



CHEAPR BOARD MEETING

Bureau of Air Management
September 13, 2023

BOARD AGENDA

- 3:00 PM Chair Commissioner Dykes Call to Order
Welcome
Approval of June 15, 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 June 15, 2023 Minutes

CHEAPR BUDGET



Budget Summary

January 1, 2023 through July 31, 2023			
	Rebate Funds	Admin Funds	Total Funds
Incentive Payments ^(A)	\$2,937,375.00		\$2,937,375.00
Incentive Pipeline	\$1,146,675.00		\$1,146,675.00
Administrative ^(B)		\$336,692.76	\$336,692.76
Total Funds Utilized	\$4,084,050.00	\$336,692.76	\$4,420,742.76
Estimated Remaining 2023-2025 Funding	\$9,714,471.76	\$1,651,307.24	\$11,365,779.00

A. Incentives Paid

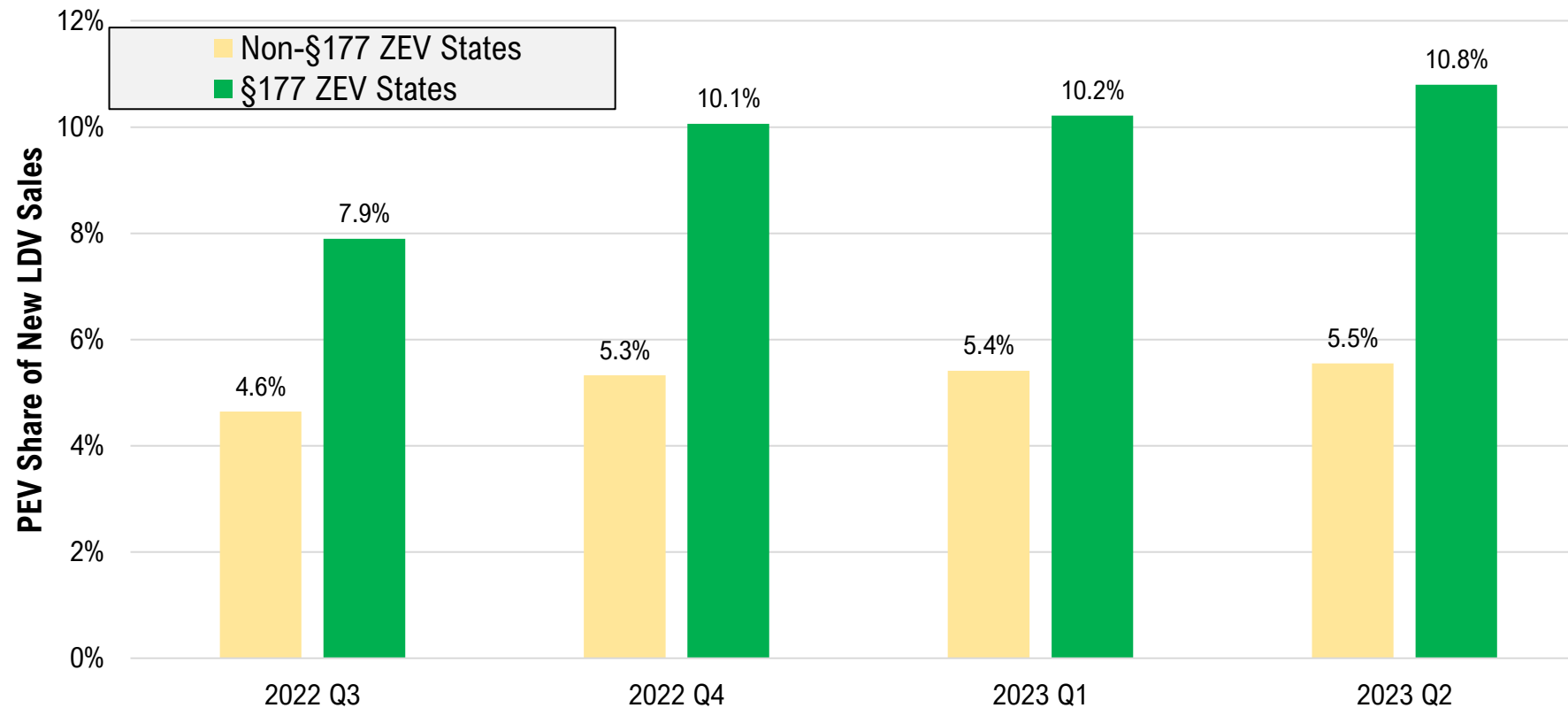
Type of Incentive	Payments May'23-July'23		All Payments: Jan'23-July'23	
	\$	No.	\$	No.
Vehicle	\$ 1,464,000	736	\$ 2,791,500	1,442
Rebate+	\$ 39,750	20	\$ 65,750	32
Dealer	\$ 24,575	245	\$ 80,125	759
Total	\$ 1,528,325	1,001	\$2,937,375	2,233

B. Administrative Costs

	Costs Incurred May'23-July'23	Costs Incurred Jan'23-July'23
Time and Materials	\$ 47,229.65	\$ 192,402.76
Fixed Fees (Monthly & Annual)	\$ 34,500.00	\$ 115,500.00
Application Volume (Fee/App)	\$ 22,920.00	\$ 28,790.00
Total Administrative Costs	\$ 104,649.65	\$ 336,692.76

COMPARING EV SALES (ZEV VS. NON-ZEV)

