

Monetary Vehicle Incentive Administration & EV Market Transformation

NACAA Spring Membership Meeting

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Brett Williams, PhD, John Anderson & Colin Santulli

Additional thanks to Jen Rey and others at CSE



Center for
Sustainable Energy™

Outline

- Introduction
 - Center for Sustainable Energy
 - EV activities & motivations
- Monetary Vehicle Incentive Administration
 - CA (CVRP), MA (MOR-EV), CT
- Lessons Learned
- Summary



Introduction

Center for Sustainable Energy (CSE)



Building
Performance



Clean
Transportation



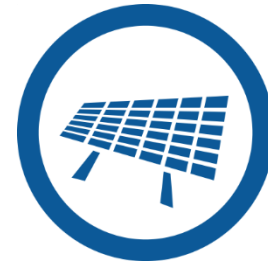
Distributed
Generation



Energy
Efficiency



Energy
Storage



Renewable
Energy

CSE Electric Vehicle (EV) Activities



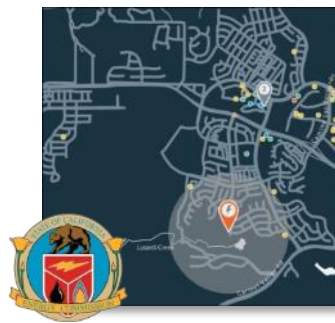
Incentives Design & Administration



Fleet Assistance & Clean Cities



Consumer & Dealer Outreach



PEV and Alt-Fuel Planning

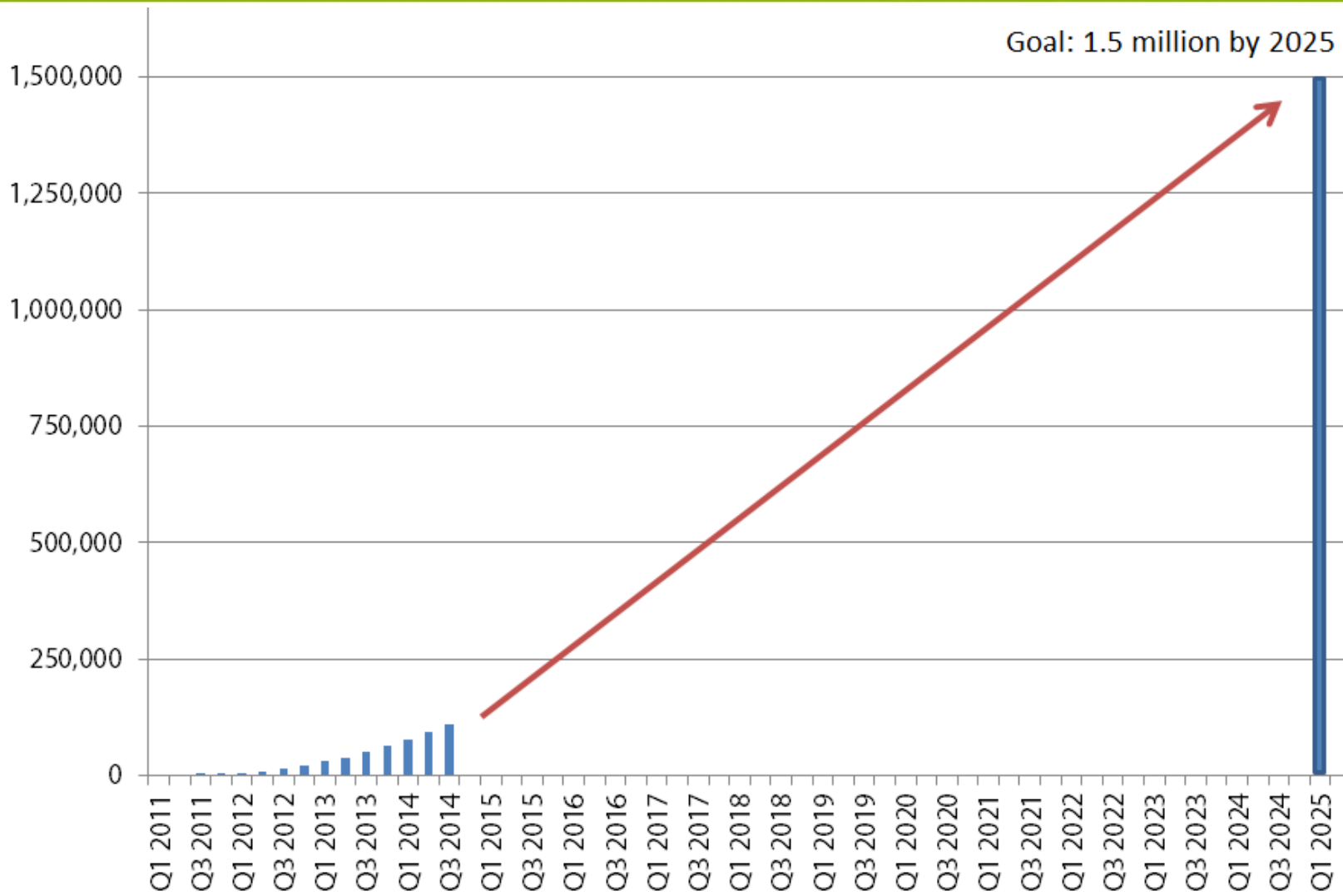


