

MSUS Culminating Experience

Arizona State University: Electric Vehicle Program

Kayla Kutter

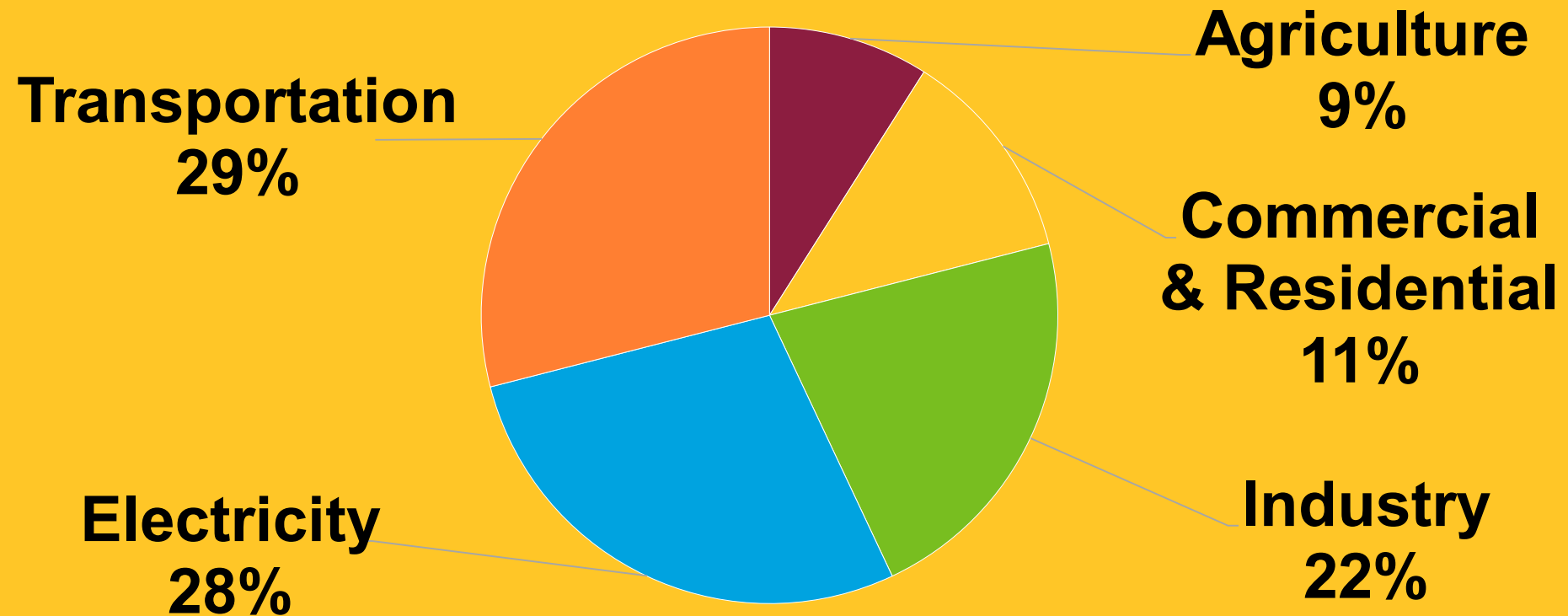


Overview: EV Program Progress

- **Problem Statement**
- **Baseline**
- **Implementation**
- **Timeline**
- **Results**
- **Next Steps**

