



EV Incentives Best Practices

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Maryland Commission on Climate
Change-Mitigation Working Group
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With Federal EV Incentives Vanishing, State EV Incentives Must Get Smarter

State EV programs must deliver greater gasoline displacement and household savings per dollar spent.

The solution: focus outreach and spending on high-gasoline users who will see the greatest fuel savings.

[READ THE ARTICLE](#)

Super user

Light User

Impact of switching to an EV (every year)



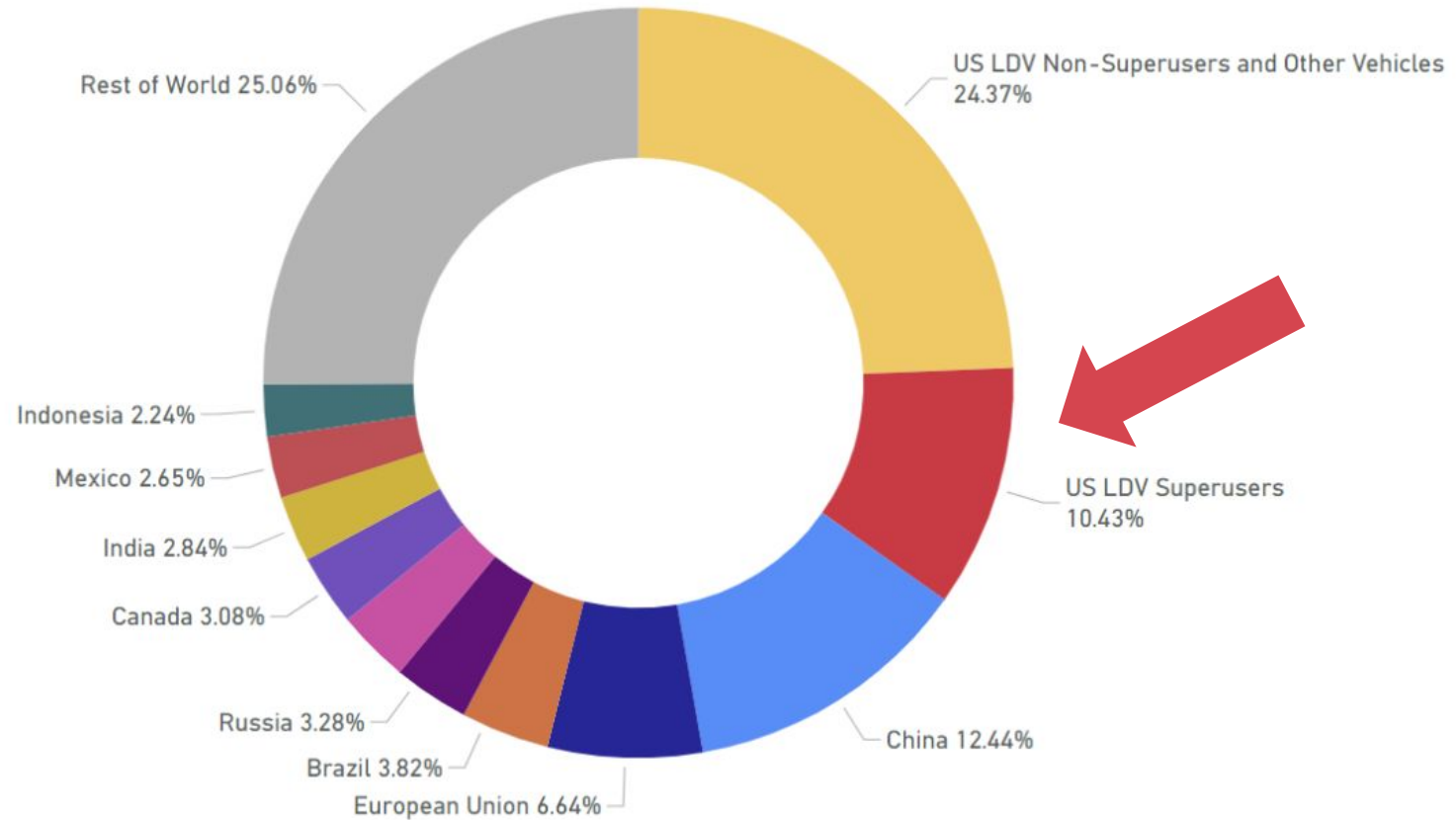
Severo's Gasoline avoided



Vera's Gasoline avoided

**Top 10% of US
drivers use nearly as
much gasoline as
China**

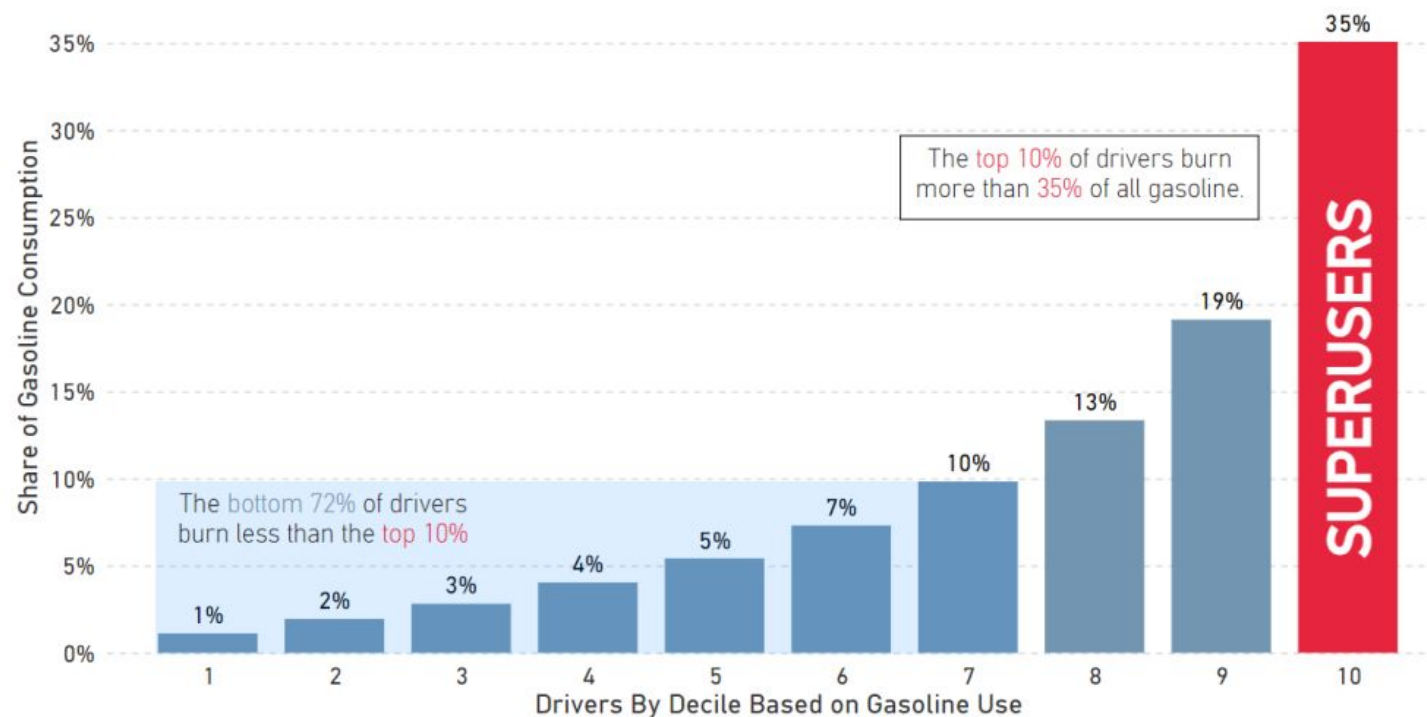
Superusers Consume 10.4% of the World's Gasoline



Gasoline consumption by country/region, with US Superusers denoted in red. Source: EIA 2021-2022, Coltura analysis.