Stakeholder Engagement



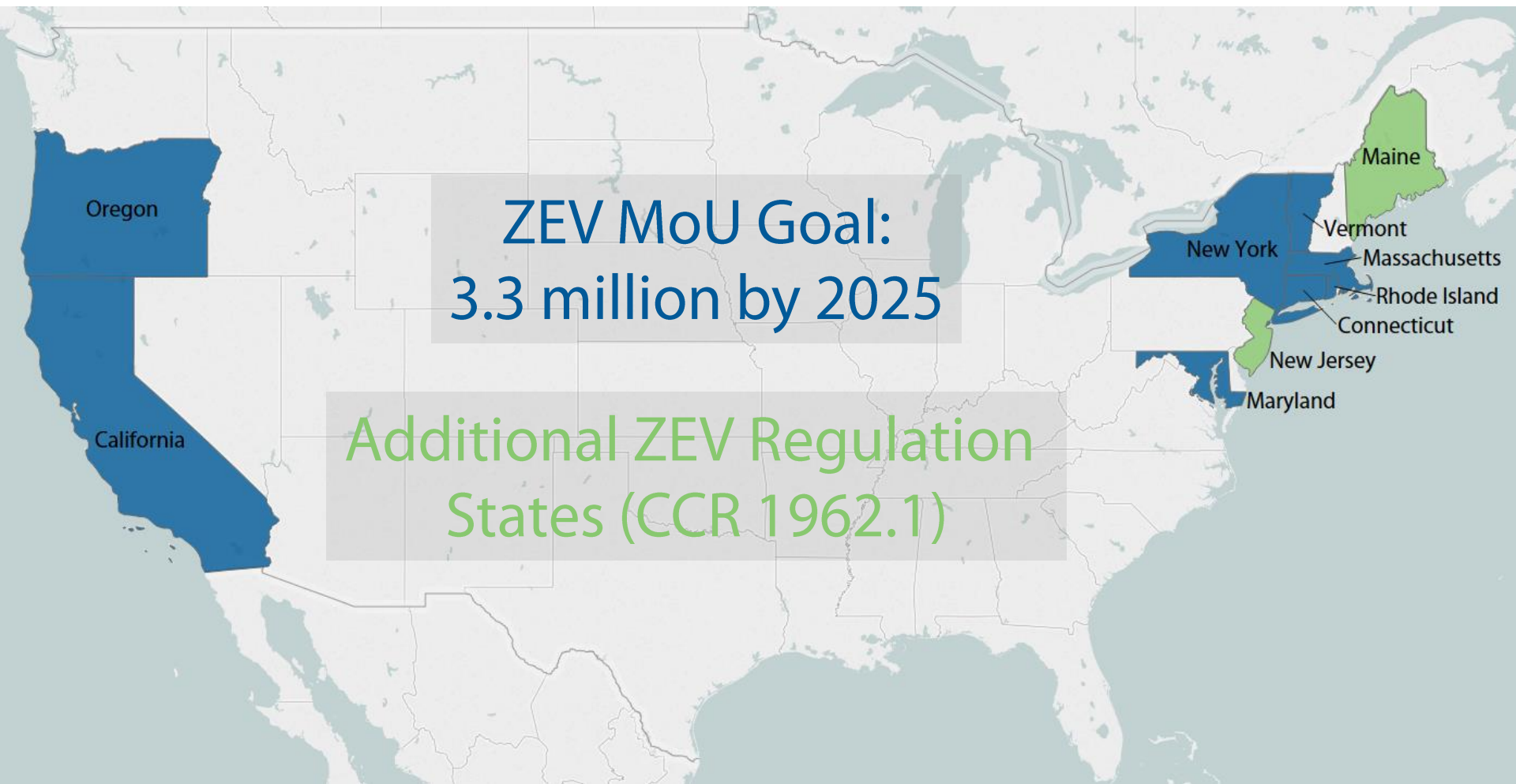
2nd Life Battery Research

Motivation: Zero-Tailpipe-Emission-Vehicle (ZEV) Goals, CA



Data from CNCDA Auto Outlook

Motivation: ZEV Goals, U.S.





Monetary Vehicle Incentives

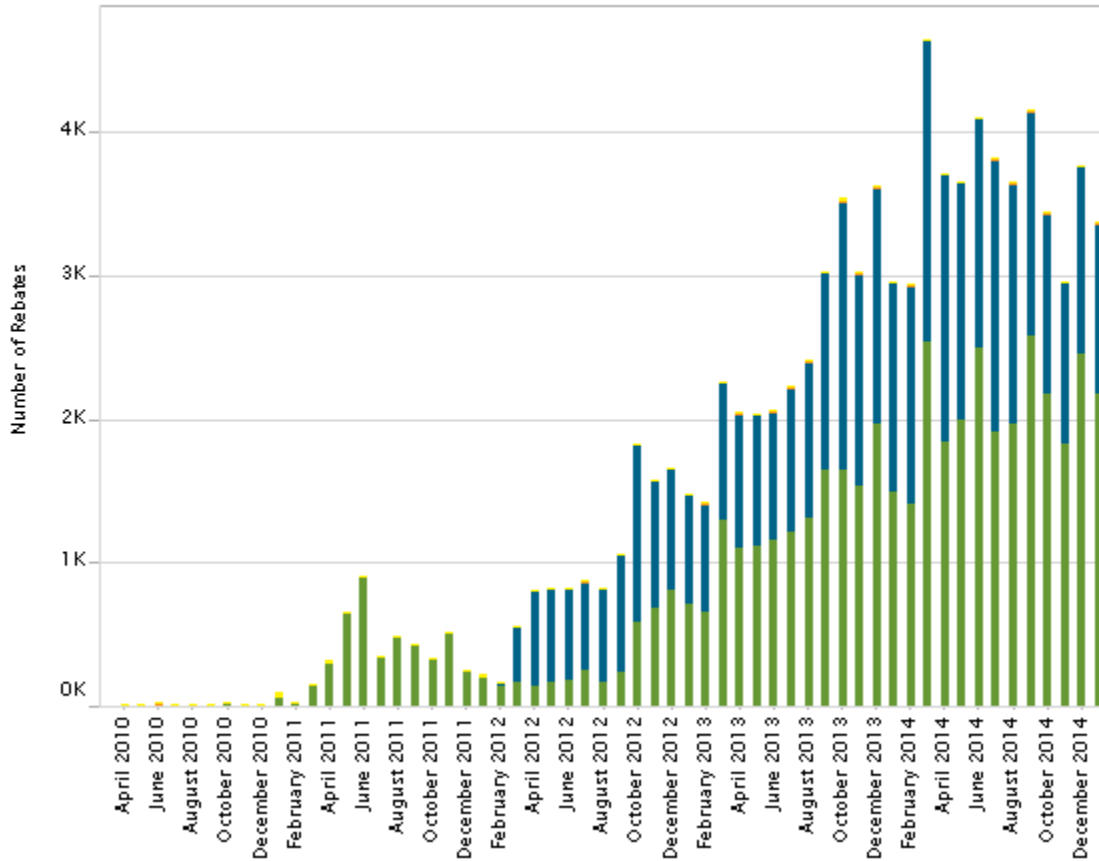
Motivation

- 73% of 16,000 respondents said the California rebate (CVRP) was a very or extremely important factor in making it possible to acquire an EV (Mar 2015)
- 80% of respondents said Massachusetts rebate (MOR-EV) was an important factor in the decision making process (Dec 2014)



Overview

CVRP Rebates by Month



Vehicle Category

- BEV
- PHEV
- FCEV
- Other

BEV	Highway capable, four-wheeled, all-battery electric vehicle
PHEV	Plug-in hybrid electric vehicle (powered by electricity and gasoline)
FCEV	Fuel-cell electric vehicle
Other	Non-highway, motorcycle, and commercial BEVs

CSE has processed more than:
101,000 vehicle rebates & \$214 million in incentives