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

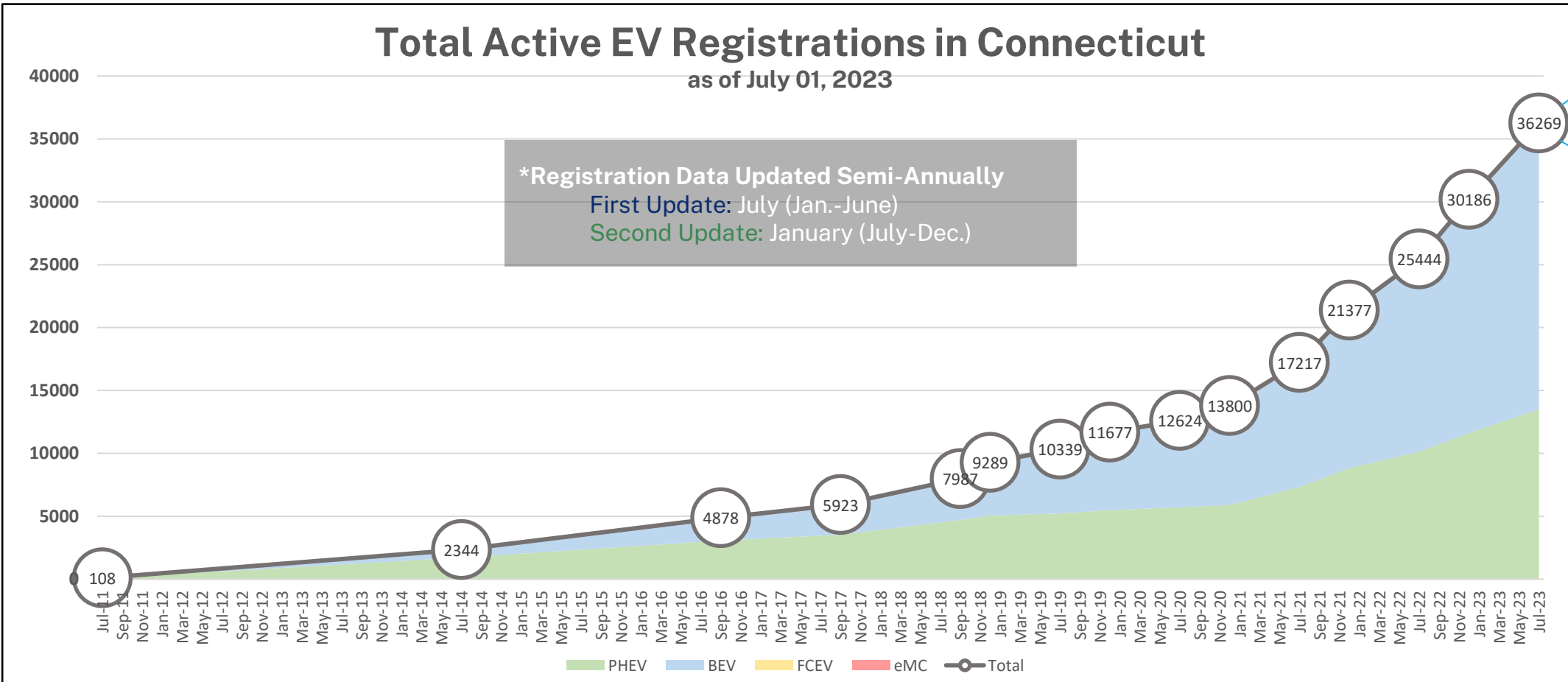


Section 177 ZEV States include: CO, CT, MA, MD, ME, MN, NJ, NM, NV, NY, OR, RI, VA, VT, WA
Source: IHS Markit / Polk via Atlas Public Policy's EV Hub

