

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report – Item 9**

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To: Community Advisory Committee

From: Mitch Sears, Executive Officer  
Rebecca Boyles, Director of Customer Care and Marketing  
Sierra Huffman, Program and Community Engagement Analyst

Subject: Electric Vehicle Rebate Pilot Program

Date: April 27, 2023

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**RECOMMENDATION**

Review and recommend Board approval of Phase 1 extension of Valley Clean Energy’s Electric Vehicle Rebate Pilot Program. Provide feedback on Phase 2 program design elements.

**BACKGROUND**

In September 2022, VCE launched an Electric Vehicle (EV) Rebate Pilot Program within the context of a national and statewide movement in transportation electrification. The shift in focus from traditional gas vehicles with the recognition of the emissions associated with fossil fuel transportation motivated VCE to explore the most effective ways to increase local EV adoption. VCE designed a program that stacks with existing EV rebates and incentives, providing VCE customers with additional funding opportunities.

Phase 1 is providing rebates for new electric vehicles with proof that the customer has received a rebate from the California Vehicle Rebate Project (CVRP). The program has been very successful, with 5 low-income rebates disbursed, and 21 standard rebates disbursed or in-progress, with \$7,500 remaining in the budget. So far, VCE has gotten a lot of positive feedback from participating customers, and one previously opted-out customer returned to VCE in order to qualify for the rebate.

Staff will move the reserved \$20,000 for marketing/outreach and program administration into the fund for rebates, since the program administration has been manageable within current staff workloads and additional program administration assistance has not been necessary. Per Board direction, the 6-month reserve period has expired, so those funds are available for rebates. Staff recommends allocating \$20,000 additional program funds (out of an approximate \$119,000 available in VCE’s Programs Fund) for a total remaining budget of \$47,500 in an extension of Phase 1 of the program, while the Programs/Outreach Task Group and CAC explore additional program design elements to launch in Phase 2 (anticipated launch in Q4 2023).

## **PHASE 2 PROGRAM DESIGN**

Staff is seeking feedback from the Community Advisory Committee on potential Phase 2 design elements. Some of the elements under consideration include:

- Additional incentives for residential vehicle charging
- Additional incentives for residential vehicle-grid integration (VGI)
- Additional incentives for residential EV charging infrastructure upgrades (e.g. electrical panel upgrades)
- New incentives for commercial charging
- Revised incentives for EV vehicle purchase/lease

## **FINANCIAL IMPACT**

Total proposed increase to program budget for Phase 1 extension is \$20,000. Rebate amounts would remain as follows: low-income customers would be provided with \$4,000 for any new battery or plug-in hybrid EV; all other eligible customers would receive \$2,000 for new plug-in hybrids or \$2,500 for new battery EVs.

## **CONCLUSION**

Staff is asking the CAC to provide a recommendation to the Board for approval of the Phase 1 extension of Valley Clean Energy's Electric Vehicle Rebate Pilot Program. Staff is asking for feedback on Phase 2 program design elements.