



CHEAPR BOARD MEETING

Bureau of Air Management
March 16, 2023

BOARD AGENDA

- 3:00 PM Chair Commissioner Dykes Call to Order
Welcome
Approval of the December 15, 2022 CHEAPR Board Meeting Minutes
- 3:15 PM CHEAPR Program Update
Program Metrics
Budget Update
Budget Format Discussion
Public Act 22-25 Implementation Update
- 4:00 PM Board Discussion
- 4:15 PM Public Comments
Adjourn

PREVIOUS MINUTES

Approval of the December 15, 2022 Minutes

A. Overall Budget



January 1, 2020 through January 31, 2023

	Rebate Funds	Admin Funds	Total Funds
2020-2022 Contract Funding Summary:			
Air Funding (CHEAPR2 Bridge Funding) ⁽¹⁾	\$ 259,900.00	\$ 65,000.00	\$ 324,900.00
2020-2022 SOW Funding	\$ 7,875,048.00	\$ 1,124,952.00	\$ 9,000,000.00
Subtotal Program Funding	\$ 8,134,948.00	\$ 1,189,952.00	\$ 9,324,900.00
Funds Utilized through 12/31/22:			
Incentive Payments ⁽²⁾	\$ (4,274,475.00)		\$ (4,274,475.00)
Administrative ⁽³⁾		\$ (1,071,903.24)	\$ (1,071,903.24)
Total Funds Utilized through 12/31/2022	\$ (4,274,475.00)	\$ (1,071,903.24)	\$ (5,346,378.24)
Carry-over Funding from 2020-2022	\$ 3,860,473.00	\$ 118,048.76	\$ 3,978,521.76
Funds allocated to 2023-2025 Task 4 Pre-paid Platform Update	\$ (61,951.24)	\$ (118,048.76)	\$ (180,000.00)
Net Carry-over Funding for 2023 Rebate Payments	\$ 3,798,521.76	\$ 0.00	\$ 3,798,521.76
2023-2025 Contract Funding Summary:			
Net Carry-over Funding for 2023 Rebate Payments	\$ 3,798,521.76		\$ 3,798,521.76
2023 - Annual Incentive Budget	\$ 1,000,000.00		\$ 1,000,000.00
2024 - Annual Incentive Budget	\$ 4,000,000.00		\$ 4,000,000.00
2025 - Annual Incentive Budget	\$ 5,000,000.00		\$ 5,000,000.00
NTE Three Year Administrative Budget		\$ 1,988,000.00	\$ 1,988,000.00
Subtotal Program Funding	\$ 13,798,521.76	\$ 1,988,000.00	\$ 15,786,521.76
January 2023 Funds Utilized:			
Incentive Payments ⁽²⁾	\$ (416,100.00)		\$ (416,100.00)
Incentive Pipeline as of 1/31/2023	\$ (124,050.00)		\$ (124,050.00)
Administrative (estimated) ⁽³⁾		\$ (67,000.00)	\$ (67,000.00)
Total Funds Utilized through 1/31/2023	\$ (540,150.00)	\$ (67,000.00)	\$ (607,150.00)
Estimated Remaining 2023-2025 Funding	\$ 13,258,371.76	\$ 1,921,000.00	\$ 15,179,371.76
Estimated Funds on Hand:			
Funds Held by DEEP/DMV	\$ 13,353,323.00	\$ 1,988,000.00	\$ 15,341,323.00
Funds Held by CSE	\$ (94,951.24)	\$ (67,000.00)	\$ (161,951.24)
Total	\$ 13,258,371.76	\$ 1,921,000.00	\$ 15,179,371.76

CHEAPR BUDGET

B. Incentives Paid

Incentives Paid Type of Incentive	Since Last Board Mtg.		Jan. 2020 – Jan. 2023	
	Payments: Nov'22-Jan'23 \$	No.	All Payments through Jan'23 \$	No.
Vehicle	\$ 795,000	438	\$ 4,355,750	3,337
Plus	\$ 21,500	10	\$ 58,500	27
Dealer	\$ 48,150	436	\$ 276,325	2,869
Total	\$ 864,650	884	\$ 4,690,575	6,233

