

Project Information Form

Project Title:	Understanding the Early Adopters of Fuel Cell Vehicles
University:	University of California, Davis
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PI Contact Information:	Email: shardman@ucdavis.edu
Funding Source(s) and Amounts Provided (by each agency or organization):	California Department of Transportation (Caltrans) - \$24,685.00
Total Project Cost:	\$24,685.00
Agency ID or Contract Number:	UCD-CT-FAST-016 Caltrans 65A0686 Task Order 016
Start and End Dates:	January 1, 2019 – June 30, 2019
Brief Description of Research Project:	<p>The market introduction of fuel cell vehicles (FCVs) is dependent on the vehicles being purchased by consumers. The first consumers to buy any new product are early adopters. The early adopters of battery electric vehicles (BEVs) are well understood thanks to several years of research into the BEV market. No research has been undertaken to understand who the early adopters of FCVs are. This study will analyze data gathered by the Plug-In Hybrid & Electric Vehicle center for the electric vehicle miles traveled (eVMT) project to understand the early adopters of FCVs. The data includes information on household sociodemographics (income, education, age, gender, household size, etc.), household vehicles, travel patterns (commute distance, long distance trips), and locality to hydrogen fueling stations for more than 400 household that drive FCVs. This study will analyze this data to better understand those consumers who are currently purchasing or leasing FCVs. This information will help policymakers understand which consumers are purchasing the vehicle, where they live, and their travel patterns. The information can inform policymakers on the impact of policies to promote the deployment of FCVs. It will also reveal if the introduction of FCVs will add new adaptors to the zero-emission vehicle (ZEV) market or cannibalize the demand for BEVs or PHEVs. The results can help in planning incentives, station locations, and other policies aimed to increase the total number of ZEVs.</p>
Describe Implementation of Research Outcomes (or why not implemented): Place any photos here	



National Center for Sustainable Transportation

Impacts/Benefits of Implementation (actual, not anticipated):	
Web Links <ul style="list-style-type: none">• Reports• Project website	https://ncst.ucdavis.edu/project/understanding-the-early-adopters-of-fuel-cell-vehicles/