



Connecticut Department of Energy and Environmental Protection



Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**

Thursday, June 3rd 2021 4:00-5:00 PM

Draft Board Agenda



4:00 pm Chair Commissioner Dykes Call to Order

- Introductions
- Approval of the February 24, 2021 CHEAPR Board Meeting Minutes

4:10 pm Board Update

- Program Metrics
- Budget Update

4:20 Review of New CHEAPR Program Materials and Program Launch

- Equity Outreach and CHEAPR slide deck for community-based organizations
- CHEAPR Collateral Materials - Dealership Poster and LMI Consumer Flyer

4:45 Public Comments

5:00 Next Steps and Adjourn

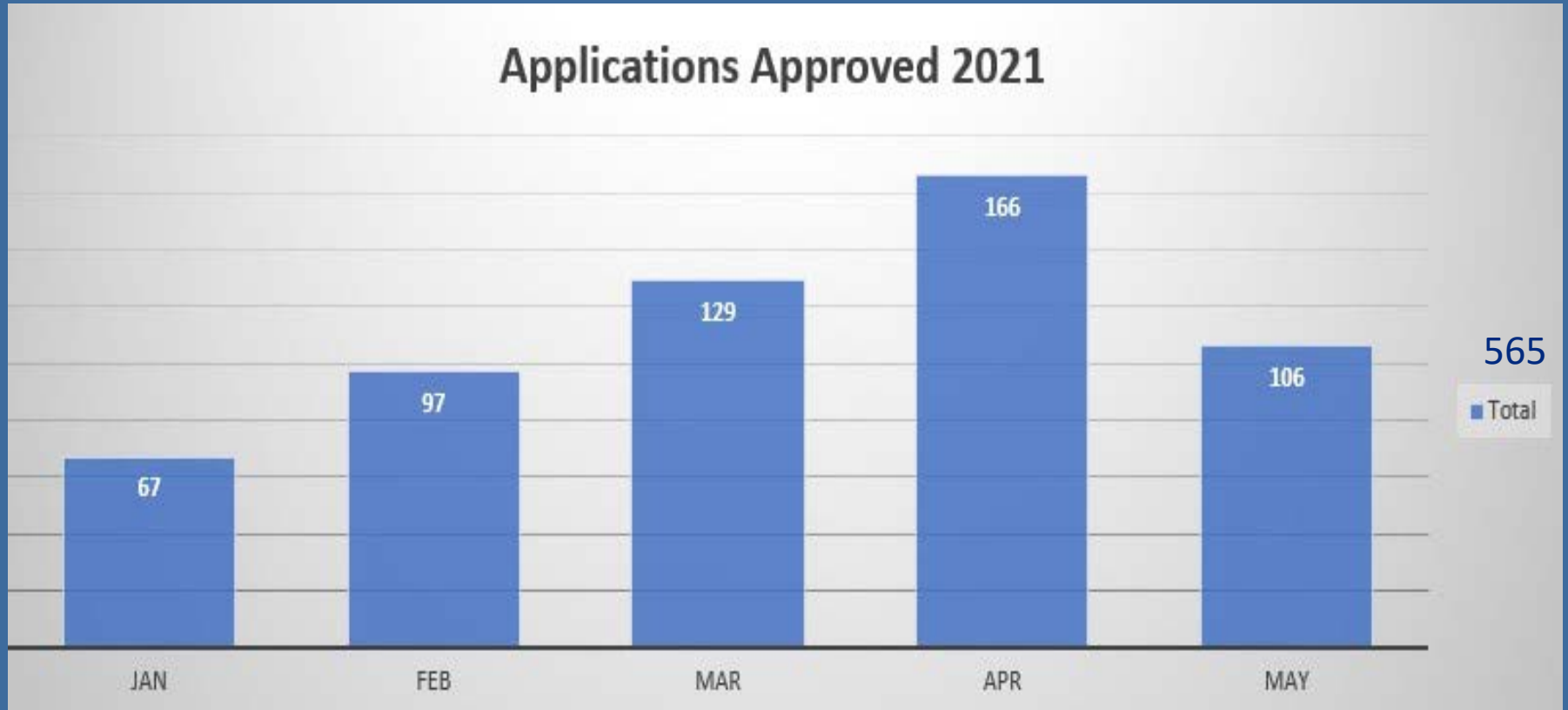


Connecticut Department of Energy and Environmental Protection

Approval of the February 24th Minutes

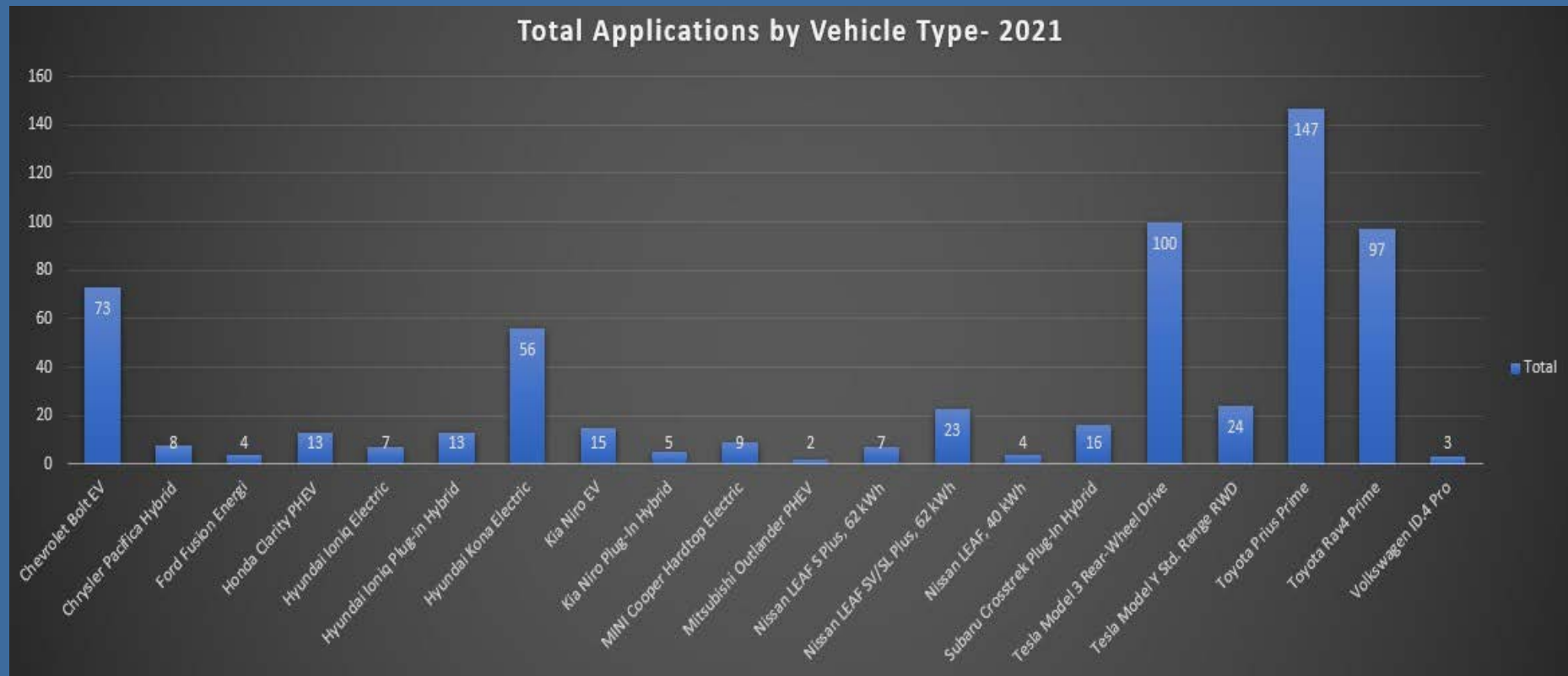


CHEAPR Applications Approved in 2021



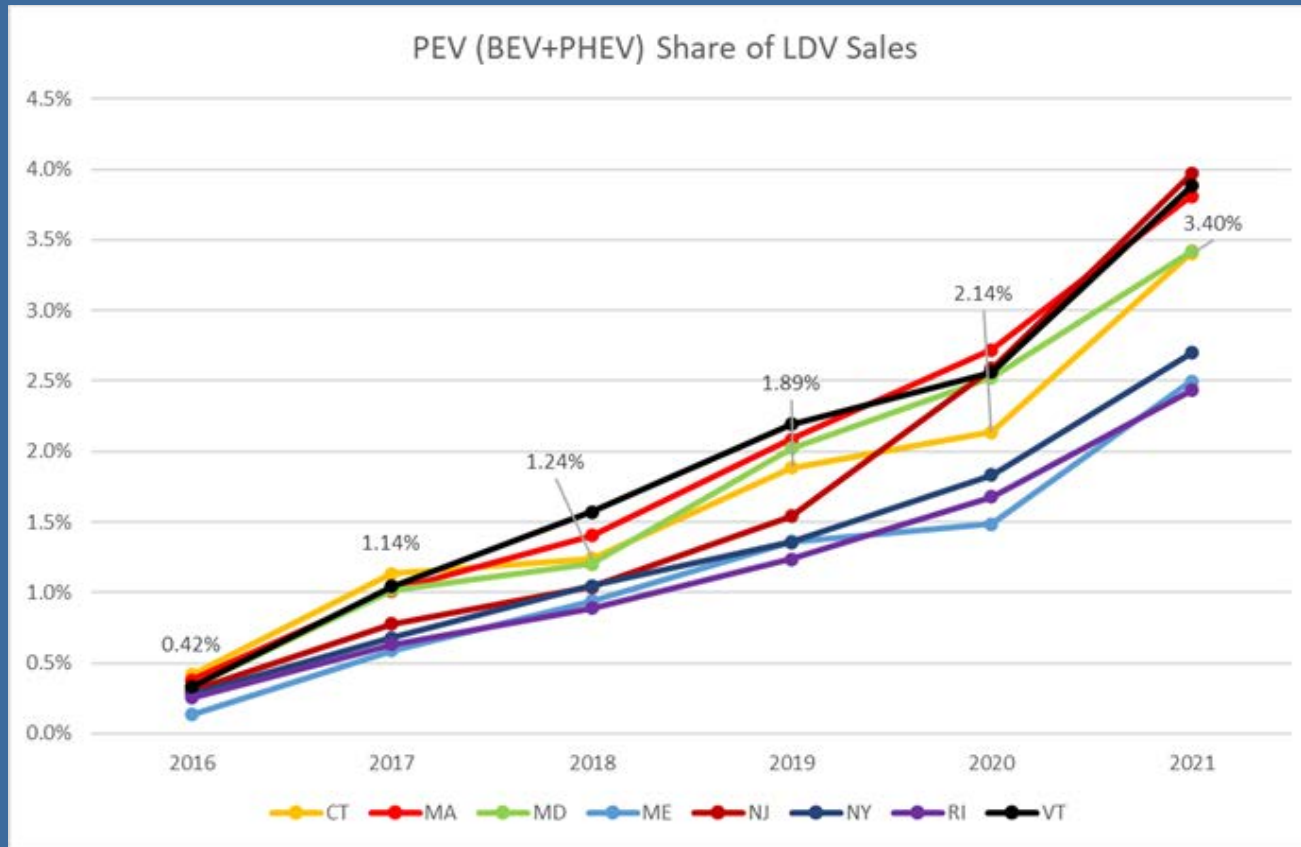
Connecticut Department of Energy and Environmental Protection

CHEAPR Applications by Vehicle Type



Connecticut Department of Energy and Environmental Protection

Connecticut 2021 Q1 Sales Data



Source - NESCAUM

- 3.4%!
- 877 BEVs
- 484 PHEVs
- More than first 6 months of 2019 and 2020
- Next Reg Pull from DMV in July