CT EV REGISTRATIONS*

Total Active EV Registrations in Connecticut

as of July 01, 2023

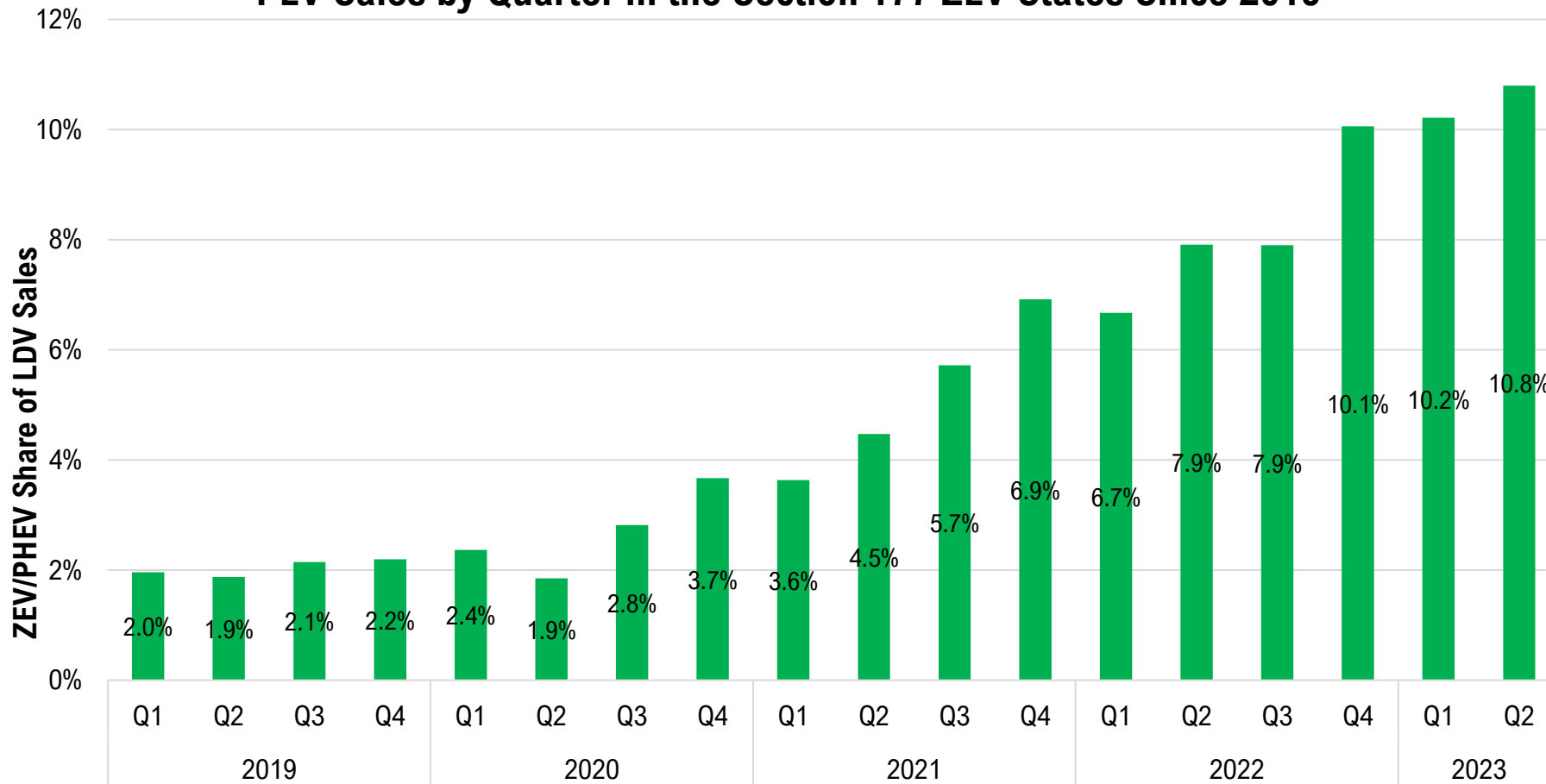


36,269

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	26.0% (+1.8%)
CO	12.2% (-0.4%)
CT	9.4% (0%)
MA	12.1% (+1.8%)
MD	10.6% (+0.5%)
ME	5.5% (-0.3%)
MN	6.0% (+0.1%)
NJ	13.6% (+1.8%)
NM	4.5% (-0.5%)
NV	11.0% (-4.3%)
NY	8.5% (+1.6%)
OR	13.8% (-2.7%)
RI	6.9% (+0.8%)
VA	10.1% (+0.3%)
VT	9.0% (+0.3%)
WA	17.6% (+0.4%)

CHEAPR STATS OVERVIEW (2015 to Present)

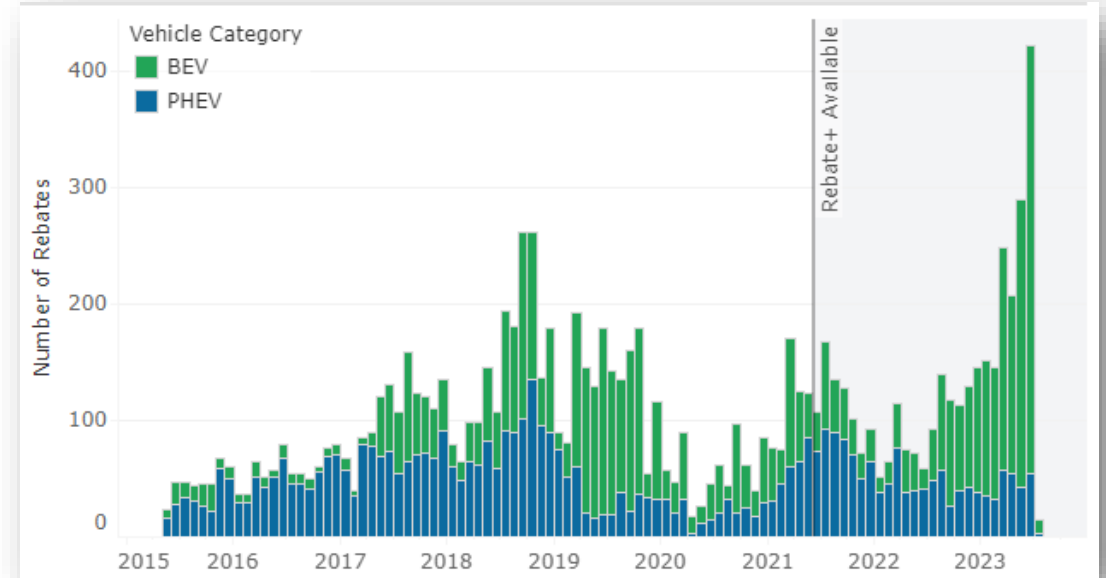
CHEAPR has issued over **\$18 million** for the purchase or lease of over **10,400 EVs...** since **2015!**

Program Summary

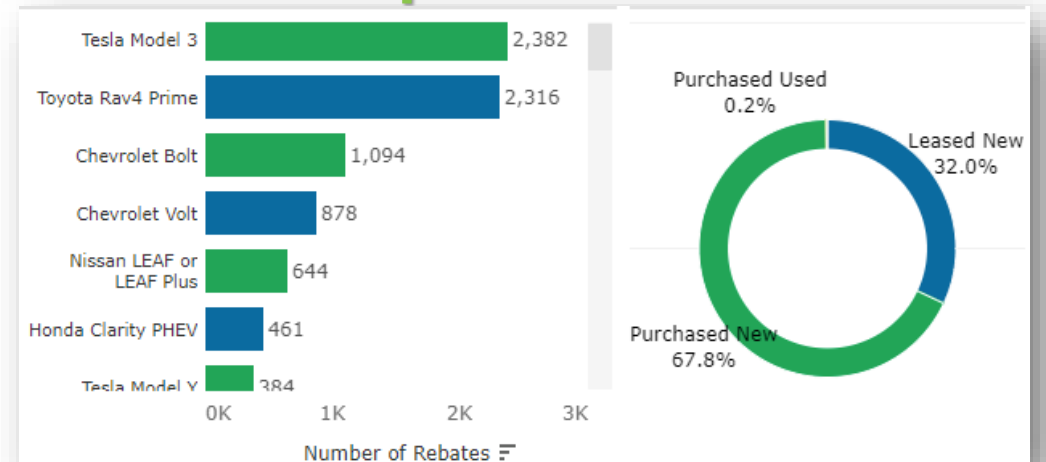
Program Summary

Select a vehicle category to filter visuals	Total Amount		Rebates		Percent		New EVs	Used EVs
	New	Used	New	Used	New	Used		
PHEV	\$5,773,250	\$6,750	4,954	4	47.3%	23.5%	10,417	17
BEV	\$12,293,750	\$39,000	5,514	13	52.7%	76.5%	51	17
Total	\$18,067,000	\$45,750	10,468	17	100.0%	100.0%		

