



# CHEAPR BOARD MEETING

Bureau of Air Management  
September 12, 2024

# BOARD AGENDA

- 3:00 PM Welcome/Introductions Emma Cimino, Deputy Commissioner EQ Branch  
Approval of June 6, 2024, CHEAPR Board Meeting Minutes
- 3:15 PM Budget Update  
CHEAPR Program Update  
Program Metrics
- 4:00 PM Board Discussion
- 4:15 PM Public Comments  
Adjourn

# ROLL CALL / PREVIOUS MINUTES

## Quorum

## Approval of the June 6, 2024, Minutes

Current Board Members	
Current Appointing Authority	Board Member
DEEP Commissioner or designee	DEEP Commissioner Designee Emma Cimino
DCP Commissioner or designee	DCP Commissioner Bryan Cafferelli
Green Bank President or designee	Kevin Moss
PURA chairperson or designee	Julia Dumaine
Senate Pro Tempore: Sen. Looney	Paul Wessel
House Minority Leader: Rep. Candelora	Jody Ellant
Senate Minority Leader: Sen. Kelly	Hoffman Automotive Bradley Hoffman
House Chair of TRA	Kate Rozen

\* These Authorities have not made an appointment: House Speaker Ritter, House Majority Leader Rep. Rojas, Sen. Maj Leader Sen. Duff, Sen. Chairperson of Transportation, Sen Ranking Member of Transportation, House Ranking Member of Transportation



# CHEAPR OPERATING BUDGET



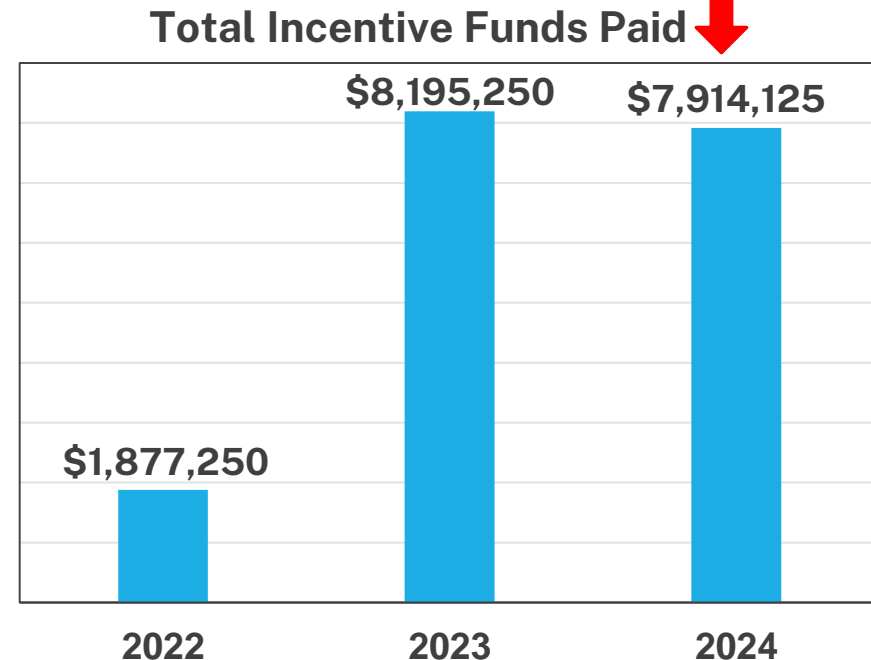
## Budget Summary

January 1, 2024, through July 30, 2024

	Rebate Funds
Incentive Payments Year-to-Date	<b>\$7,914,125</b>
Incentive Pipeline of Active Applications	\$622,575
Total Funds Utilized	\$8,536,700
Remaining 2024 Funding*	\$466,822

\*CSE on-hand available funding

Number of Rebates			
Incentive	2022	2023	1/1 - 7/30/2024
Standard	1,155	3,660	3,337
Rebate+	20	253	306
<b>Total</b>	<b>1,175</b>	<b>3,878</b>	<b>3,643</b>