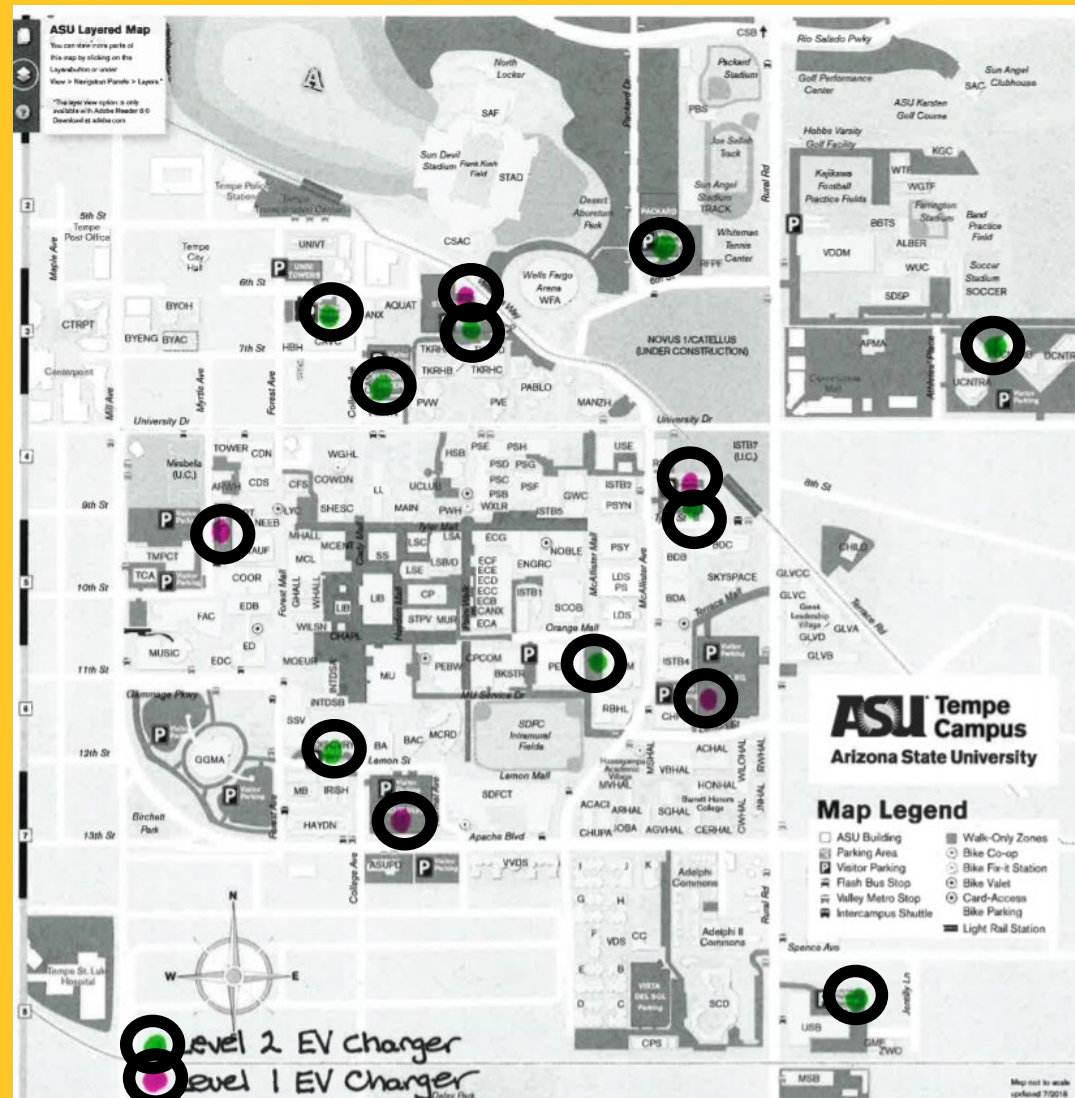
Part I: Problem Statement

CO₂ Emissions by Sector in the US, 2017



■ Agriculture ■ Commercial & Residential ■ Industry ■ Electricity ■ Transportation

Part II: Baseline





Part III: Implementation

- 1. Install Charging Stations**
- 2. Discover Barriers That Prevent EV Adoption**
- 3. Provide Financial Incentives With Dealership Partnerships**
- 4. Advertise Charging Station Locations and EV Incentive Program**
- 5. Earth Day Celebration**

Part IV: Timeline

Nov

- Survey prep/IRB
- Campus Interviews

Jan

- Survey
- Find dealership partners

Feb

- Work with dealerships
- Writeup results

March

- Finalize incentives structure
- Submit - HR

April

- Earth Day
- Submit all deliverables
- Publish EVHE

Part V: Results

Arizona State University Exclusive iPerformance Offers.