Rebates Over Time



Top Models

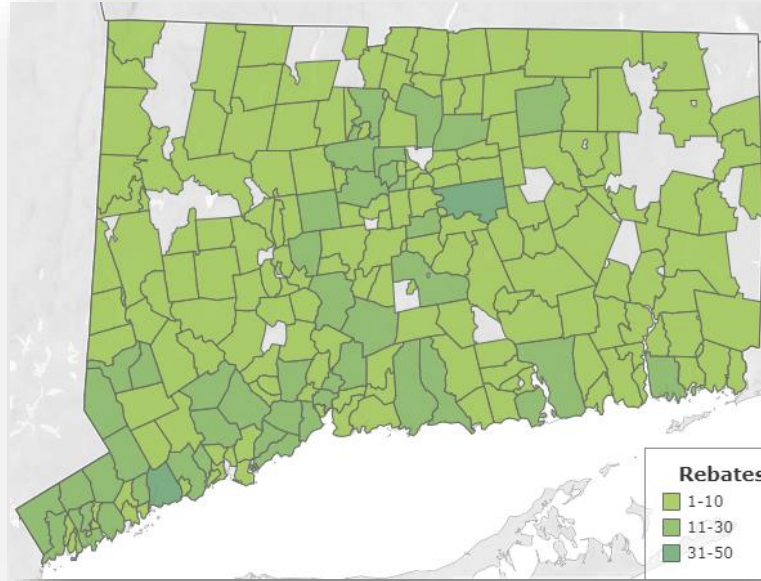


CHEAPR STATS (2023: JAN 1 – JUL 6)

