



CHEAPR BOARD MEETING

Bureau of Air Management
December 14, 2023

BOARD AGENDA

- 3:00 PM Chair Commissioner Dykes Call to Order
Welcome/Introductions Emma Cimino, Deputy Commissioner EQ Branch
Approval of September 13, 2023 CHEAPR Board Meeting Minutes
- 3:15 PM CHEAPR Program Update
Program Metrics
Budget Update
Public Act 22-25 Implementation Update
- 4:00 PM Board Discussion
- 4:15 PM Public Comments
Adjourn

PREVIOUS MINUTES

Approval of the September 13, 2023 Minutes

Budget Summary

January 1, 2023 through November 29, 2023

	Rebate Funds	Admin Funds	Total Funds
Incentive Payments Year-to-Date	\$5,847,900		\$5,847,900
Incentive Pipeline of Active Applications	\$1,136,675		\$1,136,675
Administrative		\$563,678	\$563,678
Total Funds Utilized	\$6,984,575	\$563,678	\$7,548,253
Remaining 2023 Funding	\$813,947	\$98,989	\$912,936

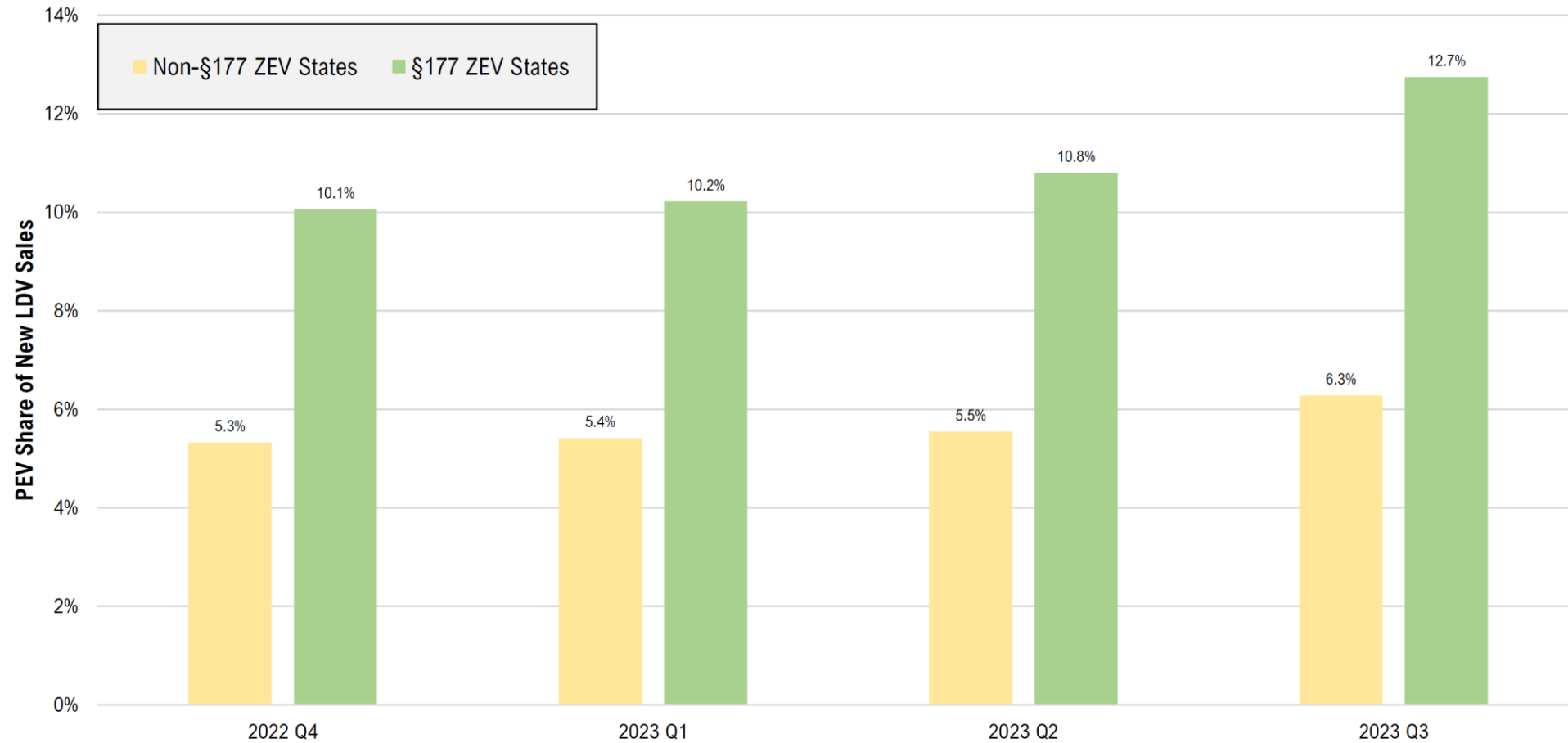
Incentives Paid

Incentive	\$	No.
Vehicle	\$ 5,166,000	2,632
Rebate+	\$ 545,500	264
Dealer	\$ 136,400	
Total	\$ 5,847,900	2,896

2022 total incentive funds utilized:
\$1,886,250
 1,175 total rebates
 (1,155 Standard, 20 Rebate+)

COMPARING EV SALES (ZEV VS. NON-ZEV)

PEV Sales in the Last Four Quarters: Section 177 ZEV States vs. Non-ZEV States



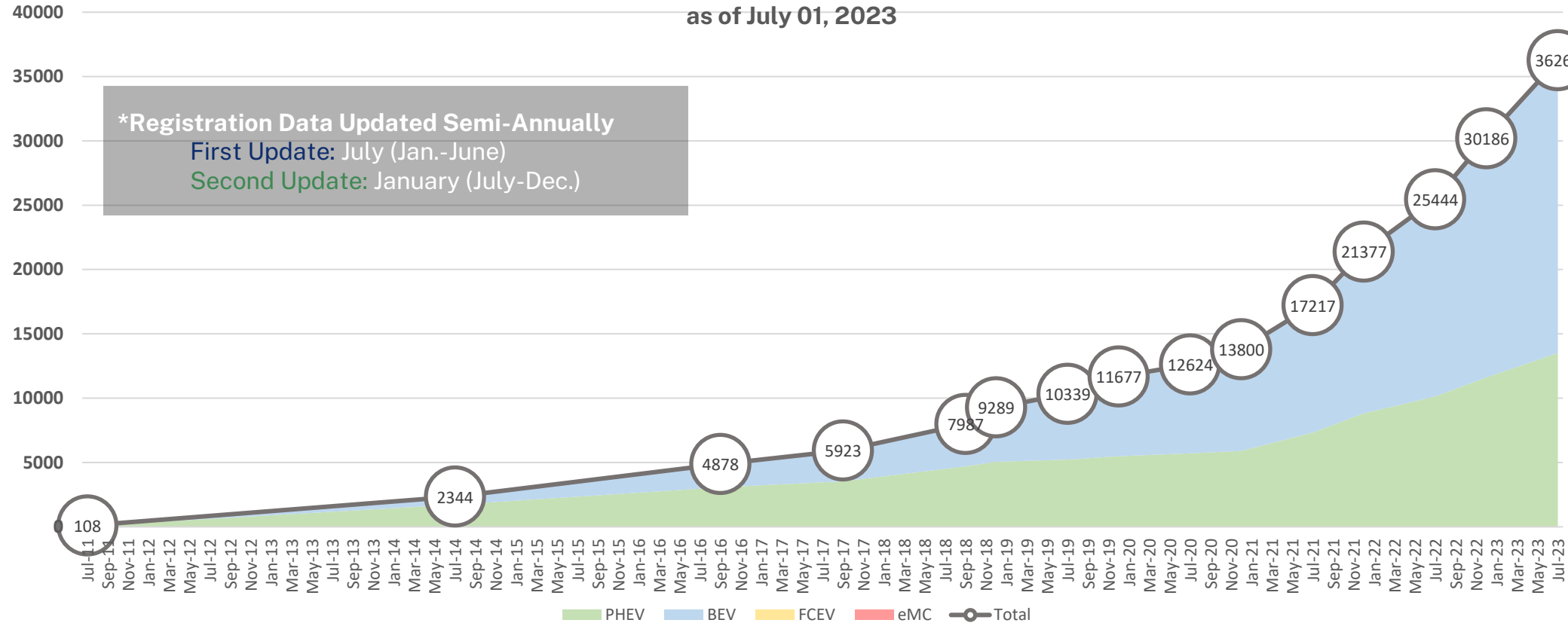
Section 177 ZEV States include: CO, CT, MA, MD, ME, MN, NJ, NM, NV, NY, OR, RI, VA, VT, WA
Source: IHS Markit / Polk via Atlas Public Policy's EV Hub



