CHEAPR and CT eBike Incentive Program Annual Report

July 2023–December 2024



Center for Sustainable Energy®

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PROGRAM OVERVIEW

The Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) was created as an incentive pilot program in 2015 by the Connecticut Department of Energy and Environmental Protection (DEEP). CHEAPR was designed to reduce the upfront price gap between electric vehicles (EVs) and conventional internal combustion engine (ICE) vehicles to help meet the goal of the 2013 multi-state Zero Emission Vehicles Memorandum of Understanding (ZEV MOU) to put 3.3 million EVs on the road in the signatory states by 2025.[1] CHEAPR began as a pilot program, funded by environmental settlements from American Electric Power Service Corporation, Eversource Energy and Avangrid from 2015 through 2019. In 2020, Connecticut adopted legislation codifying the CHEAPR program by providing $3 million in funding per year for six years. The funding for the CHEAPR program comes from fees on new motor vehicle sales and motor vehicle registration renewals.[2] The Center for Sustainable Energy (CSE) has administered the CHEAPR program since its inception in 2015.

Between July 2023 and December 2024, both the CHEAPR and eBike Incentive Programs have advanced significantly in accessibility and impact. The CHEAPR program expanded its education outreach to dealers, enhanced application resources, and maintained up-to-date program materials and web content to ensure participants were well-supported through the application process. Additionally, in response to the overwhelming demand in earlier rounds, the Connecticut eBike Incentive program introduced key modifications, including a tiered lottery system and a standby list to promote equitable distribution of incentives and full utilization of available funds. These developments reflect Connecticut's continued investments in clean transportation and commitment to program transparency, equity, and effectiveness. A comprehensive overview of these program changes and their outcomes is provided in greater detail in the sections that follow.

CHEAPR

The CHEAPR program offers three rebate types for battery electric vehicles (BEVs), plug-in hybrid electric vehicles (PHEVs) and fuel cell electric vehicles (FCEVs):

- Standard Rebate – applied as an instant rebate at the point of sale for eligible vehicles via participating dealerships and manufacturers. The Standard Rebate is only available for new vehicles.
- Rebate+ New – an enhanced rebate for income-qualified CT residents and residents residing within an Environmental Justice Community and/or Distressed Municipality. The Rebate+ New rebate is stacked on top of the Standard Rebate.
- Rebate+ Used – Rebate+ qualifying individuals can receive a Rebate+ Used rebate for the purchase or lease of a qualifying used EV. Rebate+ Used can be applied at the point of sale or through a consumer post-purchase application.

[1] EV Roadmap for CT http://www.dpuc.state.ct.us/DEEPEnergy.nsf/c6c6d525f7cdd1168525797d0047c5bf/f7ed4932eec438d0852585520001c81b/$FILE/EV%20Roadmap%20for%20Connecticut.pdf

[2] Section 22a-202 of Connecticut General Statutes

The rebate levels for new and used BEV, PHEV and FCEV are described in Table 1.

TABLE 1

CHEAPR Rebate Levels for Eligible Vehicles

	Standard Rebate	Rebate+ New	Total Possible Rebate (New)	Rebate+ Used
Plug-In Hybrid Electric Vehicle (PHEV)	$750	$1,500	$2,250	$1,125
Battery Electric Vehicle (BEV)	$2,250	$2,000	$4,250	$3,000
Fuel Cell Electric Vehicle (FCEV)	$7,500	$2,000	$9,500	$7,500

CT eBike Incentive Program

CSE and DEEP worked with the CHEAPR Advisory Board and interested parties to design and launch an eBike Incentive Program in June 2023. The program offers two types of vouchers for eligible eBikes: a Standard Voucher for $500 and Voucher+ for up to an additional $750 for qualifying applicants. Connecticut residents apply for their voucher before purchasing an eligible eBike and after receipt may redeem their voucher at any participating eBike retailer. Residents have 240 days from the date of issuance to redeem their voucher. The voucher amount is deducted from the purchase price of the eligible eBike, and the participating retailer applies for reimbursement after having redeemed the voucher and sold the eligible eBike. Unredeemed vouchers are canceled, and funds are returned to the program for subsequent funding rounds.

The first round of the eBike Incentive Program was over-subscribed, with demand for vouchers far outpacing available funds. Due to the high demand from Round 1, significant changes, highlighted below, were made for Round 2. The second round of the eBike Incentive Program was launched on September 17, 2024. Most of the activity in Round 2 of the CT eBike Incentive Program will occur outside of this reporting period (July 2023–December 2024). As a result, CSE has prepared a summary of results from the second round of the program through February 1, 2024.

Program Data and Transparency

Program data is available via interactive dashboards and mapping tools on the CHEAPR Program Statistics webpage and the CT eBike Program Statistics webpage. The dashboards are updated monthly. The interactive visualizations on the online dashboards support transparency; inform program monitoring, evaluation and improvement; and provide free EV and eBike market intelligence to stakeholders (dealers, customers, OEMs, retailers), empowering

them to take strategic actions that support EV and eBike market growth. Examples of the CHEAPR and CT eBike Program Statistics online dashboards, rebate distribution map and other data are in Appendix 1 and Appendix 2.

PROGRAM UPDATES

This section describes the specific updates to the second round of the CT eBike Incentive Program (eBike Program) and details of activities leading up to its launch on September 17, 2024. There were no significant program updates to the CHEAPR program during the reporting period.

CT eBike Incentive Program

The second round of the eBike Incentive Program was launched on September 17, 2024. The application period was open from September 17, 2024, to October 1, 2024. Due to the high demand for Round 1 incentives, and to make the program more accessible both from a technology and timing standpoint, DEEP instituted a lottery system for the opening of Round 2. The lottery system establishes three tiers for applicants:

- Tier 1: Participant in a state or federal income qualifying program or have an income less than 300% of the Federal Poverty Level (FPL).
- Tier 2: Reside in an Environmental Justice (EJ) Community or Distressed Municipality.
- Tier 3: Eligible for Standard voucher.

CSE collected voucher applications through a lottery. Applications were prioritized by tier beginning with Tier 1 and progressing through each successive tier. To ensure utilization of all program funds, CSE established a standby list of applications and used this list to distribute vouchers due to a number of incomplete or cancelled applications..

For Round 2 of the program, vouchers were valid for 240 days from the date of issuance instead of the previous 90 days.

The second round of the CT eBike Incentive Program began in 2024 and did not conclude prior to the end of this reporting period. As such, DEEP will report on outcomes of Round 2 of the CT eBike Incentive Program in the 2025 calendar year report.

For additional information about the second round of funding please see the program website.

OUTREACH, EDUCATION & MARKETING

Outreach from July 2023–December 2024 was focused on providing program information through collateral and videos available on the CHEAPR website, consumer phone line, curated email lists and presentations. CHEAPR

program information was made available to consumers on CHEAPR webpages or upon request to CSE and DEEP staff. Consumers could also contact the administrators via email or by phone. CSE staff are available from 11 a.m.–8 p.m. ET to answer questions, with 24-hour voicemail access. Call center staff aim to return all calls within one business day.

During this reporting period, CSE's outreach and education was done through a Google Search Ad campaign (May 2023–late July 2023), periodic updates to the CHEAPR website and collateral and informational webinars for dealers and car shoppers. CSE also supported the launch of the second-round funding for the CHEAPR eBike program. This included a consumer-focused webinar, a dealer focused webinar, strategic email communications to both audiences, collateral development and website updates.

Dealership Engagement

During the reporting period, CHEAPR program dealership engagement expanded significantly to ensure all interested and enrolled dealers were adequately educated and supported to apply for the program. These initiatives included regularly scheduled training webinars for all enrolled dealers, ad-hoc webinars and individual trainings as requested, and continuous on-demand dealer support through answered phone calls and emails by the CSE dealership team. The initiatives ensured that all dealers were provided with training on program details, applicant and vehicle eligibility, and the application process. Over 50 dealership representatives attended the trainings hosted, with 5 training events being held starting in October 2024.

Collateral

CSE has developed and updated collateral to streamline access to the CHEAPR program for potential applicants, current applicants, dealers and the general public.

Following is a list of the resources featured on the CHEAPR Resources page, along with a brief description of each:

- CHEAPR Implementation Manual – Details all program requirements for auto dealers and other interested parties.
- CHEAPR New Eligible Vehicle List – Downloadable list of new vehicles that qualify under the CHEAPR program, with additional information available on the corresponding webpage.
- CHEAPR Used Eligible Vehicle List – A downloadable list of used vehicles that meet the CHEAPR eligibility criteria, with further details on the related webpage.
- CHEAPR's YouTube Channel – A resource where dealerships can access video tutorials on enrolling in the program, setting up accounts and submitting point-of-sale applications.
- CHEAPR Dealership FAQ – A frequently asked questions page tailored for dealerships to assist with common inquiries regarding the program.

- CHEAPR Consumer Overview Flyer – A flyer providing a quick, consumer-friendly overview of the CHEAPR program.
- CHEAPR Dealer Poster - Overview of Incentives and Process (Print version) – A poster designed for print, offering an overview of the program's incentives and processes for display in auto dealerships.
- CHEAPR Dealer Poster - Overview of Incentives and Process (Web version) – A web-optimized version of the dealer poster for online use.
- CHEAPR Rebate-Plus Flyer – A flyer detailing the specifics of the Rebate+ incentives available to qualifying consumers.

Following is a breakdown of the video resources available in the CHEAPR for Dealers section. These videos, accessible via the CHEAPR YouTube channel, are designed to support dealerships by providing clear, practical tutorials on program enrollment, rebate submission and platform updates.

- CHEAPR - Expansion and Dealer Platform Updates Webinar – Provides an overview of the latest platform updates and expansion initiatives, helping dealers stay informed about new features and procedural changes.
- CHEAPR - Dealer Enrollment and Account Setup – Offers step-by-step guidance for dealerships on enrolling in the CHEAPR program and setting up their accounts efficiently.
- CHEAPR - How to Submit a Standard Rebate – Walks through the process of submitting a standard rebate application, ensuring dealers can easily navigate the system.
- CHEAPR - How to Submit Point-of-Sale Rebate+ Applications – Explains the specific procedures for submitting Point-of-Sale Rebate+ applications, streamlining the transaction process.

Following is a breakdown of the consumer-focused video resources available on the CHEAPR Resources page. These videos are designed to help potential and current applicants easily navigate the Rebate+ incentives and make informed decisions.

- CHEAPR - Rebate+ New and Rebate+ Used Program Updates – This video provides an overview of the Rebate+ program, highlighting recent updates, eligibility details and key benefits for consumers purchasing or leasing eligible vehicles.
- CHEAPR - How to Apply for Rebate+ New or Rebate+ Used – This step-by-step tutorial walks consumers through the application process—from creating an account and obtaining a prequalification voucher to submitting their rebate request—ensuring a clear and accessible experience.

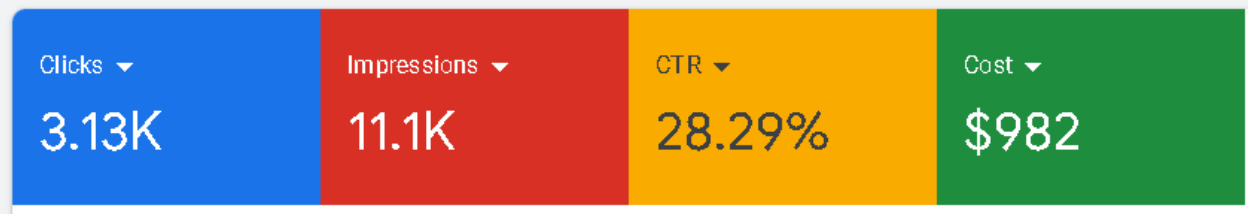
Google Paid Keyword Search Ads

After the CHEAPR Expansion and Dealer Platform Updates Webinar in May 2023, a $1,000 Google Search Ad campaign was initiated. It targeted two primary audiences: car shoppers and car dealers. The campaign employed

search words and messaging that had demonstrated effectiveness in previous ad campaigns. This campaign began May 2023 and ended at the end of July 2023.

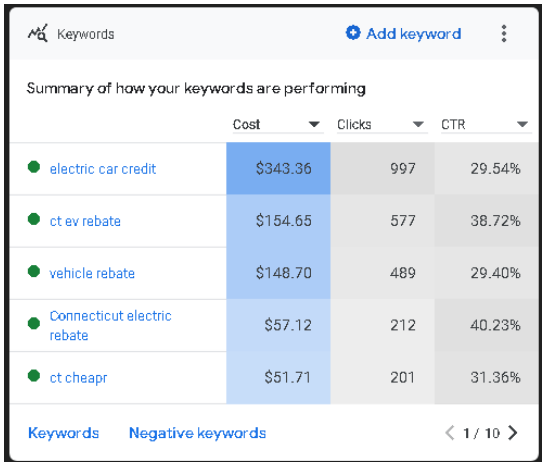
This campaign generated approximately 3,000 clicks and 11,000 impressions (Figure 1).

Figure 1. Google Paid Keyword Search Ad Campaign Results



This campaign geo-targeted Connecticut residents by ZIP code. As shown in Figure 2, the top performing keywords had an exceptional click-through rate. The campaign keywords were effective in targeting key audiences with a well above industry average of over 28% click-through rate. For context, the industry average for Google Search Ads is 5%. Several key search terms were reused from previous relevant Google campaigns. This greatly increased the reach and success of this specific campaign. Ads were directed to this URL: https://portal.ct.gov/DEEP/Air/Mobile-Sources/CHEAPR/CHEAPR---Resources?utm_source=Digital&utm_medium=Google&utm_campaign=Car%20Shopper&utm_id=Ads .

Figure 2. Keyword Term Performance



CHEAPR Program Changes

CSE worked in coordination with DEEP to increase public awareness of the January 1, 2025, program changes. CSE updated collateral, updated recorded video trainings featured on YouTube and the CHEAPR website and notified applicants and dealers of forthcoming changes. Additionally, DEEP attended a number of outreach events as well as the Connecticut Internation Auto Show to provide information to the public regarding the upcoming changes. These combined outreach efforts in the last quarter of 2024 led to smooth incentive transition and is a model of how to address program changes going forward.

Connecticut eBike Incentive Program

CSE worked in coordination with DEEP to launch the second-round funding for the CT eBike Incentive Program. The marketing objectives were to make the public aware of the program, identify and engage interested audiences and ultimately educate and influence target audiences to participate in the program.

Target Audiences

- Connecticut residents 18 years or older interested in eBikes for the Standard voucher.
- Income-qualified individuals or individuals residing in Environmental Justice Communities or Distressed Municipalities for the Voucher+ incentive.
- E- Bike retailers (incentives can only be redeemed through enrolled retailers with physical locations, therefore their participation was vital).

Lead Generation Form

CSE developed and integrated a lead generation form on the CHEAPR website. This form prompted visitors to sign up for updates and communications about electric bike incentives and program updates. When users submitted their contact information, their email addresses were automatically added to the database, enabling CSE to track and store the leads. These individuals were then included in future communications, allowing for targeted follow-up emails and updates about the program, keeping them engaged and informed about ongoing incentives and opportunities. This database was segmented by audience type (retailer and potential applicant).

Pre-Launch Announcements & Educational Webinars

Direct Communication Channel: The email addresses collected through the form provided a direct line of communication. This allowed the program to engage with interested individuals by sending invitations to webinars, program announcements and updates, fostering a stronger relationship with potential participants.

Long-term Relationships: By regularly communicating with individuals in the database, the program can nurture these leads over time (the database was used for Round 1 and Round 2 funding). This engagement through emails can help convert interested parties into active program participants as their interest grows and more incentives are made available. This is evident in over 1,000 people registering for a Round 2 pre-launch webinar and, as shown in figure 3, an over 72% email open rate on the launch announcement email sent on September 17, 2024.

Figure 3. Round 2 Connecticut eBike Incentive Program Launch Announcement Email Metrics



Website Updates & Collateral

CSE provided DEEP with the content for their website, including:

- Website text – Language to be used on the website including a program summary, program benefits, funding, incentive rates and the application process.
- Resource guides – Eligible eBike lists, application guides, eBike fact sheet, outreach flyers and EJ community mapping resources.
- FAQ – This document was updated to reflect questions presented during the webinar Q&A sessions.
- Webinar Recordings – Recordings of both retailer and consumer webinars.
- Links to Application Portal – Updated link to the new eBike database for applicants to submit their program applications.

CT EBIKE PARTICIPATION ANALYSIS

Program Participation

Note that due to rounding, some percentage totals may not equal 100%.

ROUND 2 PROGRAM PARTICIPATION

Round 2 of the CT eBike program accepted online applications from Sept 17, 2024, through Oct 1, 2024. This report discusses the counts and expenditures of the program during Round 2. This report does not summarize all of Round 2 program participation as the program is currently ongoing. Also due to the timing of the report analysis, there is insufficient data to summarize the consumer survey responses. The results of the survey will be covered in the next CHEAPR Program Report.

- During the application window, 4,523 applications were submitted. Figures 4 and 5 show the distribution of applicants by verification pathway and date. They show:
    - 586 (13%) selected the Income Qualification pathway.
    - 1,390 (31%) selected the Public Assistance Program pathway.
    - 1,569 (35%) selected the Environmental Justice pathway.
    - 978 (22%) of the applicant pool applied for standard rebates only.