CLEAN VEHICLE REBATE PROJECT

MOR-EV
 Massachusetts Offers Rebates for Electric Vehicles

CT coming soon




Airport Vehicle Rebate Program

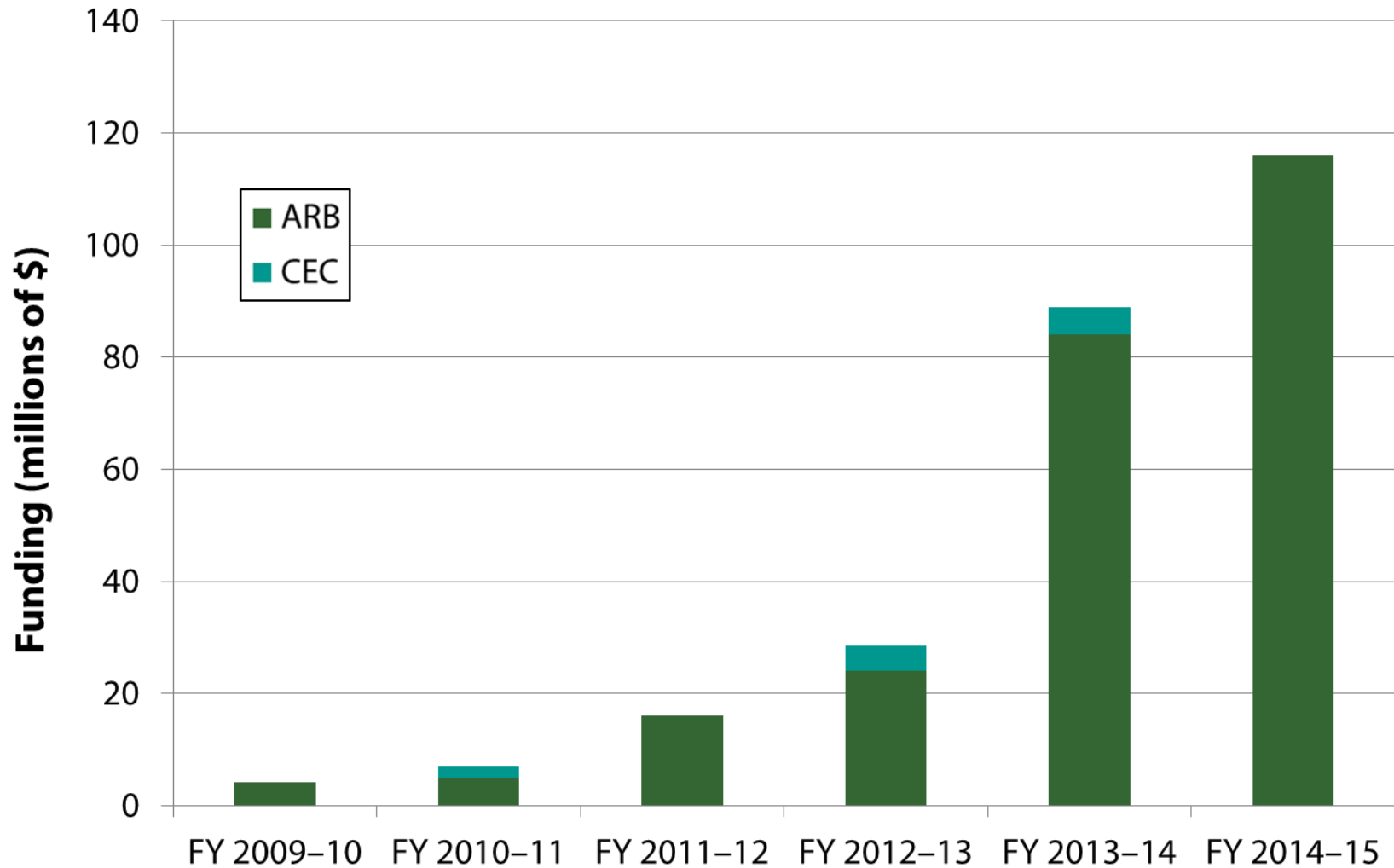


Center for Sustainable Energy™

Eligible Vehicle Types and Rebates

		CA: CVRP	MA: MOR-EV
	Hydrogen Fuel-Cell Electric Vehicles	\$5,000	\$2,500
	Battery Electric Vehicles (& i3 REx)	\$2,500	\$2,500
	Plug-in Hybrid Electric Vehicles	\$1,500	\$2,500 (>10kWh) \$1,500
	Neighborhood Electric Vehicles	\$900	
	Zero-Emission Motorcycles	\$900	\$750

Funding: Clean Vehicle Rebate Project (CVRP)



Administration & Market Transformation

- Operations
 - process applications, issue checks
- Outreach & Education
 - consumers, fleets, dealerships, others
- Equity
 - developing markets, disadvantaged communities
- Transparency
 - online, interactive market statistics, maps, consumer-survey results

The screenshot displays the website for the Clean Vehicle Rebate Project (CVRP). The header includes the Center for Sustainable Energy logo and a search bar. The main navigation menu lists: HOME, PROGRAMS, EDUCATION, POLICY, ABOUT, JOBS, NEWS, EVENTS, CONTACT.

CLEAN VEHICLE REBATE PROJECT

- Apply for a Rebate
- Frequently Asked Questions
- Project Statistics
- Upcoming Events
- Contact Us

AVAILABLE REBATE FUNDS

CVRP is currently accepting applications for rebate reservations.

Check Application Status

ADDITIONAL INCENTIVES

Find rebates, discounts, tax breaks and other incentives available in your area.

DriveClean

A buying guide for clean and efficient vehicles brought to you by the California Air Resources Board.

LATEST ARTICLES

- CCSE Selected To Manage Massachusetts EV Rebate Program
- "Experience Electric" Aims to Spark Bay Area EV Adoption
- ARB Adds Funding for Clean Vehicle Rebates
- Clean Transportation Workshop for Local Employers

Clean Vehicle Rebate Project

Choose an Eligible Electric Vehicle and Apply for a Rebate

1 Choose Vehicle 2 Accept Terms 3 Apply Online 4 Submit Documents

If you submitted an online application on or after March 28, 2014, you will receive your rebate check in September 2014.

Administered by CCSE for the California Air Resources Board, the Clean Vehicle Rebate Project (CVRP) offers up to \$2,500 in electric vehicle rebates for the purchase or lease of new, eligible zero-emission and plug-in hybrid light-duty vehicles.

To apply for a rebate, submit a CVRP application within 18 months of the vehicle purchase or lease date, before taking possession of the vehicle, and in order to evaluation of available rebate funds. You are responsible for submitting the rebate application and all required documentation to CCSE. You must also retain ownership of the vehicle in California for a minimum of 36 consecutive months immediately after the vehicle purchase or lease date.

Eligible Vehicles

Make / Model	Rebate Amount
Zero-Emission Vehicles: Hydrogen Fuel Cell	
Honda FCX Clarity 2010-2012 ▶ manufacturer's website	\$ 2,500 Apply Now
Hyundai Tucson Fuel Cell 2015 ▶ manufacturer's website	\$ 2,500 Apply Now
Mercedes-Benz F-Cell 2011 and 2012 ▶ manufacturer's website	\$ 2,500 Apply Now
Zero-Emission Vehicles: Battery Electric	
BMW i8 or i8 REX 2014 ▶ manufacturer's website	\$ 2,500 Apply Now
BYD a6 2012-2014 ▶ manufacturer's website	\$ 2,500 Apply Now
Chevrolet Spark EV 2014 ▶ manufacturer's website	\$ 2,500 Apply Now
Fiat 500e 2012-2015 ▶ manufacturer's website	\$ 2,500 Apply Now

Operations

Center for Sustainable Energy 858-244-1177 [f](#) [t](#) [y](#) [+](#) [in](#) Search...

HOME ABOUT PROGRAMS EDUCATION POLICY NEWS BLOG EVENTS JOBS CONTACT

- CLEAN VEHICLE REBATE PROJECT**
- Apply for a Rebate
 - Check Application Status
 - Submit Supporting Documents
 - Request Copy of Application
 - Frequently Asked Questions
 - Rebate Funding Status
 - Rebate Statistics
 - Interactive Map
 - Survey Dashboard
 - PEV Reports
 - Upcoming Events
 - Contact Us

Clean Vehicle Rebate Project



Administered by CSE for the California Air Resources Board, the Clean Vehicle Rebate Project (CVRP) offers up to \$5,000 in electric vehicle rebates for the purchase or lease of new, eligible zero-emission and plug-in hybrid light-duty vehicles.

When can I apply for a rebate?

