



Meeting Minutes

March 16, 2023 CHEAPR Board Meeting via ZOOM || [View Recording](#)

Present: See [Attachment A](#)

Next meeting: June 15, 2023

Prepared by: Paul Kritzler, DEEP

I. Call to Order and Announcements

Meeting started at **3:04 pm**.

In the absence of CHEAPR Board Chair and DEEP Commissioner Katie Dykes, DEEP Air Bureau Chief Tracy Babbidge called the meeting to order and provided opening remarks alongside DEEP.

Call of attendance for Board Members. There is a quorum.

Approval of 12/15/22 meeting minutes. Tracy Babbidge made the motion. Paul Wessel Seconded. Minutes were approved.

II. Committee Reports

DEEP Program Update

1. Budget Update: There have been 884 rebates paid out since the last board meeting. There have been 6233 in the program since the statutory creation.
 - a. Discussion on what updates should be made to the budget going forward given the advisory nature of the Board.
 - i. Tracy Babbidge suggested some of the historical data could be removed from future updates.
 - ii. Sarah Harari – made a suggested a comparison quarter over quarter to show trends.
 - iii. Paul Wessel – Where are marketing costs/ full operating costs?
 1. Paul Farrell made the point that the marketing budget is a different scope and as such this information is not included on these slides.
 - iv. Stephanie K – Where and why is the marketing different.
2. EV Data Update
 - a. DEEP presented data from the January 1 DMV data.
 - b. NESCAUM data shows a 9.6% EV sales rate.
 - c. DEEP webpage statistics.

Implementation on 22-25

3. The CHEAPR program will be expanding eligibility for LMI individuals including the categorical eligibility that has been a part of the program, both location within an EJ town or neighborhood and means tested eligibility will be ways to receive an incentive.
 - a. The incentive can be claimed as a voucher.
4. E-Bike Work Plan
 - a. Program Design
 - o Both point of sale via voucher and post-purchase rebate
 - o Incentive levels will be \$500 for a base rebate and LMI eligibility for an additional \$1000

- Other Program Parameters
 - E-bike MSRP maximum of \$3000
 - Maximize air quality benefits
 - Prioritize EJ communities and LMI households
- Development status update
 - DEEP has been working with CSE on a program platform.
 - CSE met with representatives from bike shops to preview the platform during the week of 3/1
- Next Steps
 - Pre-enrollment for bike shops in EJ neighborhoods beginning in April
 - Updated website and additional outreach
- 5. Marketing Program Update (James Fowler)
 - a. Developed an SOW and have requested proposals for marketing. Issued to five vendors. Three responses.
 - b. Parts of the SOW
 - i. Developing a strategic roadmap for outreach.
 - ii. Update on branding and communication.
 - iii. Marketing and digital design.
 - iv. Implementation
 - c. DEEP will be evaluating proposals.
 - d. Questions
 - i. Stephanie K. Did this SOW go out to a preapproved DAS vendor list?
 - 1. James – Yes
 - ii. Stephanie K. Do any of the vendors have experience in this type of program.
 - 1. James – We will be evaluating that in the proposals.
 - iii. Sarah H. Will the first phase and implementation plan be different vendors.
 - 1. James – They could be.
- 6. Revised Timeline

UPDATED TIMELINE



III. Board Roundtable

1. Sara Harari:
 - a. Fleets Program. Greenbank has a municipal assistance program that could overlap, that includes funding for chargers.



Attachment A: Attendee Report

1.	Allison Souza
2.	barrykresch
3.	Brian Jones
4.	carmen.desoto
5.	Gannon (SW Sector)
6.	James Fowler (CT DEEP)
7.	Jennifer Mystic CT
8.	Jody Ellant
9.	Kate Rozen
10.	Lori Demaine
11.	Michelle Seagull
12.	packerwa
13.	Paul Aresta
14.	Paul Copleman - CT DEEP
15.	Paul Farrell
16.	Paul Kritzler (CT DEEP)
17.	Paul Wessel
18.	Peter Babich
19.	Poolak Forutanpour
20.	Sara Harari
21.	Sara Harari CT Green Bank
22.	Sarah Fryxell
23.	Shatorah Roberson
24.	Stefanie Keohane
25.	Tracy Babbidge
26.	Wade Packer
27.	Walter Barozi
28.	Will Healey
29.	Zach Kahn