Figure 4. Distribution of Rebates by Pathway

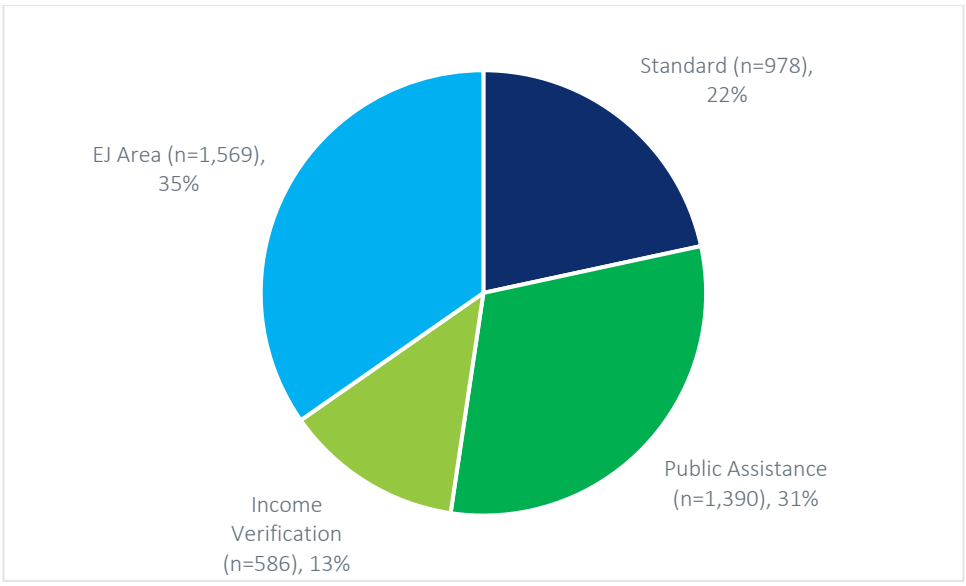
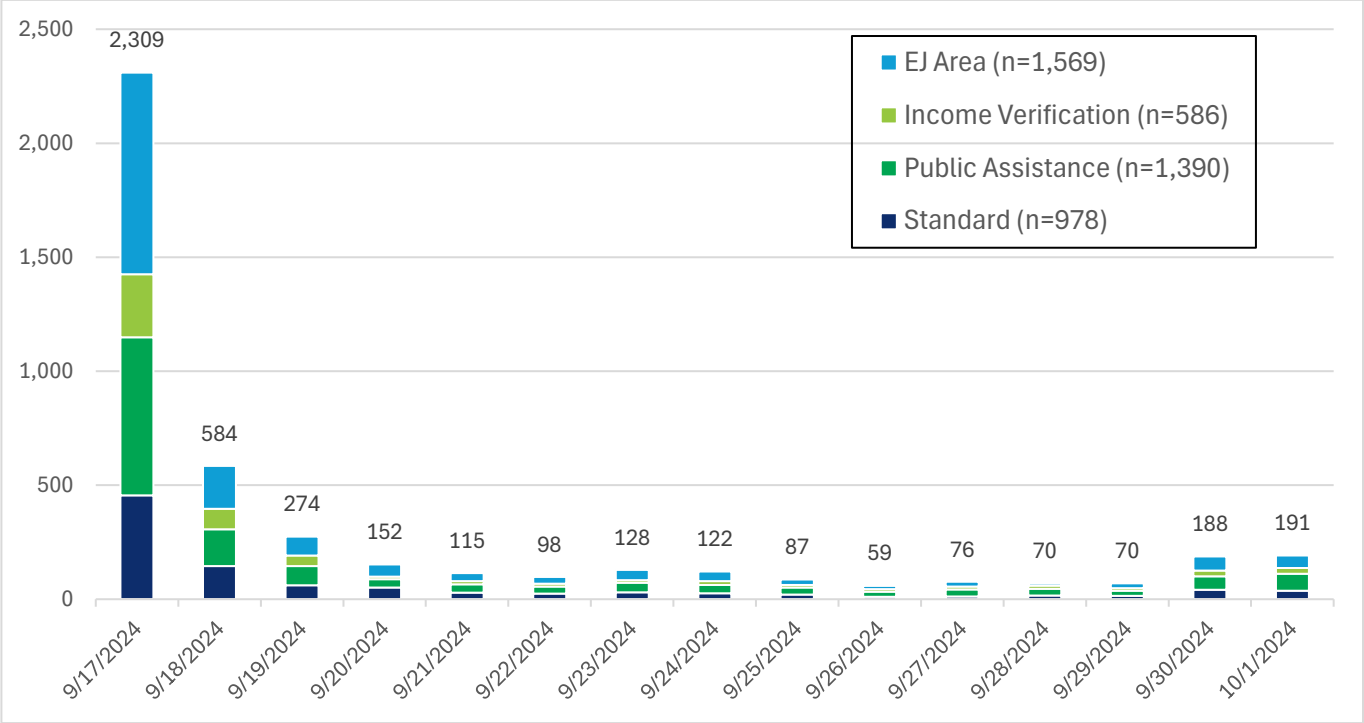


Figure 5. Distribution of Applications Received in Year 2 by Date

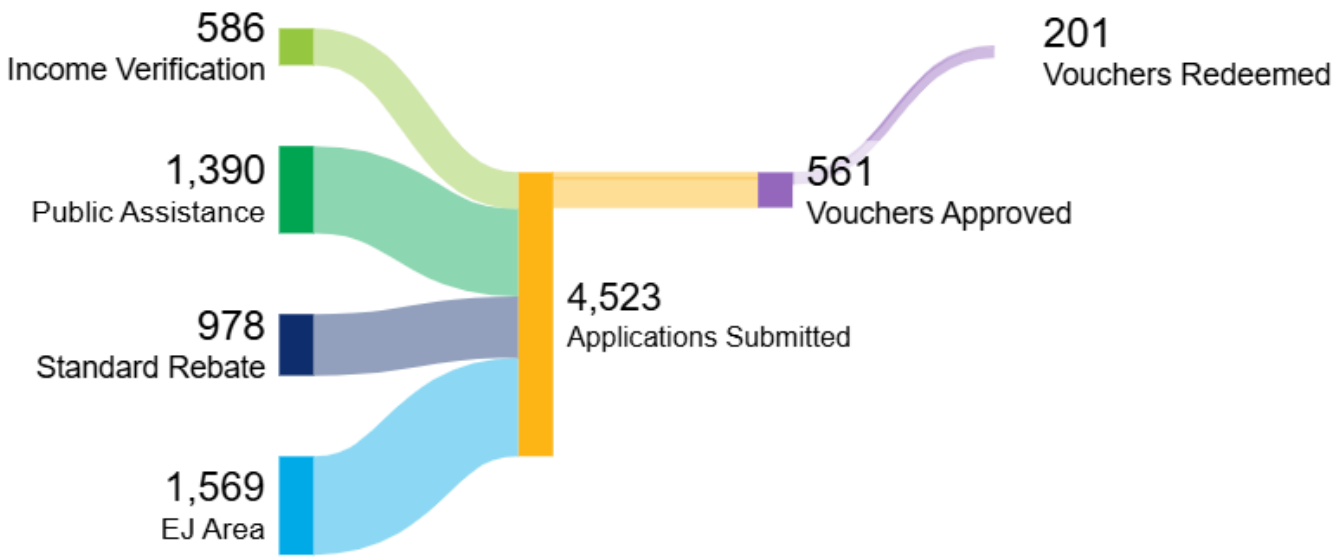


A lottery system was set up during Round 2 to distribute the vouchers more equitably than the first-come, first-served approach taken in Round 1. The goal was to organize a tier system wherein eligible applicants could receive both standard ($500) and increased rebates ($750) for a total of $1,250 toward the purchase of an eBike. Tier 1 of the system prioritizes participants in state or federal income qualifying programs (hereafter referred to as "public assistance") or those who have verified income less than 300% of the federal poverty level. Tier 2 includes those who chose the Environmental Justice (EJ) pathway based on living in an identified area (the largest percentage of recipients during Round 1). Tier 3 included all applicants who were not eligible for either of the first two tiers and had applied for a standard rebate only. Given the overall funding grant of $750,000, a total of 600 awards—consisting of a Standard Voucher ($500) and a Voucher+ ($750) for a total of $1,250—were selected by lottery and all within Tier 1 of the program.

The ongoing verification process to identify recipients is necessarily restrictive and time sensitive. This means that applications can be canceled at different stages along the path to voucher acquisition. Causes for application cancellation include: failure to complete an application within 15 days, failure to meet specific eligibility requirements and failure to provide clarifying information in the final selection process. If an application is canceled after being selected from the lottery, another application on the lottery standby list is selected. This replacement application is then reviewed and an eligibility determination is performed before approval of the application.

As of February 1, 2025, the status of applications by tier is shown in Figure 6. The program received 4,523 applications. Of these, 600 were initially selected from Tier 1 for application review. At this stage, 561 vouchers have been approved and 201 have been redeemed. The remainder of the selected applications have either cancelled due to inactivity or were not found eligible. Due to fluctuations such as these in applicant responsiveness and the 240-day window during which recipients can redeem their vouchers, the program may not reach its goal of 600 redeemed vouchers until sometime in 2026. CSE reviews the status of approved vouchers on a monthly basis and draws from the pool of submitted or received applications as vouchers expire or applicants do not submit needed documents.

Figure 6. Flow Chart of eBike Application Counts



The funds either already paid or encumbered to retailers are shown Table 2. Thus far, the program has allocated a total of $249,702.93 funds redeemed (out of the $750,000 program funding). Applicants applying through the Public Assistance pathway currently comprise 78% of the approved pool while the remainder have been income verified. As of February 1, 2025 the pool still contained over 600 applicants in Tier 1. As such, it is unlikely any Tier 2 or 3 applicants (EJ community and Standard applicants) will be selected in Round 2. It is important to note that the amounts reported reflect the actual amount paid, which in some cases, is slightly less than $1,250 due to the MSRP of the eBike selected. The total voucher amount will be capped at the purchase price of the eligible eBike, including sales tax. In addition, it is important to note that because application statuses change frequently, the data reported here should be seen as a snapshot of the current program state rather than a conclusive milestone.

TABLE 2

Distribution of Encumbered or Redeemed Funds to Date

Verification Pathway	Applicant Approved	Vouchers Redeemed	Total Funds Paid to date	Percentage of Program Funds Spent
Income Verified	95	44	$54,857.97	22%

State/Fed Income Verification Program	466	157	$194,844.96	78%
Grand Total	**561**	**201**	**$249,702.93**	**100%**

The distribution of public assistance programs is shown in Table 3. Almost half of the recipients (47%) received SNAP support, and another third were part of Medicaid.

TABLE 3

Distribution of Funds by Public Assistance Program

Public Assistance Program	Total Funds Disbursed	Percentage of Program
Supplemental Nutrition Assistance Program (SNAP)	$91,722.52	47%
Medicaid	$65,720.06	34%
HUD Housing Choice Voucher Program	$16,209.25	8%
Supplemental Security Income (SSI)	$9,973.01	5%
Energy Assistance Program (CEAP)	$6,249.61	3%
Weatherization Assistance Program (WAP)	$2,498.55	1%
Temporary Assistance for Needy Families (TANF)	$2,471.96	1%
Total	**$194,844.96**	**100%**

EBIKE PURCHASES

Retailer participation is integral to program success. As of February 1, 2025, there are 24 approved retailers[3] listed in the online point-of-sale redemption list on the eBike Incentive Program website. Of those, 18 have filed point-of-sale voucher redemption claims. These retailers, along with the percentage of vouchers they filed, are shown in Figure 7. Results indicate that Covered Bridge Electric Bike Rental LLC (West Cornwall, CT) has taken the top spot by selling 28% of the eBikes this Round. This group is followed by last year's leader, The Cutting Edge (Berlin, CT), which posted 21% of program sales.

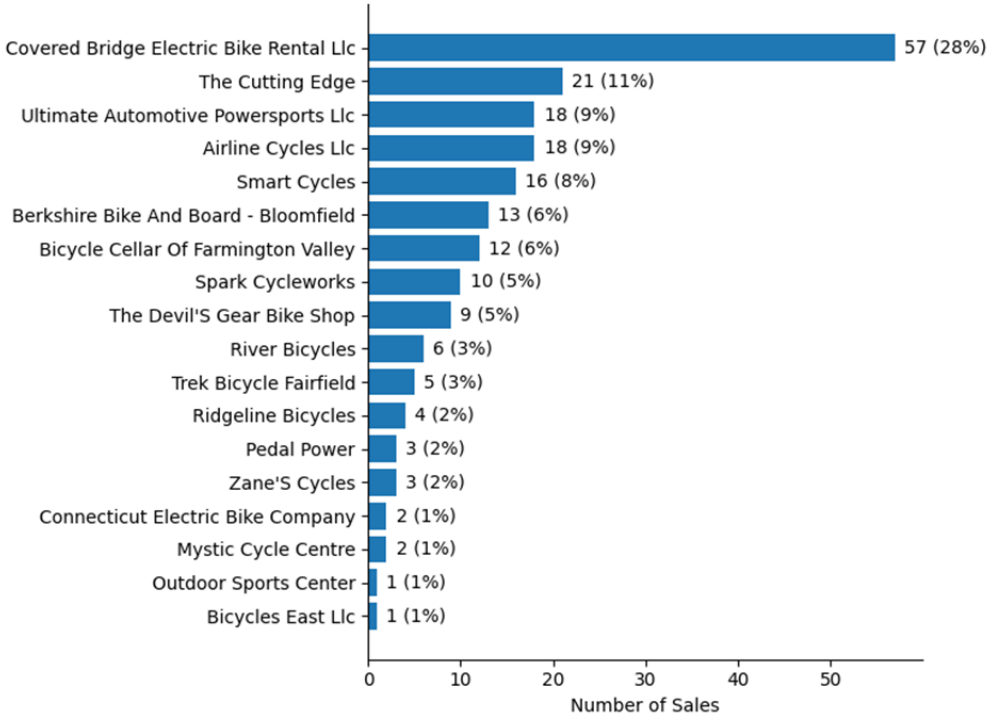


Figure 7. Vouchers Redeemed by Participating Retailers

The classification system used to determine the degree of electric assistance riders receive is divided into three classes. Descriptions of these classes and the most frequently purchased model within the CHEAPR eBike program are included in Table 4.

[3] Connecticut eBike retailers must fill out the Participating eBike Retailer Enrollment Form to become an Participating eBike retailer for the CT eBike Incentive Program.

TABLE 4

eBike Classes and Program Leaders

• Class 1: Pedal-assist only (no throttle), with assistance stopping at 20 mph. This type is often recommended for beginners or older riders and is popular with recreational riders who want exercise with assistance. Many bikes in this category offer comfort features like upright positioning and suspension.	Program Leader: Electra Cruiser GO! Step-Thru (MSRP: $1,200) 
• Class 2: Pedal-assist and throttle-powered, with a maximum speed of 20 mph. These models are popular with commuters who may encounter hills or want occasional breaks from pedaling. They are also preferred for utility and cargo applications because they can carry heavy loads. Parents often choose these models to carry young children because they offer lower step-through frames for easier mounting.	Program Leader: Aventon Soltera (MSRP:$1,199) 
• Class 3: Pedal-assist only (usually no throttle), with assistance up to 28 mph. This class is favored by longer-distance commuters who want to keep pace with traffic or former traditional cyclists looking for speed.	Program Leader: Velotric Discover 1 Plus (MSRP: $1,599) 

The number of eBikes from each class marked for voucher approval are shown in Table 5.[4] Unlike Round 1, during which the majority of sales were class 2 bikes, in Round 2 the majority of sales (60%) were class 3, which allows a rider up to 28 mph with pedal assist.

[4] Data is missing for some eBike makes, models, class descriptions and/or MSRP information due to retailers who have started the retail claim application but have not been processed yet. Therefore, information in the following sections do not reflect the full 201 redemptions shown in Table 5.

TABLE 5

Distribution of Reported eBike Classes

eBike Class	Voucher Count	Percentage of Program
Class 1	19	10%
Class 2	60	30%
Class 3	118	60%
Grand Total	197	100%

Note: Data currently available does not include make and model information for four bikes that are still in the retailer pipeline. These vouchers have been redeemed but are not yet linked to a specific eBike class.

The manufacturers of the redeemed vouchers are shown in Table 5 Just under half of the eBikes (45%) were made by Velotric, which offers eBikes in all three classes.

TABLE 6

Distribution of Reported eBike by Manufacturers

Manufacturer	Number of Bikes Sold	Percentage of Program
Velotric	89	45%
Aventon	46	23%
Ecotric	18	9%
Yamaha	13	7%
Electra	9	5%

[5] Data is missing for some eBike makes, models, class descriptions and/or MSRP information due to retailers who have started the retail claim application but have not been processed yet. Therefore, information in the following sections do not reflect the full 201 redemptions shown in Table 6.

Rad Power	5	3%
Trek	3	2%
Giant	3	2%
AIMA	3	2%
Momentum	2	>1%
Eunorau	2	>1%
Euphree	2	>1%
Specialized	1	>1%
Liv	1	>1%
Aveton	1	>1%
Flyer	1	>1%
Grand Total	199	100%

Note: Data for this table is collected from a dealer database. Information regarding two purchases is currently unavailable, which accounts for the discrepancy between this table and Table 4.

The actual price paid for each of the reported eBikes is shown in Figure 8. The median price for Class 2 eBikes is $1,200, which is just below the $1,250 voucher allotment. Resultantly, the amount dispersed is slightly less than anticipated.