CT EV REGISTRATIONS*

Total Active EV Registrations in Connecticut

as of July 01, 2023

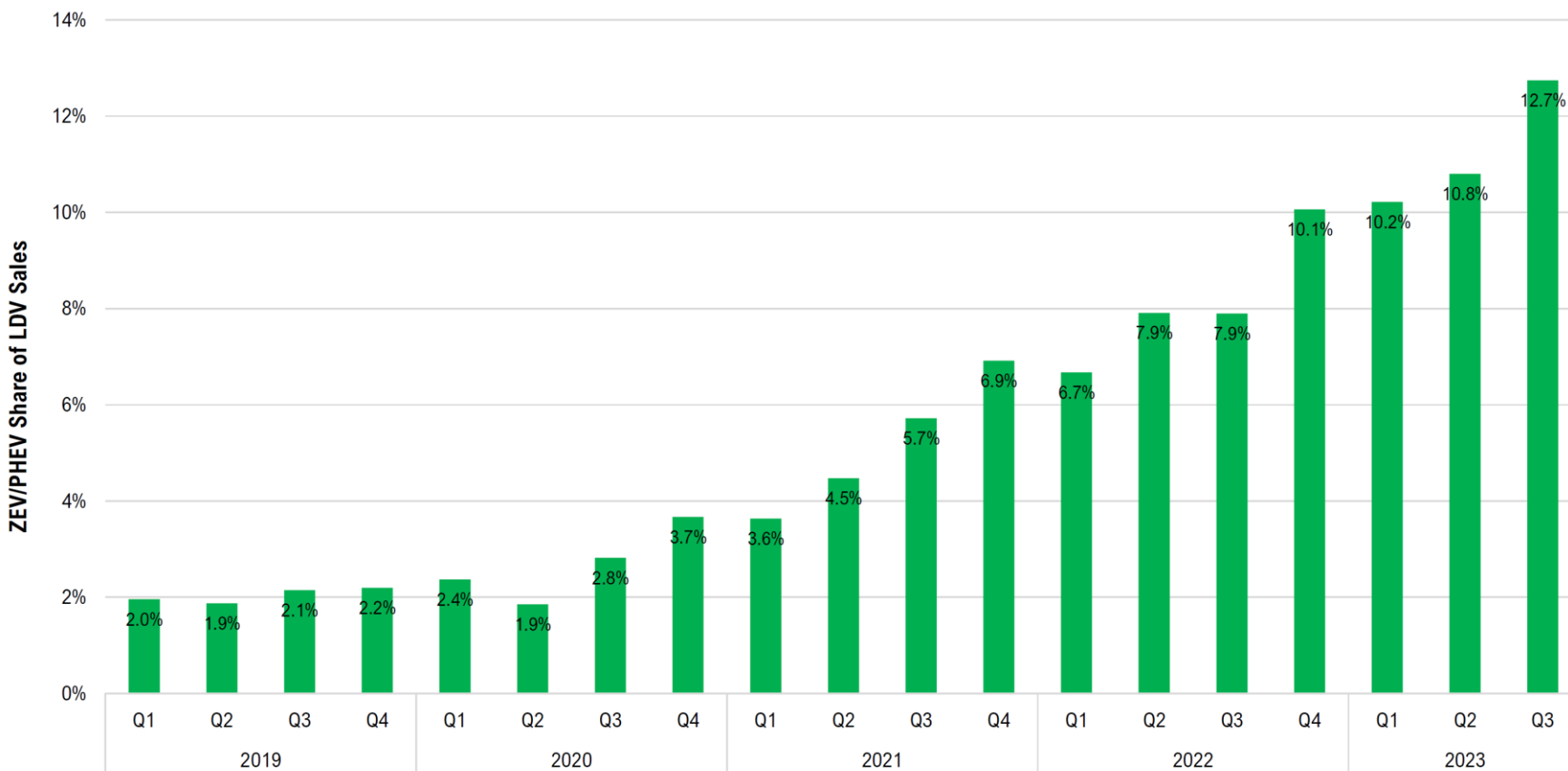


36,269

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	7/1/2023
PHEV	76	1723	3066	3549	4705	5063	5220	5480	5722	5893	7321	8827	10126	11615	13510
BEV	32	621	1811	2371	3280	4208	5099	6172	6874	7880	9861	12513	15268	18509	22695
FCEV	0	0	1	3	2	2	2	3	3	3	3	3	6	5	3
eMC	ND	ND	ND	ND	ND	16	18	22	25	24	32	34	44	57	61
Grand Total	108	2344	4878	5923	7987	9289	10339	11677	12624	13800	17217	21377	25444	30186	36269

COMPARING EV SALES (ZEV STATES)

PEV Sales by Quarter in the Section 177 ZEV States Since 2019



State	2023 Q2 PEV Share (± Q1)
CA	28.2% (+2.2%)
CO	18.6% (+6.4%)
CT	11.4% (+2.0%)
MA	13.5% (+1.4%)
MD	12.9% (+2.3%)
ME	7.2% (+1.7%)
MN	7.2% (+1.2%)
NJ	14.5% (+0.9%)
NM	6.1% (+1.6%)
NV	14.2% (+3.0%)
NY	9.4% (+0.9%)
OR	16.9% (+3.1%)
RI	9.4% (+2.5%)
VA	9.9% (-0.2%)
VT	11.6% (+2.6%)
WA	22.1% (+4.5%)

Section 177 ZEV States include: CO, CT, MA, MD, ME, MN, NJ, NM, NV, NY, OR, RI, VA, VT, WA
 Source: IHS Markit / Polk via Atlas Public Policy's EV Hub



CHEAPR STATS OVERVIEW (2015 to Present)



CHEAPR has issued over **\$20 million** for the purchase or lease of over **11,500 EVs...** since **2015!**