- Within 18 months of the vehicle purchase or lease date.
- After taking possession of the vehicle.
- Before exhaustion of available rebate funds.
- Note:** Purchase/Lease Date must be on or after the vehicle's first Eligibility Date.

What am I responsible for?

- Submitting the online rebate application.
- Submitting all required supporting documents to CSE within 14 days after submitting the online rebate application (if your documents are not received, your application will be automatically cancelled).
- Retaining ownership of the vehicle in California for a minimum of 30 consecutive months immediately after the vehicle purchase or lease date.

When will I receive my rebate?

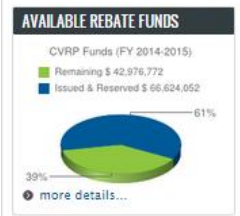
- Rebates are distributed on a first-come, first-served basis and issued to qualified recipients in a single payment within 90 days of application approval.
- Delays beyond normal processing times may occur.

Have more questions? Please visit the FAQ page for more information.

Choose an Eligible Electric Vehicle and Apply for a Rebate

- Choose Vehicle
- Accept Terms
- Apply Online
- Submit Documents

Make / Model	Rebate Amount
Zero-Emission Vehicles: Hydrogen Fuel Cell	
Honda FCX Clarity	



PUBLIC FLEET PILOT PROJECT

Find out if your public fleet vehicles qualify for increased incentives and reserve funds for planned or executed acquisitions.

Learn more

ADDITIONAL INCENTIVES

Find rebates, discounts, tax breaks and other incentives available in your area.

MOR-EV Massachusetts Offers Rebates for Electric Vehicles

HOME APPLY AVAILABLE FUNDING PROGRAM STATISTICS RESOURCES FAQ CONTACT US

MOR-EV IS A MASSACHUSETTS PROGRAM THAT ISSUES REBATES TO ELECTRIC VEHICLE DRIVERS

Purchase or lease an eligible electric vehicle and apply for your rebate today!



APPLY FOR A REBATE



Apply for incentives of up to \$2,500 for the purchase or lease of new electric vehicles, including battery electric, plug-in hybrid electric and fuel cell electric vehicles.

AVAILABLE FUNDING



Track reserved and available funding amounts. \$1,000 is available for the entire program year to increase the number of electric vehicles on the road.

PROGRAM STATISTICS



Find information on distribution of rebates over time and across the state, including specific vehicle category and manufacturer information.

FREQUENTLY ASKED QUESTIONS



Need a question answered? Check the FAQ page for more information on the application process, program eligibility and other program details.

The Massachusetts Offers Rebates for Electric Vehicles (MOR-EV) program aims to provide air pollution emission reductions for the Commonwealth by increasing the use of electric vehicles.

Funded by the Executive Office of Energy and Environmental Affairs' Department of Energy Resources (DOER) and administered statewide by the Center for Sustainable Energy (CSE), MOR-EV provides rebates of up to \$2,500 for the purchase or lease of zero-emission and plug-in hybrid light-duty vehicles.

BROUGHT TO YOU BY



Operations: Eligibility

	CVRP	MOR-EV	CT
Application	Within 18 months	Within 3 months	Coming soon
Applicant	In-state individual or fleet	In-state individual	Coming soon
Eligible EV	Purchase or lease	Purchase or lease	Coming soon
Ownership	30 months	36 months	Coming soon

Operations: Application Process

Step 1

Go to energycenter.org/cvrp or mor-ev.org

Step 2

Select vehicle and fill out application

Step 3

Submit supporting documents

Step 4

Receive check in mail

Operations: Supporting Documents

Purchase/Lease Agreement

Proof of Residency and Registration

Signed Application Form

Submit documents via email (MA) or online (CA)
www.energycenter.org/cvrpsubmit

When you are finished uploading your documents, click Submit Documents at the bottom of the page. You must submit your supporting documents by March 3, 2015 or your application will be cancelled.

Document	Status
Signed Application Form ?	Not Uploaded
Choose File No file chosen Upload	
Purchase/Lease Agreement ?	Not Uploaded
Choose File No file chosen Upload	
Proof of Vehicle Registration ?	Not Uploaded
Choose File No file chosen Upload	
Proof of California Residency ?	Not Uploaded
Choose File No file chosen Upload	

Save and Finish Later Submit Documents

Outreach & Education: Consumers

- Community and industry events
 - Branded booth and marketing materials
- Program hotline, live support staff, and website



Outreach & Education: Dealers

- Dealerships are a common source of incentive information
 - 65% of respondents heard about CVRP from dealership
 - 54% of respondents heard about MOR-EV from dealership

Dealer Outreach & Education: Webinars

- Periodic general webinars
- Brand-specific webinars as added to the program
 - reached >500 known dealership employees
 - method limits tracking per site and overall
- Content:
 - incentive overview & updates
 - how to sell more EVs:
 - consumer survey feedback
 - top three services
 - other incentives
 - charging, etc.



Outline

- Introduction to MOR-EV
- Program Funding
- Program Eligibility
- Application Process
- Outreach Opportunities



Funding



Elements of Eligibility for CVRP

- 1 Individual, business, nonprofit or government entity based in California or has a California based affiliate
- 2 Purchase or lease a **NEW** eligible vehicle
- 3 Own/lease the vehicle for at least **30** consecutive months (including CA DMV registration)
- 4 Apply for rebate within 18 months of vehicle purchase or lease date

Dealer Outreach & Education: Direct

- OEM- / dealer-association-sponsored group training
- Direct dealership outreach
- 1-on-1 inquiry support
- Dealership outreach brochure and EV marketing materials
 - incentives
 - utility rates
- Tracking

It matters *when* you charge your electric car.

San Diego Gas & Electric's electric vehicle (EV) rates will help you pay the lowest price for your EV fuel, when charging from midnight to 5 a.m. Sign up for an EV time-of-use rate and program your car to charge when electric rates are at their lowest – during the "off-peak" and "super off-peak" hours.



Plug-in Electric Vehicle Benefits

Incentives available
Fun driving experience
Low fuel and maintenance costs
Minimal environmental impacts
Reduced dependence on oil
Different sizes and ranges to meet your needs

Learn more about the advantages of driving electric:

DRIVE CLEAN & SAVE!

TEN THOUSAND DOLLARS

Receive Up To
\$10,000
In Incentives

Check out the savings today!
energycenter.org/Nissan

California Environmental Protection Agency
Air Resources Board

Center for Sustainable Energy™

NOT REDEEMABLE FOR CASH

INCENTIVES AVAILABLE

DRIVE CLEAN & SAVE!

Equity: Outreach

- Rebate application translated into Spanish
 - planned translations to Chinese and Tagalog
- Live staff support in Spanish and Mandarin
- Increased outreach & education efforts in disadvantaged communities

PROGRAMA DE REEMBOLSOS PARA VEHÍCULOS LIMPIOS

- Solicitar un reembolso
 - Pedir Copia de Solicitud
 - Subir Documentos
 - Ver el estado de una solicitud
- Preguntas frecuentes
- Reembolsos Disponibles
- Estadísticas sobre reembolsos
- Mapa interactivo
- Informes sobre PEV
- Panel de encuestas
- Próximos eventos
- Contáctenos

AVAILABLE REBATE FUNDS

CVRP Funds (FY 2014-2015)

- Remaining \$ 43,462,672
- Issued & Reserved \$ 66,138,152

60%
40%

more details...