Figure 8. Prices Paid by eBike Class

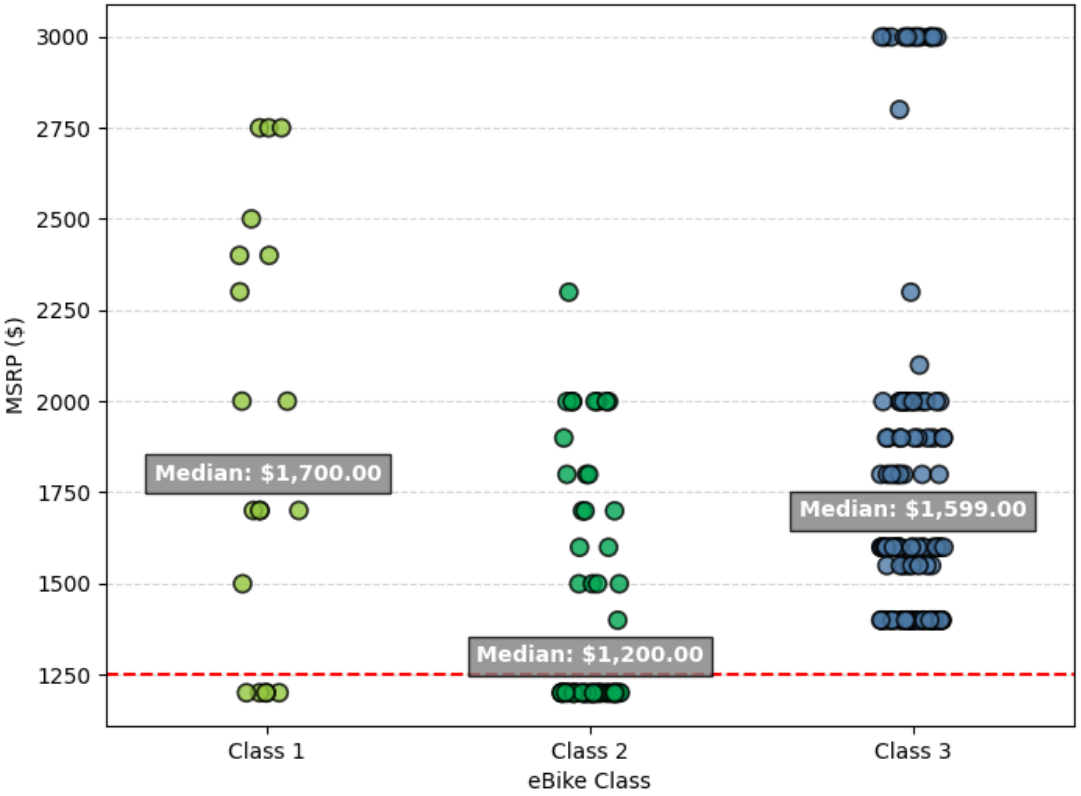
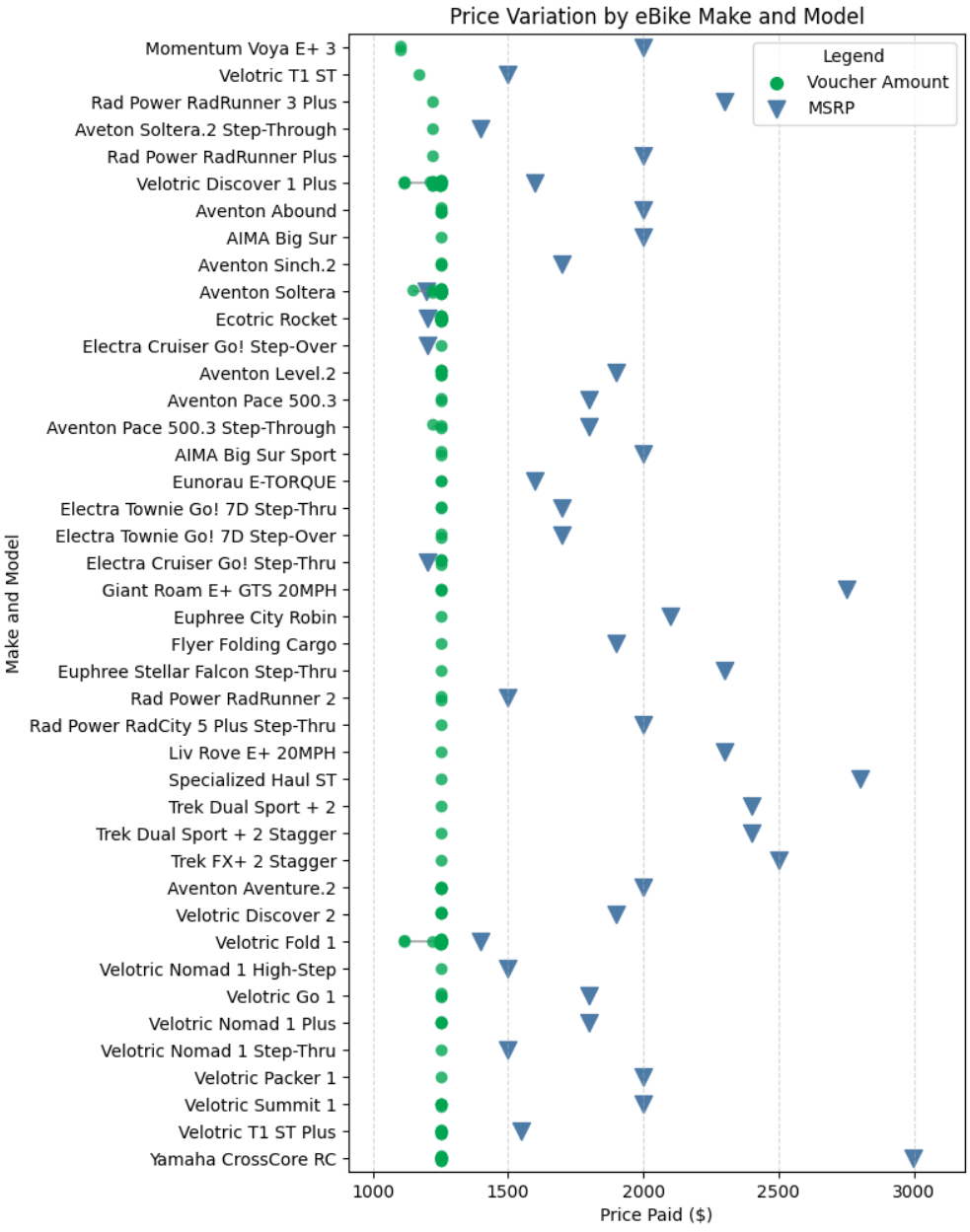


Figure 9 illustrates differences between MSRP and voucher value for different models. These findings indicate that the vast majority of MSRP values fell above the total voucher amount of $1,250. In fact, most buyers paid between $1500–2,000 for their bikes. Of the 197 vehicles listed, 43 retailer applications posted redeemed eBike MSRP less than $1,250 (models include: Cruiser Go! Step-Over, Soltera, Cruiser Go! Step-Thru, Rocket) and 13 posted eBike MSRP greater than $2,500 (models include: CrossCore RC, Roam E+ GTS 20MPH, FX+ 2 Stagger, Haul ST).

Figure 9. eBike Vouchers Redeemed Compared to eBike MSRP



CHEAPR PARTICIPATION ANALYSIS

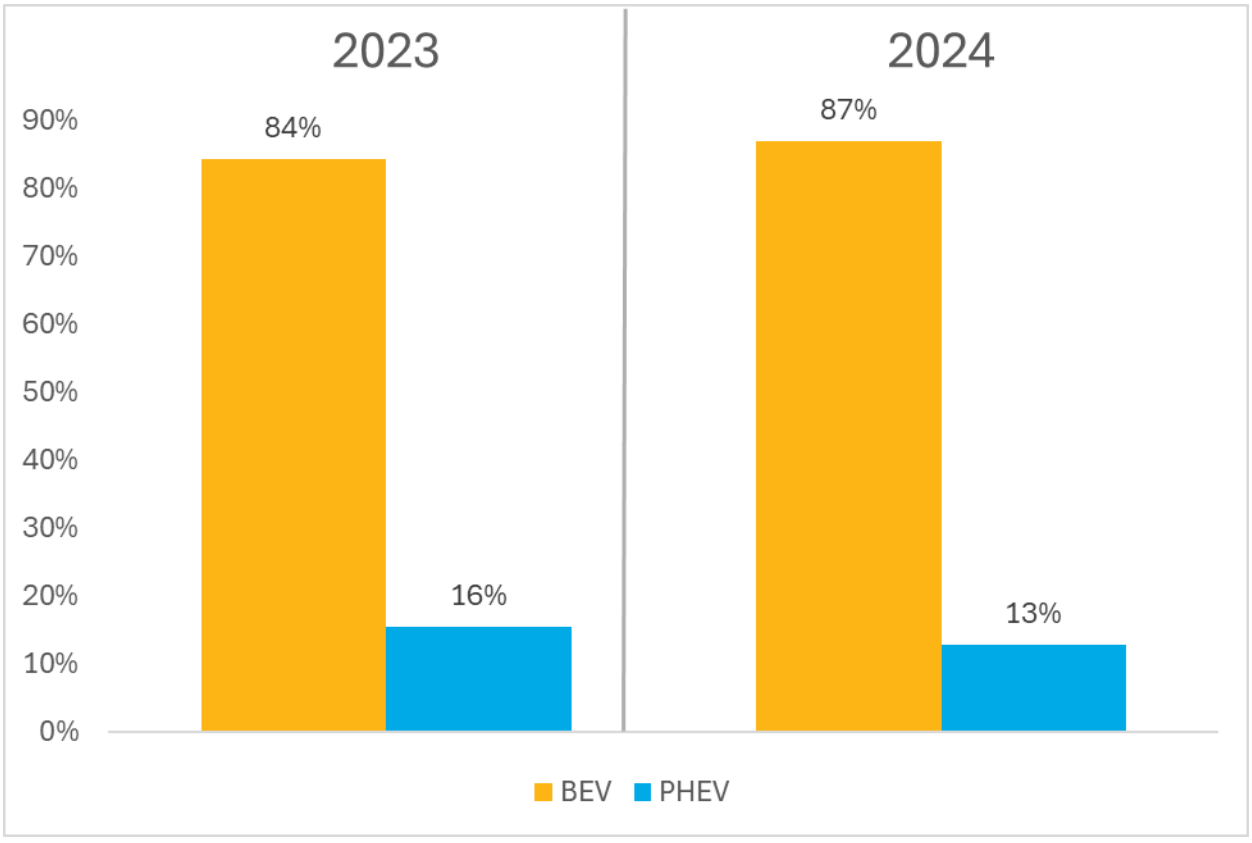
Note that due to rounding, some percentage totals may not equal 100%

Program Participation

INCENTIVE DISTRIBUTION BY VEHICLE TYPE

CSE measured CHEAPR program participation between July 1, 2023 and December 31, 2023 and January 1, 2024 to December 31, 2024. During these periods, 9,644 eligible applicants were approved and received CHEAPR rebates, 2,578 and 7,064 in 2023 and 2024, respectively. A higher percentage of battery electric vehicle (BEV) owners participated in the program compared to plug-in hybrid electric vehicle (PHEV) owners (Figure 10). Of those electric vehicles rebated, 8,333 were BEVs and 1,309 were PHEVs.

Figure 10. Incentive Distribution by Vehicle Type for calendar year 2023 and 2024

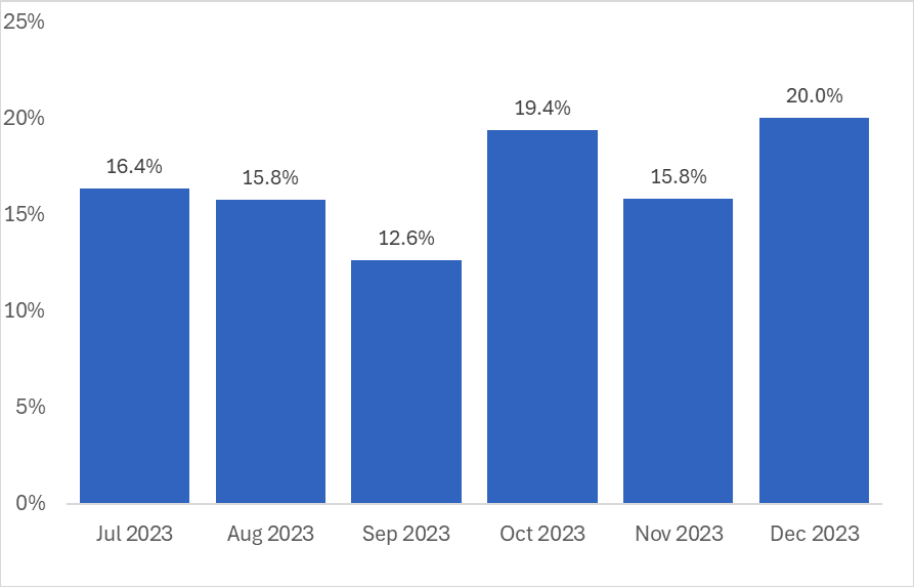


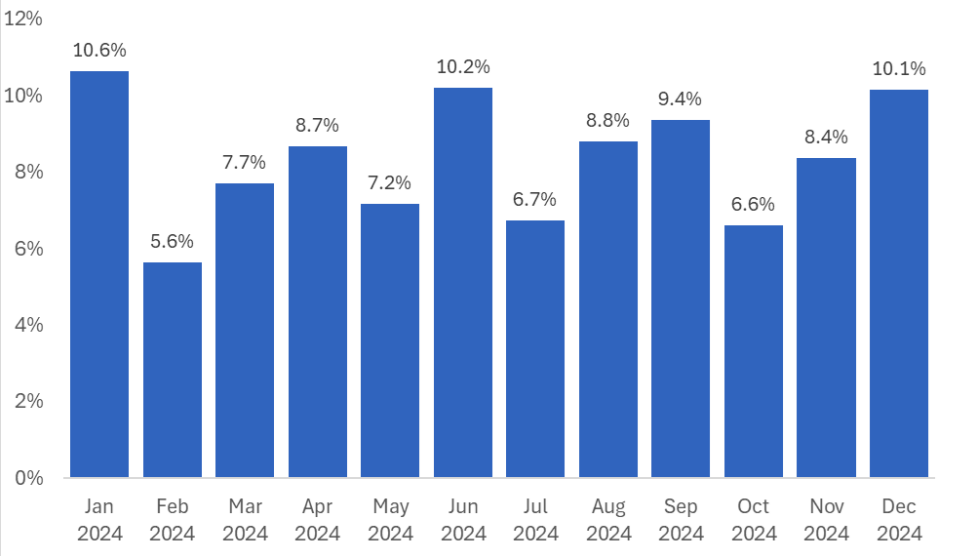
INCENTIVE DISTRIBUTION OVER TIME

Program participation month over month remained steady throughout the latter half of 2023 and continued steadily into 2024. Participation in 2024 was highest in January (10.6%) but the middle and end of the year saw

similar amounts of participation (10.2% in June and 10.1% in December respectively), (**Error! Reference source not found.** 11).

Figure 11. Program participation between July 2023 and December 2024 by month



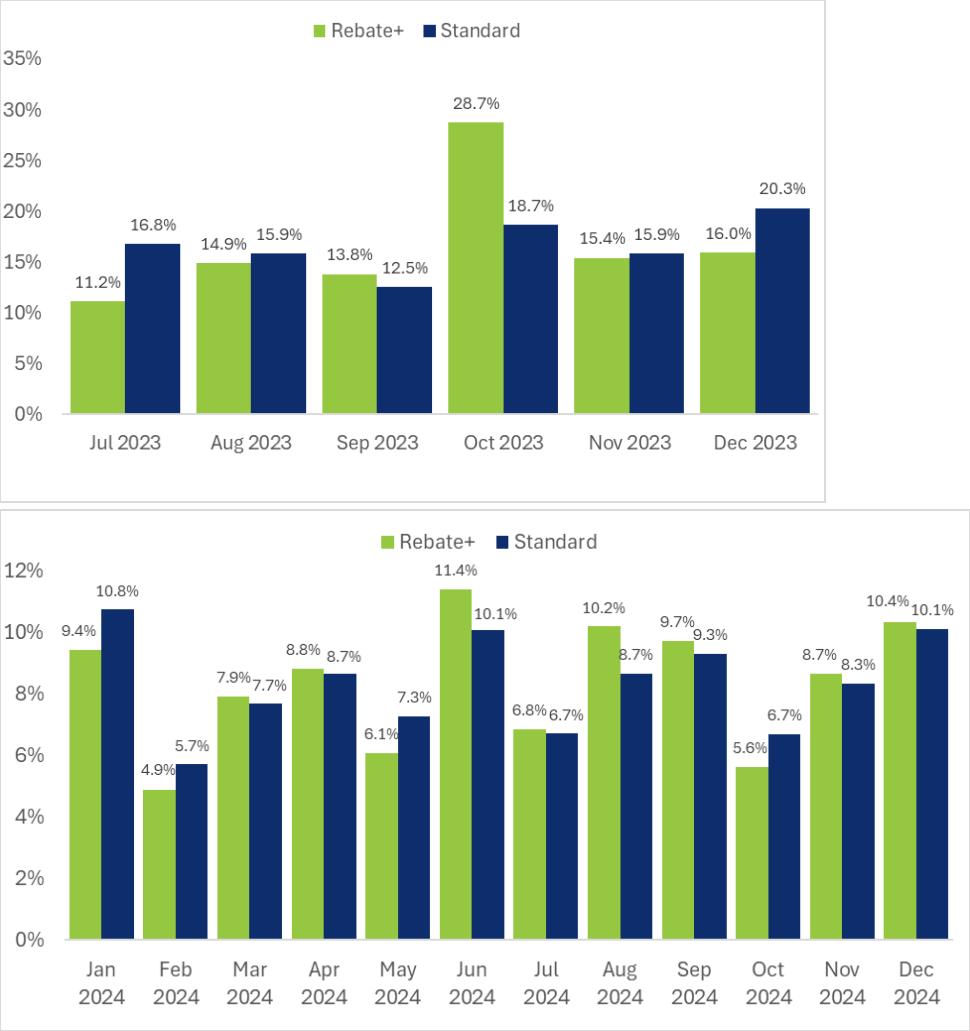


PARTICIPATION BY REBATE TYPE

Recipients of Rebate+ (both new and used vehicle recipients) participated in the program at a similar rate to Standard rebate recipients in 2023, though their participation ramped up to 28.7% in the month of October before returning to 15.4% in November, comparable to 15.9% for Standard Rebate participation in the same month.

Rebate+ participation in 2024 remained fairly similar to Standard Rebate participation throughout the year, with the largest difference in participation happening in August (10.2% Rebate+ to 8.7% Standard Rebate),(Figure 12).