Connecticut Department of Energy and Environmental Protection

CHEAPR Budget June 2021

**CHEAPR Board Meeting - June 3, 2021
Budget Update
January 1, 2020 through May 31, 2021**

	Rebate Funds	Admin Funds (1)	Total Funds
Contract Funding Summary:			
Air Funding (CHEAPR2 Bridge Funding) (2)	\$ 260,000.00	\$ 65,000.00	\$ 325,000.00
Year 1 (2020) Funding	\$ 2,625,016.00	\$ 374,984.00	\$ 3,000,000.00
Subtotal 2020 Program Funding	\$ 2,885,016.00	\$ 439,984.00	\$ 3,325,000.00
CHEAPR2 Rebates (Vehicle) Paid	\$ (246,500.00)		\$ (246,500.00)
CHEAPR2 Rebates (Dealer) Paid	\$ (13,400.00)		\$ (13,400.00)
Subtotal CHEAPR2 Incentives Paid (3)	\$ (259,900.00)		\$ (259,900.00)
CHEAPR3 Rebates (Vehicle) Paid	\$ (983,000.00)		\$ (983,000.00)
CHEAPR3 Rebates (Dealer) Paid	\$ (60,800.00)		\$ (60,800.00)
Subtotal CHEAPR3 Incentives Paid (4)	\$ (1,043,800.00)		\$ (1,043,800.00)
CHEAPR3 Pipeline:			
Rebates Approved (Vehicle)	\$ (19,000.00)		\$ (19,000.00)
Rebates Approved (Dealer)	\$ (1,200.00)		\$ (1,200.00)
Rebate in Process (Vehicle)	\$ (54,500.00)		\$ (54,500.00)
Rebate in Process (Dealer)	\$ (4,750.00)		\$ (4,750.00)
Subtotal CHEAPR3 Pipeline (5)	\$ (79,450.00)		\$ (79,450.00)
Jan-June Admin Costs - CHEAPR2 Bridge Funding	\$ (65,000.00)	\$ (65,000.00)	
June Admin Costs	\$ (26,572.36)	\$ (26,572.36)	
July Admin Costs	\$ (25,832.25)	\$ (25,832.25)	
Aug Admin Costs	\$ (40,176.76)	\$ (40,176.76)	
Sept Admin Costs	\$ (28,976.81)	\$ (28,976.81)	
Oct Admin Costs	\$ (29,952.24)	\$ (29,952.24)	
Nov Admin Costs	\$ (30,404.77)	\$ (30,404.77)	
Dec Admin Costs	\$ (32,827.85)	\$ (32,827.85)	
Jan'21 Admin Costs	\$ (20,772.00)	\$ (20,772.00)	
Feb'21 Admin Costs	\$ (40,853.56)	\$ (40,853.56)	
Mar'21 Admin Costs	\$ (36,332.38)	\$ (36,332.38)	
Apr'21 Admin Costs	\$ (49,434.64)	\$ (49,434.64)	
May'21 Admin Costs - Estimated	\$ (56,000.00)	\$ (56,000.00)	
Total Funds Utilized through 4/30/2021	\$ (1,383,150.00)	\$ (483,135.62)	\$ (1,866,285.62)
Estimated Remaining 2021 Funding	\$ 1,501,866.00	\$ (43,151.62)	\$ 1,458,714.38
Estimated Funds on Hand:			
CHEAPR2 Bridge Funding Received	\$ 259,900.00	\$ 65,000.00	\$ 324,900.00
Additional Funds received	\$ 1,000,000.00	\$ 374,984.00	\$ 1,374,984.00
Total CHEAPR3 Funds Received	\$ 1,259,900.00	\$ 439,984.00	\$ 1,699,884.00
Funds Held by DEEP/DMV	\$ 1,625,116.00	\$ -	\$ 1,625,116.00
Funds Held by CSE (6)	\$ (123,250.00)	\$ (43,151.62)	\$ (166,401.62)
Total	\$ 1,501,866.00	\$ (43,151.62)	\$ 1,458,714.38

Notes

- (1) Admin cap of 11.5% for CHEAPR 2.0 and 12.5% for CHEAPR 3.0.
- (2) Bridge funding added to the program May 6, 2020.
- (3) Rebates paid 1/27/20-6/12/20 (226 vehicle rebates).
- (4) Rebates paid 6/15/20 through 5/31/21 (946 vehicle rebates).
- (5) Rebates approved and in process but not yet paid as of 5/31/2021 (81 vehicles)

- \$1.46 M in funding for 2021
- See board packet for a higher resolution copy of the budget update

Notes

- (1) Admin cap of 11.5% for CHEAPR 2.0 and 12.5% for CHEAPR 3.0.
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CSE Presentation: CHEAPR Program Equity Metrics & Outreach



Connecticut Department of Energy and Environmental Protection

State EV Rebate Programs Administered by CSE

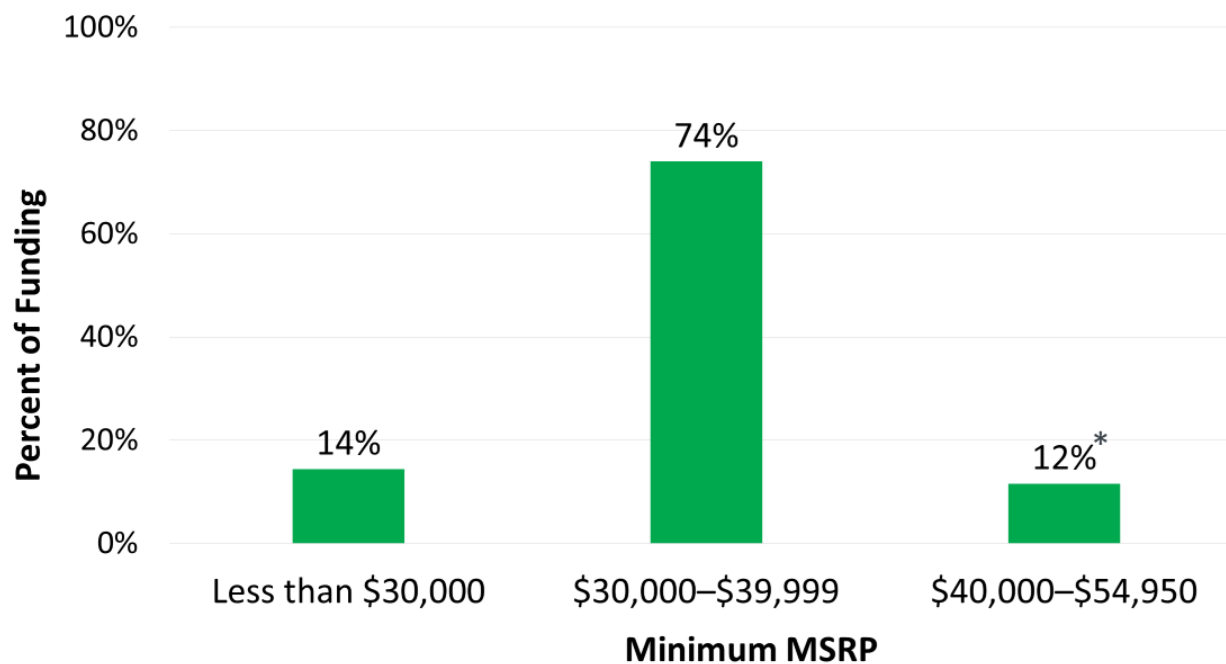
						
FUEL CELL EVS 	\$4,500	\$2,500	\$7,500 +\$2,000 LMI Used: \$7,500	≥ 120 \$2,000 ≥ 40 \$1,700 ≥ 20 \$1,100 < 20 \$500	\$25 per mile of EPA-rated all-electric range up to \$5k ≥ 200 e-miles \$5,000	\$2,500 battery capacity > 10 kWh, additional
ALL BATTERY EVS 	\$2,000	\$2,500	\$2,250 +\$2,000 LMI Used: \$3,000			\$2,500 for low income households for BEVs only
PLUG-IN HYBRID EVS 	BEVx=\$2,000 Others=\$1,000	BEVx=\$2,500 Others=\$1,500	\$750 +\$1,500 LMI Used: \$1,125			\$1,500 battery capacity less than 10 kWh
ZERO-EMISSION MOTORCYCLES 	\$750					\$750
	E-miles ≥ 20 only; Consumer income cap and increased rebates for lower-income households	MSRP \leq \$50k, Commercial and non-profit fleets eligible	MSRP \leq \$42k (PHEV & BEVs), MSRP \leq \$60k (FCEVs); Up to \$125 dealer incentive on new vehicles	MSRP > \$60k = \$500 max.; point-of-sale via dealer	<ul style="list-style-type: none"> MSRP less than \$55k Post-purchase rebate available now Point-of-sale via dealer 	<ul style="list-style-type: none"> MSRP less than \$50k Point-of-sale via dealer Pre-qualification voucher for Charge Ahead rebate Fleet rebates available