INCENTIVOS ADICIONALES

Encuentre reembolsos, descuentos, beneficios fiscales y

Programa de reembolsos para vehículos limpios

Manejar un vehículo eléctrico mejora la calidad del aire en la localidad

El Programa de reembolsos para vehículos limpios (CVRP), que CSE administra en nombre de la Junta de Recursos del Aire de California, ofrece reembolsos de hasta \$5000 con la compra o el alquiler de vehículos eléctricos livianos nuevos, ya sean vehículos híbridos enchufables o vehículos eléctricos livianos nuevos, ya sean vehículos híbridos enchufables o vehículos de cero emisiones.

¿Cuándo puedo solicitar un reembolso?

- Dentro de los 18 meses posteriores a la fecha de compra o alquiler.
- Luego de tomar posesión del vehículo.
- Antes de que se acaben los fondos de reembolso disponibles.
- **Nota:** la fecha de compra o alquiler debe ser igual o posterior a la fecha inicial de elegibilidad del vehículo.

¿Qué debo hacer?

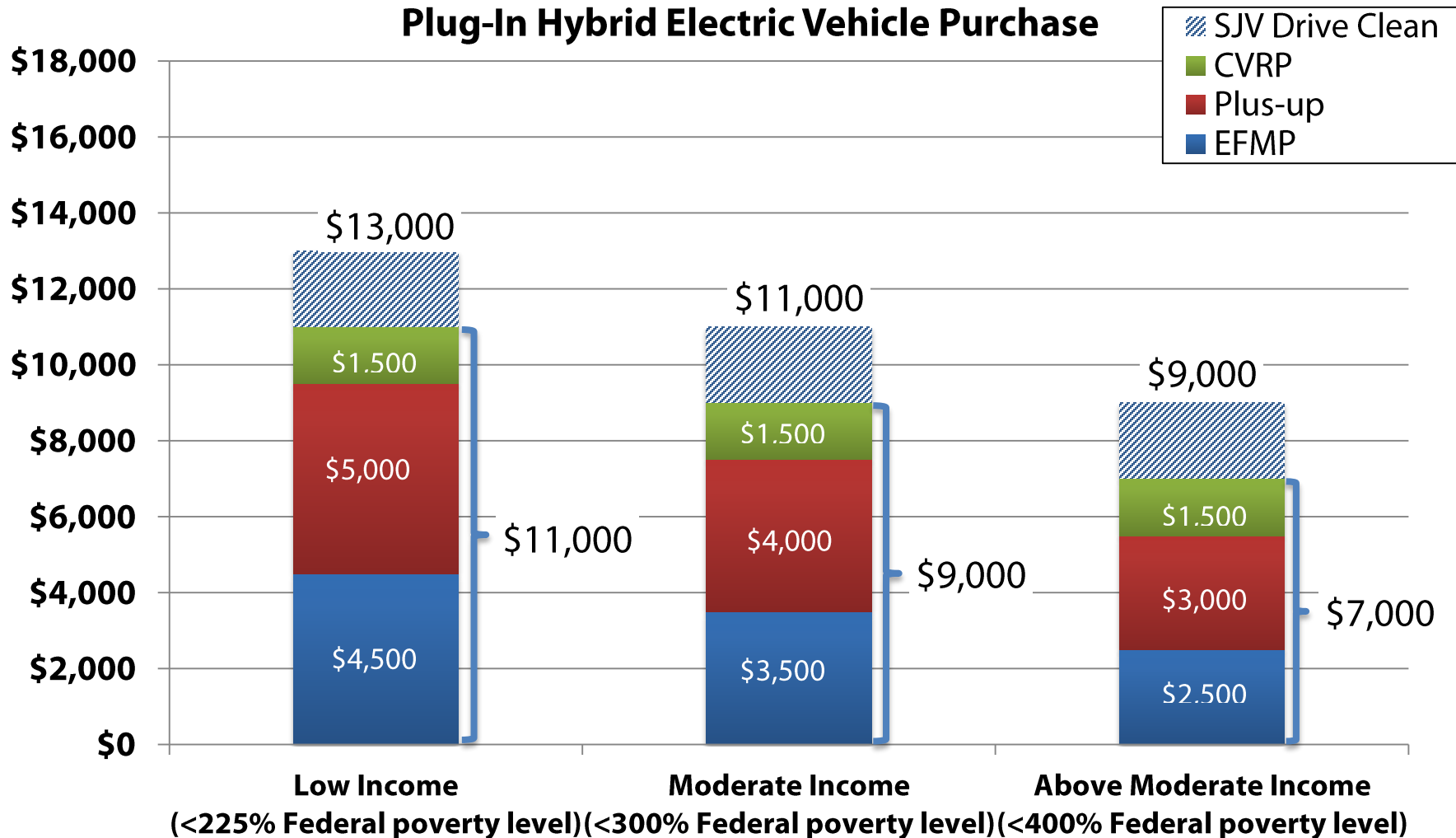
- Enviar la solicitud en línea de reembolso.
- Enviar toda la documentación de respaldo a CSE dentro de los 14 días posteriores al envío de la solicitud en línea de reembolso (si no recibimos su documentación, daremos de baja su solicitud automáticamente).
- Mantener la propiedad del vehículo en California durante un mínimo de 30 meses consecutivos a partir de la fecha de compra o alquiler del vehículo.

¿Cuándo recibiré mi reembolso?

- Los reembolsos se distribuyen entre los destinatarios elegibles en orden de llegada y se liquidan en un pago único dentro de los 90 días posteriores a la aprobación de la solicitud.
- Es posible que haya demoras respecto del tiempo de procesamiento normal.

Equity: Stacked Regional Incentives

California Vehicle Retirement-and-Replace Incentives: Plug-In Hybrid Electric Vehicle Purchase



Transparency: Funding Availability

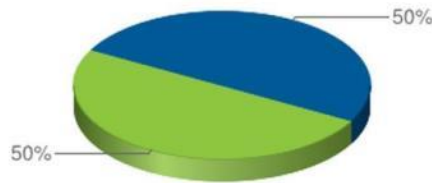
Real-Time Funding Status for the Clean Vehicle Rebate Project

Fiscal Year 2014-2015

Rebates Issued and Reserved	\$55,239,219
Remaining Funds	\$54,361,605

CVRP Funds (FY 2014-2015)

Remaining \$ 54,361,605 Issued & Reserved \$ 55,239,219



Since Program Began

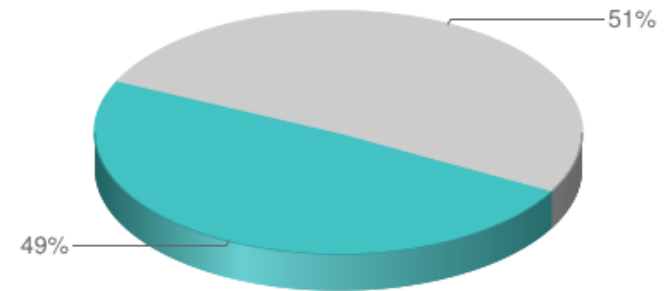
Rebates Issued	\$184,447,983
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Fiscal Year 2014-2015