Figure 12. Program Participation by Rebate Type Between July 2023 and December 2024

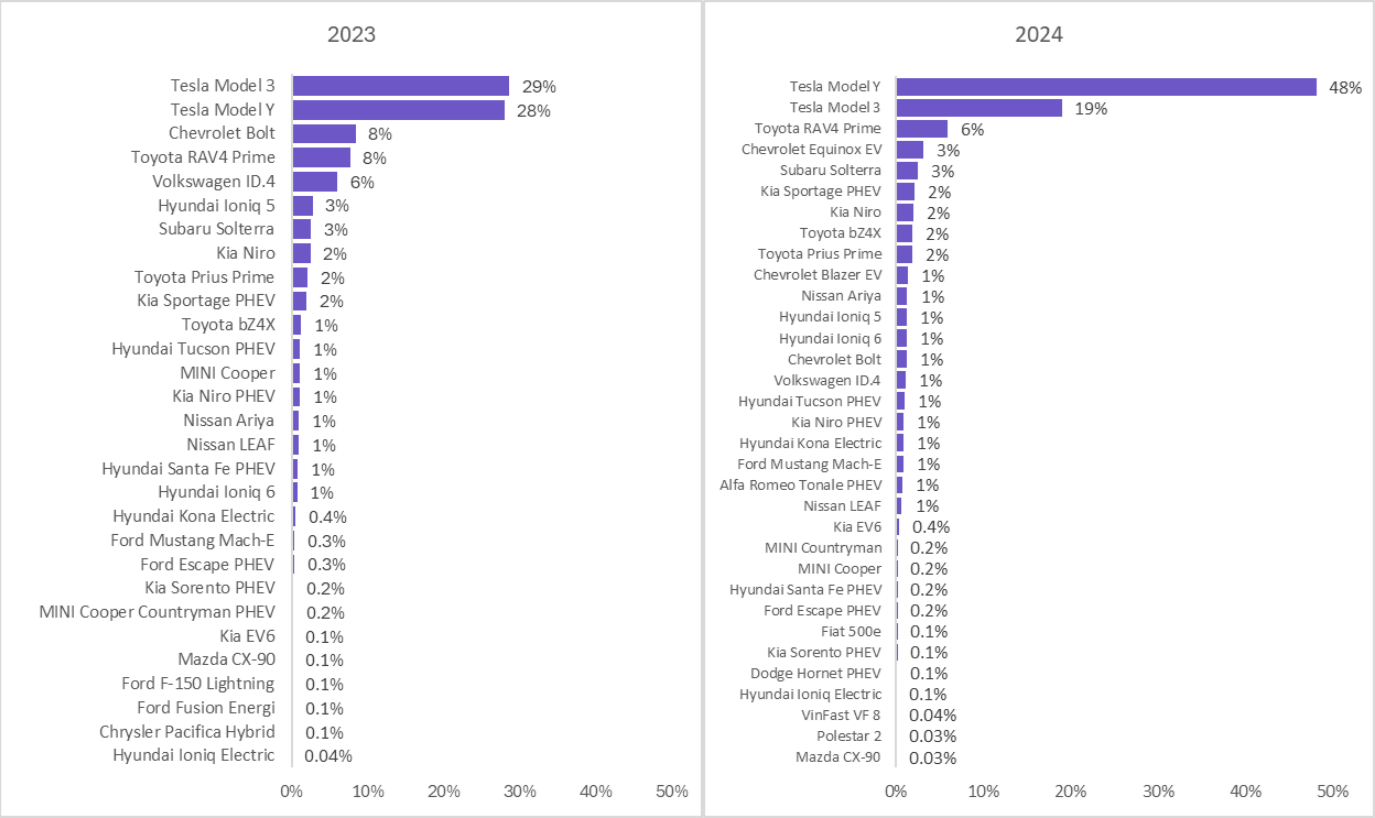


PARTICIPATION BY VEHICLE MODEL

Tesla vehicle models (both Model Y and Model 3) represented the most incentivized vehicles in the program for both 2023 and 2024, representing 28% and 29% in of the models in 2023 and 48% and 19% of the models in 2024 (

Figure 13). The next most popular model in 2024 was the Toyota RAV4 Prime, a PHEV.

Figure 13. Participation Rate by Vehicle Model Between July 2023 and December 2024 separated by calendar year



PARTICIPATION ACROSS

Residents from across all of Connecticut benefited from the CHEAPR program.

*Figure*s 14a and 14b depict ZIP codes of participant vehicle registration for the years 2023 and 2024 respectively. Results in Figure 14a indicate that there was little variation across the state in rebates awarded; however, moving into 2024 of Figure 14b, the largest rebate concentrations by ZIP code fall in the central to southwest regions of Connecticut, including Fairfield County, which contains Stamford, Norwalk and Bridgeport. The second largest concentration of rebates appears in the central region, covering parts of Hartford and New Haven Counties.

Figure 14a. Incentive Distribution by Registration ZIP Code in 2023

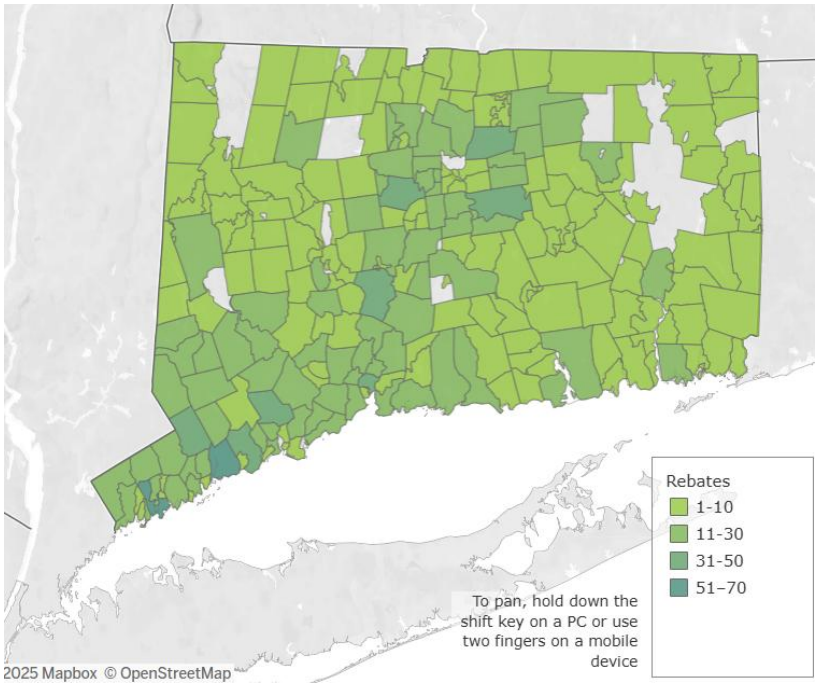
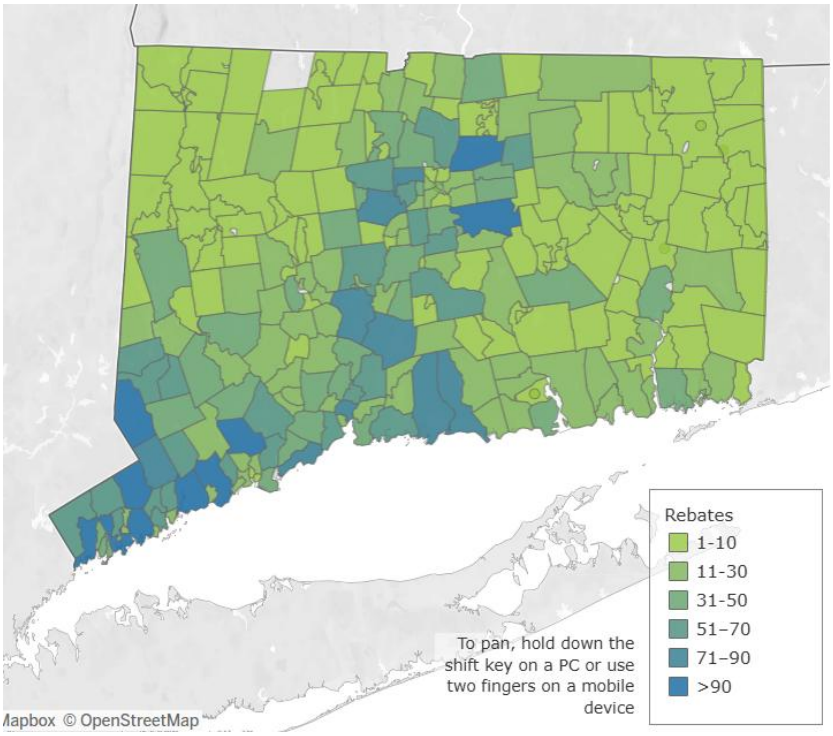


Figure 14b. Incentive Distribution by Registration ZIP Code in 2024



Participation by Market Share

CSE calculates the percentage market share between newly registered eligible vehicles in Connecticut and the number of rebated vehicles in the program using S&P Global (previously known as IHS Markit) vehicle registration data. Upon the recent receipt of updated S&P data through the end of 2024, the limitations identified in the S&P data are too comprehensive to ensure the validity of the findings. These limitations include: 1) registration and vehicle purchase dates do not overlap perfectly and are subject to some vehicles purchased in the program (especially in q4/2024) that are missing from the registration data, 2) approximately 86% of S&P Global data is missing MSRP information, in which case average MSRP was used that may be trimming more eligible vehicles than expected, and 3) S&P Global data is not entirely comprehensive, as suggested by the vehicle models that were not present in that data but were present in the program. This third limitation is specifically pronounced in the Tesla data, where the discrepancy between rebated and registered vehicles numbers is in the thousands.

CSE will work both internally, and with our S&P partners, to identify and resolve these data issues in order to incorporate this analysis into subsequent reports. In lieu of this analysis for this report, we have summarized a snapshot of the entire EV market using data from the Alliance for Automotive Innovation who tracks EV registrations at the state level.[6] Results show that overall, 38% of the CT EV market was rebated via the CHEAPR program.

TABLE 7

Percent of EVs Rebated in CT

Time Period	Registered EVs in CT	EVs Rebated in CT	Percent of EVs Rebated
2023 (July - Dec)	8,176	2,578	32%
2024 (Jan - Dec)	17,263	7,064	41%
Total	25,439	9,642	38%

Survey Results and Analysis

METHODOLOGY

CSE emails a survey link to all rebate recipients to receive feedback on the program and its effectiveness. CSE analyzed the responses of survey participants in part of 2023 and 2024 to determine if sentiments vary by demographics. The survey covered various topics including demographics, motivation, and importance of the CHEAPR rebate and dealership experience. To ensure that the survey results were representative of all program participants, the survey data was weighted via the raking method by vehicle model, purchase/lease status and

[6] Alliance for Automotive Innovation. U.S. Light-Duty Electric Vehicle Sales* (2011-2024) Dashboard. https://www.autosinnovate.org/EVDashboard.

county. Some models were removed from the program that did not have a corresponding survey: these were the Chevrolet Volt, Ford F-150 Lightning Pro, Honda Clarity PHEV, Honda Prologue and the Mitsubishi Outlander PHEV. From July 2023 to December 2023, 2,580 vehicles were rebated and 898 applicants responded to the survey. In 2024, 7,074 vehicles were rebated and 2,013 applicants responded to the survey yielding a 35% and 28% response rate respectively. Note that due to rounding, some percentage totals may not equal 100%

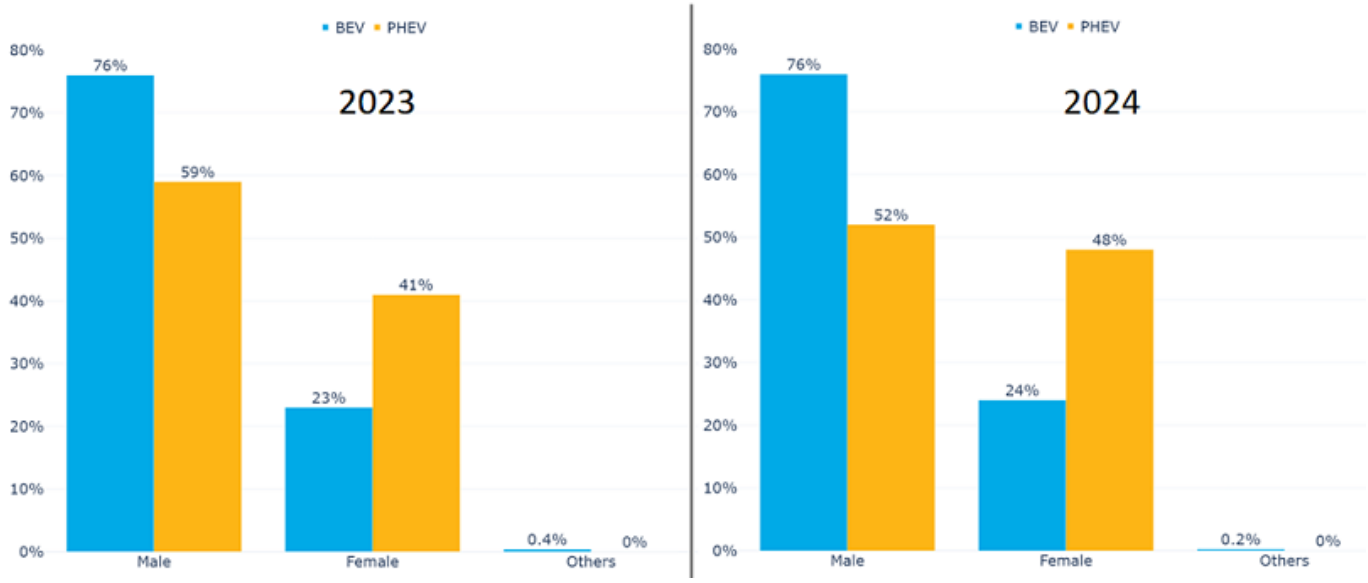
CONSUMER SURVEY RESULTS

The following graphs detail consumer survey findings. Note that these results do not represent the entire Connecticut zero-emission vehicle (ZEV) market as the survey is voluntary, and not all ZEV customers participate in the CHEAPR program. However, these findings are important indications of the demographics and perspectives of those that participated in the CHEAPR program. The following survey results are from participants who purchased or leased vehicles between July 2023 and December 2024. Responses were collected between April 12, 2023, and February 3, 2025.

a. Demographic Findings

When asked if they were male or female, 76% of battery electric vehicle (BEV) respondents identified as male in both the second half of 2023 and all of 2024, while just over half (59 and 52% respectively%) of the plug-in hybrid electric vehicle (PHEV) consumers identified as male. Other gender categories that were included in the survey are not reported here due to low response rates.

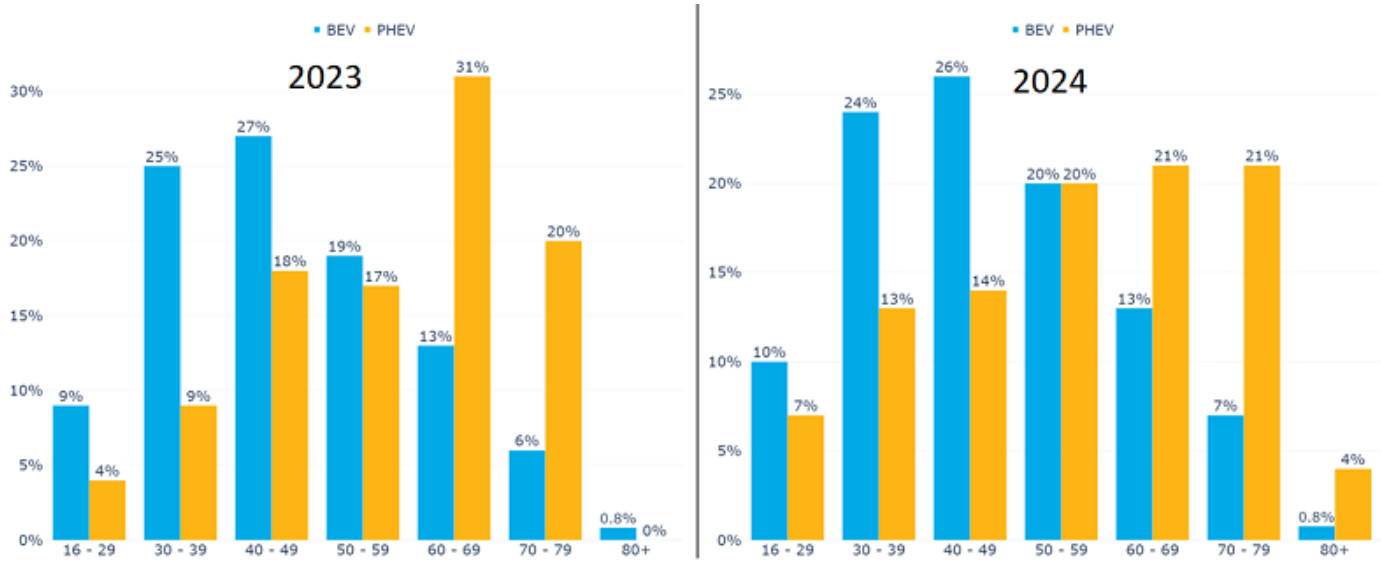
Figure 19. Gender of Survey Respondents by Vehicle Type, 2023n = 854, 2024n = 1929



Respondents who purchased or leased BEVs tended to be younger than those who purchased or leased PHEVs (See

Figure 20). For example, 61% of respondents with BEVs in 2023 and 60% in 2024 were between 16 and 49, whereas 31% of PHEV respondents in 2023 and 34% in 2024 were within that age range. Conversely, around 20% of respondents with BEVs in both years were older than 60 compared to 51% of PHEV respondents in 2023 and 46% in 2024.