**Superusers:
top 10% of drivers
use 35% of gasoline**

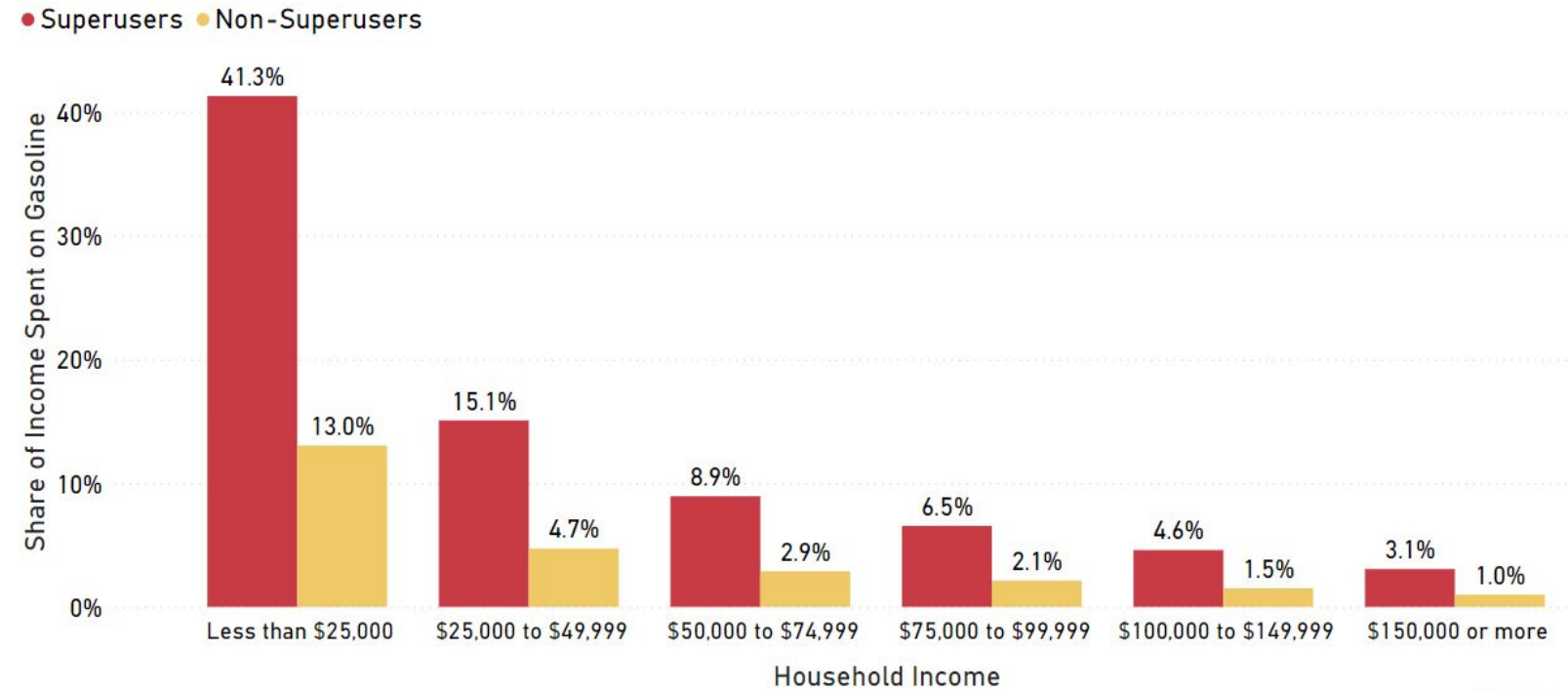
Superusers Burn 35% of Gasoline



US private light-duty vehicle drivers sorted by decile based on their gasoline consumption. The top 10% of gasoline consumers burn 35% of the gasoline – more than the bottom 72% combined. Source: Coltura Census-Level Gasoline Model.

Lower-income households face extreme gasoline burdens.