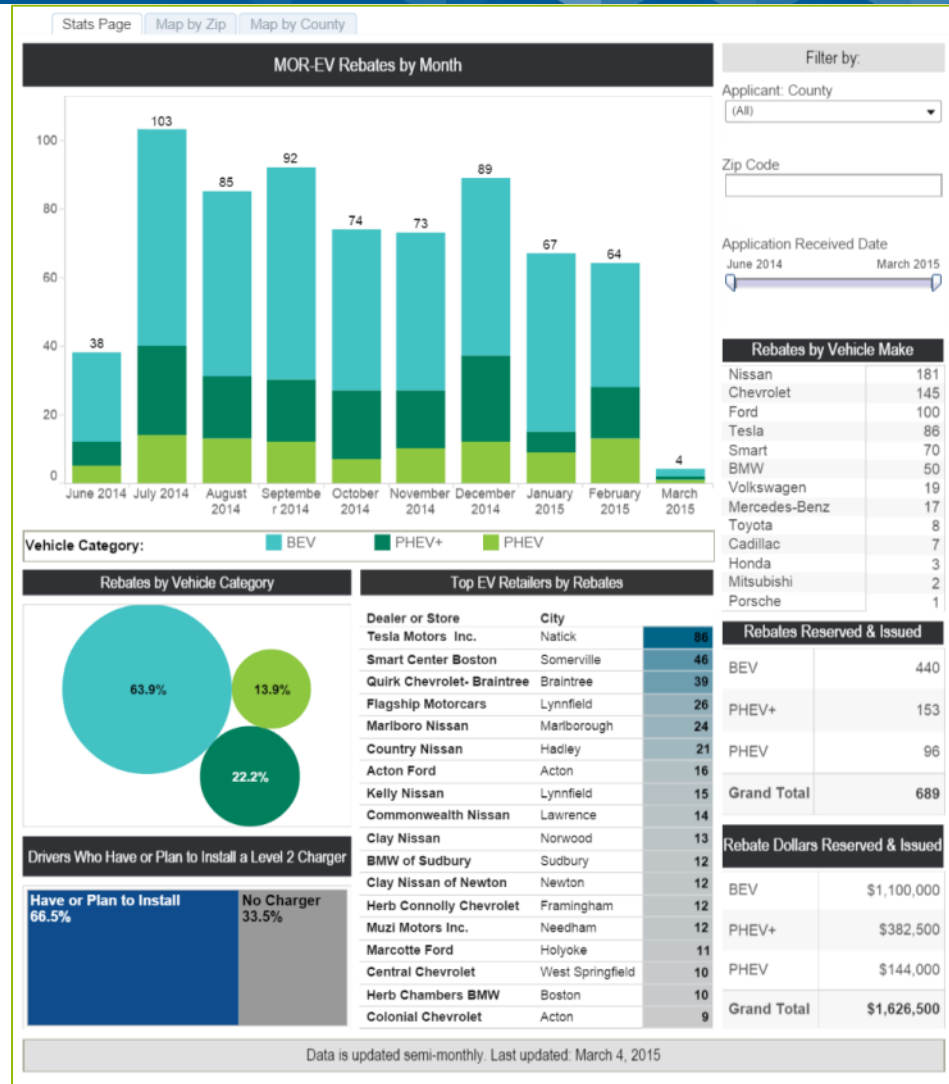
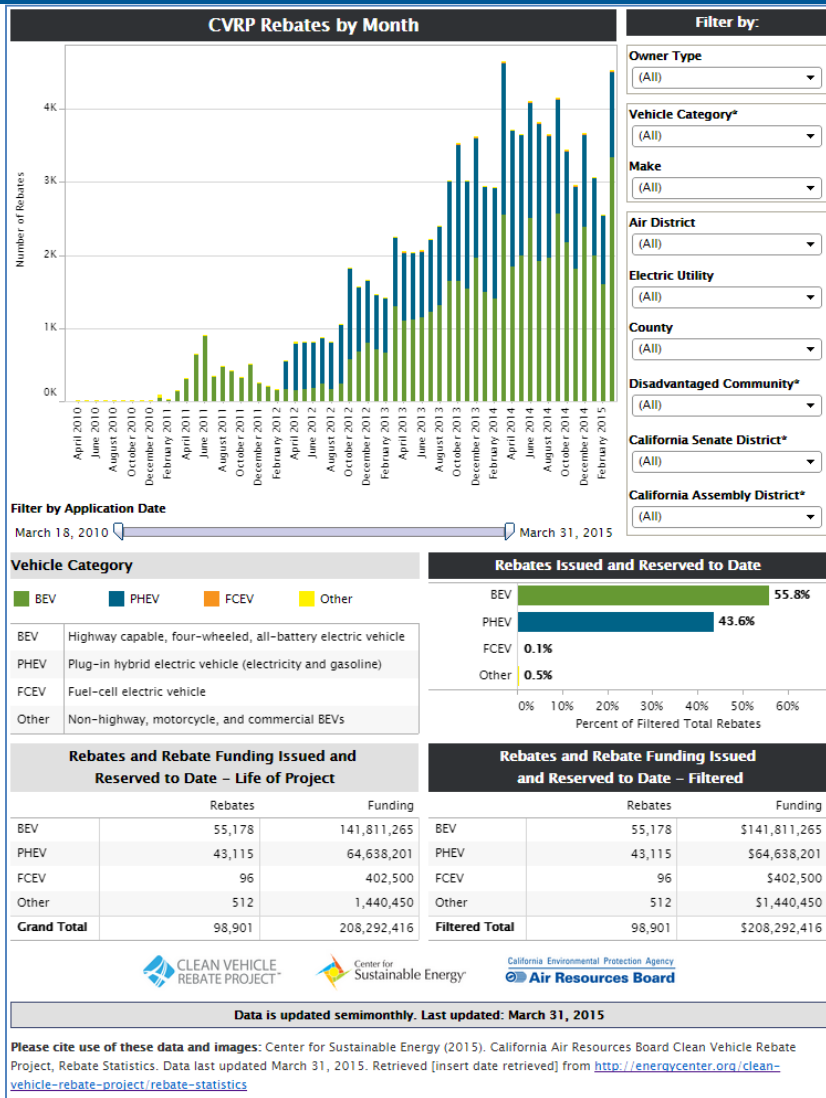
Rebates Issued	\$1,593,000
Currently Reserved	\$299,500
Remaining Funds	\$1,827,500

MOR-EV Funds (FY 2014-2015)