CSE administers EV incentive programs tailored to meet client needs



Connecticut Department of Energy and Environmental Protection

Moderately Priced Vehicles Received Most Funding (thru April 2018, pre-“Model 3 effect”)



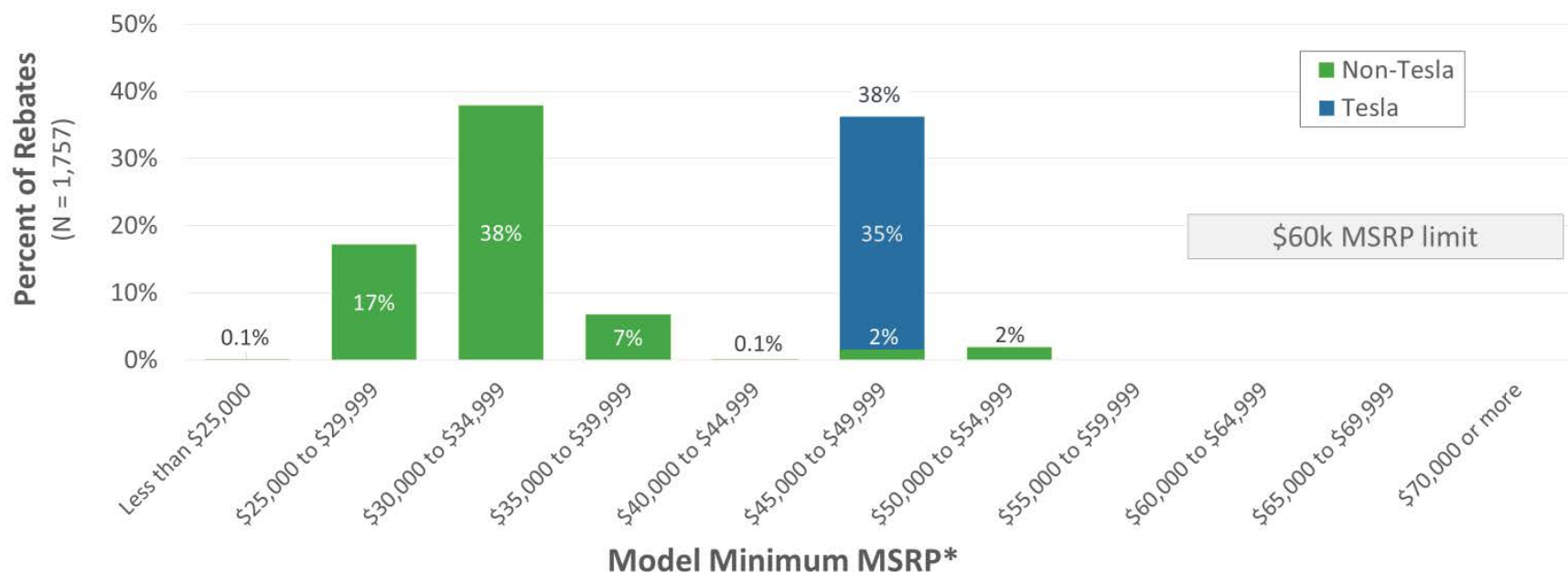
**\$44,000 MSRP used for all rebated Model 3 vehicles.
N=2,709 total CHEAPR rebates through April 2018; includes fleet rebates
MSRP values are gathered from Fueleconomy.gov.*



Moderately-Priced Vehicles Receive Most Rebates

(Rebated MY 2018 vehicles)

Rebated MY 2018 Plug-in Electric Vehicles (Purchased/Leased 8/2017–11/2019)