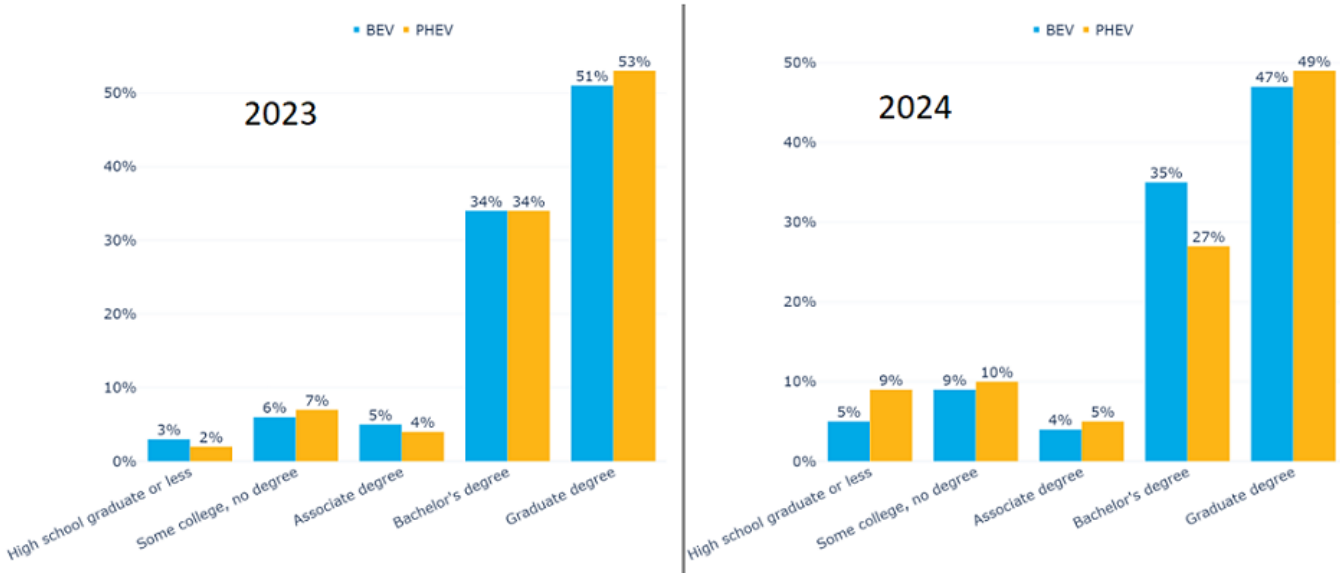
Figure 20. Age Ranges of CHEAPR Survey Respondents by Vehicle Type, 2023n = 866, 2024n = 1942



As demonstrated in

Figure 21, survey respondents tend to be college graduates or hold graduate degrees. For example, 85% of respondents purchasing BEVs in 2023 and 82% of respondents in 2024 have bachelor's or graduate degrees. Similarly, 53% and 49% of respondents with PHEVs in 2023 and 2024 have graduate degrees, respectively.

Figure 21. Education Levels of CHEAPR Survey Respondents by Vehicle Type, 2023n = 868, 2024n = 1945



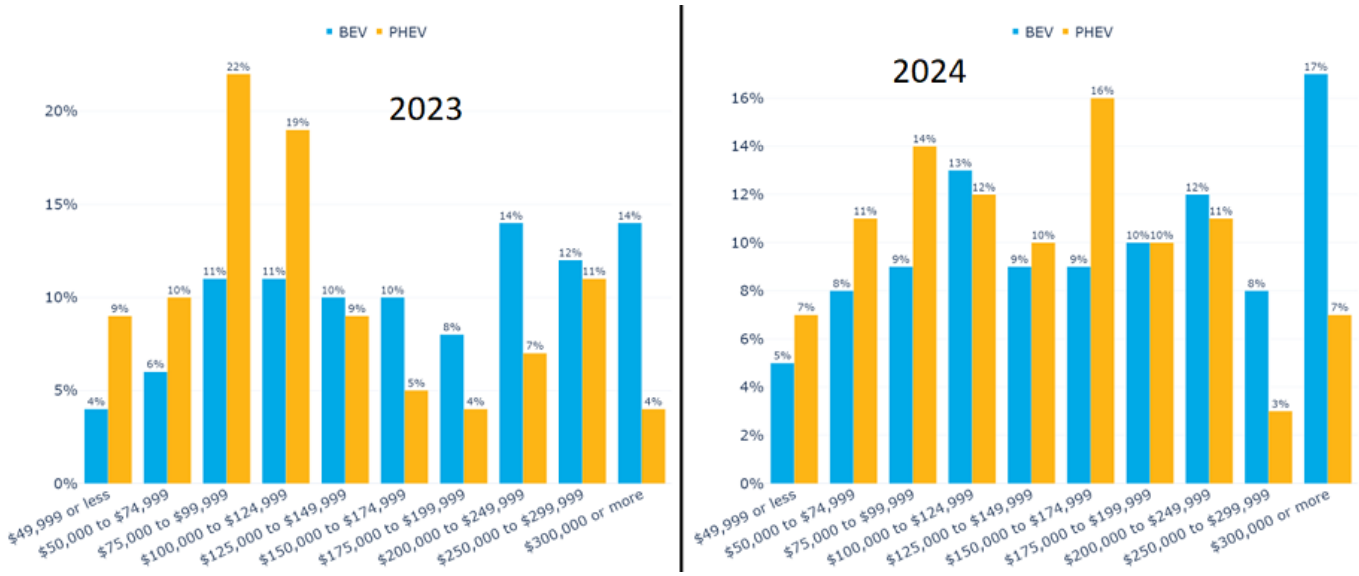
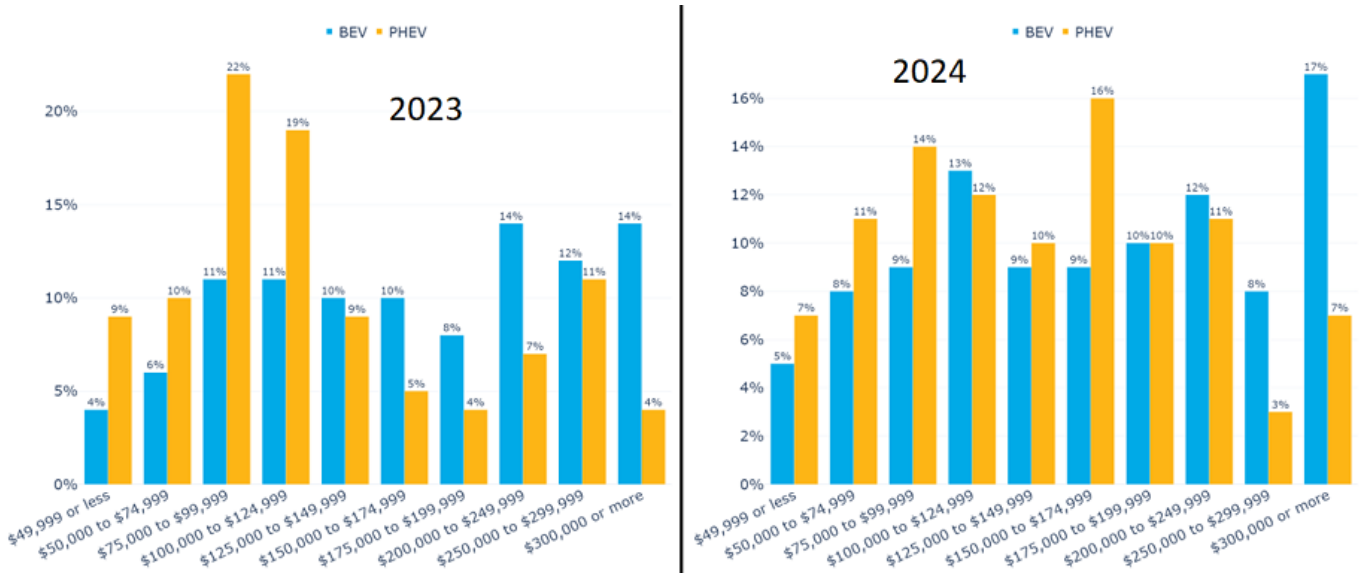


Figure 22 shows the annual household incomes of the survey respondents. Households that purchase or lease PHEVs tend to report lower income than those who purchase BEVs with nearly half (44%) of PHEV households making less than $125,000 in 2024. In contrast, nearly half (47%) of households with BEVs in 2024 report household income of $175,000 or more.

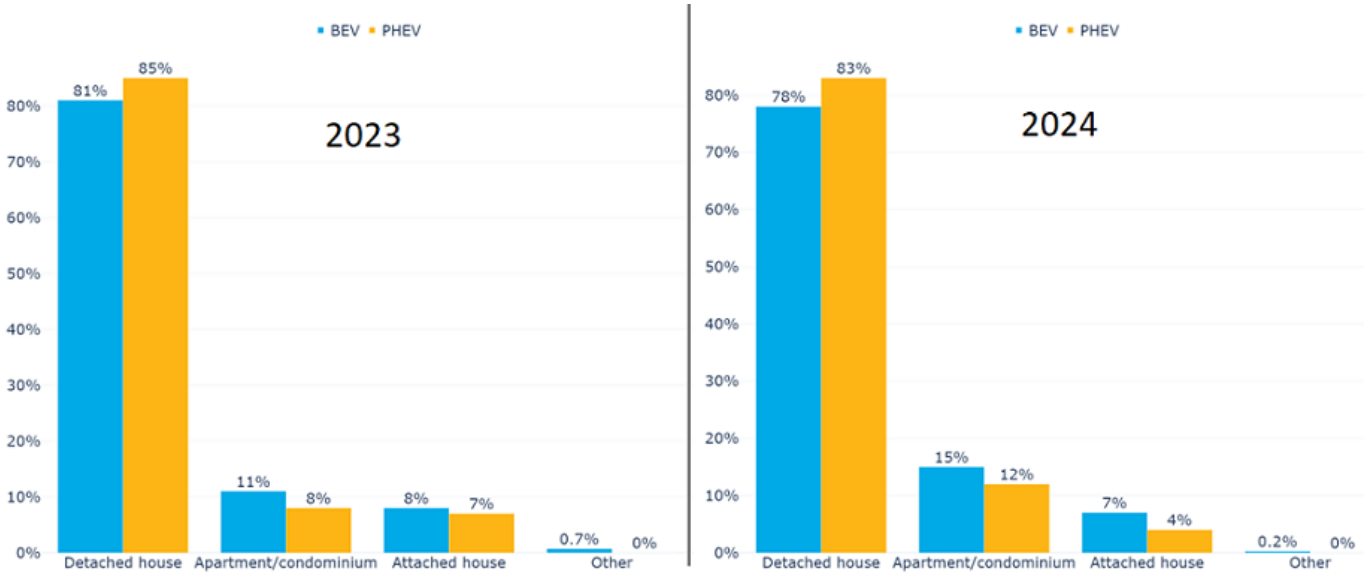
Figure 22. Annual Household Incomes of CHEAPR Survey Respondents, 2023n = 827, 2024n = 1802



As demonstrated in

Figure 23, most respondents live in detached houses (78% of the survey respondents with BEVs and 83% of respondents with PHEVs in 2024) as opposed to apartments/condominiums, attached houses or other dwelling types. These levels have dropped from the partial previous year (81% BEVs and 85% PHEVs).

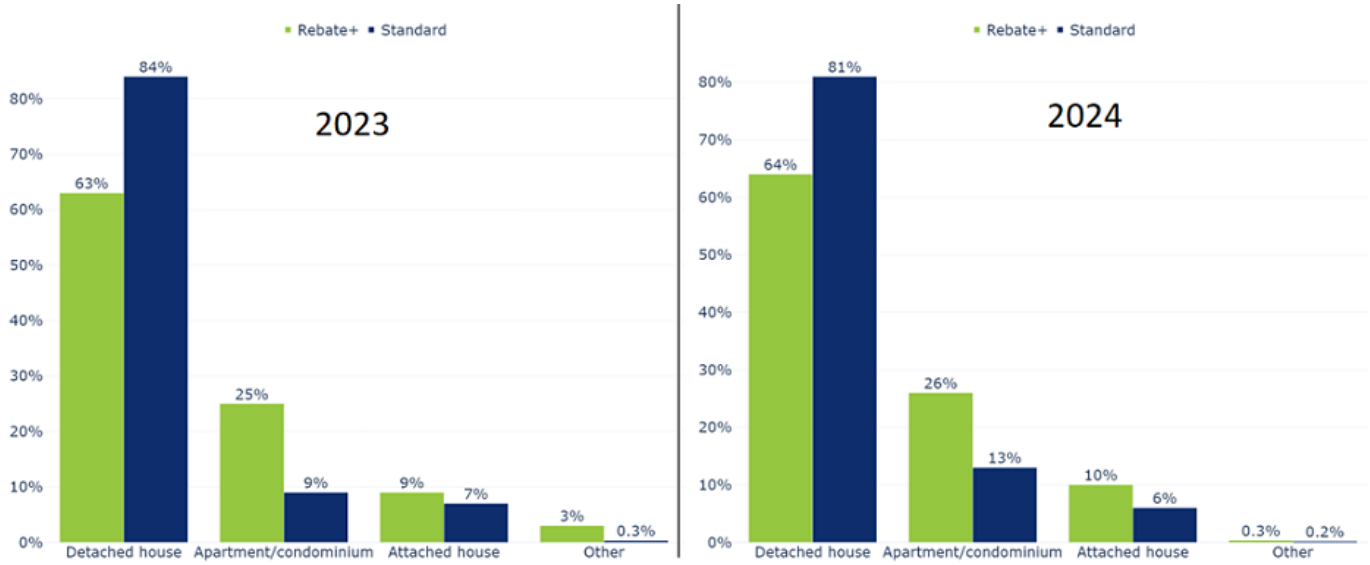
Figure 23. Dwelling Types of Survey Respondents by Vehicle Type, 2023n = 882, 2024n = 1980



Compared with Standard rebate program recipients, Rebate+ recipients were less likely to live in detached houses and more likely to live in apartments, condominiums or attached homes with little change from the end of 2023 through 2024, as shown in

Figure 24.

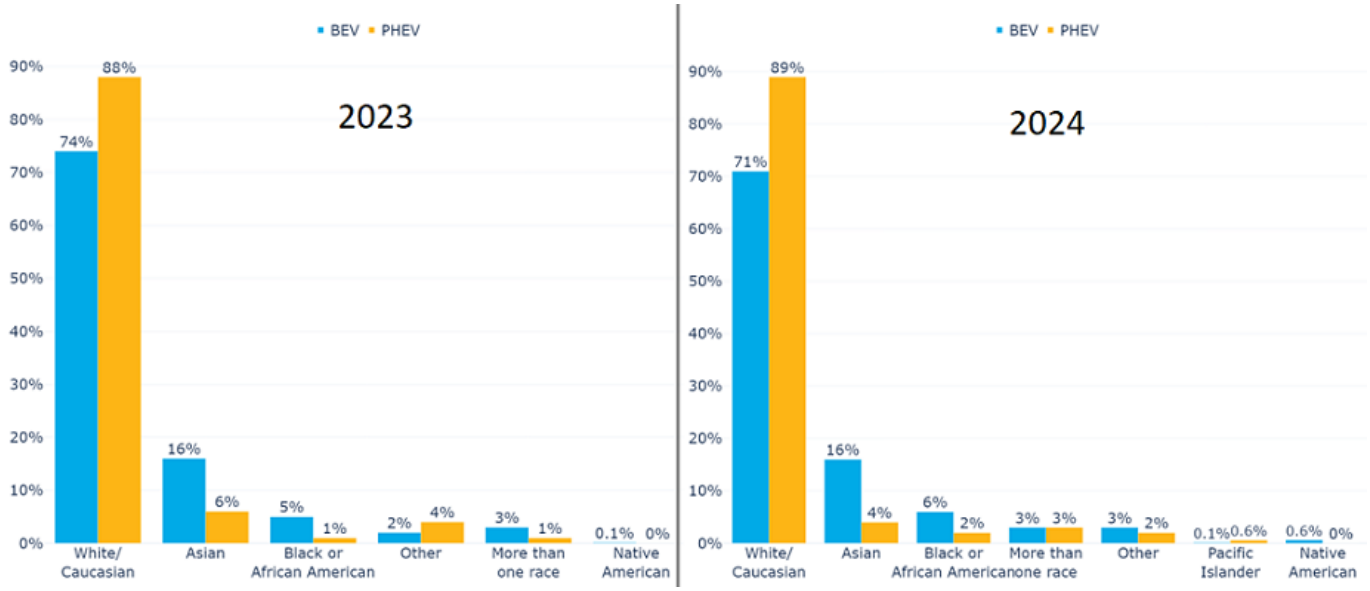
Figure 24. Dwelling Types of Survey Respondents by Rebate Type, 2023n = 882, 2024n = 1980



As demonstrated in

Figure 25, most respondents identify as White/Caucasian (74% of respondents with BEVs and 88% of respondents with PHEVs in 2023 and 71% and 89% in 2024 respectively).

Figure 25. Races of Survey Respondents by Vehicle Type, 2023n = 796, 2024n = 1767



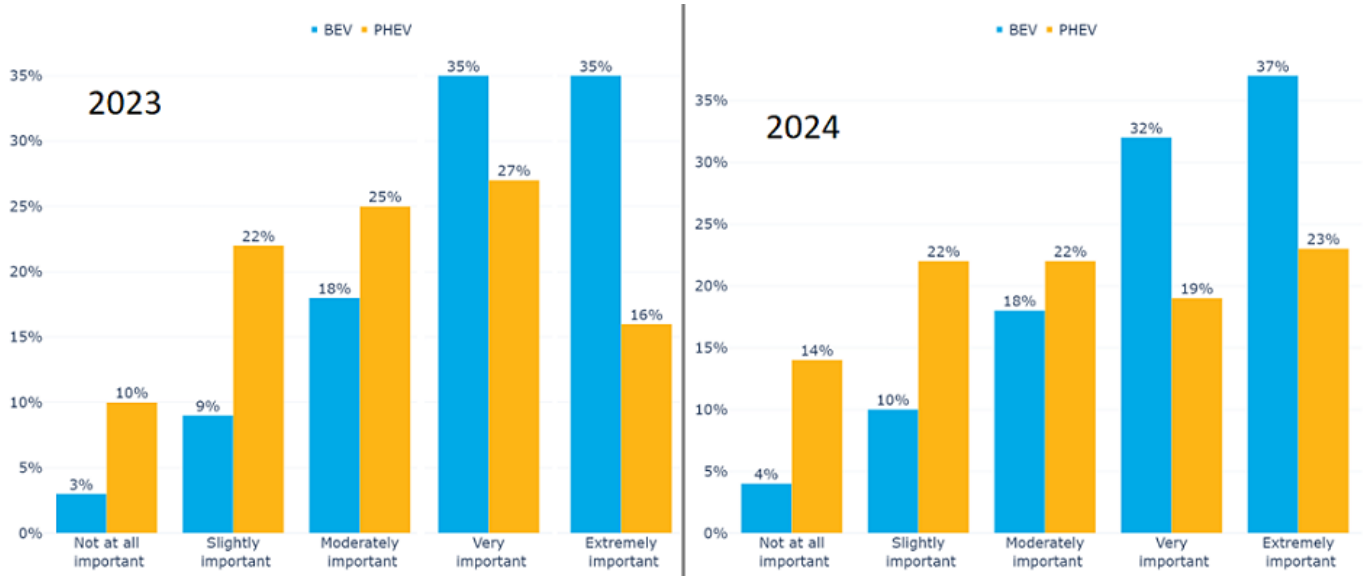
b. Impact Findings

The CHEAPR rebate is designed to bring the price of purchasing or leasing a BEV or PHEV closer to that of an ICE vehicle, known as price parity, and the survey asked respondents questions to understand the

importance of this price reduction to participants. The following graphs examine various perspectives regarding the rebate.