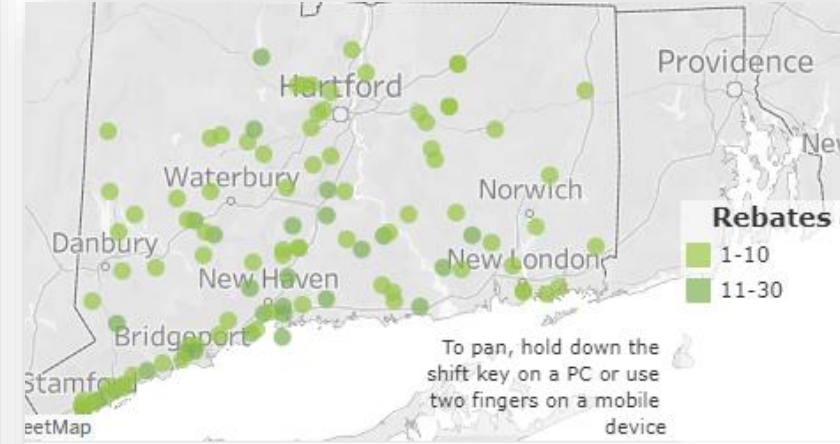
Available on CHEAPR Stats Page



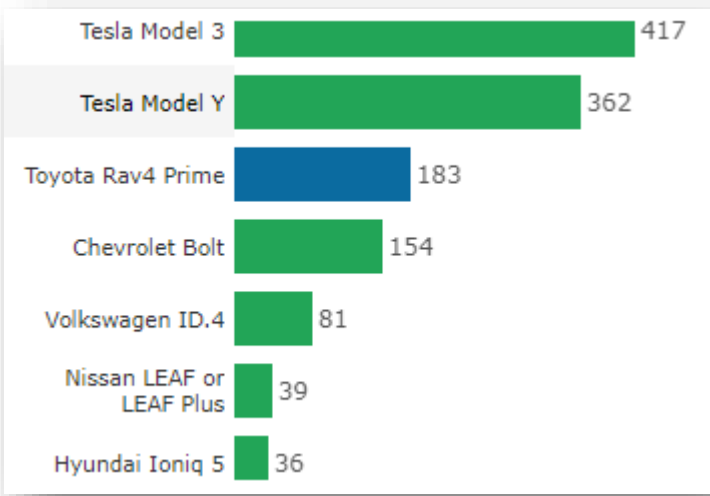
Rebates by Zip



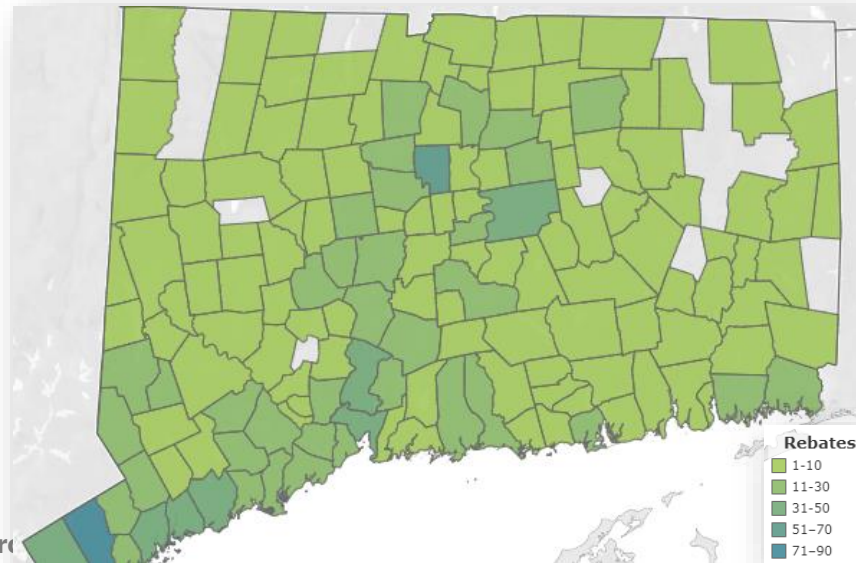
Rebated Dealerships by Location



Most Popular EVs



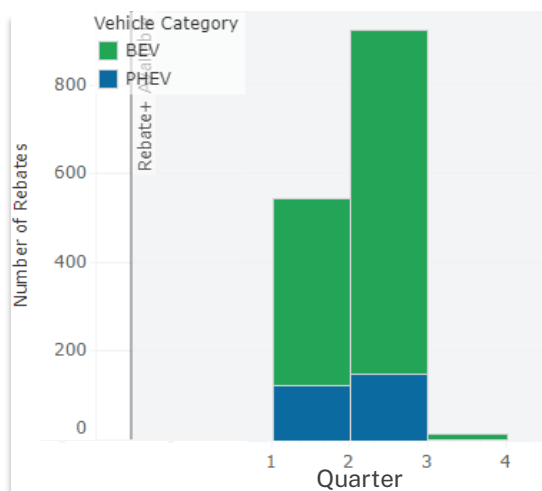
Rebates by City



Top Rebated Dealerships

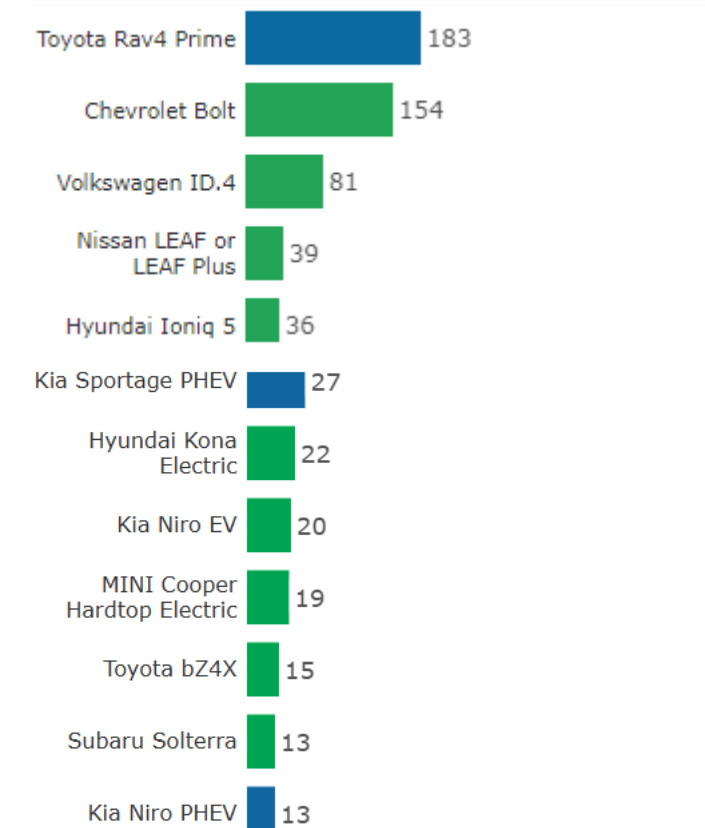
Tesla, Inc.	775
Lynch Toyota	24
Maritime Chevrolet	22
Meriden Hyundai	21
Toyota of Wallingford	20
Gene Langan Volkswagen	20
Brandfon Hyundai	19
Executive Kia	18
New Country Toyota of Westport	17
Middletown Toyota	17
Torrington Toyota	16
Hamden Chevrolet	16
Westbrook Toyota	16
Shaker Family Hyundai	15
Colonial Motors Inc	14
RICHARD CHEVROLET, INC.	14

EVs by Category



TESLA MODEL 3 AND Y IMPACTS

Since January 1, Model 3 and Y received ~50% of incentives (~\$2,042,000)...far outpacing other EV models



TRACKING INCENTIVE UPTAKE

Overall EV sales likely exceeding 10%

Telsa uptake accounts for large % of current budget

Need to determine participation rate for eligible Tesla EVs to establish upper bound

Need to determine participation rate for non-Tesla EVs

Rebate + uptake (10% target) and developing data on voucher redemption rate

Budget allocation for CY 2023 is \$4M; actual spend for Jan – July is \$3M

These factors require further analysis of potential budget impacts once budget implications for Fleets and eBikes are considered

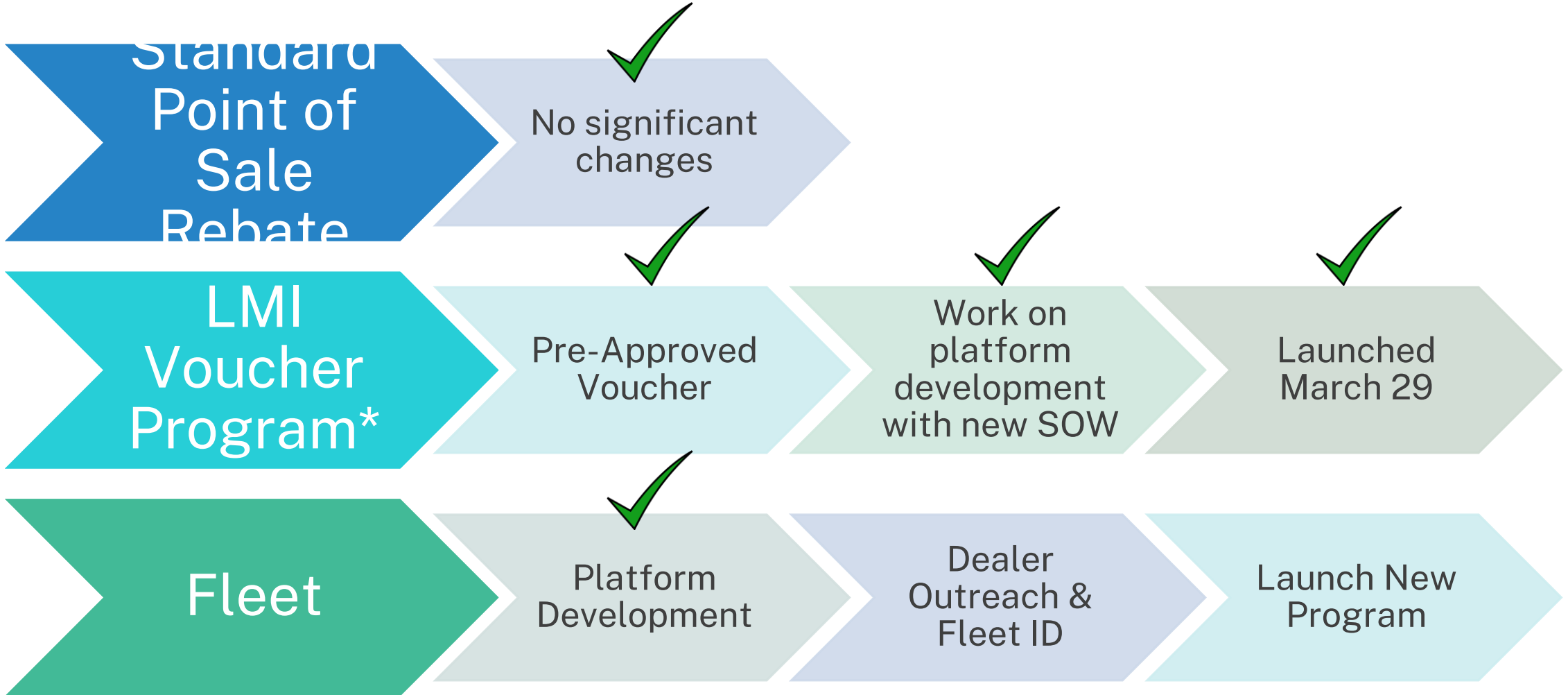
DEEP will continue to track

- Given statutory framework, amending funding levels or incentive levels are the only levers