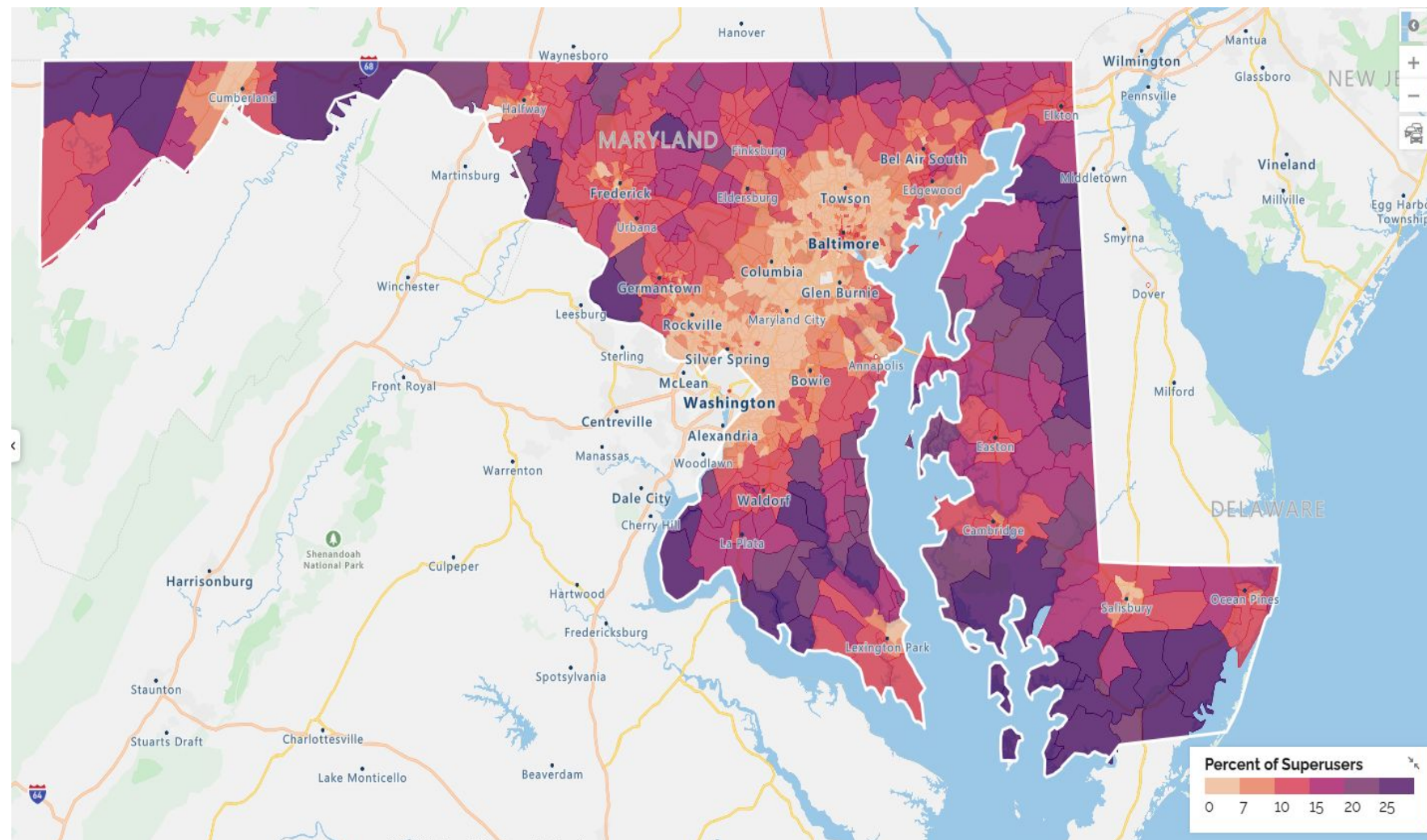
Superusers Spend Disproportionate Share of Income on Gasoline



Key Facts About Maryland Superusers:

- Burn at least 1,278 gallons of gasoline/year.
- Nearly 380K (out of 4M) drivers in MD
- Use > 600 million gallons of the state's more than 2 billion gallons of gasoline consumed each year.
- Annually use average 1.7K gallons and drive 38K miles vs. approx. 400 gallons and 9.1K miles for all other drivers.