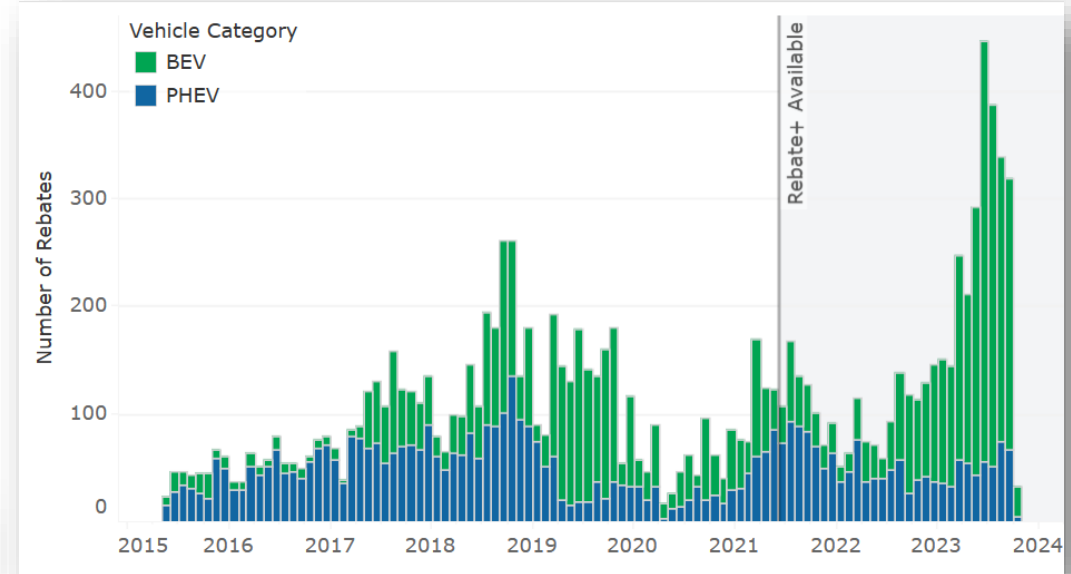
Program Summary

Program Summary

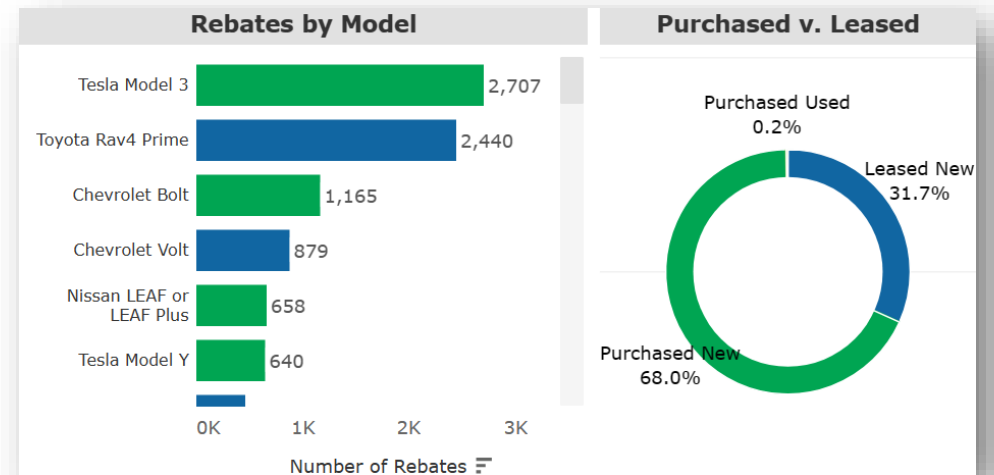
Select a vehicle category to filter visuals	Total Amount		Rebates		Percent		New EVs	Used EVs
	New	Used	New	Used	New	Used		
PHEV	\$5,928,500	\$10,125	5,149	7	44.6%	25.9%	Standard Rebate	11,428
BEV	\$14,432,250	\$60,000	6,404	20	55.4%	74.1%	Rebate+ New	125
Total	\$20,360,750	\$70,125	11,553	27	100.0%	100.0%	Rebate+ Used	27

Data last updated: 11/2/2023 (most recent months partial)

Rebates Over Time



Top Models

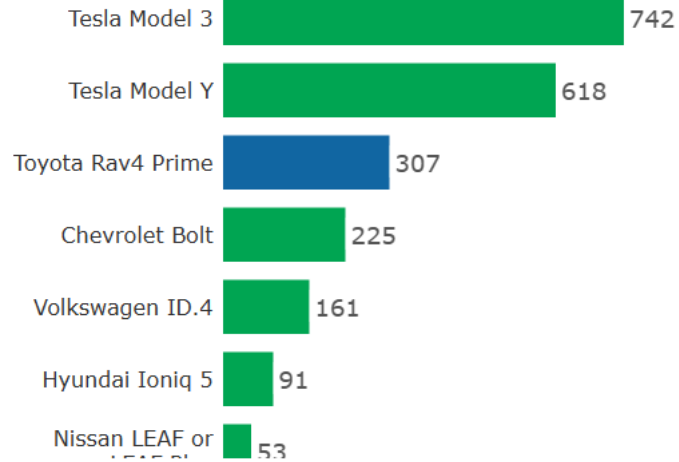


CHEAPR STATS (2023: JAN 1 – OCT 5)