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. The text "Program Implementation Update" is centered in the green hill area.

Program Implementation Update

REBATE PROCESS CHANGES



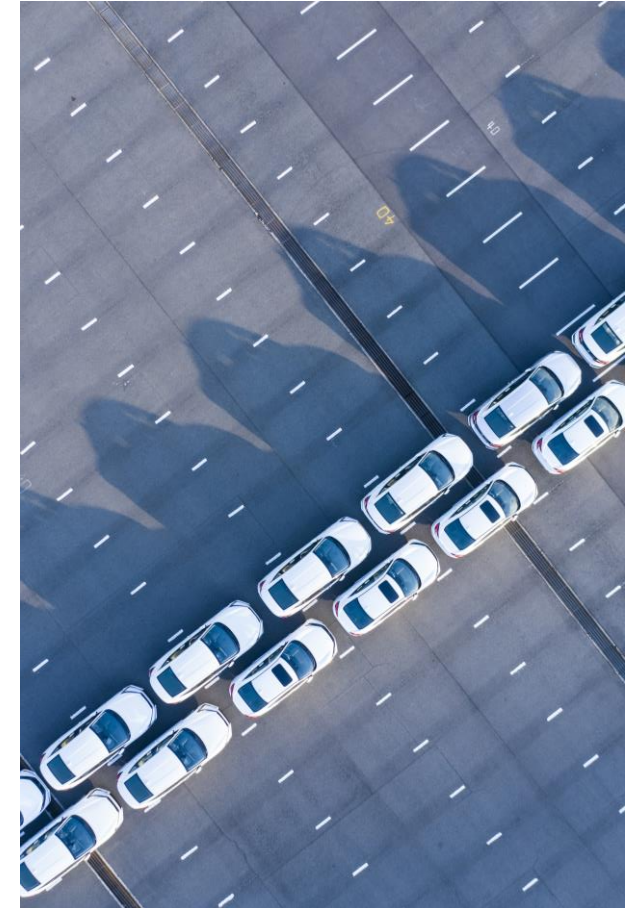
*DEEP is retaining the post-sale rebate for LMI Individuals for continuity.

CHEAPR FLEETS

Coming Soon!

CHEAPR will be expanded to:

- Businesses, Municipalities, Non-Profits, and Tribal Entities.
- Post-Purchase Rebate
 - must first purchase or lease an eligible new vehicle
- 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
- 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.




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.
- Participate in the Connecticut International Auto Show this November.



**Connecticut
Electric Bicycle**
INCENTIVE PROGRAM

eBike Incentive Program Update

eBike INCENTIVE PROGRAM

Round 1 - Point of Sale Voucher

- Launched June 28, 2023!
- CT Brick and Mortar retailers

Incentive levels:

- Standard Voucher: **\$500**
- Voucher+: **\$1,000** (Eligibility determined both categorically and via income verification)
- Vouchers are stackable: Total Voucher **\$1,500**

Other Program Parameters

- eBike MSRP ≤ \$3,000

Safety Standards:

- Underwriters Laboratories (UL) standard 2849 or EN 15194
- One year manufacturer's warranty for the parts and components
- Maximize air quality benefits
- Prioritize EJ communities and low-moderate income households



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

- **68** 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

- **29** Participating eBike Retailer Locations.

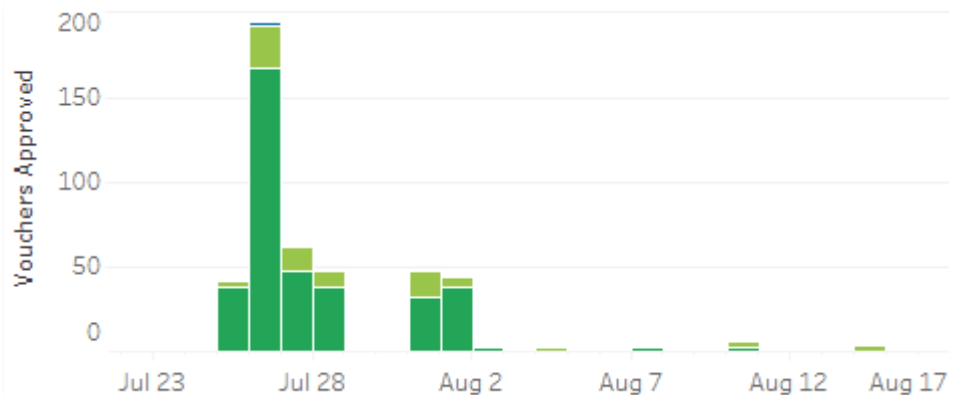
Note: Some Participating eBike Retailers may have multiple locations throughout CT. Enrollment of additional interested eBike retailers continues.

eBike PROGRAM STATS OVERVIEW (July 10 to Aug 14, 2023)