**Superuser
concentrations are
higher in rural and
exurban areas.**



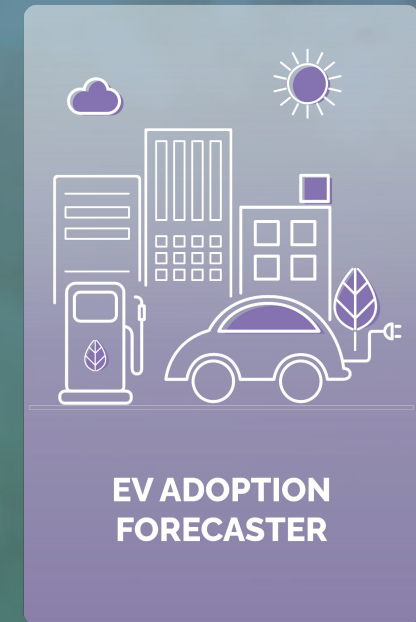
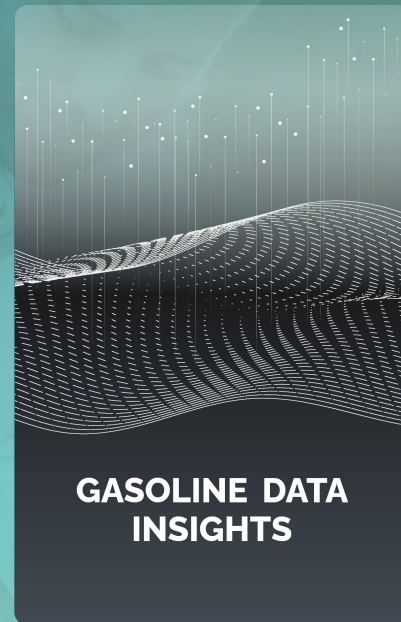
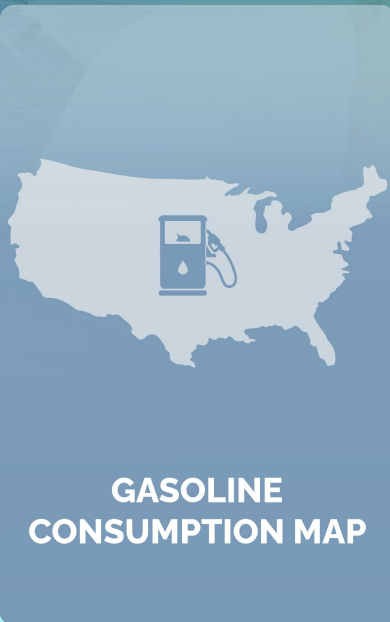
Policies focused on switching higher mileage drivers to EVs can:

- Optimize emission reductions per EV deployed and tax dollar spent.
- Maximize household economic benefits
- Reach underserved populations including rural, lower income and Black/Latino drivers

EV Incentives Best Practices:

- Use data to target outreach and incentives to Superusers.
- Emphasize fuel savings as the key EV advantage to Superusers.
- Measure what matters and adapt based on results.
- Explore new ways to help with upfront EV costs for Superusers.
- Site public EV charging in Superuser-heavy areas.

Gasoline Data Center



data.coltura.org/tools



EV OUTREACH TARGETING AND EV SHOPPING TOOLS

for Governments, Utilities and NGOs

Trying to meet EV adoption targets? Now, governments, utilities and NGOs can use cutting-edge AI-powered, consumer-facing tools directly on their websites to bring constituents/customers/consumers from EV-curious to EV buyers.



EV Savings Calculator

Gives high-level and detailed analysis of fuel and maintenance savings of switching to an EV based on the user's location.



Electric Car Deal Explorer

Comprehensive listings of new and used EVs in the user's area.



Electric Car Assistant

The world's most advanced AI-powered EV Chatbot provides instant, expert answers in multiple languages to every possible EV question.



Thank you!

Questions?
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