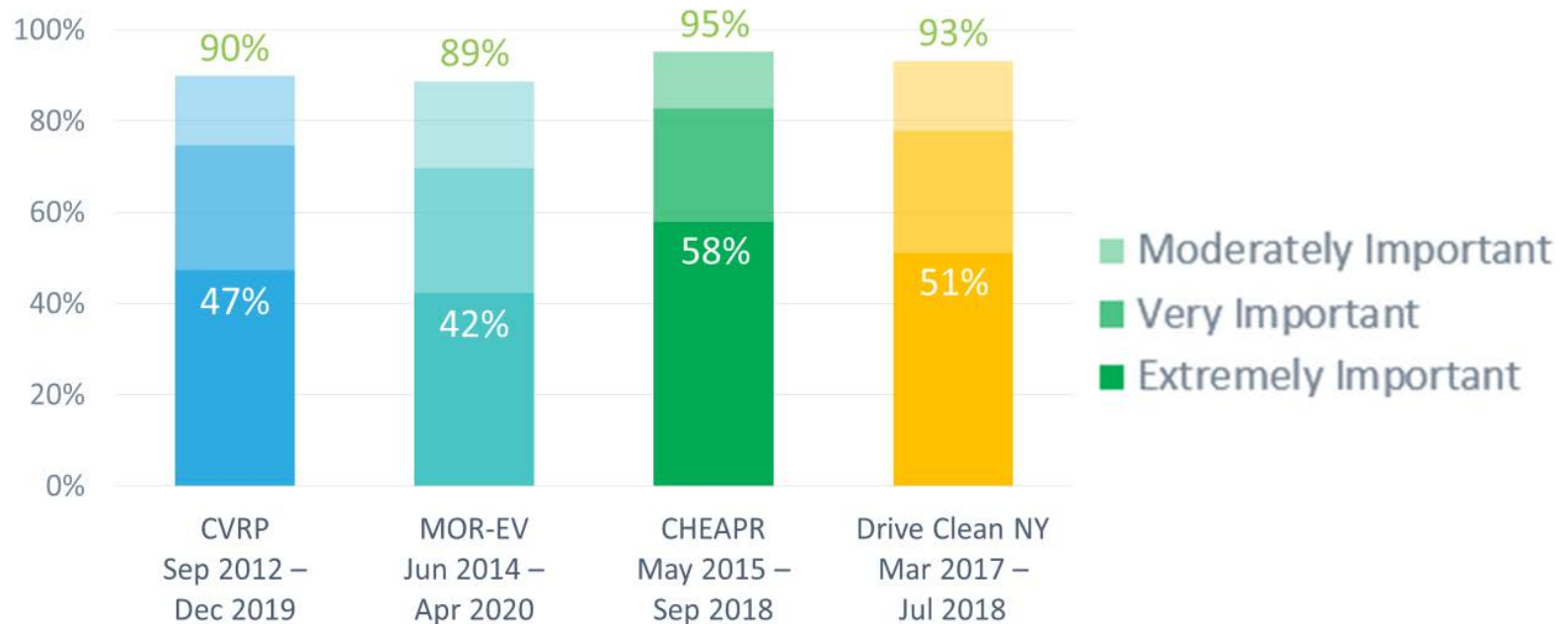


*Each vehicle was assigned the minimum Manufacturer's Suggested Retail Price (MSRP) for that model on fueleconomy.gov and does not reflect sale price. Where MY 2018 MSRPs were unavailable, MY'17 MSRPs (Chevrolet Volt & Bolt EV) or MY'19 MSRP (Kia Soul EV) were used. All Tesla Model 3's were assigned an MSRP of \$49k (that of the predominantly available model variant at the time, the Long Range).



Rebate Influence: Importance

How **important** was the state rebate in **making it possible** for you to acquire your clean vehicle?

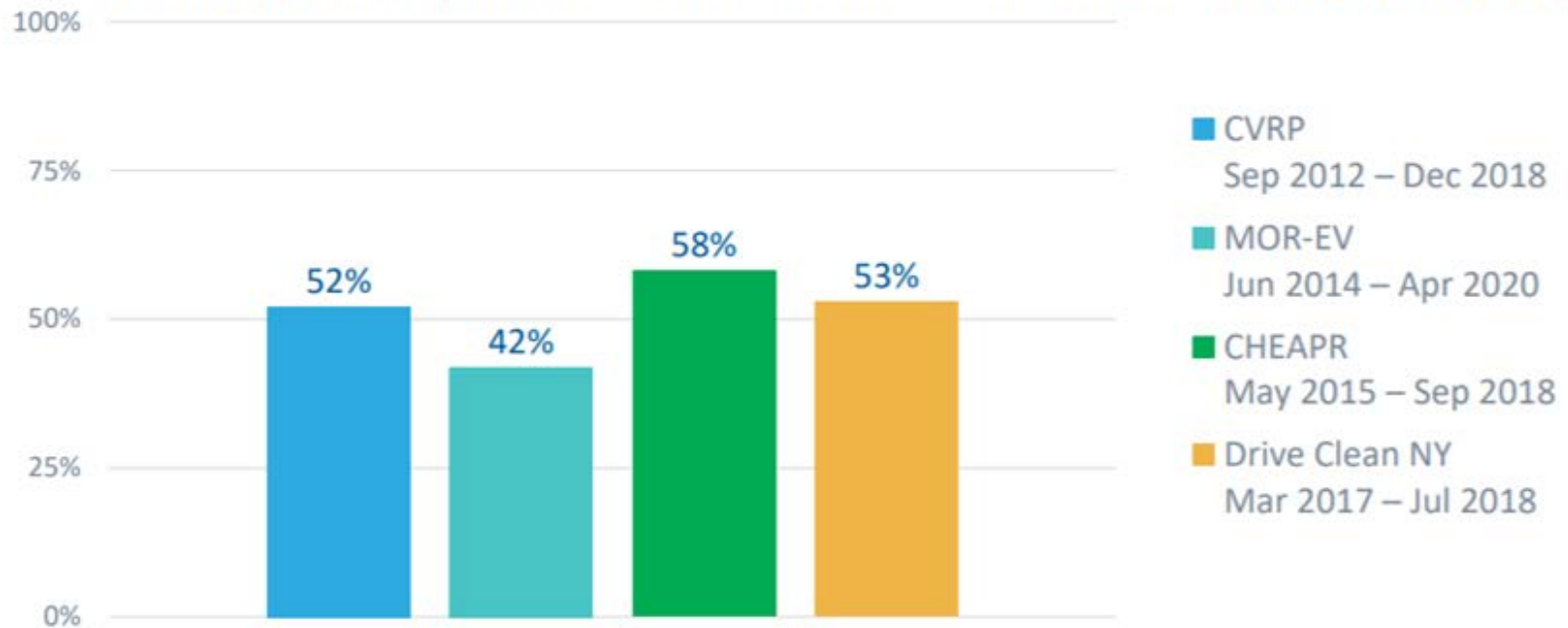


Overall datasets: 76,891 total survey respondents weighted to represent 367,400 rebate recipients.



Rebate Influence: Essentiality

Would **not** have purchased/leased their clean vehicle **without rebate**



Overall datasets: 72,081 total survey respondents weighted to represent 306,735 rebate recipients

- **Rebate Essentiality** – Approximately 50% of participants across four statewide EV incentive programs stated that they would not have purchased the clean vehicle without the rebate. Under CHEAPR, this value was even higher at 58%.



CHEAPR Equity Outreach

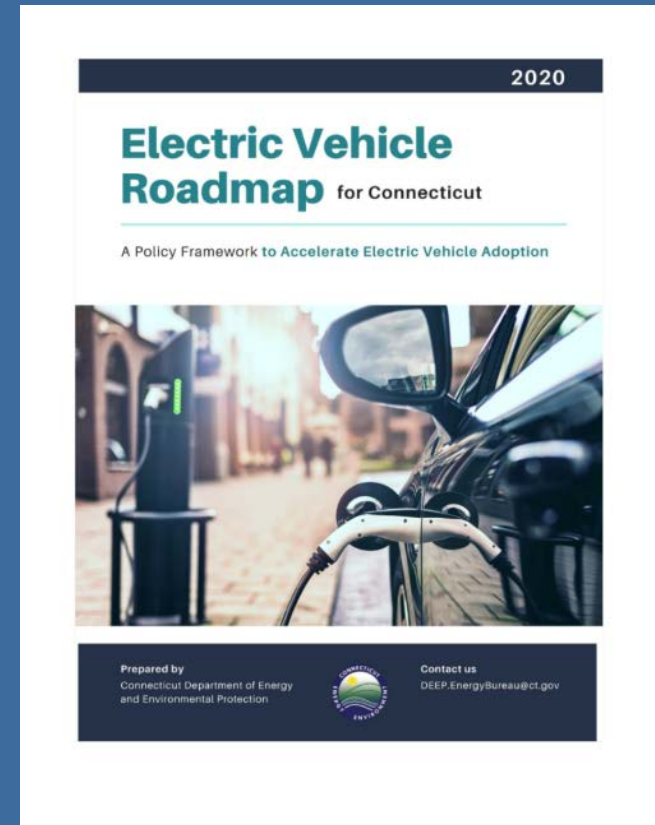


CHEAPR 3.0 and the EV Roadmap



The CHEAPR pilot program is currently transitioning to the new CHEAPR program established under **Public Act 19-117**.