Survey respondents were asked to rate the importance of the CHEAPR rebate in their decision to acquire an EV (Figure 26). The percentage of respondents who purchased or leased a BEV and rated the rebate as "very" or "extremely" important was 64% in 2023 and 63% in 2024, with over one-third of BEV respondents rating it as "extremely" important. In contrast, less than half (43% in 2023 and 42% in 2024) of PHEV owners rated the program as either very or extremely important. One reason may be that all PHEV rebates are half the amount of BEV rebates.

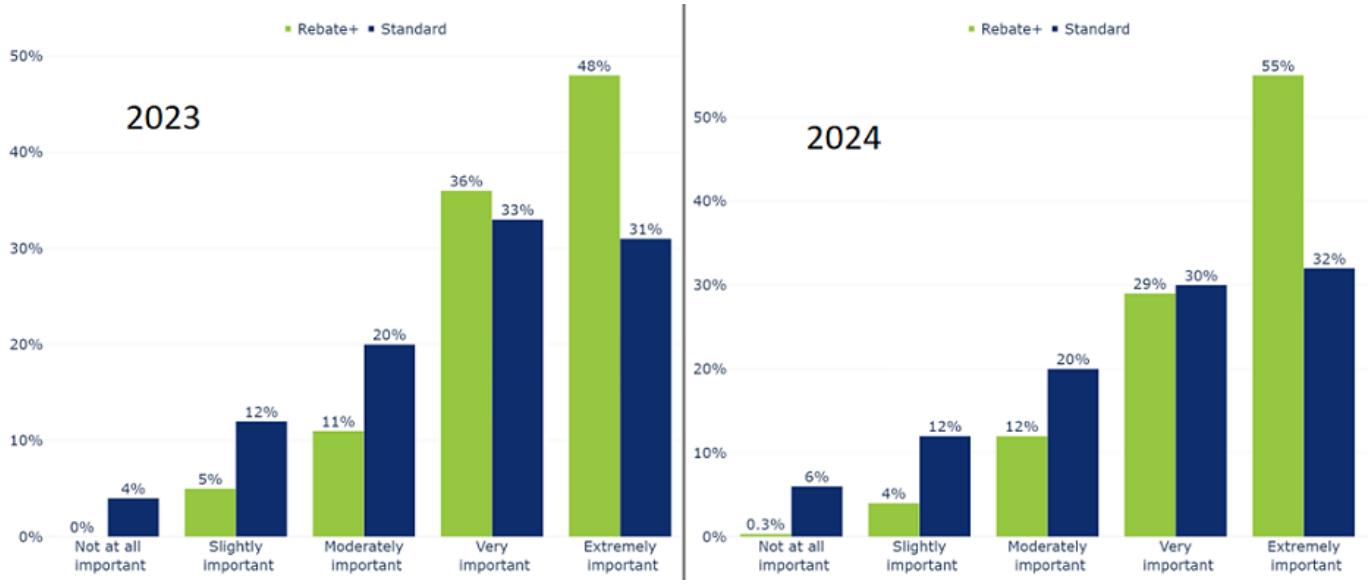
Figure 26. Survey Responses Regarding Importance of the CHEAPR Rebate, 2023n = 859, 2024n = 1932



Rebate+ participants were likely to rate the rebate as "extremely important" to acquiring an electric vehicle, further underscoring the essentiality of Rebate+ for EV adoption among lower-income Connecticut residents and those living in Environmental Justice Communities and Distressed Municipalities (see

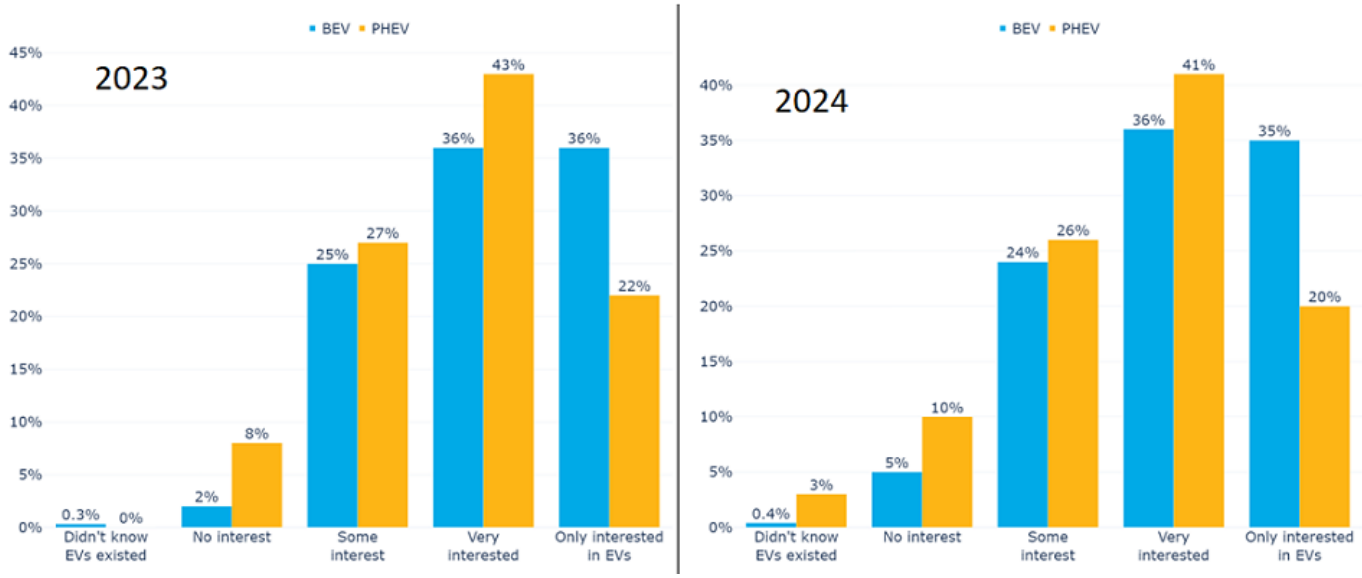
Figure 27).

Figure 27. Importance of the CHEAPR Rebate, by Rebate Type, 2023n = 859, 2024n = 1932



Survey respondents were asked to describe their initial interest in purchasing or leasing EVs. Most respondents in 2023 for both BEVs and PHEVs indicated that they were "very interested" or "only interested in EVs," (72% and 65%, respectively). Notably, high interest in EVs before purchase dropped in 2024 and more respondents reported no interest in EVs before purchases (2% BEVs and 8% PHEVs in 2023 up to 5% BEVs and 10% PHEVs in 2024) indicating that more participants are becoming EV enthusiasts through the program(see Figure 28).

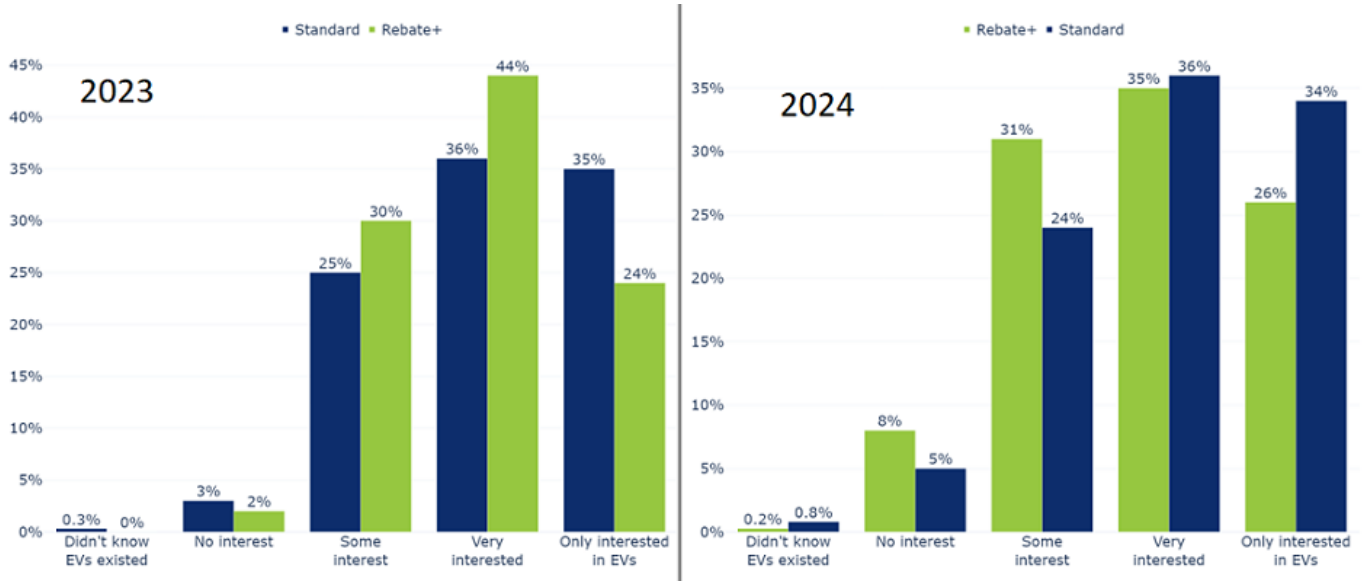
*Figure 28. Survey Responses Regarding Initial Interest in EVs, 2023**n = 897, 2024n = 2003***



Participants receiving increased Rebate+ were very interested in EVs at the start of their search in the later half of 2023 (44%); however, this number dropped to 35% in 2024 while being only interested in EVs rose slightly from 24% to 26%. (see

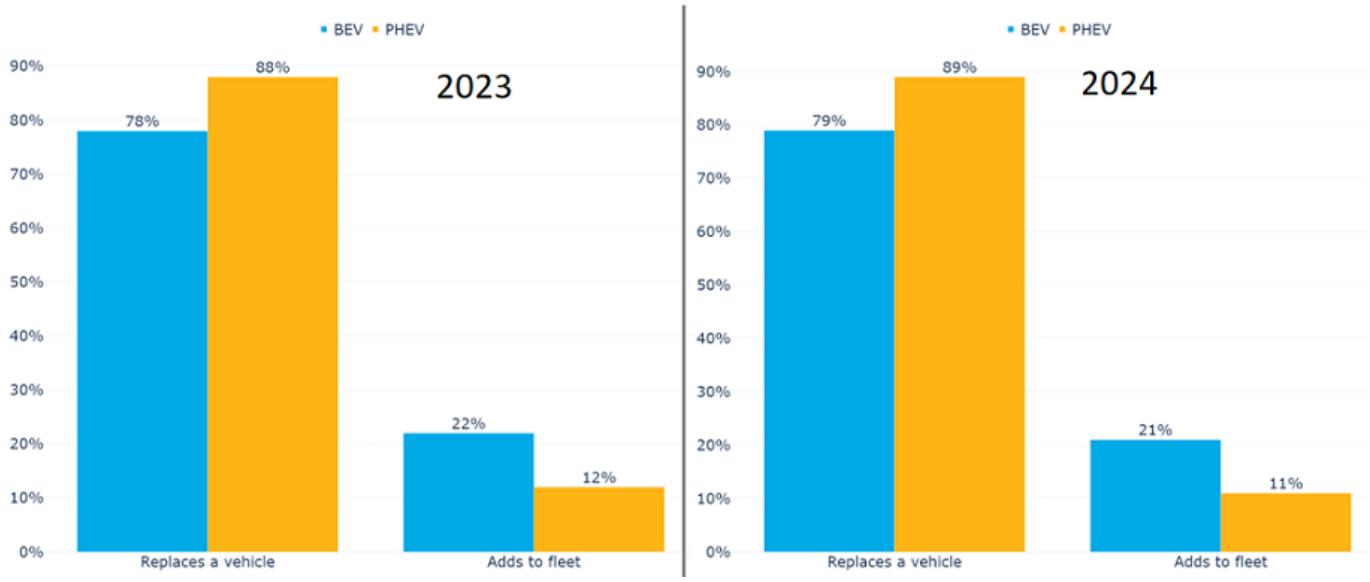
Figure 29).

*Figure 29. Interest in Acquiring EVs, 2023**n = 897, 2024n = 2003***



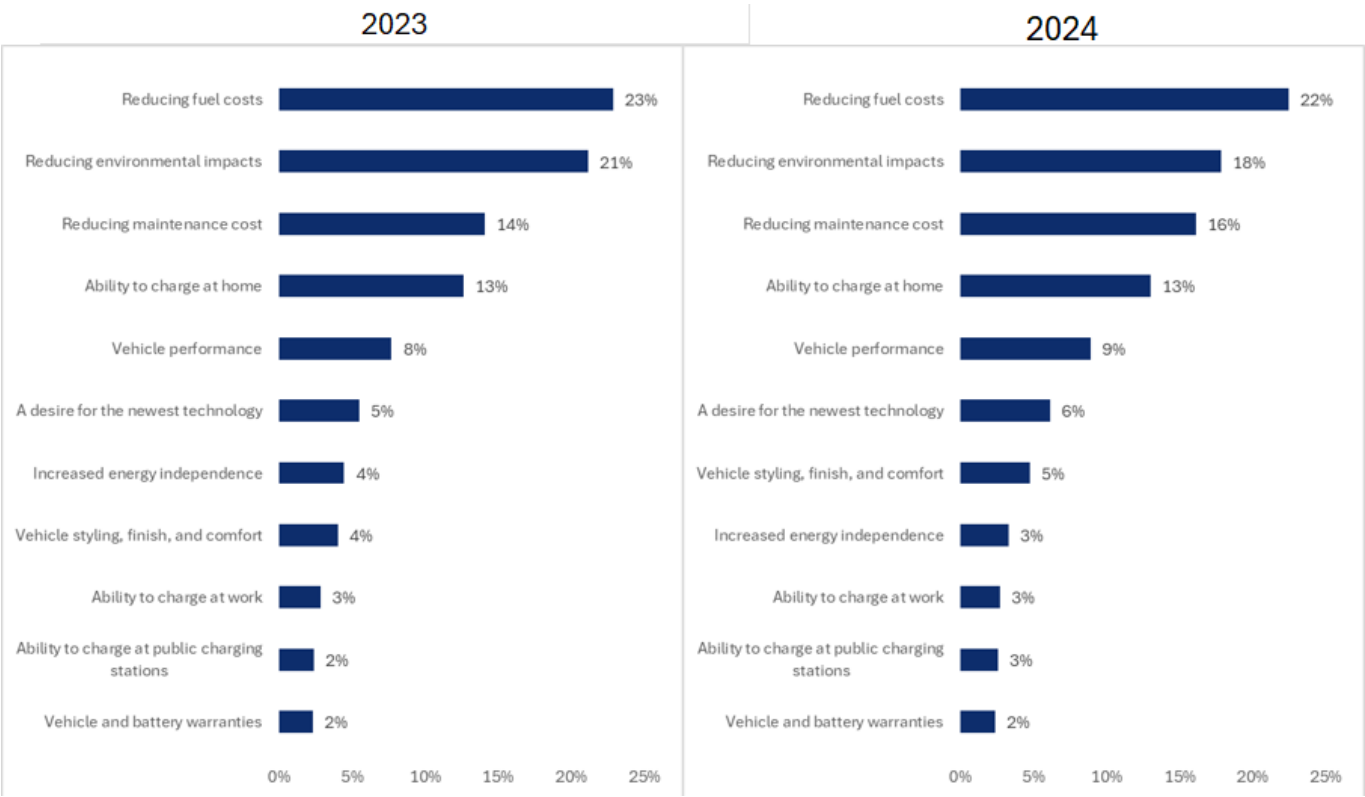
Survey respondents were asked about the purpose of their rebated vehicle. Most BEV and PHEV drivers, 79% and 89% in 2024, respectively, responded that the vehicle was purchased or leased to replace a vehicle in the household (see Figure 30).

Figure 30. Survey Responses Regarding Purpose of CHEAPR Rebated Vehicle, 2023n = 894, 2024n = 2006



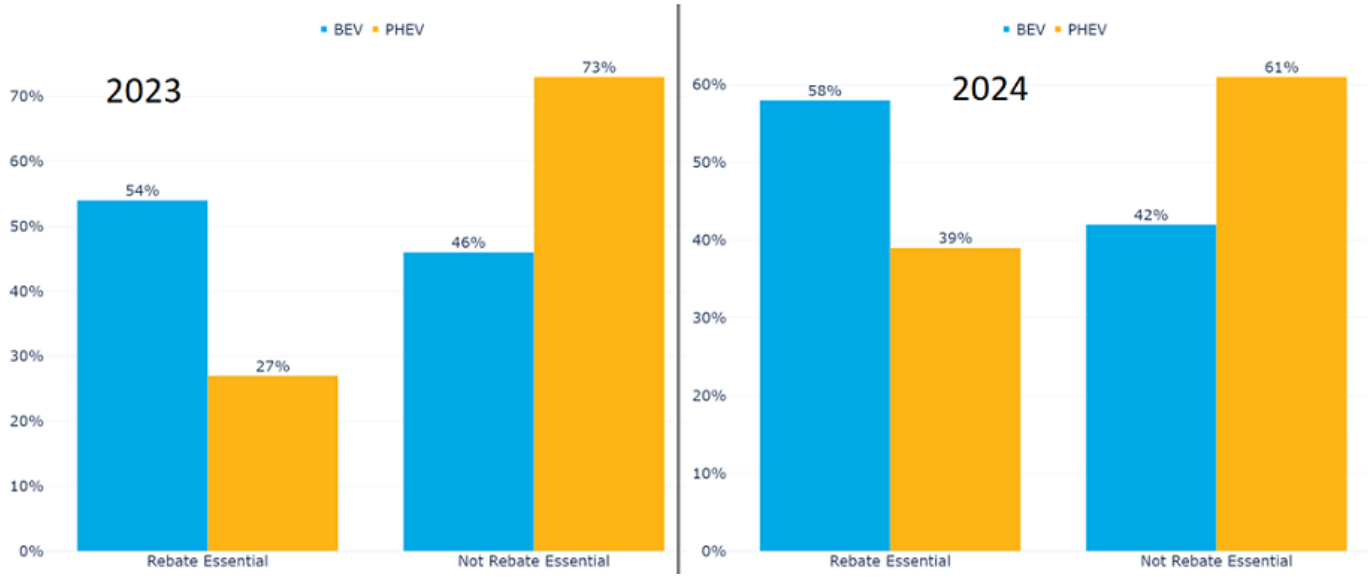
Survey respondents were asked to name all their motivations for acquiring a BEV or PHEV. Many respondents chose multiple reasons. As with previous years, reducing environmental impacts and saving on fuel costs were the top reasons in both 2023 and 2024. All other reasons, including the desire for new technology, charging, energy independence, comfort and performance, were less frequent choices (see Figure 31).