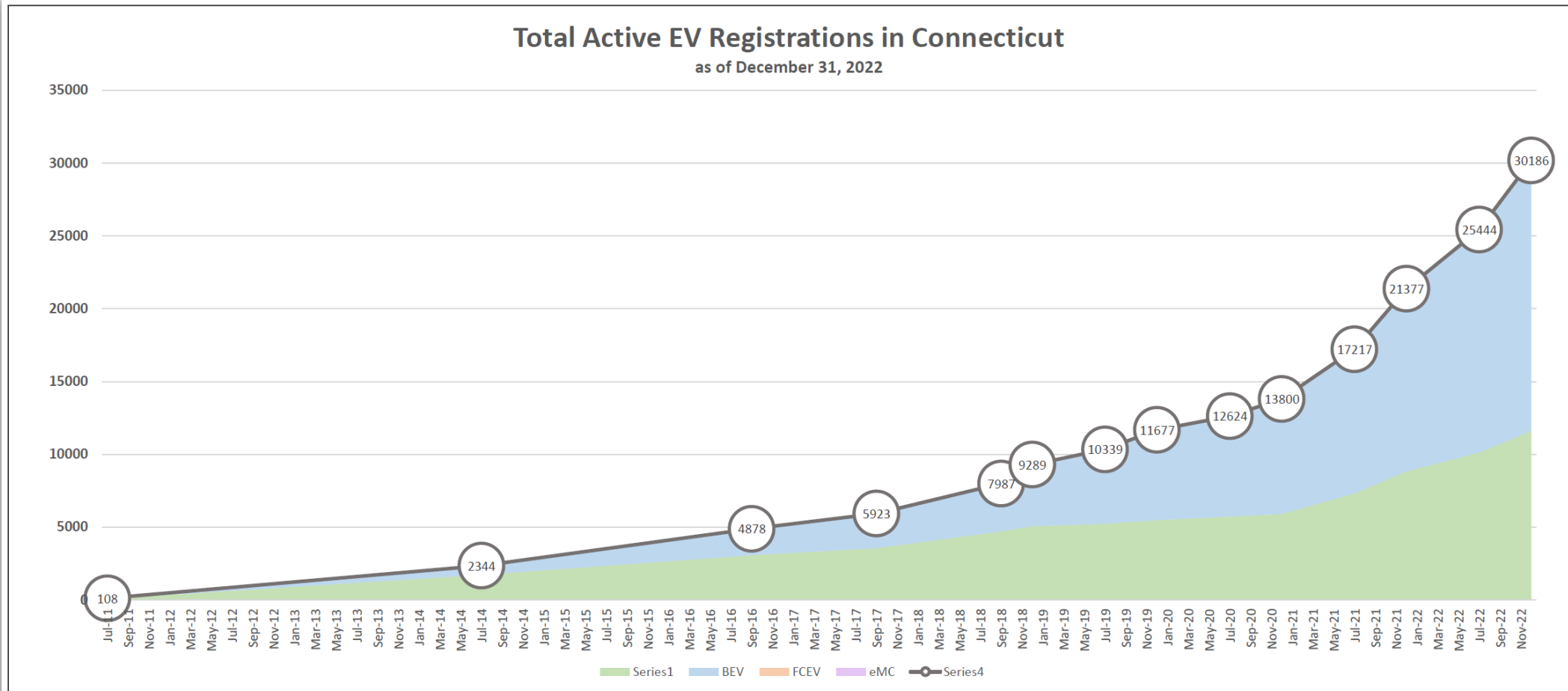
C. Administrative Costs

Administrative Costs Incurred	Costs Incurred: Nov'22-Jan'23	CTD Costs Incurred through Jan'23
Time and Materials	\$ 86,024.17	\$ 1,091,323.24
Fixed Fees (Monthly & Annual)	\$ 46,500.00	\$ 46,500.00
Application Volume (Fee/App)	\$ 1,080.00	\$ 1,080.00
Total Administrative Costs	\$ 133,604.17	\$ 1,138,903.24

Notes

- (1) \$260,000 in Bridge funding added on May 6, 2020 but only \$259,900.00 was requested and received by CSE.
- (2) Incentives Paid.
- (3) Administrative Costs.