In appreciation of the strong relationship between Chapman BMW on Camelback and Arizona State University, along with a shared common goal of preserving our world's natural resources, we would like to present the following offers exclusively to the Arizona State University family:



Lease a new 2019
BMW i3 BEV

For Only
\$199
per month plus tax



Closed-end lease for 30 months, \$5,000 cash or trade equity due from customer plus \$7,500 BMW Rebate plus \$2,000 BMW Loyalty Rebate* = \$14,500 due at signing. Plus government fees and taxes. 25k total miles, \$0.25 per excess mile.

Lease a new 2019
BMW 530e

For Only
\$499
per month plus tax

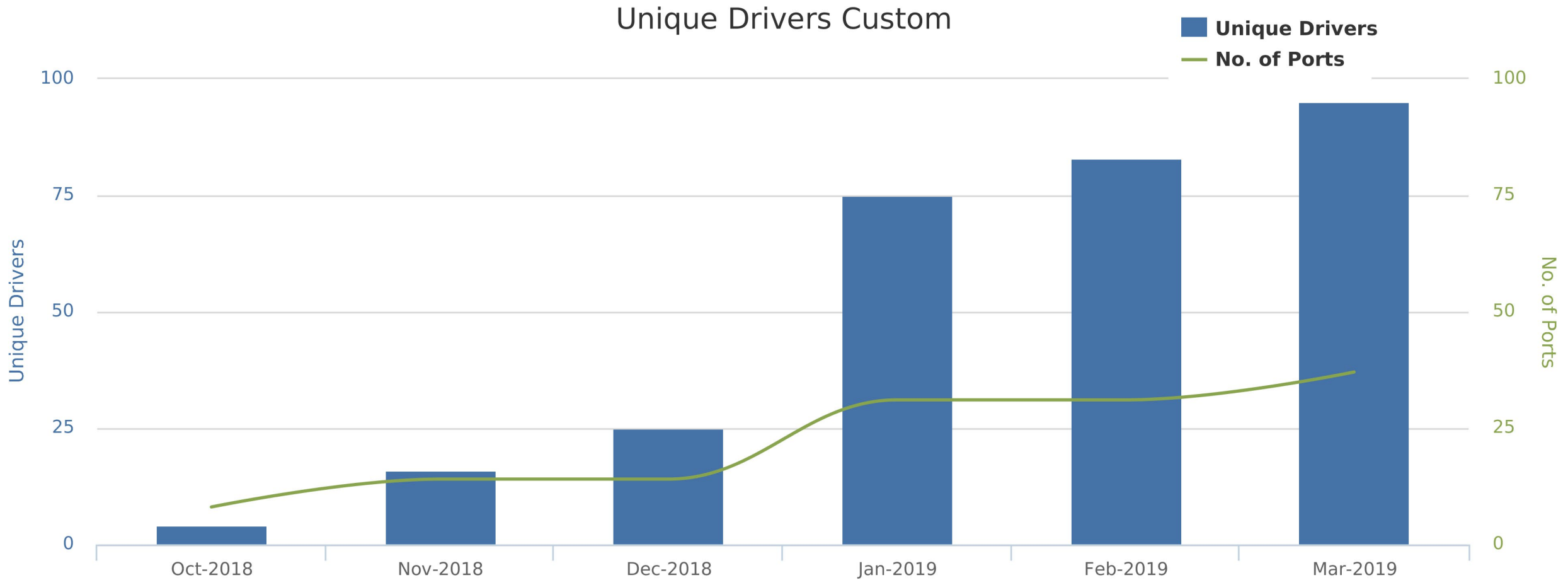


Closed-end lease for 30 months, \$5,000 cash or trade equity due from customer plus \$7,500 BMW Rebate plus \$2,000 BMW Loyalty Rebate* = \$14,500 due at signing. Plus government fees and taxes. 25k total miles, \$0.25 per excess mile.

All offers: On approved above average credit through BMW Financial Services. No Security Deposit. *For an owner or a member of an owner's household who currently owns or leases a BMW model (proof of ownership/registration is required for BMW Financial Services NA, LLC account number) or qualifying acquisition model. See Chapman BMW on Camelback for details and to check your qualification. All offers expire 12/31/19.

