

VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 13

To: Board of Directors

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 – Phase 1 Extension

Date: June 15, 2023

RECOMMENDATION

Approve Phase 1 extension of Valley Clean Energy’s Electric Vehicle Rebate Pilot Program.

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. VCE’s efforts in this area are consistent with many other CCAs in the State.

Phase 1 of the program is providing rebates for new electric and plug-in hybrid 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 6 low-income rebates and 24 standard rebates disbursed or in-progress, with \$0 remaining in the rebates budget of \$80,000 (\$100,000 total program budget). 2 income-qualified and 1 standard rebate application have been placed on the waitlist. VCE has received positive feedback from participating customers, and one previously opted-out customer returned to VCE in order to qualify for the rebate. VCE has also received several inquires from Yolo County residents who are not in VCE’s service territory, mainly West Sacramento residents.

Consistent with the original Board approval in September 2022, staff moved 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 also recommends allocating an additional \$20,000 in program funds (out of an available \$119,000 in Programs Fund) for a total remaining budget of \$40,000 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 to be brought back to the Board for consideration later this year with a target launch in Q4 2023).

The Community Advisory Committee voted to recommend the Phase 1 extension and increase of \$20,000 in the program budget at its April 27, 2023, meeting.

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 Board for approval of the Phase 1 extension of Valley Clean Energy's Electric Vehicle Rebate Pilot Program.