Figure 31. Survey Response Regarding Motivation for Acquiring a BEV or PHEV, 2023n =2626, 2024n = 5909).



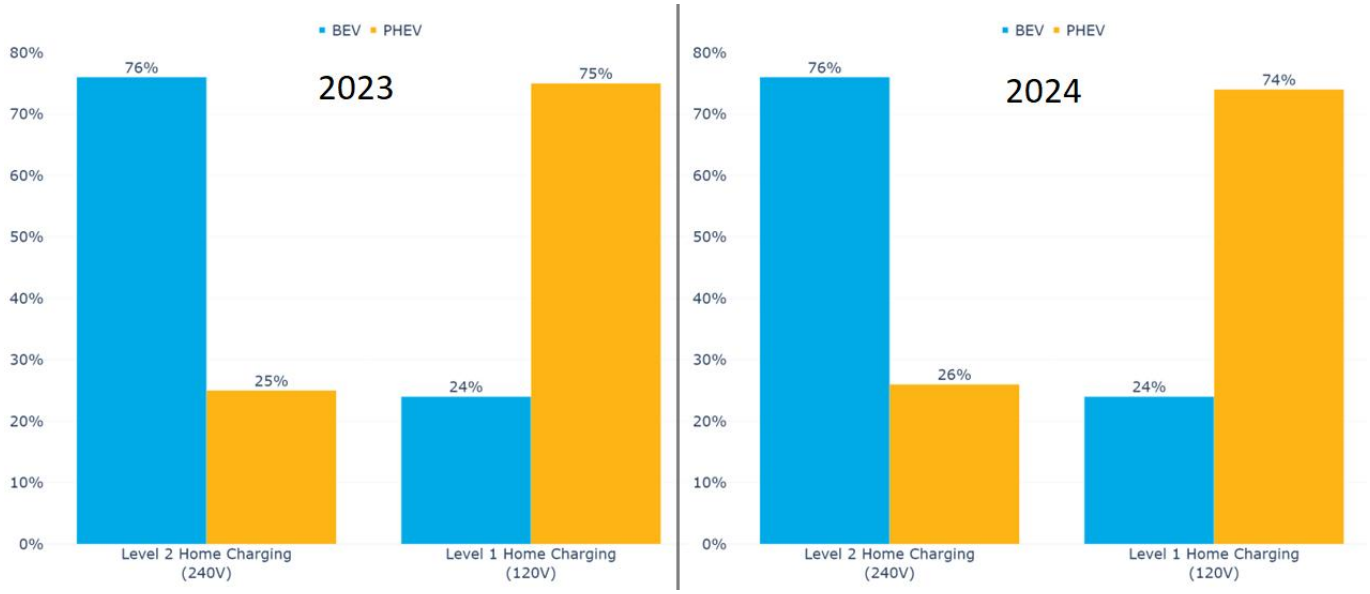
Survey respondents were asked if they would have purchased or leased their rebated vehicle without the CHEAPR rebate. The majority of BEV owners (54% in 2023 and 58% in 2024) indicated that they would not have purchased or leased if the rebate were not available, a switch from previous reporting where most respondents claimed the rebate was not essential in their purchase of an EV. See further breakdown of respondent answers by vehicle type in Figure 32. As noted previously, the PHEV rebate amount, at $750, is half the value of a BEV rebate amount, which may explain why the majority of PHEV respondents did not feel the rebate was essential to their purchasing decision.

Figure 32. Respondents Indicating if They Would Have Acquired a BEV or PHEV Without the Rebate, 2023n = 893, 2024n = 2006



Survey respondents were asked if they would charge at home and, if so, at what voltage. Almost three-quarters of both groups indicated that they would charge at home. BEV drivers preferred 240V chargers over three times more than 120V chargers, while PHEV drivers showed an opposite trend and preferred 120V chargers nearly three times more than 240V chargers (see Figure 33).

*Figure 33. Respondents Indicating Charging at Home, by Charger Voltage, **2023n = 706, 2024n = 1486***

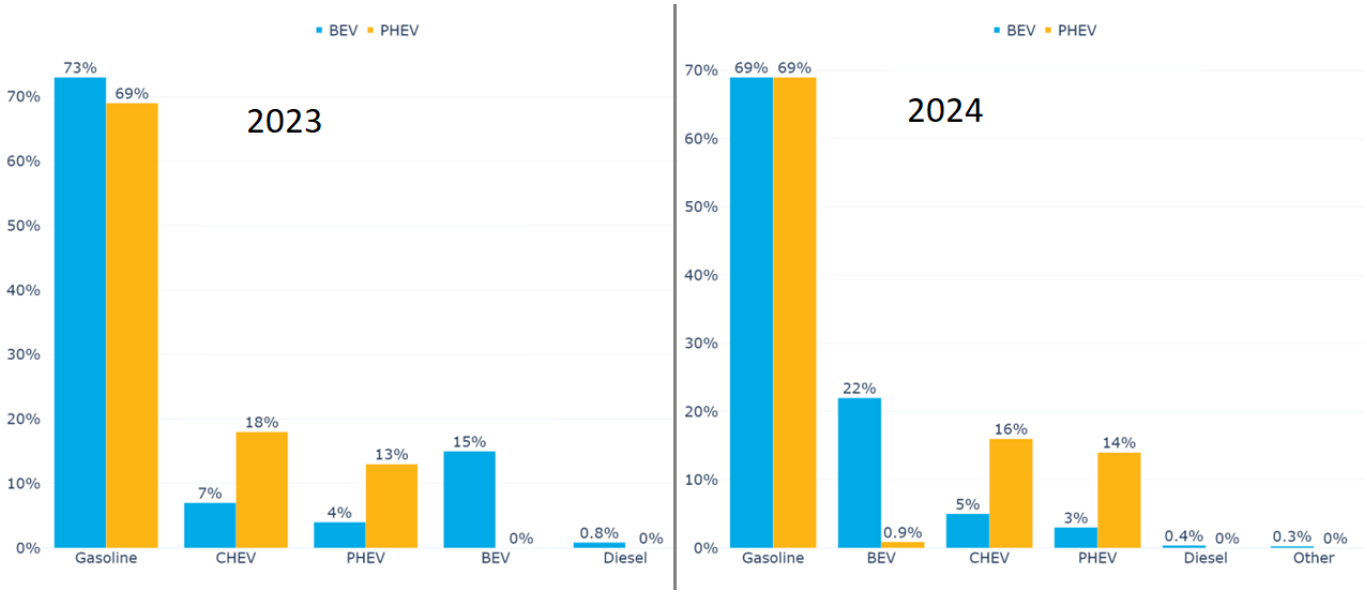


Survey respondents were asked about the fuel type of their previous vehicles.[7] Most respondents used gasoline vehicles (73% of BEV drivers and 69% of PHEV drivers in 2023 and 69% for both drivers in 2024); however, a considerable portion (15% in 2023 to 22% in 2024%) of BEV drivers replaced another battery electric vehicle (see

[7] Fuel type abbreviations are conventional hybrid electric vehicle (CHEV), battery EV (BEV) and plug-in hybrid EV (PHEV).

Figure 34) and 18% of PHEV drivers in 2023 and 16% in 2024 previously owned a conventional hybrid electric vehicle (CHEV), which could indicate increasing comfort with electric vehicle technology.

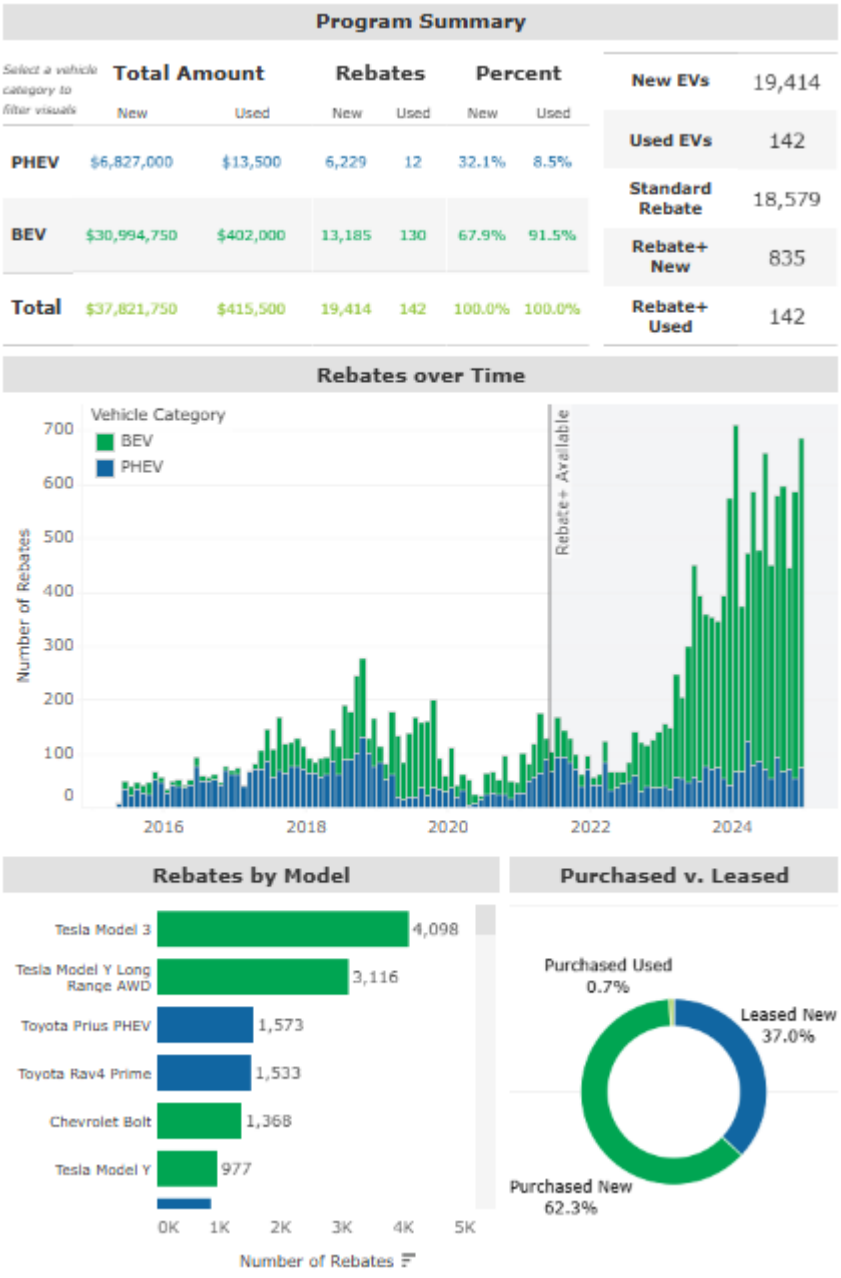
*Figure 34. Respondents Indicating Previous Vehicle Fuel Type, **2023n = 702, 2024n = 1590***



