisions were driven largely by internalized extrinsic motivations (i.e. feeling that decisions were the right thing to do)
- Electrification decisions were more externally motivated (i.e. due to external regulations, even if fleet managers supported them)
- Most fleets have begun to electrify, but this is still largely driven by state policies
- Some fleets can be averse to change, but are open to new technologies once they are proven

## Policy Recommendations

- Electric vehicle first policies help circumvent lowest bid purchase requirements
- Modifying purchase requirements to allow exceptions for electric vehicles can allow increased adoption
- Increasing the ease of access and publicity of grants and rebates helps lower upfront costs
- It is important that manufacturers begin to offer electric vehicles in more classes, like pickup trucks
  - Fleet managers often want to electrify but aren't able to due to a lack of model availability