EV REGISTRATIONS



EV Type	EVs Registered in CT on:													
	7/1/2011	7/1/2014	9/14/2016	9/1/2017	9/24/2018	12/31/2018	7/1/2019	12/31/2019	7/1/2020	12/31/2020	7/1/2021	12/31/2021	7/1/2022	12/31/2022
PHEV	76	1723	3066	3549	4705	5063	5220	5480	5722	5893	7321	8827	10126	11615
BEV	32	621	1811	2371	3280	4208	5099	6172	6874	7880	9861	12513	15268	18509
FCEV	0	0	1	3	2	2	2	3	3	3	3	3	6	5
eMC	ND	ND	ND	ND	ND	16	18	22	25	24	32	34	44	57
Grand Total	108	2344	4878	5923	7987	9289	10339	11677	12624	13800	17217	21377	25444	30186

CHEAPR STATS

Available on CHEAPR Stats Page

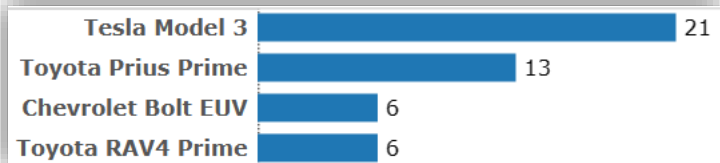


Most Popular EVs

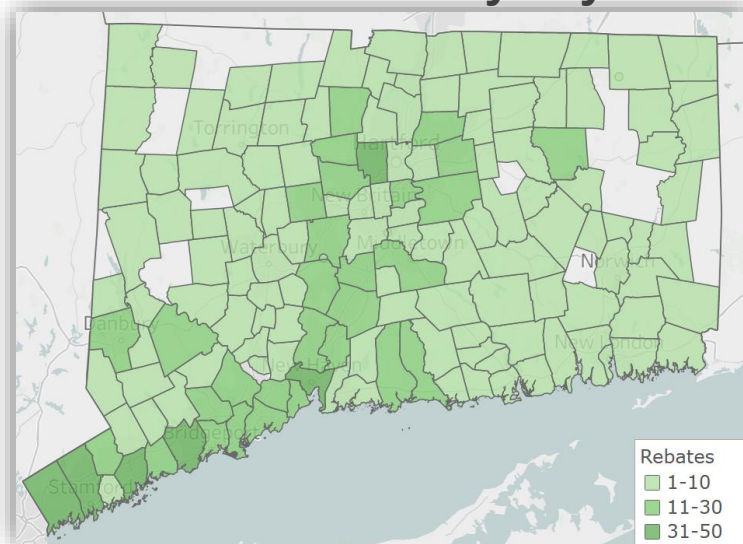
2022



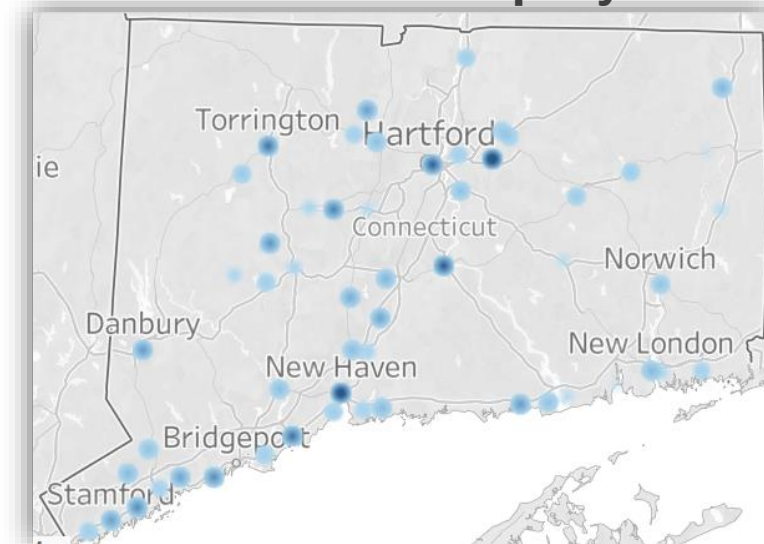
Since Last Board Mtg.