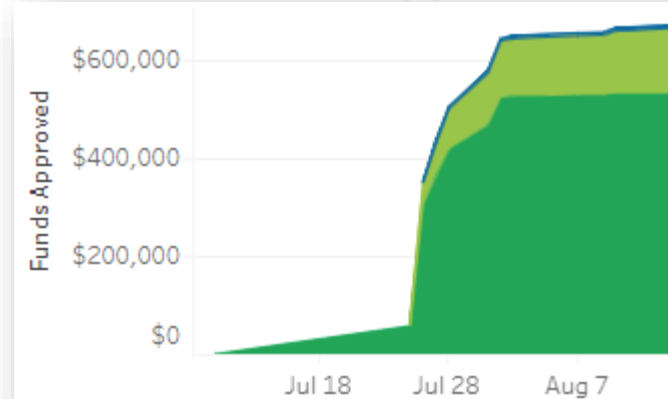
Program Summary

Total Vouchers Approved		Total Vouchers Redeemed		Total Funds Redeemed	
459		113		\$166,763	
	Funds Approved	Vouchers Approved	Vouchers Redeemed	Funds Redeemed	
● EJ Community/Distressed Municipality	\$534,000	368	89	\$131,684	
● Income Qualification	\$6,000	4	3	\$4,276	
● Public Assistance Program	\$130,500	87	21	\$30,803	

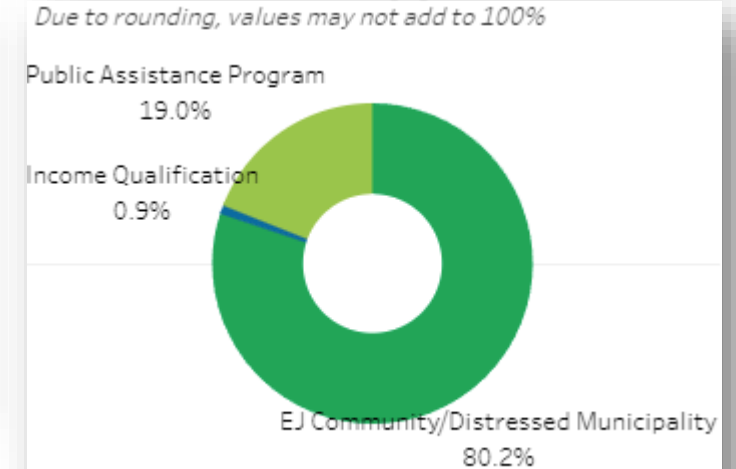
Vouchers Approved



Total Funds Approved



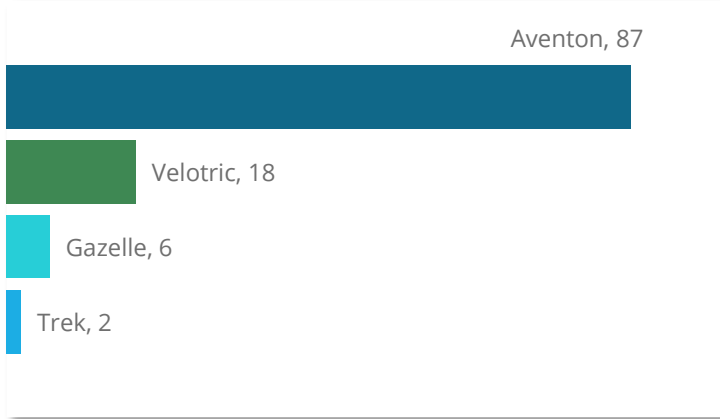
Voucher+ Applicants



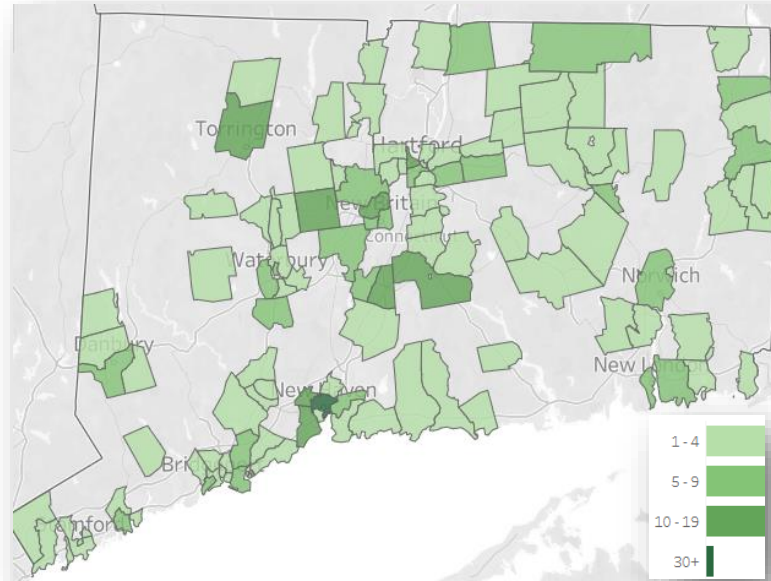
eBike PROGRAM STATS (July 10 to Aug 14, 2023)