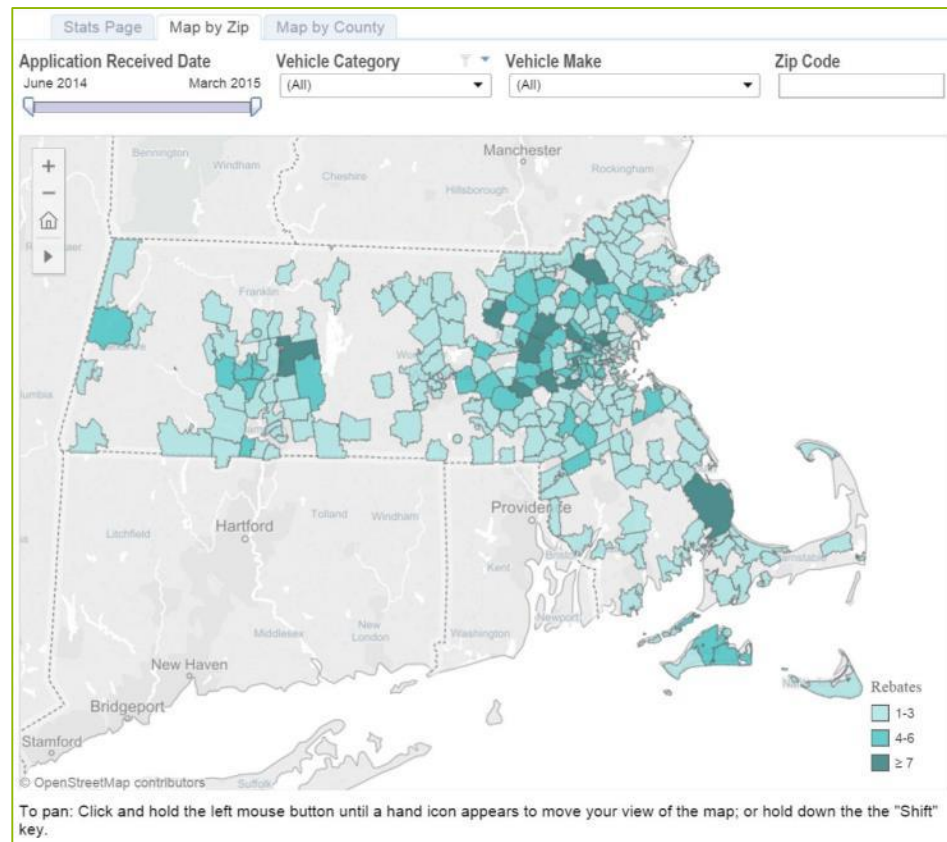
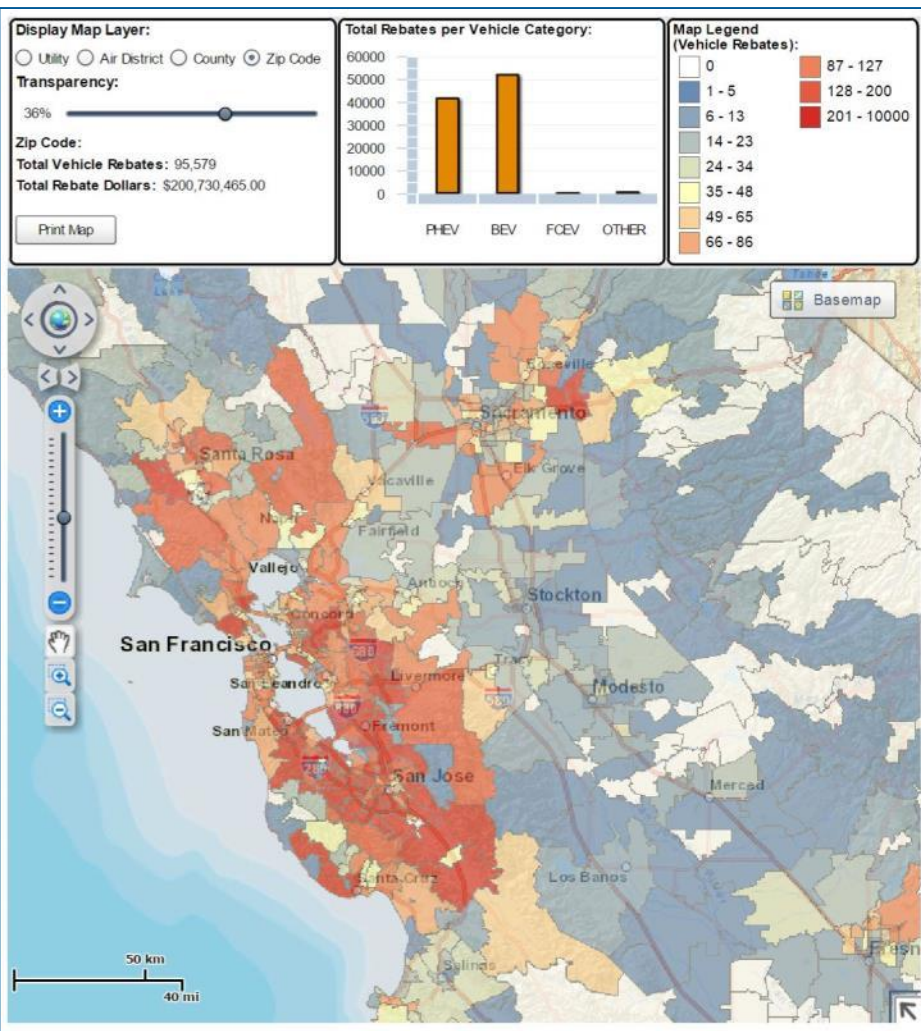
Remaining \$ 1,827,500 Issued & Reserved \$ 1,892,500