- ✓ CHEAPR Board
- ✓ New *and* Used Vehicles
- ✓ Low-to-Moderate Income (LMI) Criteria



Connecticut's Equity Outreach Landscape

"A successful transition to a safer, cleaner, and more reliable transportation system will require equitably meeting the mobility needs of all Connecticut residents, and ensuring that LMI, rural, and underserved communities share in the benefits of a clean transportation system. LMI and underserved communities often abut major transportation corridors and centers such as highways and ports. As such, these communities have borne disproportionate public health impacts from transportation-related air pollution." ~ EV Roadmap for CT



Air pollution and high asthma rates are a major problem for Connecticut cities like Hartford. (John Woike)

X



Connecticut Department of Energy and Environmental Protection

Equity Outreach Approach

Connect with Community Based Organizations (CBOs)

Expand program's reach by connecting with community-based organizations (CBOs) that focus on Low-to-Moderate Income (LMI) and underserved communities to promote the CHEAPR used vehicle rebate and supplemental LMI rebate.

LMI Collateral

Collateral will be aligned with community values (i.e., lower fuel and maintenance costs, reliable transportation, reduced local air pollution). Collateral will also be used to dispel common misconceptions about EVs.

Online Resources

All collateral will be accessible online to download and print as needed from the CHEAPR website.

Leveraging Additional Resources

Explore leveraging additional high-impact, low-investment resources to increase the reach of the CHEAPR program, for example the U.S. DOE-funded Connecticut Clean Cities Coalitions.



CHEAPR Program Collateral

Slide deck for Community-Based Organizations

Consumer Flyer

Content Kit for Community-Based Organizations

Dealership Poster



Rebate+ New EV
You may qualify for an additional rebate after you purchase or lease a new electric vehicle (EV).

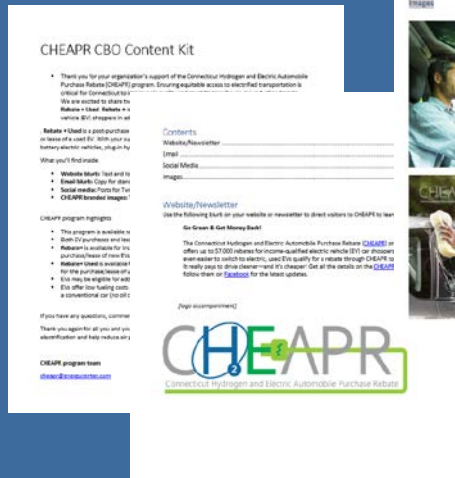
Vehicle Type	CHEAPR	Rebate+ New	Total Rebate
PHEV	\$750	\$1,500	\$2,250
BEV	\$2,250	\$2,000	\$4,250
FCEV	\$7,500	\$2,000	\$9,500

Get details and apply online at:
portal.ct.gov/DEEP/CHEAPR/CHEAPRenergycenter.org
855-704-6350

Rebate+ Used EV
Receive a rebate when you purchase an eligible used electric vehicle (EV).

Vehicle Type	Rebate+ Used
PHEV	\$1,125
BEV	\$3,400
FCEV	\$7,500

See eligible vehicles and apply online at:
portal.ct.gov/DEEP/CHEAPR/CHEAPRenergycenter.org
855-704-6350



Overview of Incentives and Process

Point of Sale Purchase or Lease Incentives

Vehicle Type	CHEAPR Rebate
New Plug-In Hybrid Electric Vehicle (PHEV)	\$750
New Battery Electric Vehicle (BEV)	\$2,250
New Fuel Cell Electric Vehicle (FCEV)	\$7,500

Post Purchase Incentives

Vehicle Type	Rebate+ New	Rebate+ Used
PHEV	\$1,500	\$1,125
BEV	\$2,000	\$3,400
FCEV	\$2,000	\$7,500

Standard Rebate Process

- STEP 1: Car Request (credit) on a new EV
- STEP 2: Vehicle Inspection (complete car inspection)
- STEP 3: CHEAPR Rebate+ (rebate) on a new EV
- STEP 4: Rebate+ (rebate) on a new EV

Program Eligibility

- Applicants must hold the following requirements:
 - Must be a Connecticut resident
 - Must purchase from a Connecticut dealership or eligible dealer
 - Vehicle must be new and on the Eligible Vehicle List on the CHEAPR website
 - Not include any partial lease or any other financing arrangement

Charging Resources

- Connecticut has over 100 public charging stations, located in major cities and along major roads.
- Charging Station:
 - Plug Share
 - Charge Map
 - All-EV Data Center
 - Charge Point
 - EVgo
- Additional resources may be available through local municipalities and utility companies.

Rebate+ New

Income qualifying car shoppers may also receive a Rebate+ New Rebate+ Used through the CHEAPR website.

Rebate+ Used

Income qualifying car shoppers may be eligible for a Rebate+ Used Rebate+ Used through the CHEAPR website.