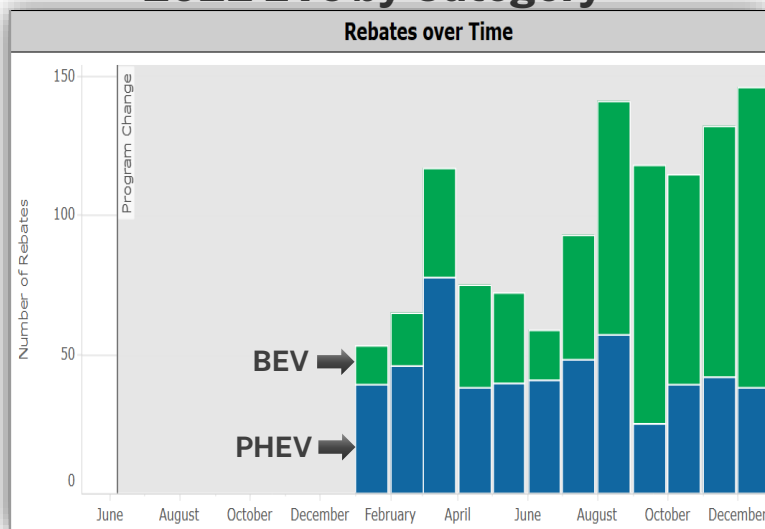
2022 Rebates by City



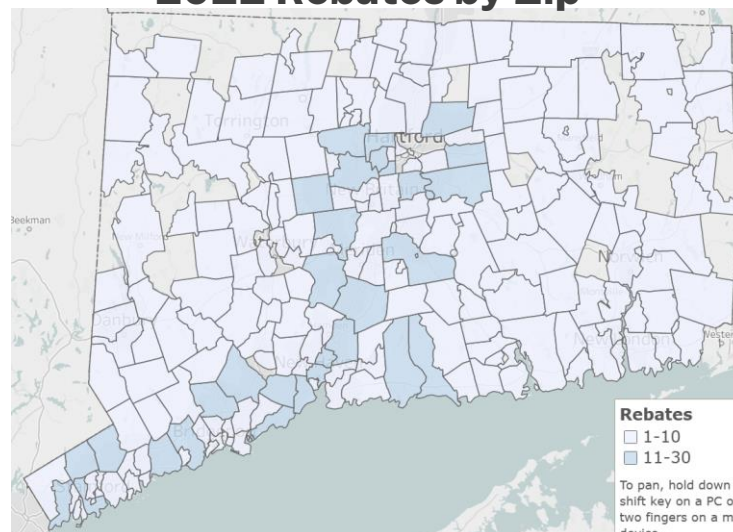
2022 Rebated Dealerships by Location



2022 EVs by Category



2022 Rebates by Zip

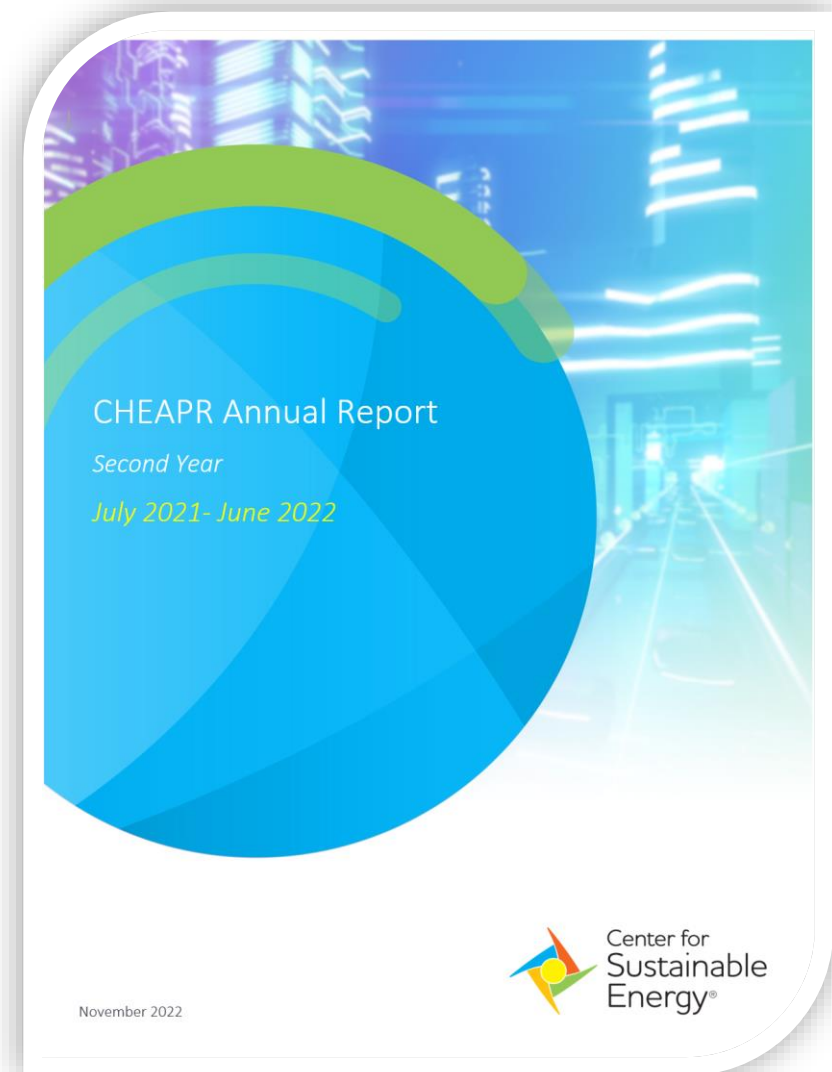


2022 Top Rebated Dealerships

Top 20 Rebated Dealerships		
Lynch Toyota	Lynch Toyota	90
A1 Toyota	A1 Toyota	75
MIDDLETOWN TOYOTA	MIDDLETOWN TOYOTA	51
Westbrook Toyota	Westbrook Toyota	29
Hoffman Toyota	Hoffman Toyota	27
New Country Toyota of Wes..	New Country Toyota of Westp..	25