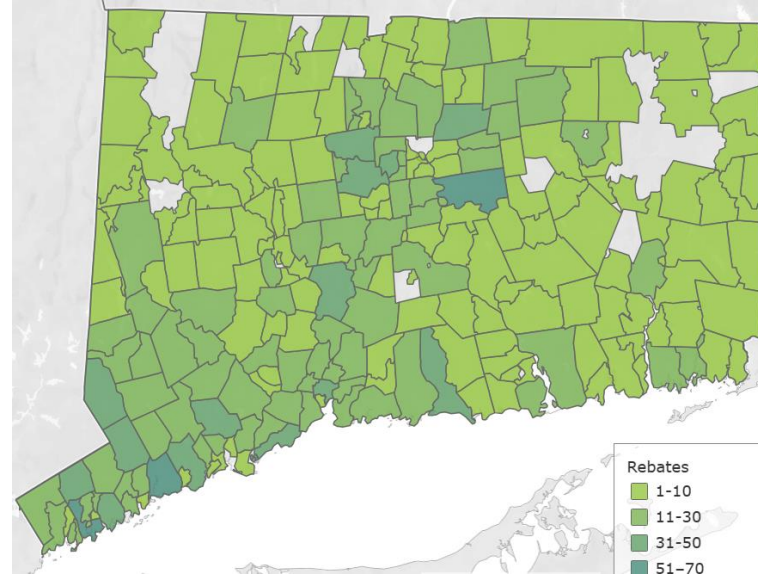
Available on CHEAPR Stats Page



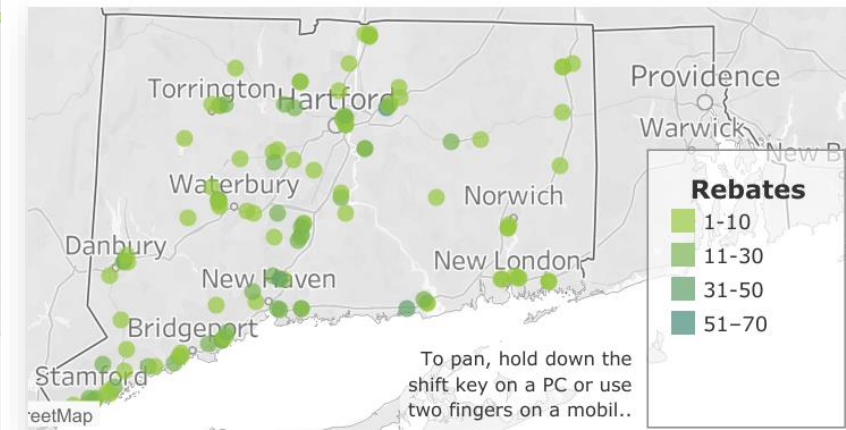
Most Popular EVs



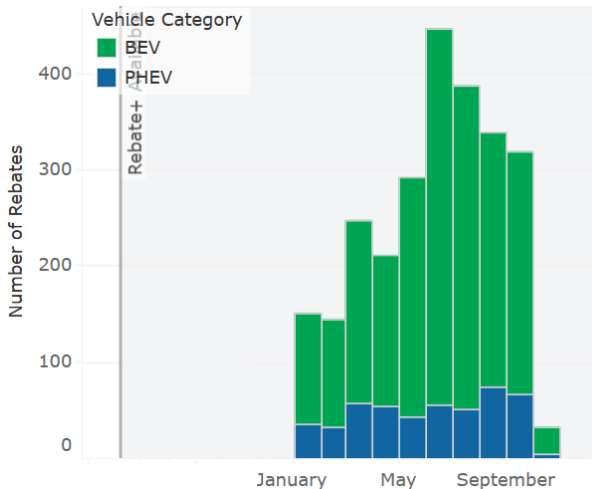
Rebates by Zip



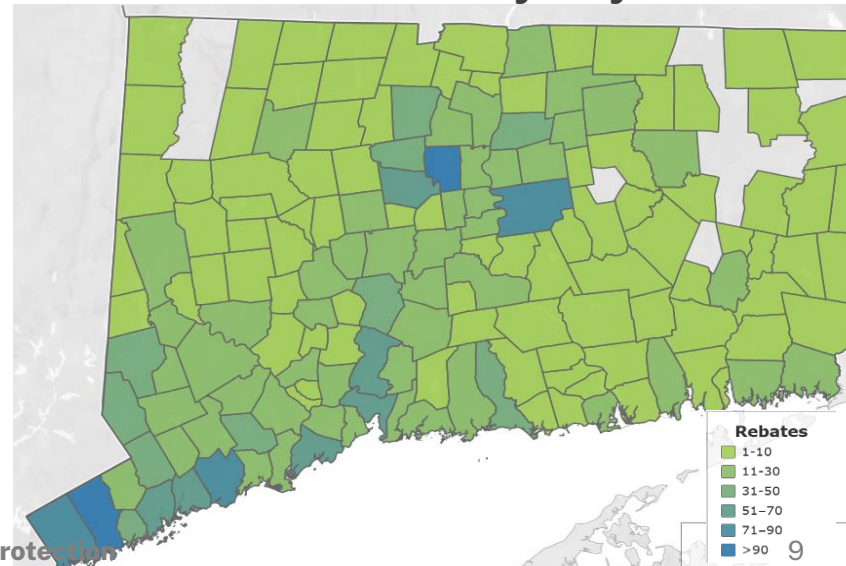
Rebated Dealerships by Location



EVs by Category



Rebates by City



Top Rebated Dealerships

Top 20 Rebate CT Dealerships

Lynch Toyota	52
Executive Volkswagen of North Haven	41
Danbury Hyundai	39
Shaker Family Hyundai	33
Toyota of Wallingford	32
Westbrook Toyota	32
New Country Toyota of Westport	30
Brandfon Hyundai	29
Executive Kia	29
Curran Volkswagen	27
Meriden Hyundai	27
Hamden Chevrolet	26
Middletown Toyota	26
Toyota of Stamford	26
A-1 Toyota	24
Crabtree Toyota	24
Crowley Buick Oldsmobile LLC	24
Mitchell Volkswagen	24
Gene Langan Volkswagen	23
Hoffman Toyota	23

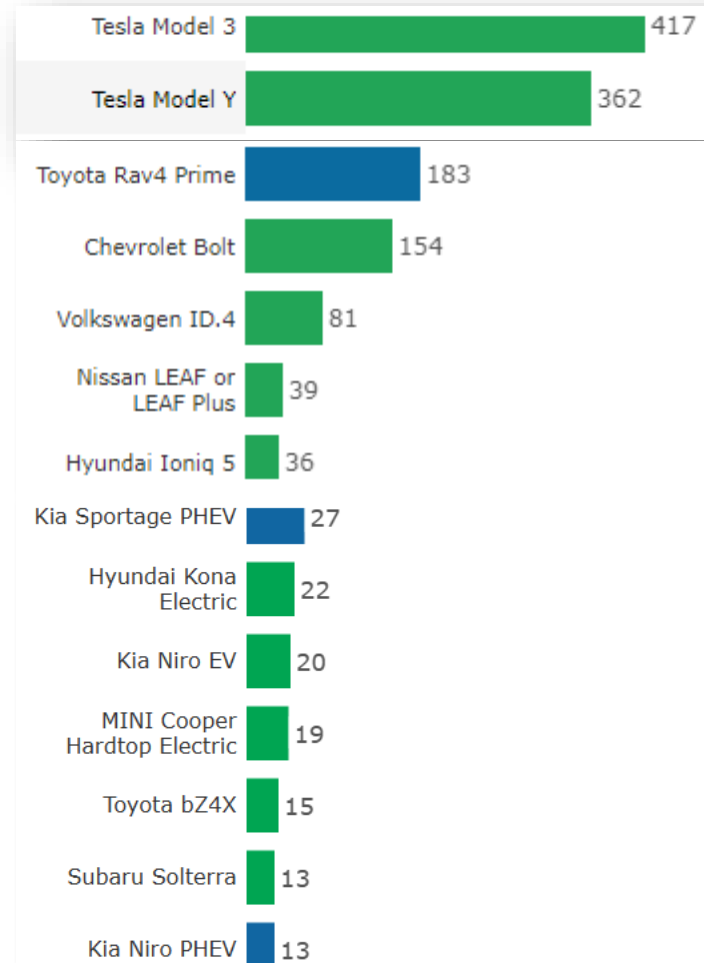
What about Tesla?

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: 1,360

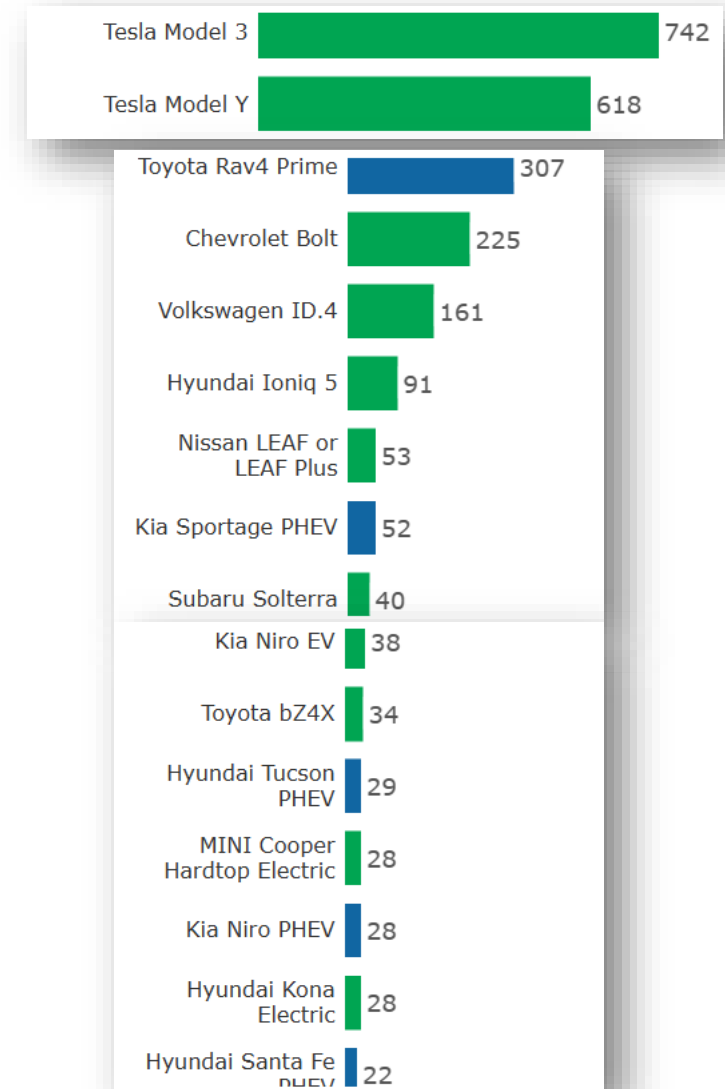
MOST POPULAR MODELS

September Meeting



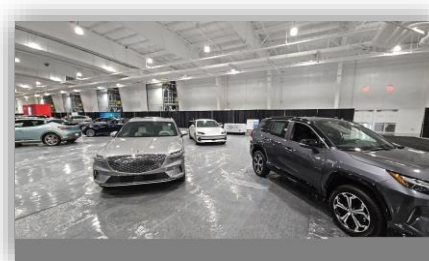
Since January 1, Model 3 and Y received ~50% of incentives... far outpacing other EV models

December Meeting



2023 CARA AUTO SHOW (Nov 10 to Nov 12, 2023)

- **DEEP staffed a table in the first ever EV section!**
 - Discussed the program to consumers, Dealers, and OEM reps and distributed informational flyers.
- **Developed and displayed hang tag in CHEAPR Eligible EVs.**
 - Interest from Dealers to use in showrooms
- **~20 CHEAPR Eligible EVs... Largest ever field of EVs**



CHEAPR
Connecticut Hydrogen and Electric Automobile Purchase Rebate

Eligible EV

Rebates for New EVs

CHEAPR offers incentives that lower your EV's final price. Program eligibility includes:

- Be a current Connecticut resident
- Purchase or lease an EV at an enrolled Connecticut dealership
- Choose an EV from CHEAPR's new eligible vehicle list
- Limit of two rebates at least 24 months apart

Standard Rebate		
Plug-in Hybrid (PHEV)	Battery (BEV)	Fuel Cell (FCEV)
\$750	\$2,250	\$7,500

Rebate+ New		
Plug-in Hybrid (PHEV)	Battery (BEV)	Fuel Cell (FCEV)
\$1,500	\$2,000	\$2,000

DriveCHEAPR.org

See Eligible Vehicles, Program Requirements, Frequently Asked Questions and more at the CHEAPR website.

Scan to visit the CHEAPR website

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 "Fleet Update" is centered on the green hill.