Available on eBike Stats Page

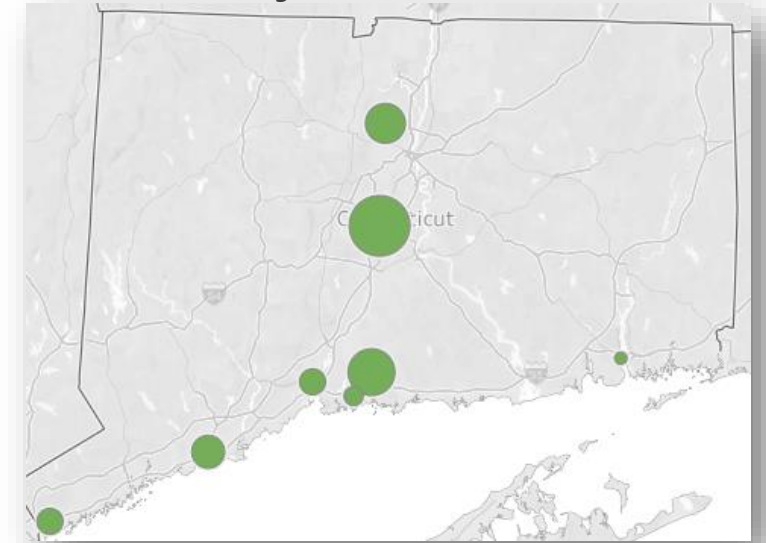
Most Popular eBike Brands



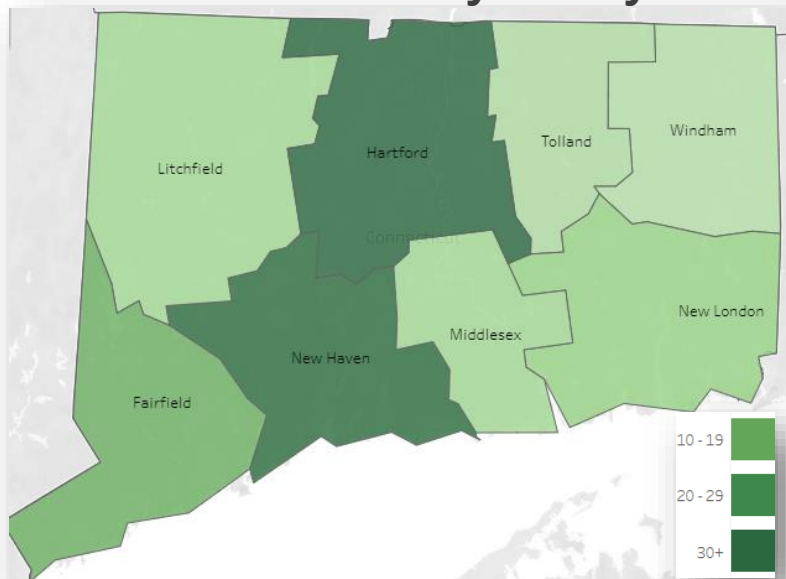
Vouchers by Zip



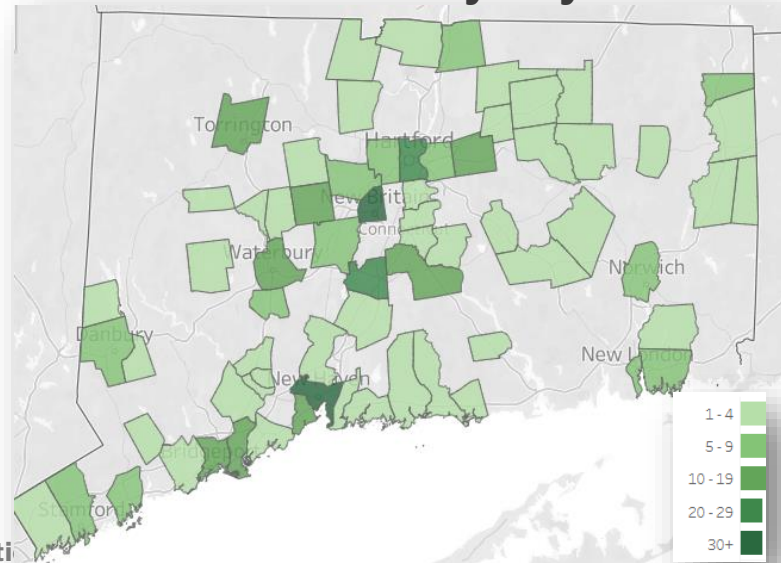
Vouchers by eBike Retailer



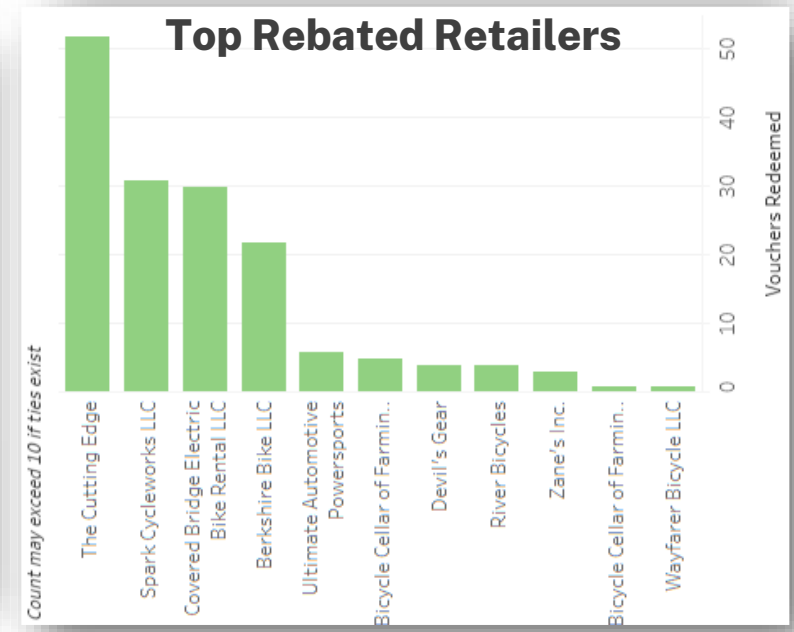
Vouchers by County



Vouchers by City



Top Rebated Retailers



FAQs & Common Issues (addressing info concerns?)

Resources available for Consumers & Retailers
www.DriveCHEAPR.org/ebikes

Feedback Forum

Q&A

Lessons Learned

eBike Retailer Info Session

Additional Outreach

eBike Program Resources

- eBike Frequently Asked Questions
[eBike Frequently Asked Questions](#)
- eBike Program Implementation Manual
[eBike Program Implementation Manual](#)
- eBike Program Terms and Conditions
[eBike Program Terms and Conditions](#)
- eBike Retailer Flyer
[eBike Retailer Flyer](#) (EN)
[eBike Retailer Flyer](#) (ES)
- eBike Webinar for Retailers & Residents
 Watch this webinar recording to learn how to participate in Connecticut's new eBike Voucher Program. Find out about incentive levels, eligibility requirements, and how to apply.

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eBike Incentive Program FAQs Page 2 of 8 Rev. 8-4-2023



Frequently Asked Questions (FAQs)

eBike INCENTIVE PROGRAM– Next Steps

- **Continue Program Outreach**
- **Data Gathering**
 - Bike shop feedback
 - Participant feedback
- **Program Adjustments, if needed**
- **Round 2 – Design**

CHEAPR BOARD MEETING SCHEDULE

Upcoming CHEAPR Board Meetings

- **December 14, 2023**
- **March 14, 2024**
- **June 13, 2024**
- **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.