Crowley Nissan	Crowley Nissan	22
Torrington Toyota	Torrington Toyota	22
Karl Chevrolet	Karl Chevrolet	16
Toyota of Stamford	Toyota of Stamford	12
Harte Nissan	Harte Nissan	9
Brandfon Hyundai	Brandfon Hyundai	8
H & L Chevrolet	H & L Chevrolet	6
Ingersoll Auto of Danbury	Ingersoll Auto of Danbury	5

CHEAPR ANNUAL REPORT

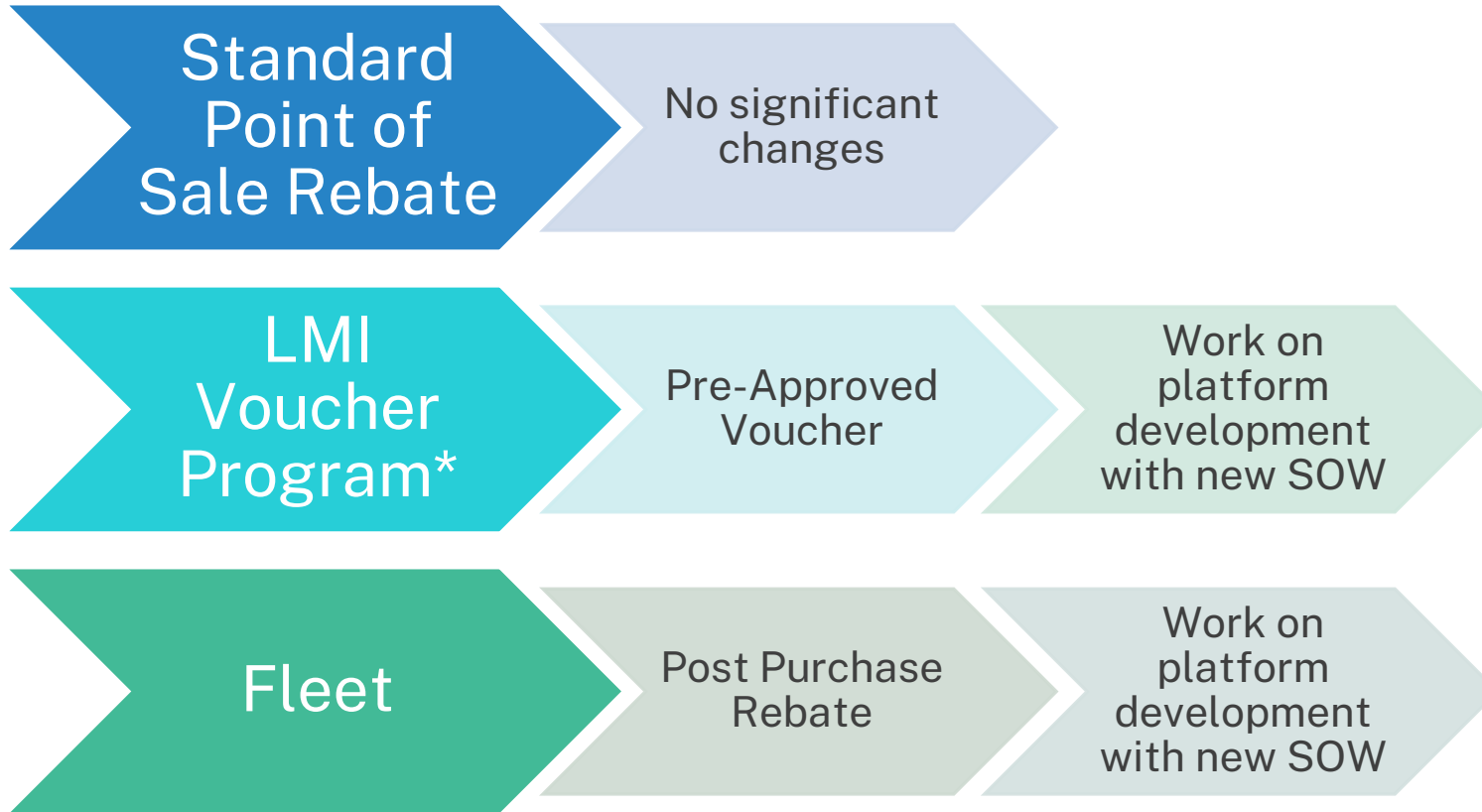
CHEAPR Annual Report covering the July 2021 to June 2022 reporting period has been finalized and is available on the CHEAPR Board webpage.