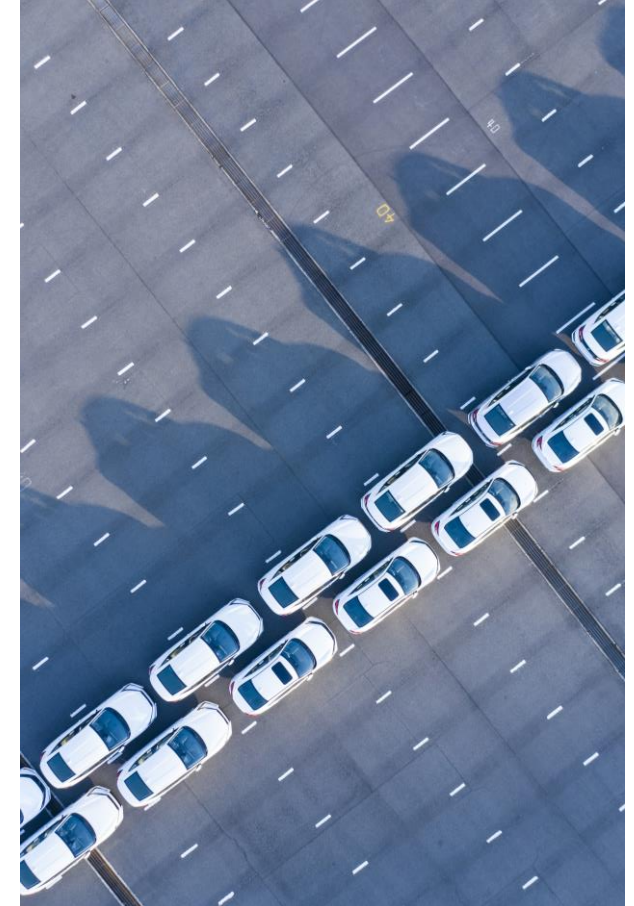
Fleet Update

CHEAPR FLEETS

Coming in the Spring of 2024

CHEAPR will be expanded to:

- Businesses, Municipalities, Non-Profits, and Tribal Entities.
- Pre-cert with Post-Purchase Rebate
 - must apply to DEEP and be approved prior to purchase or lease an eligible EV
- Fleets to be prioritized by the following criteria:
 - A home base within an Environmental Justice Community or Distressed Municipality;
 - A certified annual Vehicle Miles Traveled (VMT) of the applicant fleet above 20,000 miles per vehicle per year; or
 - Replacement of a vehicle older than 10 years.
- Other Details
 - Only New EVs will be eligible
 - Must be on CHEAPR eligible vehicle list (\leq \$50K MSRP)
 - Standard Rebate: \$2,250 (BEVs) | \$750 (PHEVs)
 - Non-government entities must provide Certificate of Legal Existence (Good Standing)
 - Fleets eligible for up to 10 rebate per year and 20 total




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.

Marketing Program Update


CHEAPR MARKETING PROCESS

DEEP has divided the marketing initiative into 2 phases.

Phase 1) Strategic Marketing and Outreach Discovery and Planning - COMPLETE

- 
- 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.
 - RFP development and posting.

NEXT STEPS



- Continue to monitor CHEAPR utilization rate.
- Track Rebate+ Application Rate and Voucher Redemption Rate.
- CHEAPR Fleets, coordinate with CARA to understand fleet demands and sales cadence, develop pre-application process.
- Conduct additional outreach with Fleets managers to improve awareness of the program and refine pre-application process.
- Continue to work with vendor to develop marketing campaign.



**Connecticut
Electric Bicycle**
INCENTIVE PROGRAM

eBike Incentive Program Update

eBike INCENTIVE PROGRAM LAUNCH

Round 1 – Launched June 28



eBike Program Launch

- DEEP launched the Round 1 of the eBike Incentive Program on **June 28, 2023**, and received a strong response.
- DEEP closed the application portal ten (10) days later, on **July 8, 2023**, as outlined in the [eBike Program Terms and Conditions](#) . The eBike Incentive program received:

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

6,394 Total eBike Program Applications!

eBike Program Budget

- DEEP increased the first year of funding from **\$500,000** to **\$750,000** which will enable the program to issue incentives to the first **500 Voucher+** applicants.

Eligible eBike Models

- **77** eBikes eligible Models currently.

Note: eligibility is not the same as availability. Not all eligible eBikes are currently available at Participating eBike Retailers.

Participating CT eBike Retailers

- **30** Participating eBike Retailer Locations.

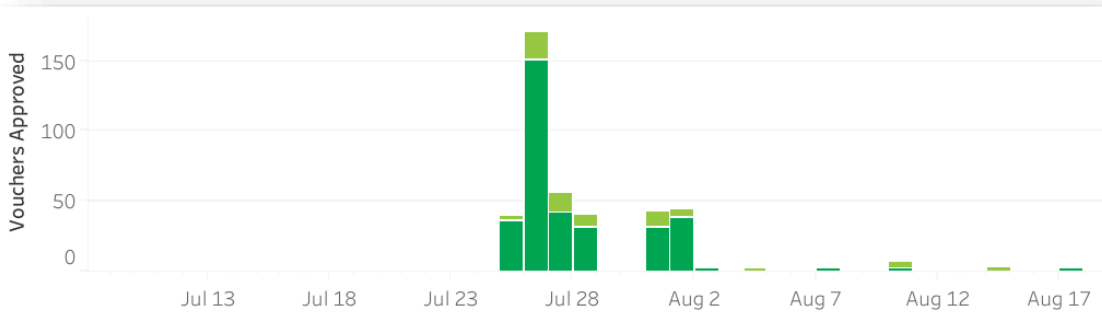
Note: Some Participating eBike Retailers may have multiple locations throughout CT. Enrollment of additional interested eBike retailers continues.

eBike PROGRAM STATS OVERVIEW (July 10 to Aug 17, 2023)

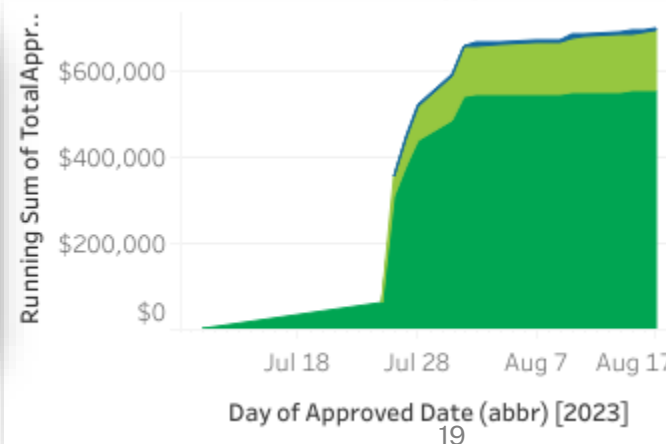
Program Summary

Total Vouchers Approved 468		Total Vouchers Redeemed 422		Total Funds Redeemed \$621,128	
	Funds Approved	Vouchers Approved	Vouchers Redeemed	Funds Redeemed	
● EJ Community/Distressed Municipality	\$556,500	371	341	\$501,866	
● Income Qualification	\$7,500	5	5	\$7,276	
● Public Assistance Program	\$138,000	92	76	\$111,986	

Vouchers Approved

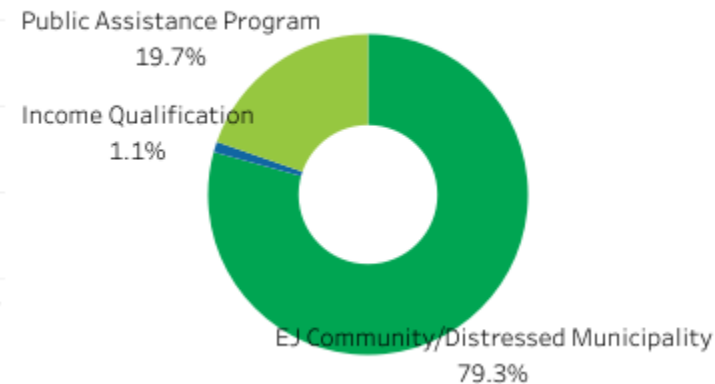


Total Funds Approved



Voucher+ Applicants

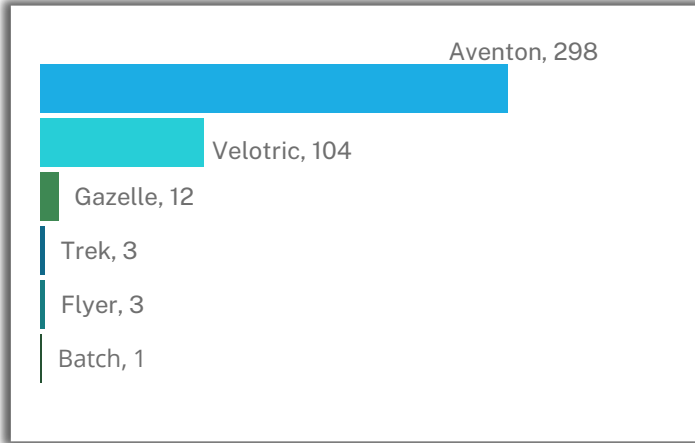
Due to rounding, values may not add to 100%