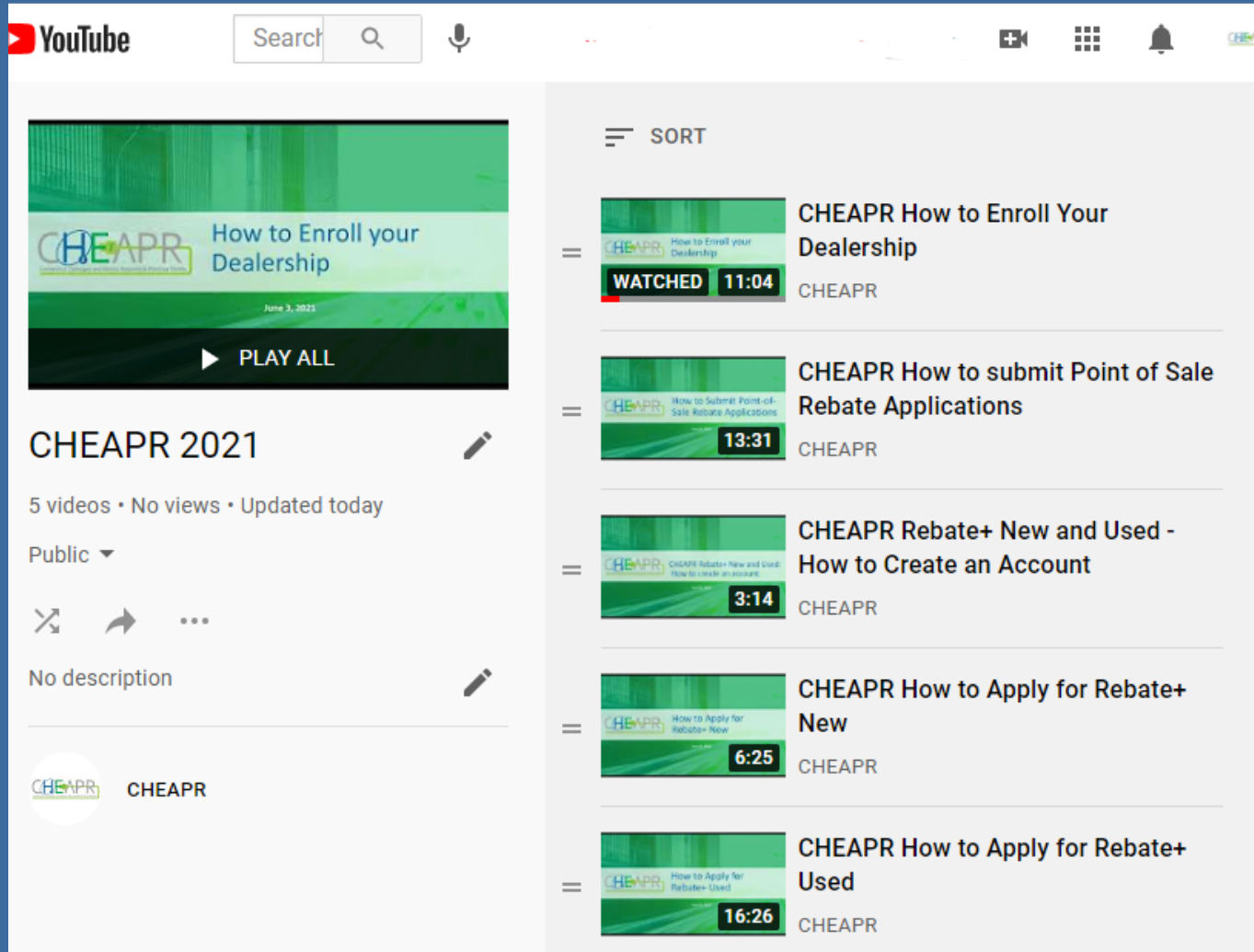
Get details on both your purchase incentives at the CHEAPR website

EVConnecticut.com/CHEAPR



Connecticut Department of Energy and Environmental Protection

On-Demand Webinars



The screenshot displays the YouTube channel page for CHEAPR 2021. The channel name is 'CHEAPR 2021', with 5 videos, 0 views, and an update date of 'today'. The channel is set to 'Public'. The video player shows a thumbnail for 'How to Enroll your Dealership' with a 'PLAY ALL' button. Below the player, the channel name 'CHEAPR' is visible. To the right, a 'SORT' menu is open, and a list of five videos is displayed:

- CHEAPR How to Enroll Your Dealership** (11:04) - WATCHED
- CHEAPR How to submit Point of Sale Rebate Applications** (13:31)
- CHEAPR Rebate+ New and Used - How to Create an Account** (3:14)
- CHEAPR How to Apply for Rebate+ New** (6:25)
- CHEAPR How to Apply for Rebate+ Used** (16:26)



Connecticut Department of Energy and Environmental Protection

Engagement Opportunities

Community Based Organizations (CBOs)

Community Meeting Groups

Working with local CBOs to raise awareness among community members of clean vehicle technology and available incentives at existing meetings and events



Local Government Agencies

Through engagement with local state agencies the CHEAPR Equity Team will help raise awareness in LMI / Underserved Communities on EVs and their benefits



Health Focused Non-profits

The CHEAPR Equity Team will leverage the networks of health focused non-profits to promote the health benefits that come with more EVs on the road



Connecticut's Clean Cities Coalition

The CHEAPR Equity Team will provide support to Connecticut's Clean Cities Coalitions in their promotion of EVs in Connecticut and the CHEAPR Program



CHEAPR Program/Platform Launch


- Dealer Enrollment Platform goes live on 6/3 at 12 noon ET
- CSE will send email to new car dealers that they can begin enrollment process on 6/3
- CHEAPR Rebate+ Press Release will go out on 6/4
- New website content will go live on CHEAPR site on 6/7
 - Includes changes for standard rebate
 - New pages for Rebate+ New and Used
- Application portal will go live on 6/7 for both Dealers (point of sale rebate) and Consumers (Rebate+)
- CSE will send out communication on Rebate+ Used to Used Dealerships via CARA the week of 6/7



Program Launch: Monday June 7th

- Revised dealer web-based platform completed.
- Program materials completed including:
 - Dealership Poster
 - LMI Consumer Flyer
 - Content Kit for Community-Based Organizations
 - Slide Deck for Community-Based Organizations


Overview of Incentives and Process



Vehicle Type	CHEAPR Rebate*
New Plug-In Hybrid Electric Vehicle (PHEV)	\$750
New Battery Electric Vehicle (BEV)	\$2,250
New Fuel Cell Electric Vehicles (FCEV)	\$7,500

* CHEAPR rebates have increased for a limited time through December 31, 2021 or until funds are exhausted, whichever comes first. Dealer incentive amounts have not changed. *Eligible Applicants can combine the Standard and Rebate+ amounts for new vehicles. Applicants must qualify to receive this amount.

Standard Rebate Process



Program Eligibility

Applicants must fulfill the following requirements for eligibility:

- Must be a Connecticut resident
- Must purchase from a Connecticut dealership or eligible OEM
- Vehicle must be new and on the Eligible Vehicles List on the CHEAPR website
- Two rebates per person beginning 6/1/2021, must be at least 24 months apart

Charging Resources

Connecticut has over 360 public charging stations, locate a station near you by using these services:

- Charge Hub
- Charge Way
- Charge Point
- Plug Share
- Alt. Fuels Data Center
- EVGo

Additional incentives may be available through local municipality and utility companies.