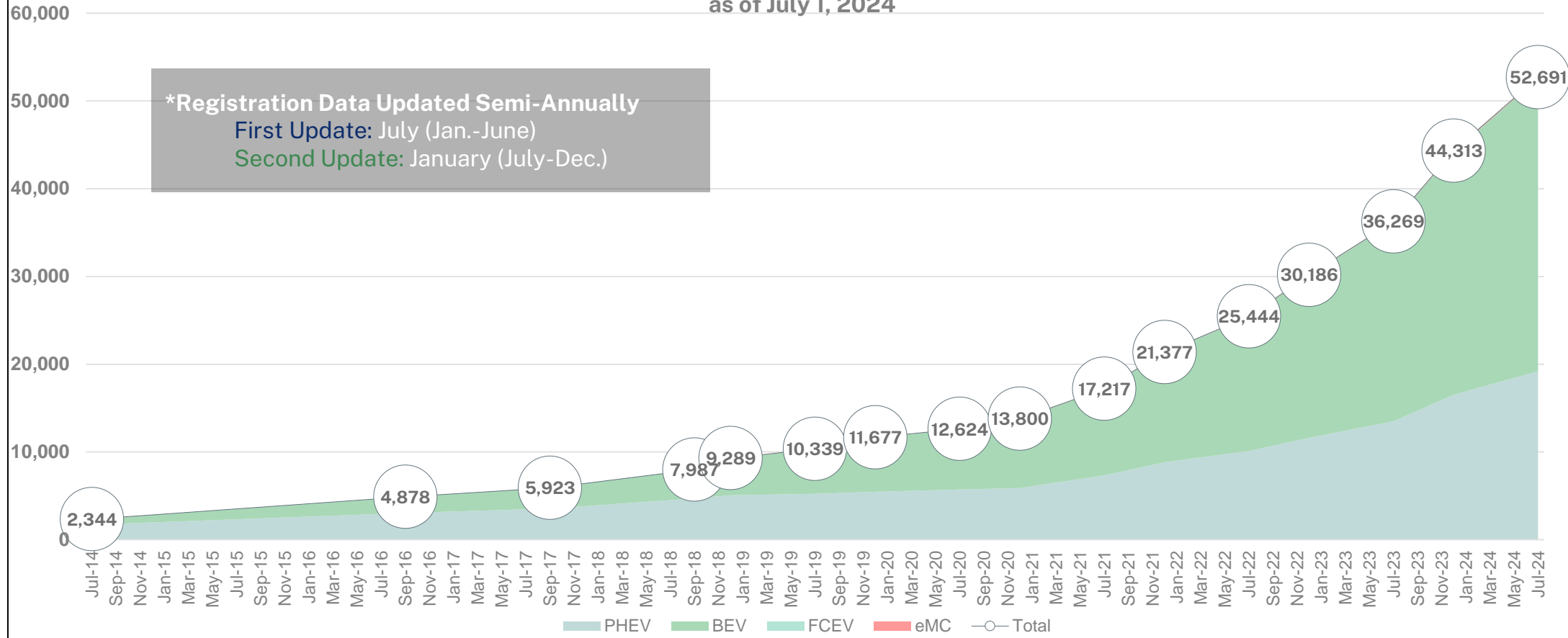
# CT EV REGISTRATIONS\*

## Total Active EV Registrations in Connecticut

as of July 1, 2024

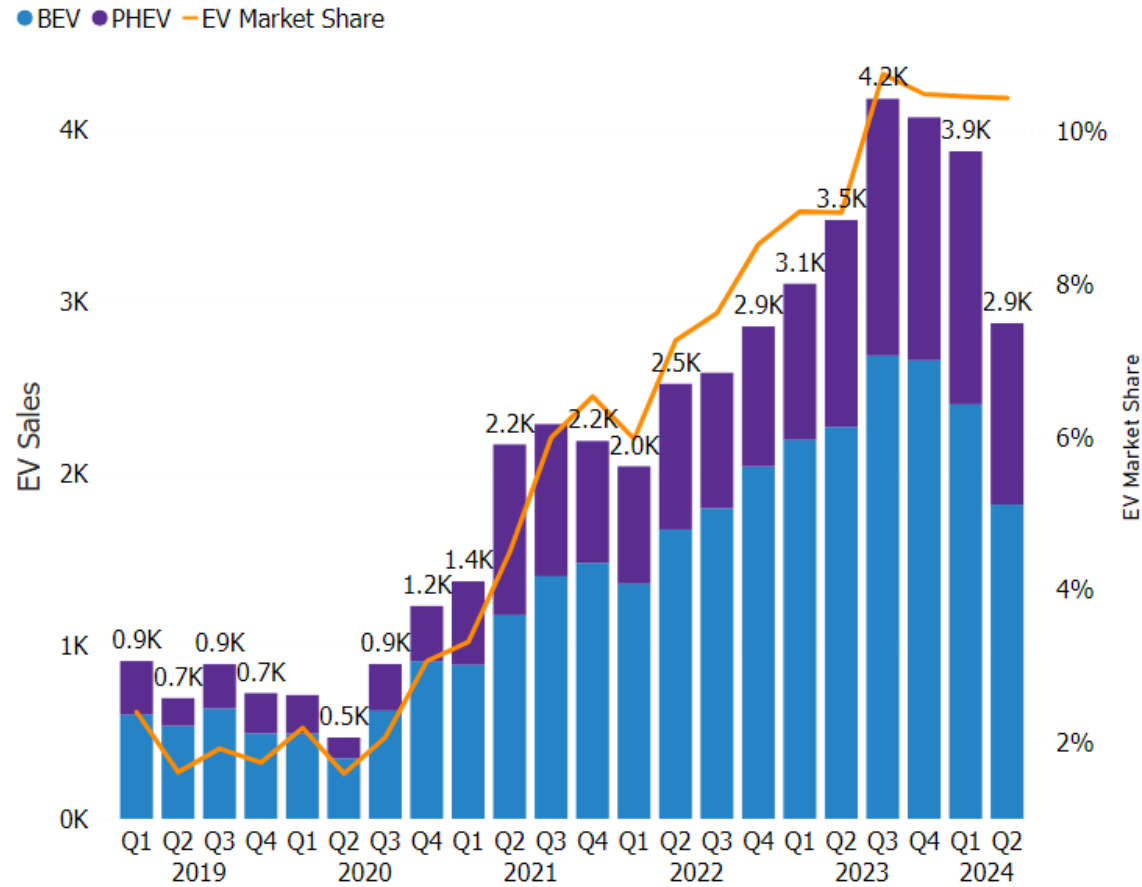
**52,691**

\*Registration Data Updated Semi-Annually  