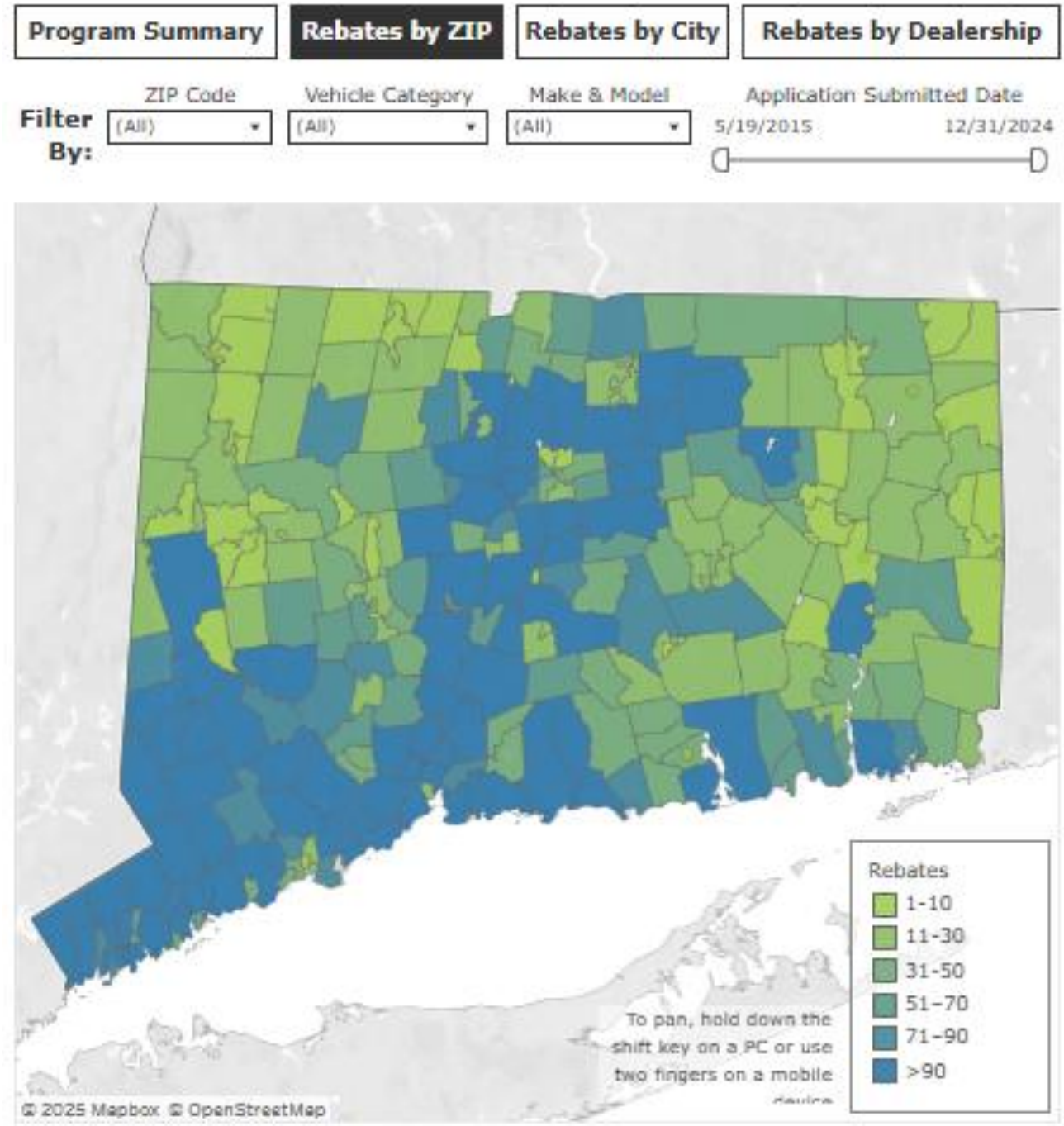
APPENDIX

Appendix 1. CHEAPR Program Website Interactive Data Tools

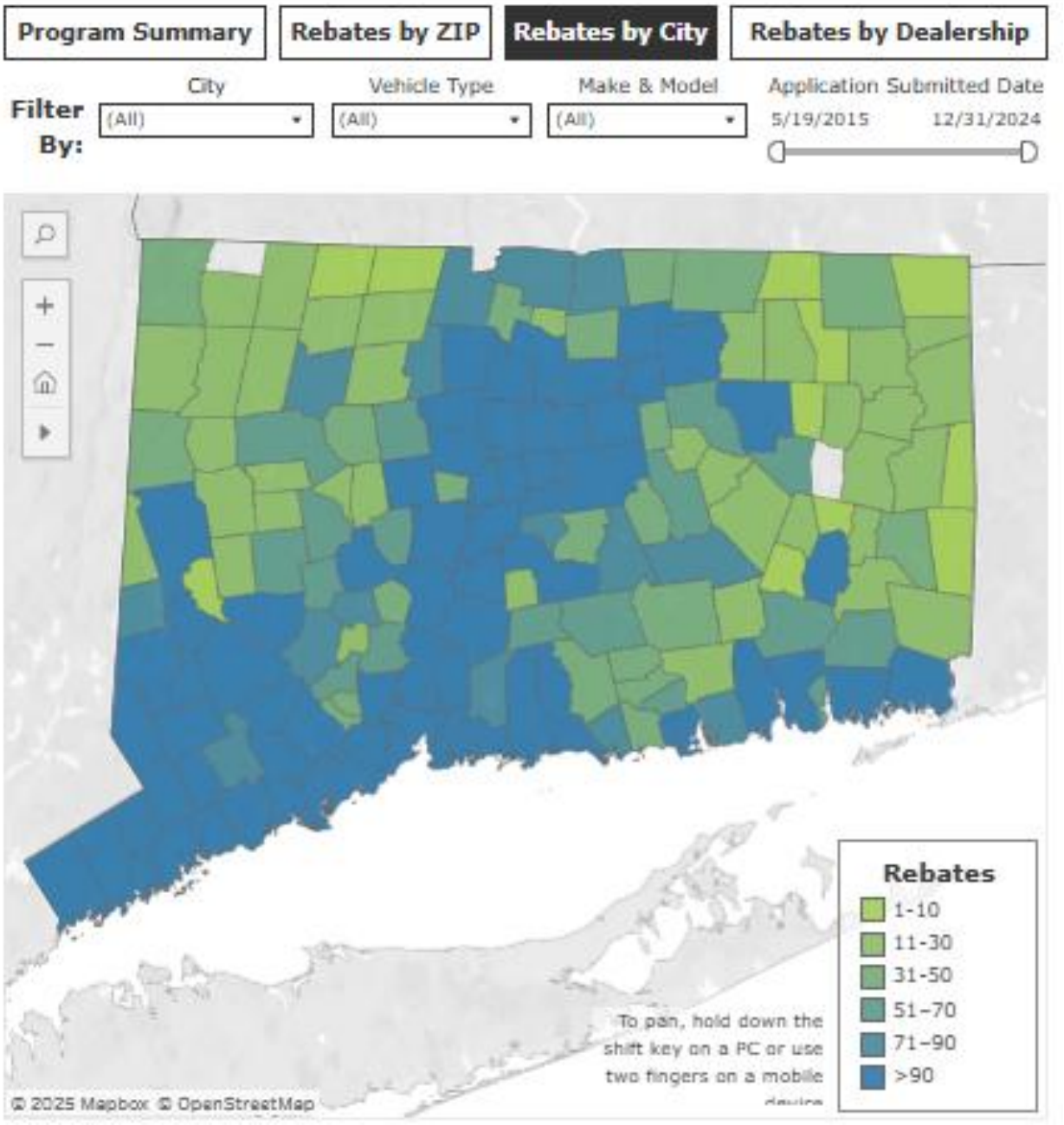
CHEAPR Program Statistics Overview



CHEAPR Rebates by ZIP Code



CHEAPR Rebates by City



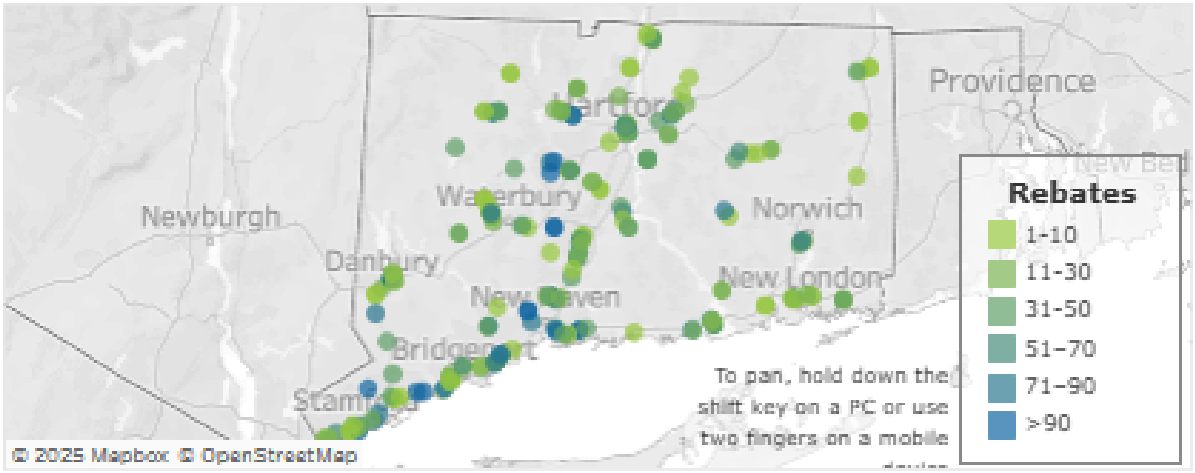
CHEAPR Rebates by Dealership

Program Summary | **Rebates by ZIP** | **Rebates by City** | **Rebates by Dealership**

Filter By:

City	Dealership Name	Vehicle Category	Make & Model
(All)	(All)	(All)	(All)

Application Submitted Date: 5/19/2015 — 12/31/2024



Top 20 Rebate CT Dealerships

Lynch Toyota	470
A-1 Toyota	436
Westbrook Toyota	268
Richard Chevrolet, Inc.	260
Toyota of Stamford	256
Middletown Toyota	254
Hoffman Toyota	239
Danbury Hyundai	235
Maritime Chevrolet	219
Premier Kia	196
Brandfon Hyundai	189
Karl Chevrolet	184
New Country Toyota of Westport	162
Executive Kia	160
Toyota of Wallingford	158
Colonial Motors Inc	154
Torrington Toyota	146
Crowley Nissan	141
Stamford Hyundai	136
Honda of Westport	129

What are OEM Direct Sales?

OEM: Original Equipment Manufacturer

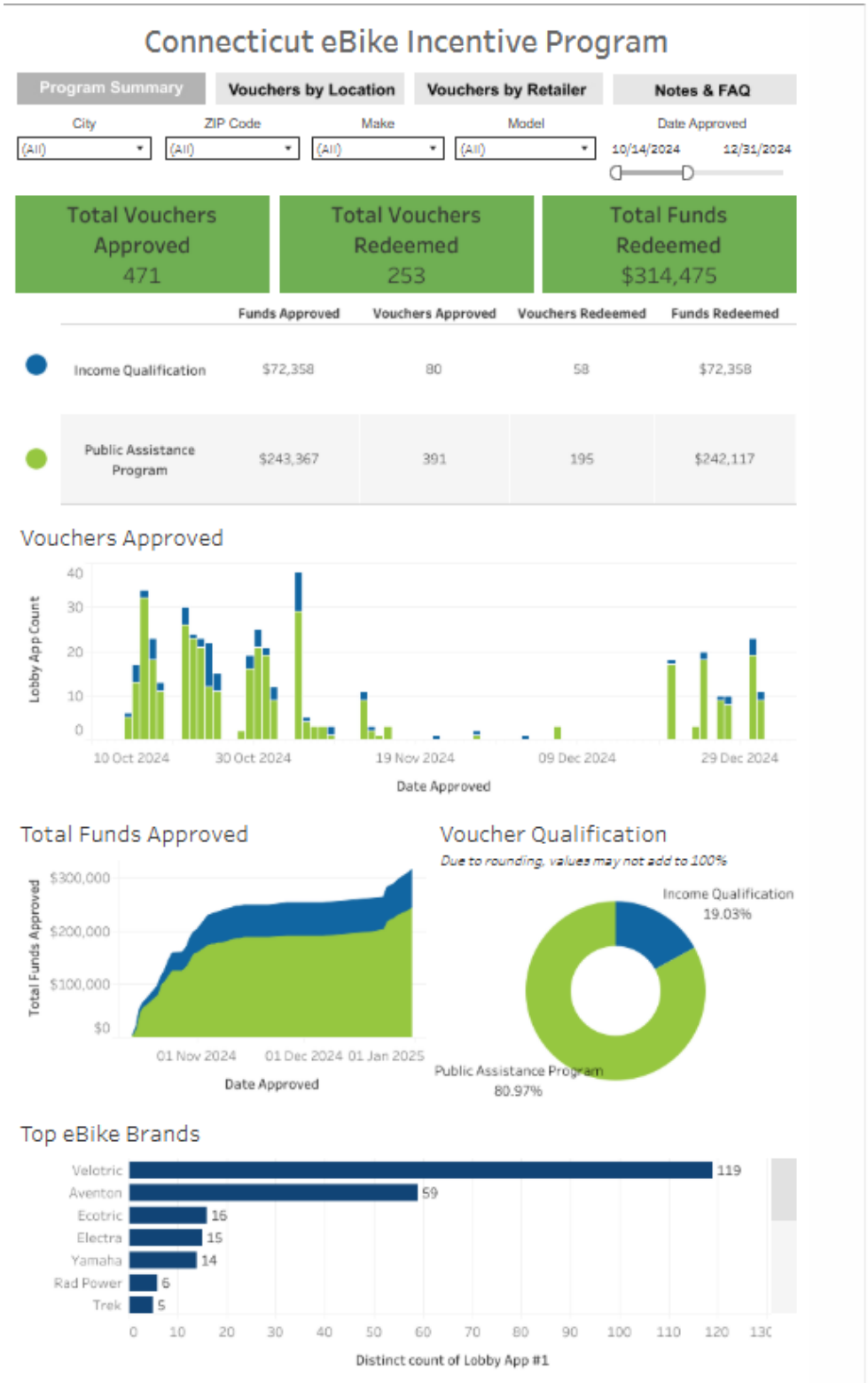
What about Tesla?

Tesla's dealership address is standardized as Palo Alto, CA and therefore is not included in the map above nor in the 'Top 20 Rebated CT Dealerships' list to the left. Tesla dealerships account for:

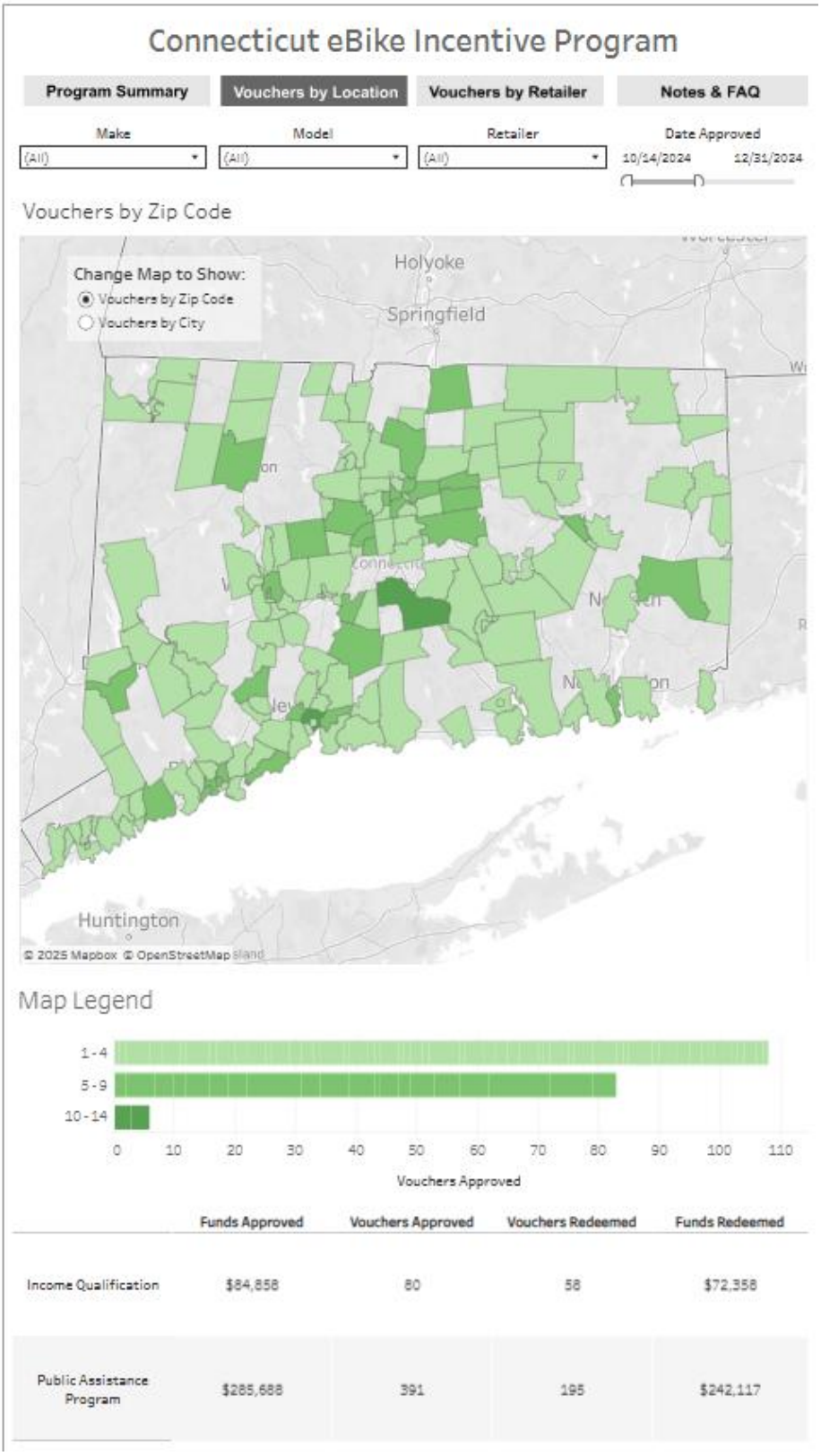
Tesla Rebates: 5,074

Appendix 2. CT eBike Program Website Interactive Data Tools

CT eBike Program – Program Statistics Overview (Round 2)

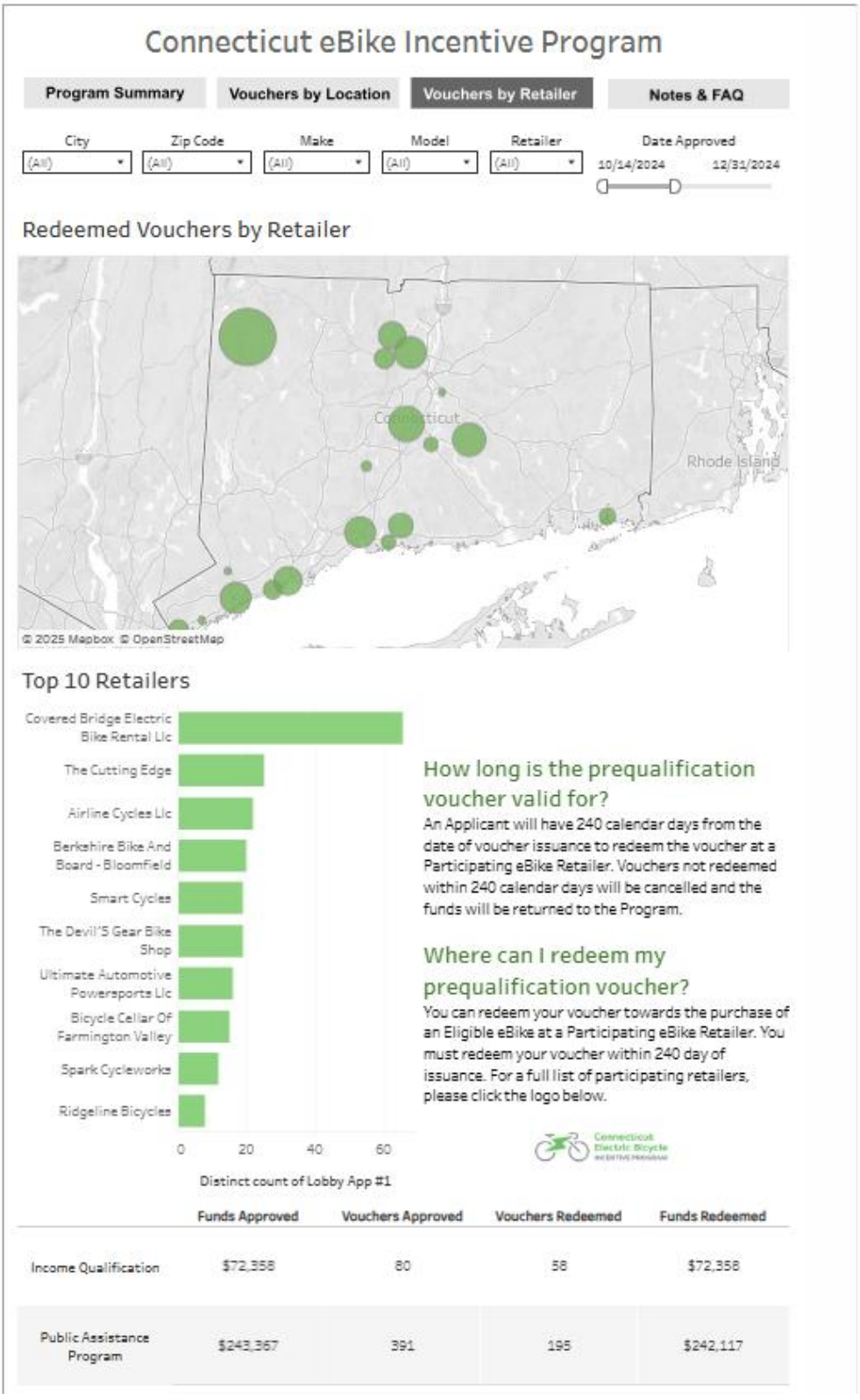


CT eBike Program - Vouchers by Location (Year 2)



	Funds Approved	Vouchers Approved	Vouchers Redeemed	Funds Redeemed
Income Qualification	$84,858	80	58	$72,358
Public Assistance Program	$285,688	391	195	$242,117

CT eBike Program - Vouchers by Retailer (Year 2)



CT eBike Program - Notes & FAQ

Connecticut eBike Incentive Program

Program Summary | Vouchers by Location | Vouchers by Retailer | Notes & FAQ

Notice:
In both years, DEEP has received a strong response to this program that shows significant interest in eBikes as an electrified mobility option for the people of Connecticut.

In year 1, the program received 6,394 applications, including:

- 1,343 Standard Voucher applications
- 5,051 Voucher+ applications

In year 2, the program received 3,569 applications, including:

- 839 Standard Voucher applications
- 2,730 Voucher+ applications

Dashboard Definitions:

Vouchers Approved: Vouchers where an application's eligibility has been confirmed and voucher has been sent to the applicant. Vouchers are approved in the order they were received. See FAQ for more information.

Vouchers Redeemed: Vouchers that have been spent in exchange for an eBike at a participating retailer.

Retailer: An official participating eBike retailer.

EJ Community: Refers to applicants who qualified for the program by living in an Environmental Justice Community. In Connecticut, an Environmental Justice Community refers to a "Distressed Municipality" or a census block group where 30% of the population is living below 200% of the federal poverty level.

Distressed Municipality: Updated annually, the Distressed Municipalities lists identify the state's most fiscally and economically distressed municipalities and are used by state agencies to target funds for needs which may include housing, insurance, open space, brownfield remediation and economic development programs, among others. The lists develop statistical indicators measuring the fiscal capacity of each municipality based on tax base, personal income of residents, and the residents' need for public services

Income Qualification: Refers to applicants who qualified for the program by having an income at or below 300% of the federal poverty level.

Public Assistance Program: Refers to applicants who qualified for the program through their participation in another aid program, such as Medicaid, SNAP, or CEAP.



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