Unique Dealer ID: _____

Post Purchase Incentives

Vehicle Type	Rebate+ New	Rebate+ Used
PHEV	\$1,500	\$1,125
BEV	\$2,000	\$3,000
FCEV	\$2,000	\$7,500



Rebate+ New

Income qualifying car shoppers may also receive a post-purchase rebate through CHEAPR Rebate+ New


Rebate+ Used

Income qualifying car shoppers may be eligible for a post-purchase rebate on a used EV through CHEAPR Rebate+ Used

Get details on both post-purchase incentives at the CHEAPR website



EVConnecticut.com/CHEAPR





Connecticut Department of Energy and Environmental Protection

Dealer Poster

POSTER

Quick reference poster for dealerships to use in-house

Overview of Incentives and Process



Point of Sale Purchase or Lease Incentives

Vehicle Type	CHEAPR Rebate*
New Plug-in Hybrid Electric Vehicle (PHEV)	\$750
New Battery Electric Vehicle (BEV)	\$2,250
New Fuel Cell Electric Vehicles (FCEV)	\$7,500

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Standard Rebate Process



STEP 1
Car shopper selects an eligible EV



STEP 2
Online application is completed at dealership



STEP 3
CHEAPR rebate is redeemed by dealership and reflected on car purchase or lease



STEP 4
Dealer submits documents within 45 days for rebate processing



Program Eligibility



Applicants must fulfill the following requirements for eligibility:

- ✓ Must be a Connecticut resident
- ✓ Must purchase from a Connecticut dealership or eligible OEM
- ✓ Vehicle must be new and on the Eligible Vehicles List on the CHEAPR website
- ✓ Two rebates per person beginning 6/1/2021, must be at least 24 months apart

Charging Resources



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Unique Dealer ID: _____

EVConnecticut.com/CHEAPR

CSE-CHEAPR-04/2021

Post Purchase Incentives

Vehicle Type	Rebate+ New	Rebate+ Used
PHEV	\$1,500	\$1,125
BEV	\$2,000	\$3,000
FCEV	\$2,000	\$7,500

Rebate+ New

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Rebate+ Used

Income qualifying car shoppers may be eligible for a post-purchase rebate on a used EV through CHEAPR Rebate+ Used

Get details on both post-purchase incentives at the CHEAPR website

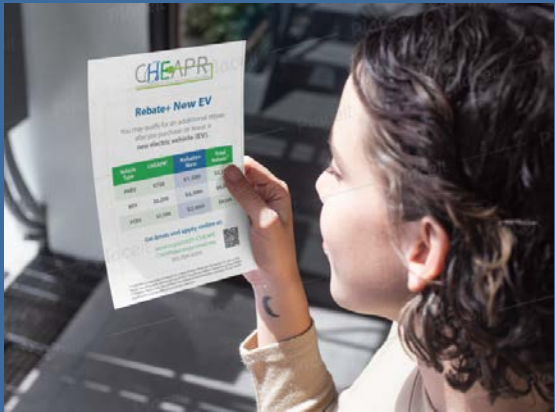



Connecticut Department of Energy and Environmental Protection

Dealer Flyer

FLYER

Used by dealerships
or distributed
By community-
based organizations
(CBOs)





Connecticut Hydrogen and Electric Automobile Purchase Rebate


Rebate+ Used EV

Receive a rebate when you purchase or lease an eligible **used** electric vehicle (EV).

Vehicle Type
PHEV
BEV
FCEV

See eligible vehicles at portal.ct.gov/DEEP-CHEAPR
CHEAPR@energycenter.org
855-704-6350

*CHEAPR rebates have increased for a limited time through December 31, 2021 or until funds are exhausted, whichever comes first. Applicants must qualify to receive this amount.




Connecticut Hydrogen and Electric Automobile Purchase Rebate

Rebate+ New EV

You may qualify for an additional rebate after you purchase or lease a **new** electric vehicle (EV).

Vehicle Type	CHEAPR*	Rebate+ New	Total Rebate**
PHEV	\$750	\$1,500	\$2,250
BEV	\$2,250	\$2,000	\$4,250
FCEV	\$7,500	\$2,000	\$9,500

Get details and apply online at:
portal.ct.gov/DEEP-CHEAPR
CHEAPR@energycenter.org
855-704-6350



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**Eligible Applicants can combine the Standard and Rebate+ amounts for new vehicles. Applicants must qualify to receive this amount.



Community-Based Organizations Content Kit

CBO CONTENT KIT

Promotional guide to
share the CHEAPR
programs

CHEAPR CBO Content Kit

Thank you for your organization's support of the Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program and its efforts to improve air quality and meet greenhouse gas reduction targets.

To help ensure equitable access to electric vehicles (EVs), we are excited to announce two significant improvements to CHEAPR, **Rebate+ New** and **Rebate+ Used**.

- **Rebate+ New** is a post-purchase incentive available to income-qualified EV shoppers in addition to the standard CHEAPR incentives for total rebates of \$4,250 – \$9,500.
- **Rebate+ Used** is a post-purchase incentive available to income-qualified EV shoppers for the purchase or lease of a used EV with rebates of \$3,000 – \$7,500.

With your support, we hope to encourage more people to switch to EVs, including battery electric vehicles, plug-in hybrid electric vehicles and fuel cell electric vehicles.

What you'll find inside

- **Website blurb:** Text and logo to display on your website
- **Email blurb:** Copy for stand-alone emails
- **Social media:** Posts for Twitter, Facebook and LinkedIn
- **CHEAPR branded images:** To accompany written content

CHEAPR & EV highlights

- Available to Connecticut residents only.
- Both EV purchases and leases qualify.
- **Rebate+ New** and **Rebate+ Used** are now available.
- EVs may be eligible for additional federal and local incentives.
- With lower fueling costs and less maintenance, the total cost of EV ownership is less than a conventional car.

If you have any questions, comments or feedback, please email lori.demaine@energycenter.org.

Again, thanks for all you and your organization are doing to help promote transportation electrification and help reduce air pollution and emissions in our state.

CHEAPR program team
cheapr@energycenter.com



Connecticut Department of Energy and Environmental Protection

CHEAPR New and Used Dealership Outreach Plans

- **Word-of-Mouth** – provide information directly to new and used dealerships who contact the program via phone and email. Cold-call Used Dealers who would be new to the program.
- **On-Demand Webinars**– provide Dealers and applicants with on-demand webinars accessible 24/7 covering enrollment in Dealer Portal, How-to Submit point-of-sale rebate applications, Rebate+ New, and Rebate+ Used.
- **Coordinate with CT Auto Retailers Association** –publish editorials in newsletter and provide language for email blast to Used Dealers in network.
- https://go.energycenter.org/CHEAPROPDealerOptIn_LPDealerOptIn.html



CHEAPR New and Used Dealership Outreach Plans

- **Program Collateral** – provide dealers with updated Dealership Poster and post-purchase flyer covering Rebate+ programs. Possibility to mail Used Dealers a flyer informing them about Rebate+ Used.
- **Email** – New Dealers emailed on June 3rd enrollment materials. When communicating with new and used Dealers, encouraging them to sign up to receive future program communications:
https://go.energycenter.org/CHEAPROPDealerOptIn_LPDealerOptIn.html



- **Development of a broad inclusive process to address Board vacancies.**
- **Establish a quarterly meeting schedule.**



Public Comments