The background features a stylized landscape with a yellow sun in the top right, green hills in the middle, and light blue water at the bottom. All elements are separated by thick, dark blue outlines.

Implementing Public Act 22-25

REBATE PROCESS CHANGES



**LMI
Priority**

**Delivery
March**

*DEEP will retain the post-sale rebate for LMI Individuals for continuity.

UPDATES & NEXT STEPS

Develop and implement new workflows - in progress.

Revise program implementation SOW with CSE for period of January 1, 2023 through December 31, 2025.



Issue Outreach & Marketing Program Design SOW and evaluate proposals.

CHEAPR Expansion and Dealer Platform Updates Webinar
Thursday, March 23, 2023 @1:00 pm EDT

[Webinar Registration](#) (FOR DEALERS)



**Connecticut
Electric Bicycle**
INCENTIVE PROGRAM

E-Bike Incentive Program Development Update

E-BIKE INCENTIVE PROGRAM - DESIGN PARAMETERS

Both point of sale via voucher and post-purchase rebate.

- Two workflows due to unknowns, e.g.,: number of retailers, participation rates and prevalence of on-line sales
- Post purchase process will work well for on-line sales and non-participating Connecticut retailers, but not ideal for LMI purchasers

Incentive levels:

- Standard and locational incentive \$500
- Income eligibility determined both categorically and via income verification for Rebate+ incentive of \$1,000
- Incentives will be stackable – total potential \$1,500 incentive

Other program parameters:

- E-bike MSRP \leq \$3,000
- Maximize air quality benefits
- Prioritize EJ communities and low-moderate income households

E-BIKES: UPDATE

Step 1: Information Gathering and Processing

- Public Informational Session: July 21, 2022
- Public Comment period closed: July 29, 2022
- DEEP has engaged in multiple conversations with stakeholders