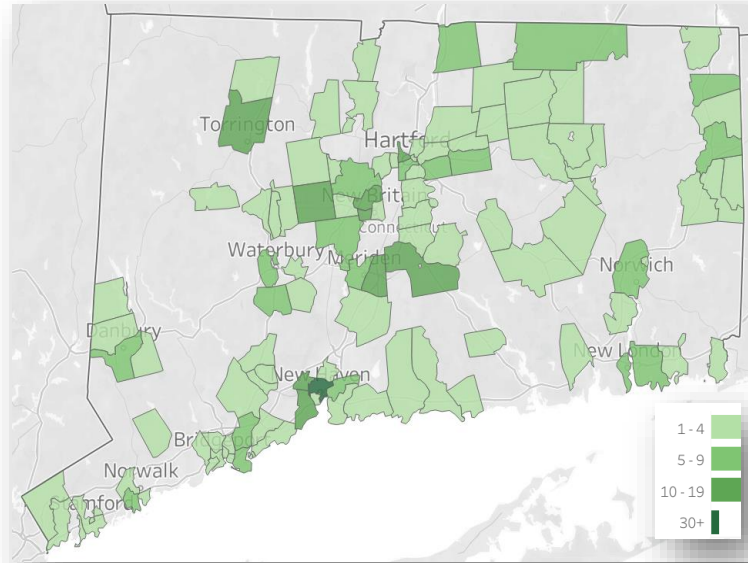
eBike PROGRAM STATS (July 10 to Aug 17, 2023)

Available on eBike Stats Page

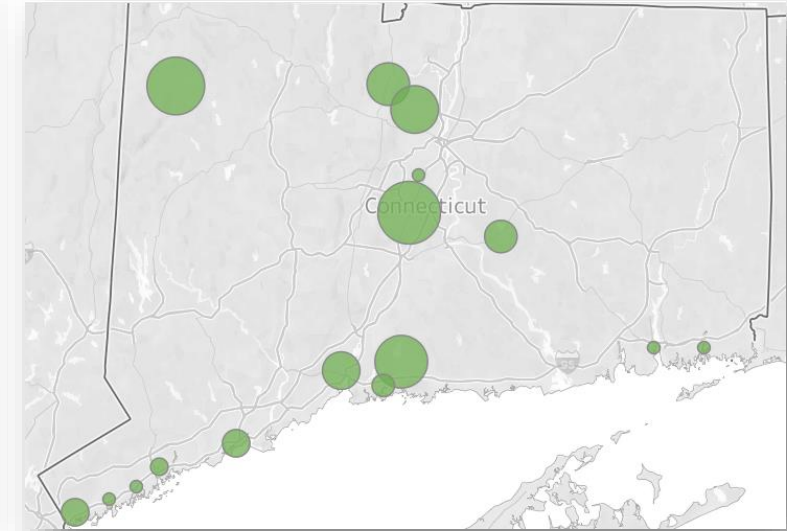
Most Popular eBike Brands



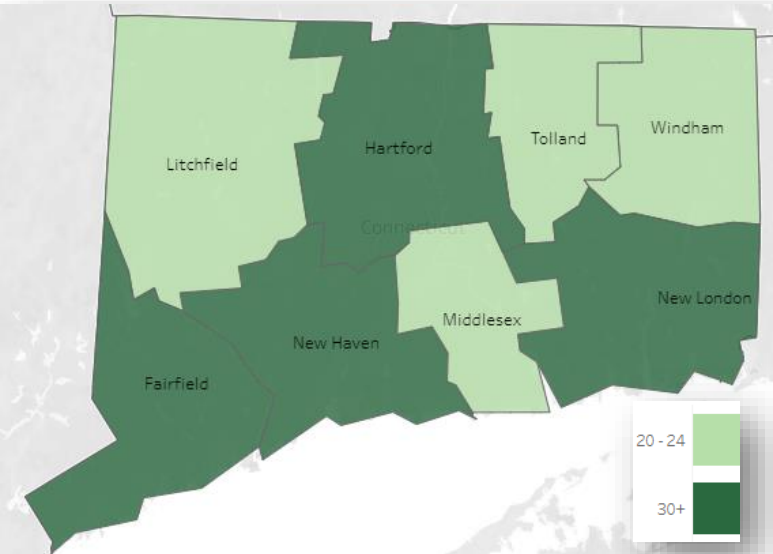
Vouchers by Zip



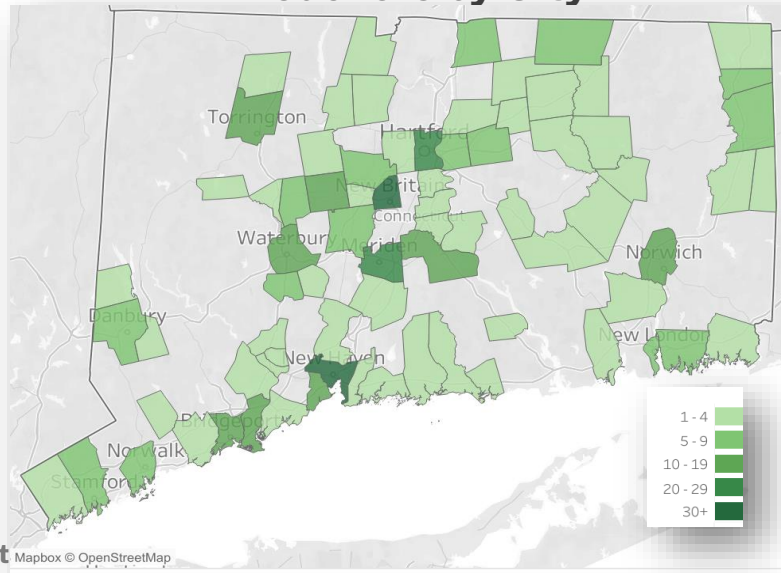
Vouchers by eBike Retailer



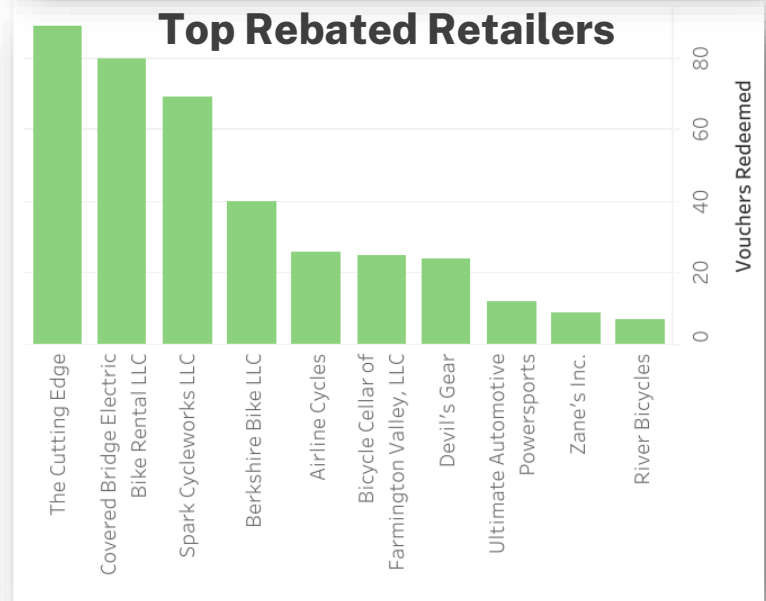
Vouchers by County



Vouchers by City



Top Rebated Retailers



eBike INCENTIVE PROGRAM– Next Steps

- **Data Gathering**

- Bike shop feedback forum – Held 11/9 ✓
- Participant feedback

Round 1 Survey Results ✓

[Round 1 Program Report discussed in upcoming slides]

