

Project Information Form

Project Title:	Alternative Vehicle Supply and Demand, and the Effects of Government Policy
University:	University of California, Davis
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Funding Source(s) and Amounts Provided (by each agency or organization):	National Center for Sustainable Transportation
Total Project Cost:	\$25,000
Agency ID or Contract Number:	DTRT13-G-UTC29
Start and End Dates:	September 1, 2017 – August 31, 2018
Brief Description of Research Project:	<p>To analyze alternative vehicle supply and demand and the effects of government policy on alternative vehicle supply and demand, this project will use economic and econometric modeling. In particular, the researcher is developing and estimating a structural econometric model of a mixed oligopolistic differentiated products market that allows different consumers to vary in how much they like different car characteristics. The model enables the researcher to better understand what factors affect the demand and cost of vehicles, and how consumers trade off various vehicle characteristics (such as fuel efficiency, whether the vehicle is an electric vehicle, etc.) with each other and with price. The model can be used to simulate the demand and cost for new vehicles, and also the effects of various government policies on demand and cost.</p> <p>This research is significant for industry, government, society, academia, and NGOs. The model of vehicle demand and cost will be significant for industry, particularly car manufacturers interested in better targeting cars, including alternative vehicles, to consumers. The researcher's estimates of the factors that affect demand and supply in the automobile market is significant for policy-makers interested in developing sustainable transportation policies to increase market penetration of alternative vehicles.</p>



National Center for Sustainable Transportation

Describe Implementation of Research Outcomes (or why not implemented): Place any photos here	
Impacts/Benefits of Implementation (actual, not anticipated):	
Web Links <ul style="list-style-type: none">• Reports• Project website	https://ncst.ucdavis.edu/research/dissertation/