Step 2: Scope the Program

- Develop the programs parameters

Step 3: Release the Scope of Work for Proposals

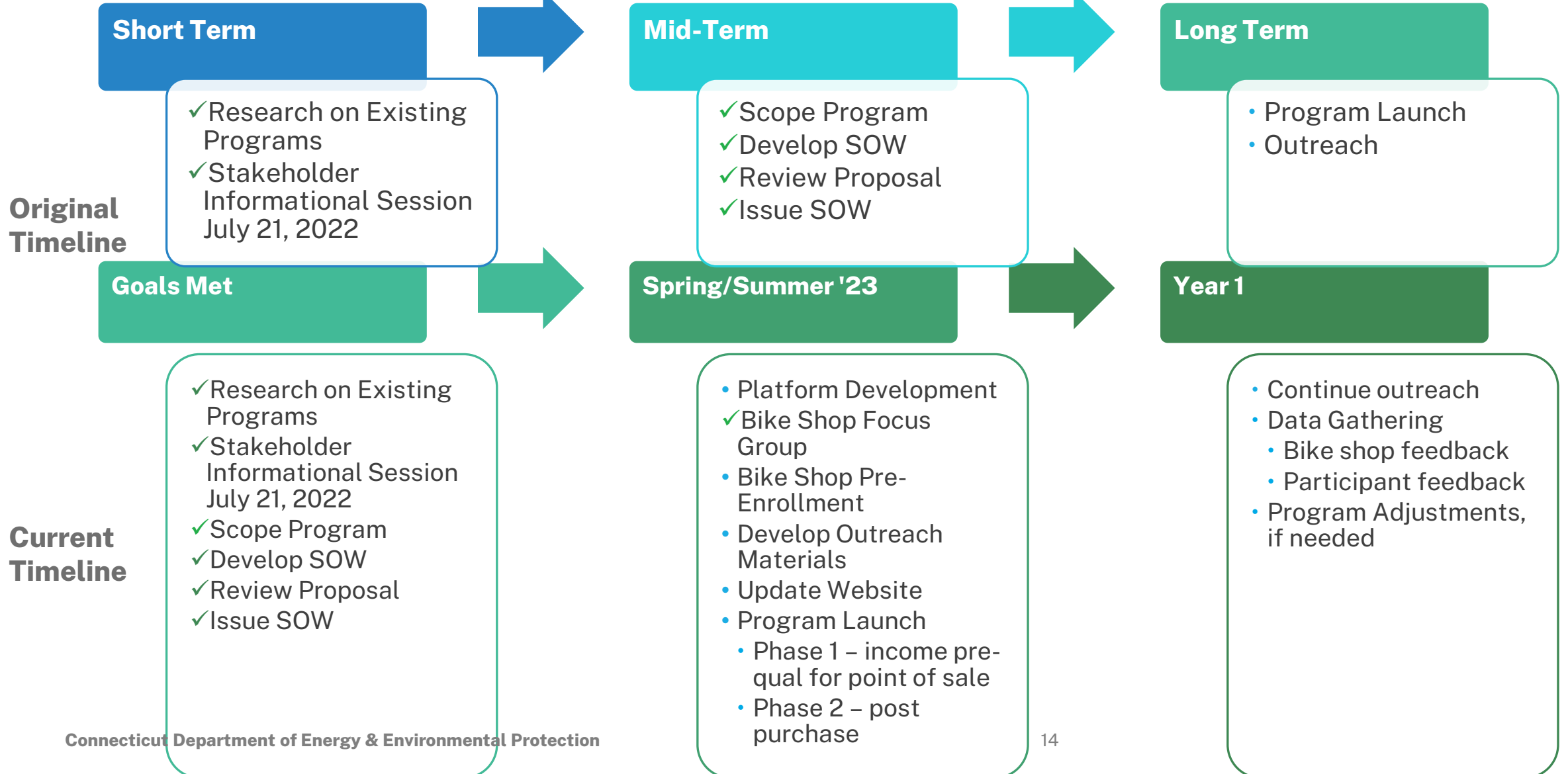
- DEEP released the scope of work for bids from on-call contractors: November 8, 2022
- DEEP held a bidder's conference: November 15, 2022
- **One proposal received: December 9, 2022**

Step 4: Proposal Accepted by DEEP

- DEEP has finalized SOW
- DEEP accepted proposal from CSE
- **CSE met with E-bike retailers to test rebate/voucher applications platform week of 2/23 and 3/6**
- CSE Program recommendations received March 15, 2023



E-BIKE INCENTIVE PROGRAM – CURRENT TIMELINE



A stylized, colorful landscape illustration. The top right corner features a bright yellow sun. Below it is a large, vibrant green hill. The bottom portion of the image is a light blue area representing water, with a dark blue wavy line separating the land from the water. The text "Marketing Program Update" is centered on the green hill.

Marketing Program Update

LMI MARKETING & OUTREACH

Expanded outreach to LMI communities requires a new contracting process

- ✓ 1. Scope out marketing program
 - Coordinate with DEEP Marketing and Communication team
- ✓ 2. Develop SOW for marketing program design
- ✓ 3. Develop SOW for marketing program implementation
- ✓ 4. Issue SOW
5. Assess responses for program design, select vendor

CHEAPR MARKETING PROCESS

DEEP has divided the marketing initiative into 2 phases.