- **Develop Program Adjustments**

- **Obtain feedback**

On Dec. 5, DEEP received eBike program recommendations from the New Haven Coalition for Active Transportation (NCAT)

- **Announce Round 2 Design and Timing**

Some Forum Feedback

- Rush of vouchers challenging to balance inventory and cash flow
- Satisfied with review/payment timeline
- June/July launch timing good; Spring would be very difficult
- Prioritize income-qualified pathways; more outreach
- Dedicated phone/email for retailer support





**Connecticut
Electric Bicycle**
INCENTIVE PROGRAM

**eBike Incentive Program - Round 1
Annual Report**

eBike Incentive Program - Round 1 Report

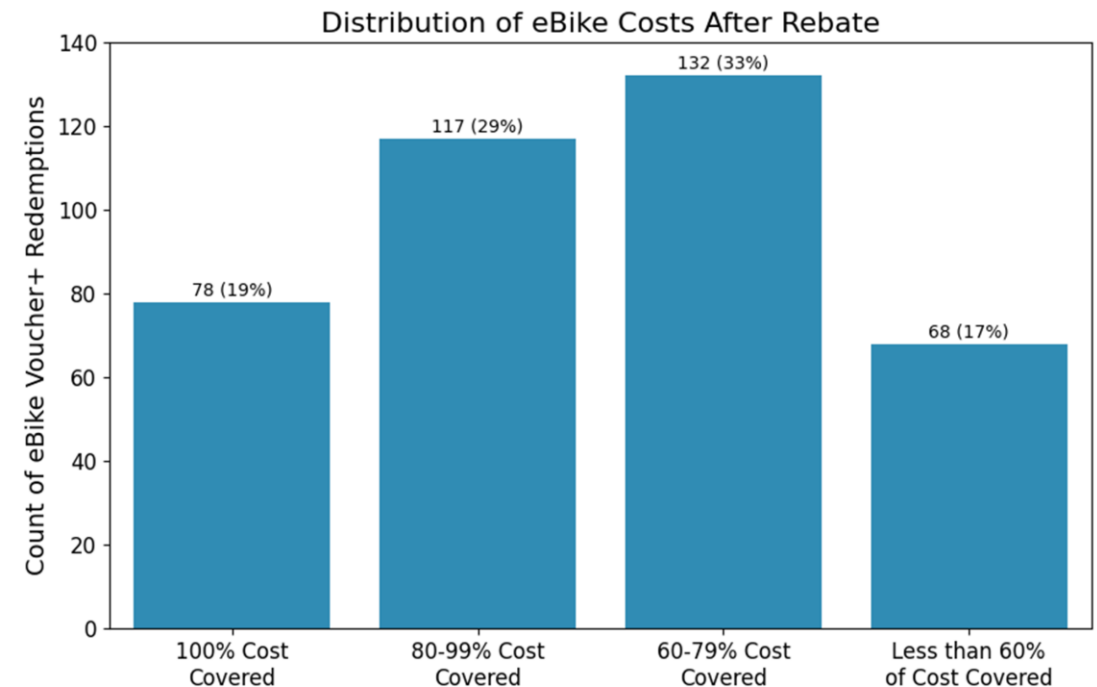
Program Application and Acceptance Statistics

- Standard applications were cancelled to prioritize Voucher+ applications.
- All voucher recipients were approved through one of the three eligibility pathways.
 - The most-often used pathway was EJ community (341 applications), with ~99% approval.
- Most vouchers went to eBikes that cost more than \$1,500.
- Highest frequency ~\$1,600-\$1,900 per eBike.

eBike Incentive Program - Round 1 Report

Percent of Recipients Who Purchased eBikes < \$1,500

- 19% of vouchers went to eBikes that cost \leq \$1,500.
- 50% of vouchers covered $\sim 1/2$ to $3/4$ of eBike cost.

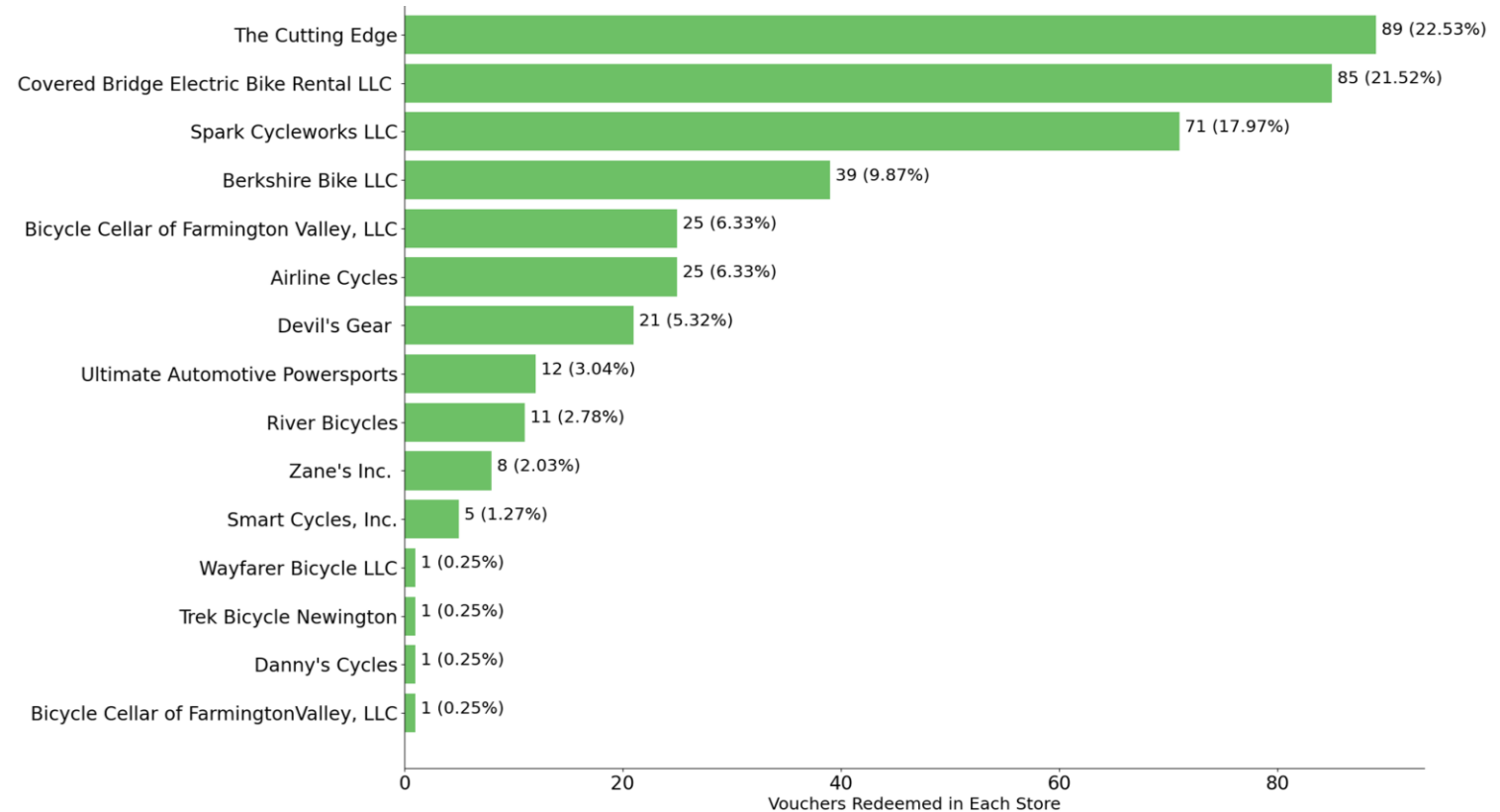


eBike Incentive Program - Round 1 Report

Connecticut eBike Retailer Participation Rates

~60% of vouchers were redeemed at:

- Cutting Edge,
- Covered Bridge,
- Spark Cycleworks.
- **Only** Connecticut eBike retailers were eligible to participate in the program.
- 30 retailers are signed up