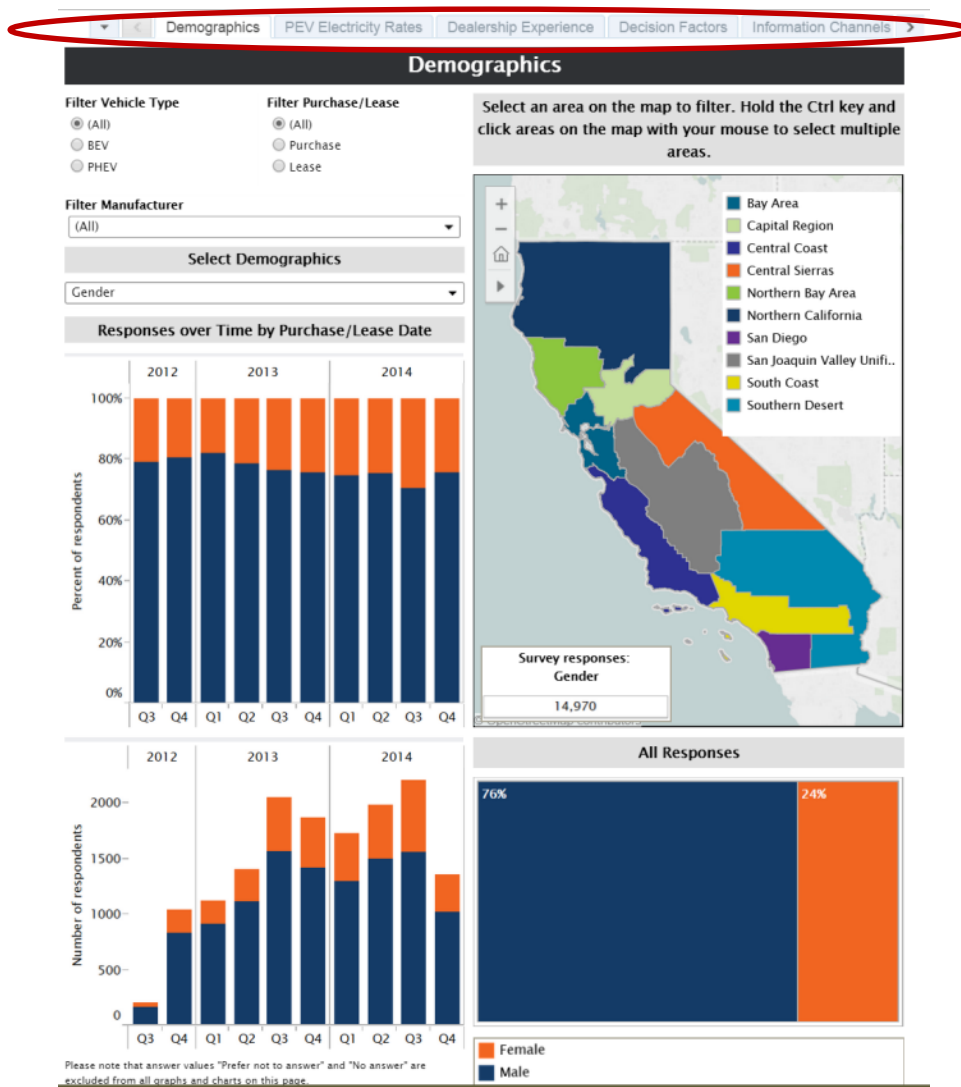
Transparency: Rebate Dashboards



Transparency: Interactive Maps



Transparency: Consumer Survey Data



- All applicants invited to take a survey
- >16,000 CVRP responses
- Topics include:
 - purchase motivations and enablers
 - dealership experience,
 - utility rate awareness
 - demographics
- CVRP responses updated monthly on an interactive dashboard for easy use
- Weighting (internal)

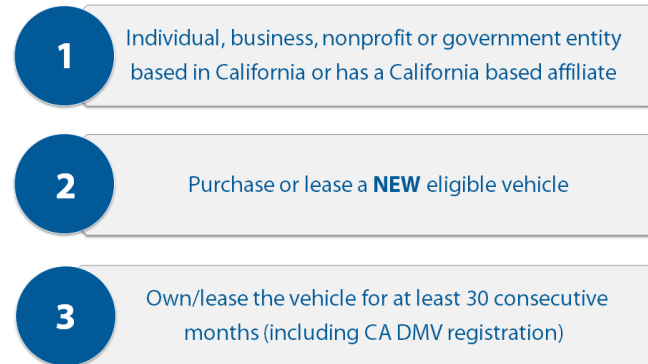


Lessons Learned



Operations: Simplify

- Minimize eligibility criteria and applicant requirements to encourage participation
- Create a user-friendly, transparent, and quick application process



Choose an Eligible Electric Vehicle and Apply for a Rebate



Operations: Automate

- Funding status updates
- Eligibility pre-screening and application detail verification
- Application status updates and emails

Benefits:

- Improves application experience
- Increases consumer confidence
- Reduces administrative burden

Real-Time Funding Status for the Clean Vehicle Rebate Project



Check Application Status

CVRP Application Number: A-127159

Applicant Name: Testy Spaghetti

Online application submitted on March 16, 2015

Please submit your supporting documents to CSE within 14 days of applying online or your application will be cancelled.

Update: We are currently experiencing a high volume of applications. Our team is reviewing applications as quickly as possible. We will send you an email with a status update once we review your application.

Subject: Re: Check Sent - Clean Vehicle Rebate Project

We are pleased to inform you that we mailed your Clean Vehicle Rebate Project (CVRP) check via USPS on 4/14/2015 to the address on your application. This is what the envelope with the check looks like:

If you do not receive your check within 30 days, please contact us to confirm your mailing address.

Now that your rebate is approved, will you help us by answering a few questions about your experience purchasing or leasing your EV?

[Click Here To Start Survey](#)

The survey should only take about 20 minutes to complete. It is voluntary and all reported results are anonymous. CVRP is part of a broader effort to expand the adoption of clean vehicles. Your answers to this survey will help us meet these goals.

To find out if your check has been mailed, go to www.energycenter.org/cvrpstatus and use your application number (A-123947) to check the status of your application at any time. In the meantime, please let us know if you have any questions or concerns.

Sincerely,

Outreach & Education and Equity

- Leverage existing platforms
 - community and industry events
 - OEM- / dealership-association-sponsored events
- Plan for consistent and sustained efforts
- Provide access
 - translate materials and align with other incentives where appropriate

Transparency

Real-Time Funding Status for the Clean Vehicle Rebate Project

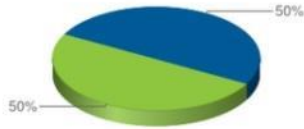
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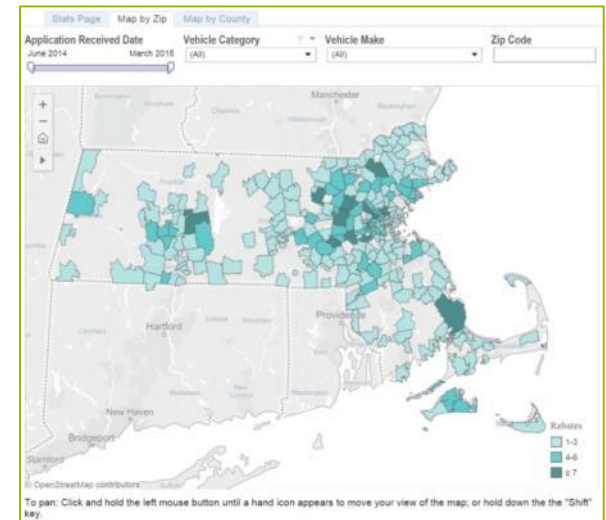
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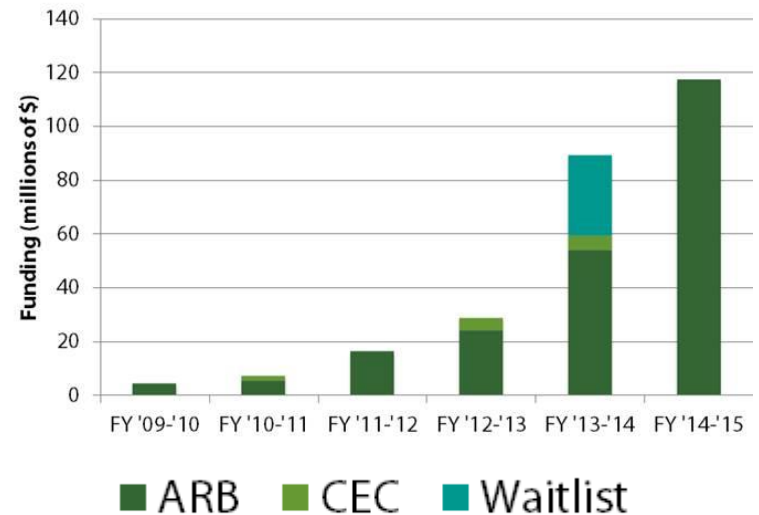
- Facilitates informed decision making
- Provides data for measuring incentive and outreach effectiveness
- Informs industry, gov't, and NGO stakeholders
- Reduces administrative burden

Program Funding

- Maximize consumer and industry confidence
- Avoid market disruption
- Provide flexibility to adapt to market changes

Compare/contrast to other programs:

- California Solar Initiative, Federal EV Tax Credit, support for hybrids in Japan



Summary

- CSE engages in a wide variety of market transformation activities to support ambitious ZEV goals
- EV incentives have a major impact on consumer decision making
- CVRP and MOR-EV have incentivized more than 101,000 vehicles
- Project design and modifications reflect the importance of simplicity, scalability, and transparency to a successful incentive project



Thank you for your attention!

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