Phase 1) Strategic Marketing and Outreach Discovery and Planning

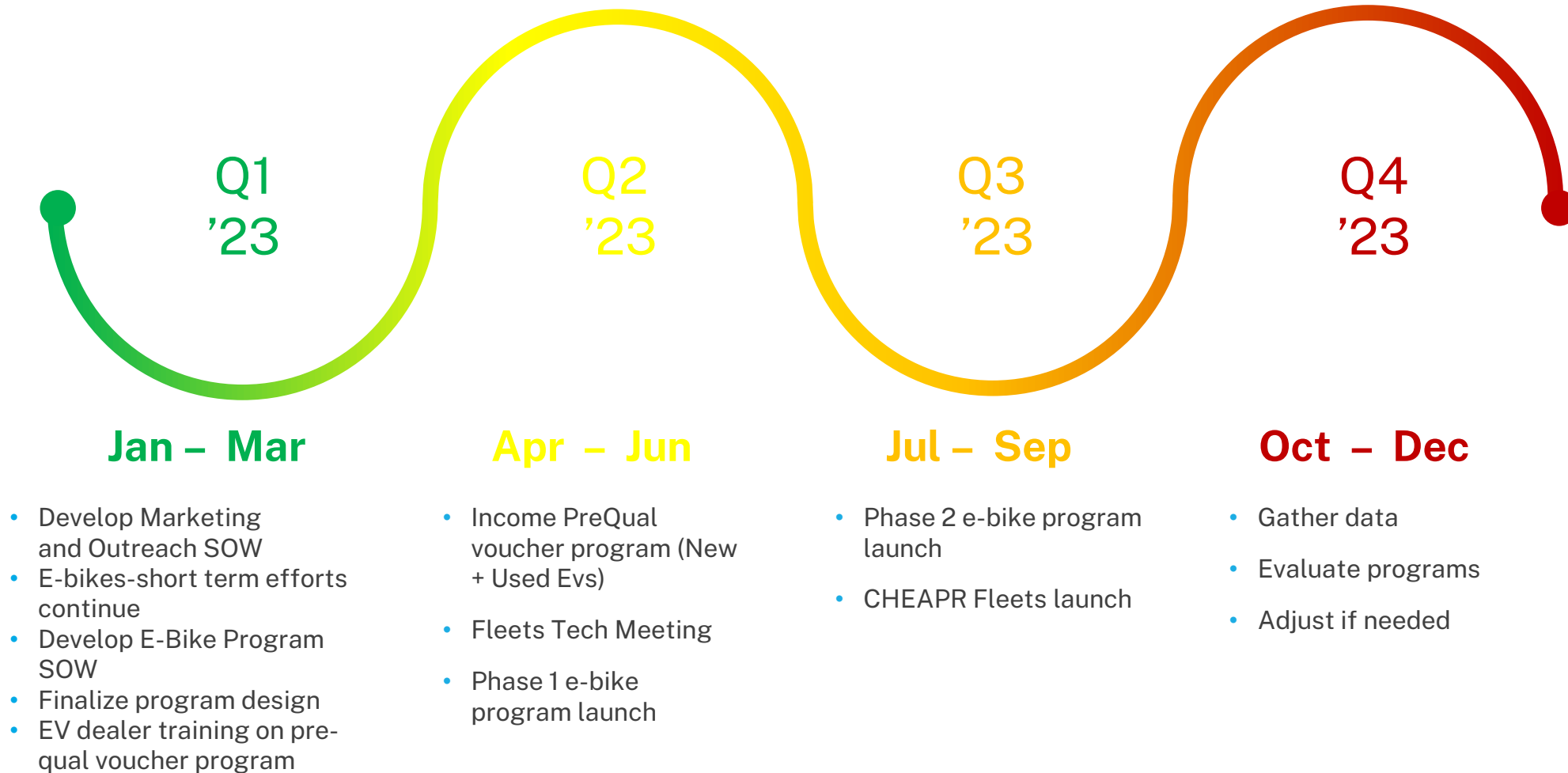
- Develop a comprehensive marketing strategy and messaging for different sectors/consumer groups.
- Develop a digital marketing plan.
- Develop an outreach plan.
- Demonstrate how each component of the scope of work contributes to the overall marketing lifecycle for CHEAPR



Phase 2) Creative Development and Launch Marketing and Outreach Campaign

- The strategic roadmap to inform the development and implementation the next CHEAPR campaign will be produced and implemented in Phase 2.

UPDATED TIMELINE



BOARD QUESTIONS AND DISCUSSION

Open for Board Member questions and discussion.

PUBLIC COMMENTS

Please raise your hand in the chat.

CHEAPR BOARD MEETING SCHEDULE

Upcoming CHEAPR Board Meetings

- **June 15, 2023**
- **September 14, 2023**
- **December 14, 2023**