**Connecticut
Electric Bicycle**
INCENTIVE PROGRAM

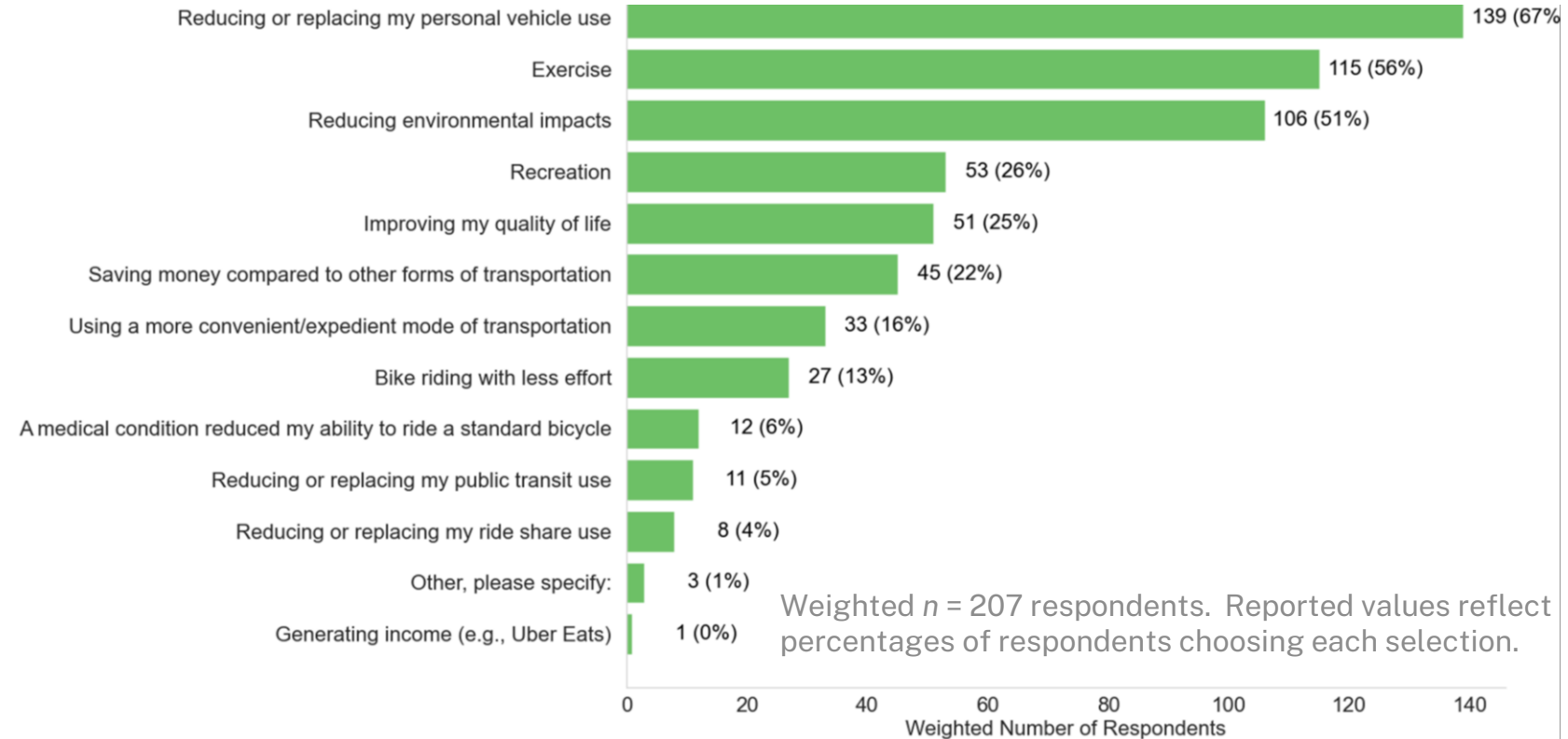
**eBike Incentive Program - Round 1
Consumer Survey Data**

eBike Incentive Program - Round 1 Survey Data

Top Three Reasons for Purchasing an eBike

Top three selections:

1. Replacing vehicle
2. Exercise
3. Recreation

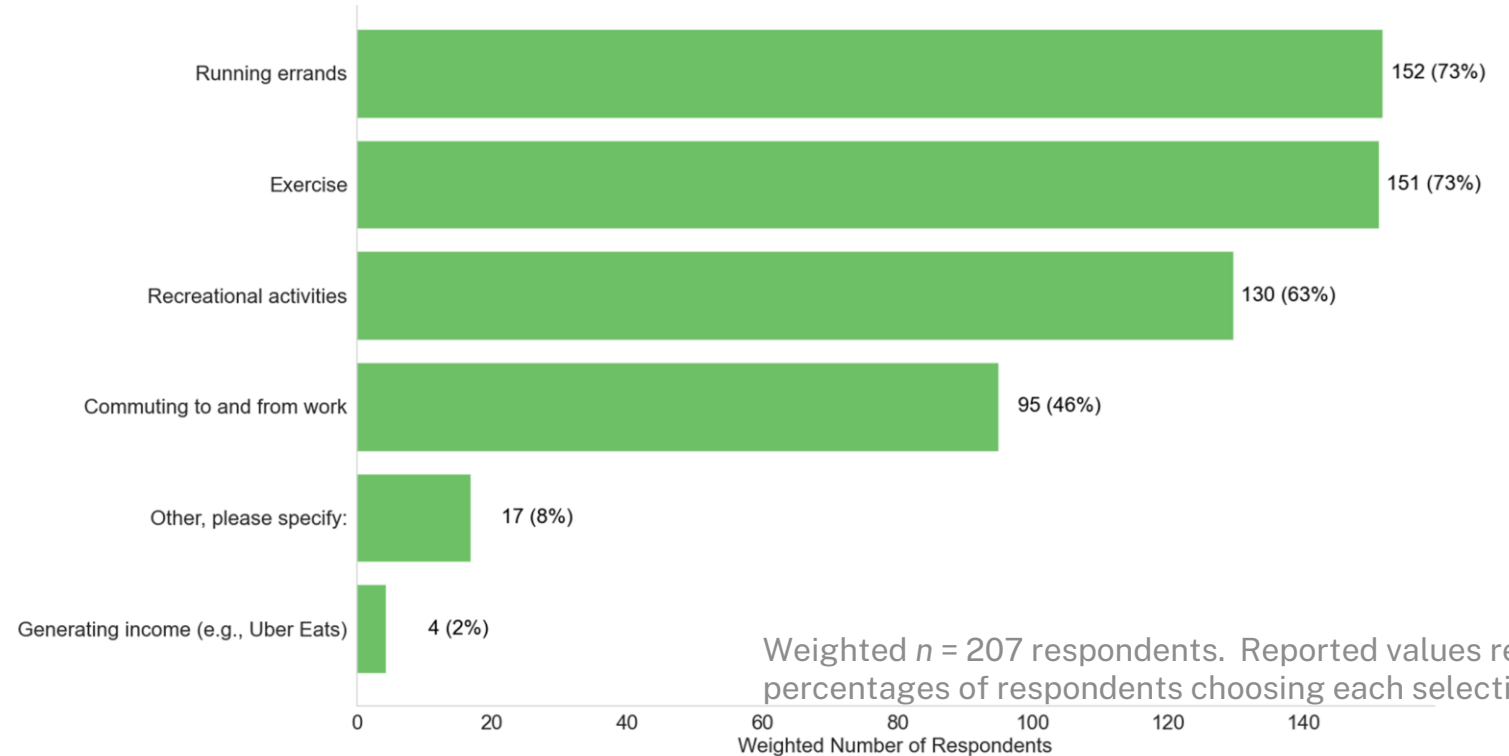


eBike Incentive Program - Round 1 Survey Data

Top Three Uses for Purchased eBike

Top three selections:

1. Running errands
2. Exercise
3. Recreation



CHEAPR BOARD MEETING SCHEDULE

2024 CHEAPR Board Meetings

- **March 14, 2024**
- **June 6, 2024** (Note, this is the first Thursday of the month)
- **September 12, 2024**
- **December 12, 2024**

BOARD QUESTIONS AND DISCUSSION

Open for Board Member questions and discussion.

PUBLIC COMMENTS

Please raise your hand in the chat.