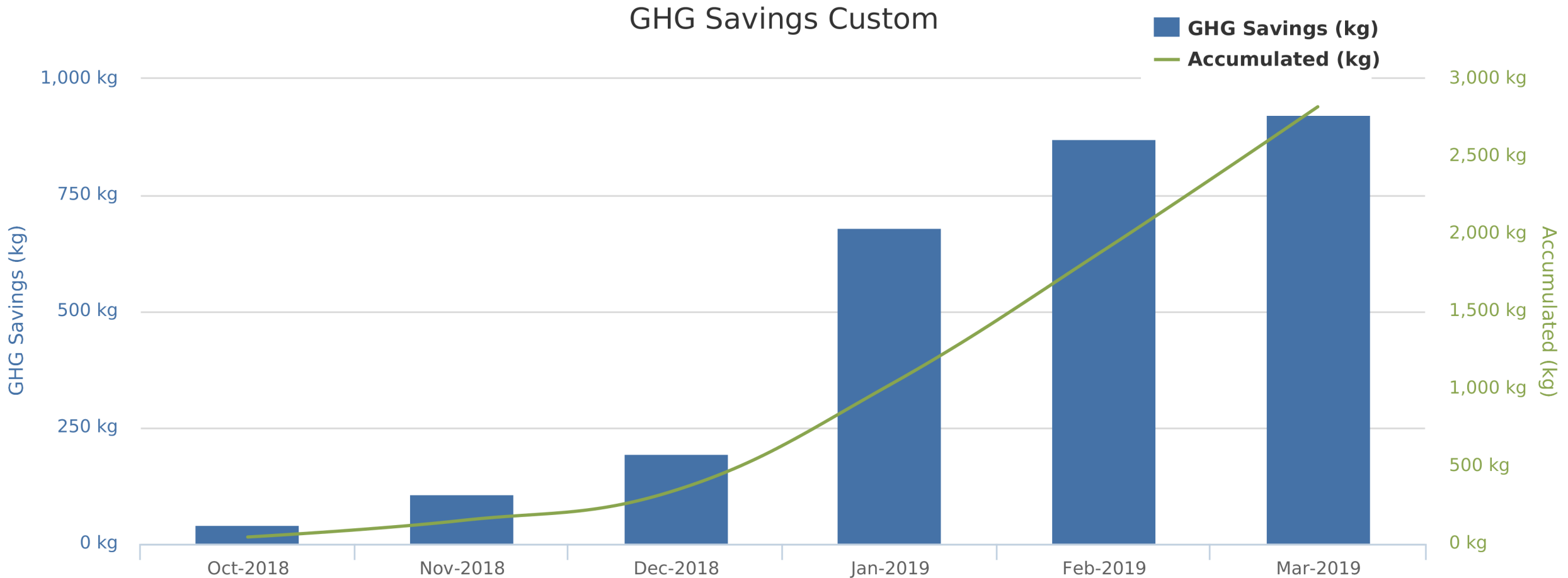
Partners:
Chapman BMW
Chapman Chevy
LHM Nissan

Part V: Results



Source: ChargePoint

Part V: Results



Source: ChargePoint

Part V: Results



Electric vehicle demonstration



Join Arizona State University's Sustainability Practices as they share how you can **reduce your carbon footprint** when you lease or purchase an electric vehicle.

Thursday, April 18, 2019

11 a.m. to 1 p.m.

Lot 67 | College Avenue Commons

Stop by and receive a free tire gauge while supplies last.



Chapman dealerships will be on-site to discuss the exclusive Sun Devil pricing incentives for ASU faculty, staff and students.

Call Susan Norton, Sustainability Practices program manager, at **480-965-2869** with questions.

Featuring Chapman BMW and Chapman Chevy.
Sponsored by ASU Sustainability Practices and Parking and Transit Services.

Part V: Results



ANALYST INSIGHT

Shared and Electrified Mobility Starts in Higher Education

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Senior Research Analyst

Published 2Q 2019

Spark

American universities are pivotal to the plug-in EV (PEV) market with large scalable potential. With higher levels of education, homeownership, and salaries than the average employee in the US, employees of

Part VI: Next Steps

- 1. Evaluate Success of EV Program**
- 2. Expand Incentive Partnerships**
- 3. VGI Research Opportunities**
- 4. Electrify ASU's Fleet**
- 5. Investigate electricity mix used**

Thank you!

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