 First Update: July (Jan.-June)  
 Second Update: January (July-Dec.)



# EV DATA - CONNECTICUT

EV Sales and EV Market Share by Year, Quarter and Technology

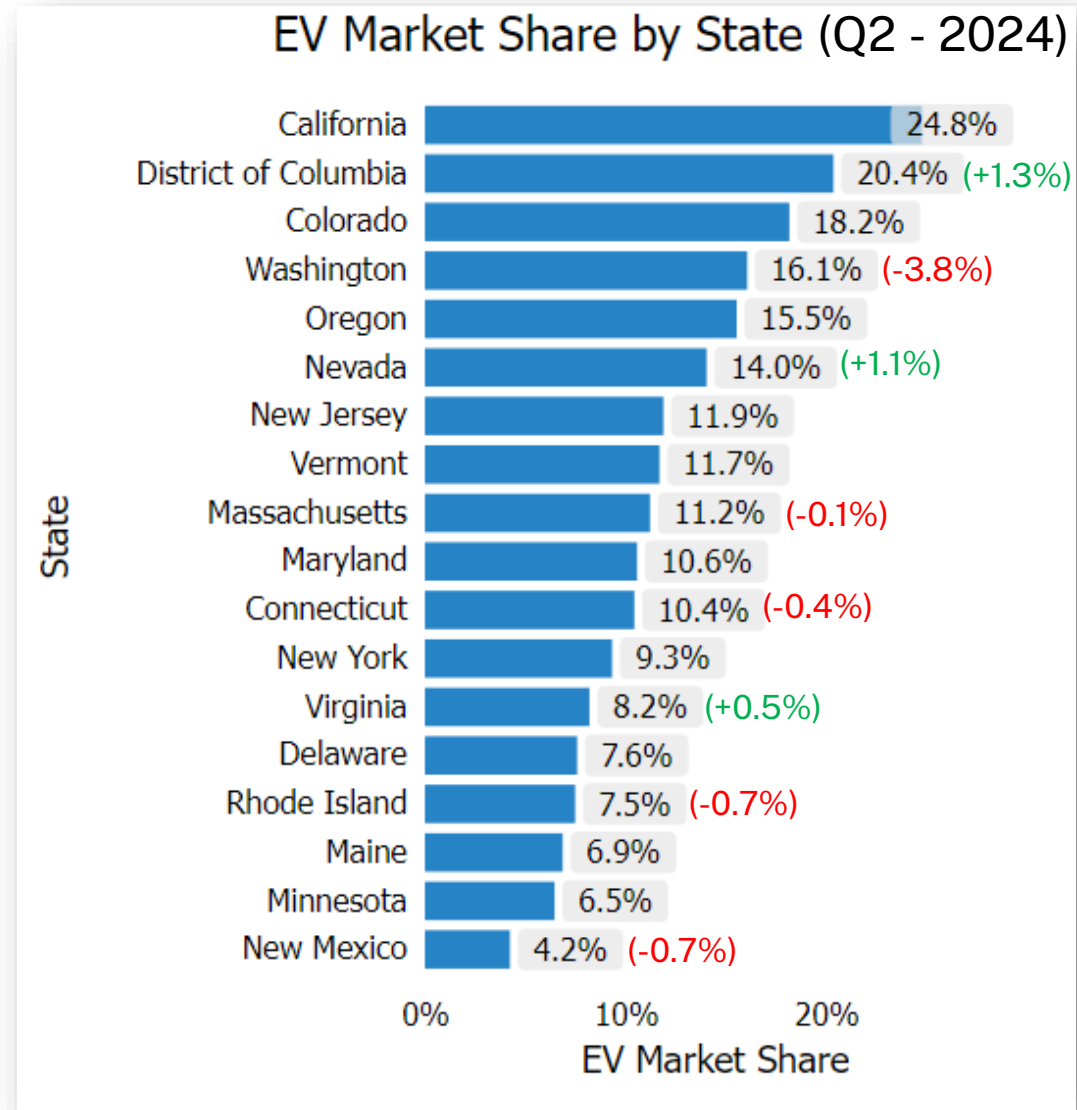
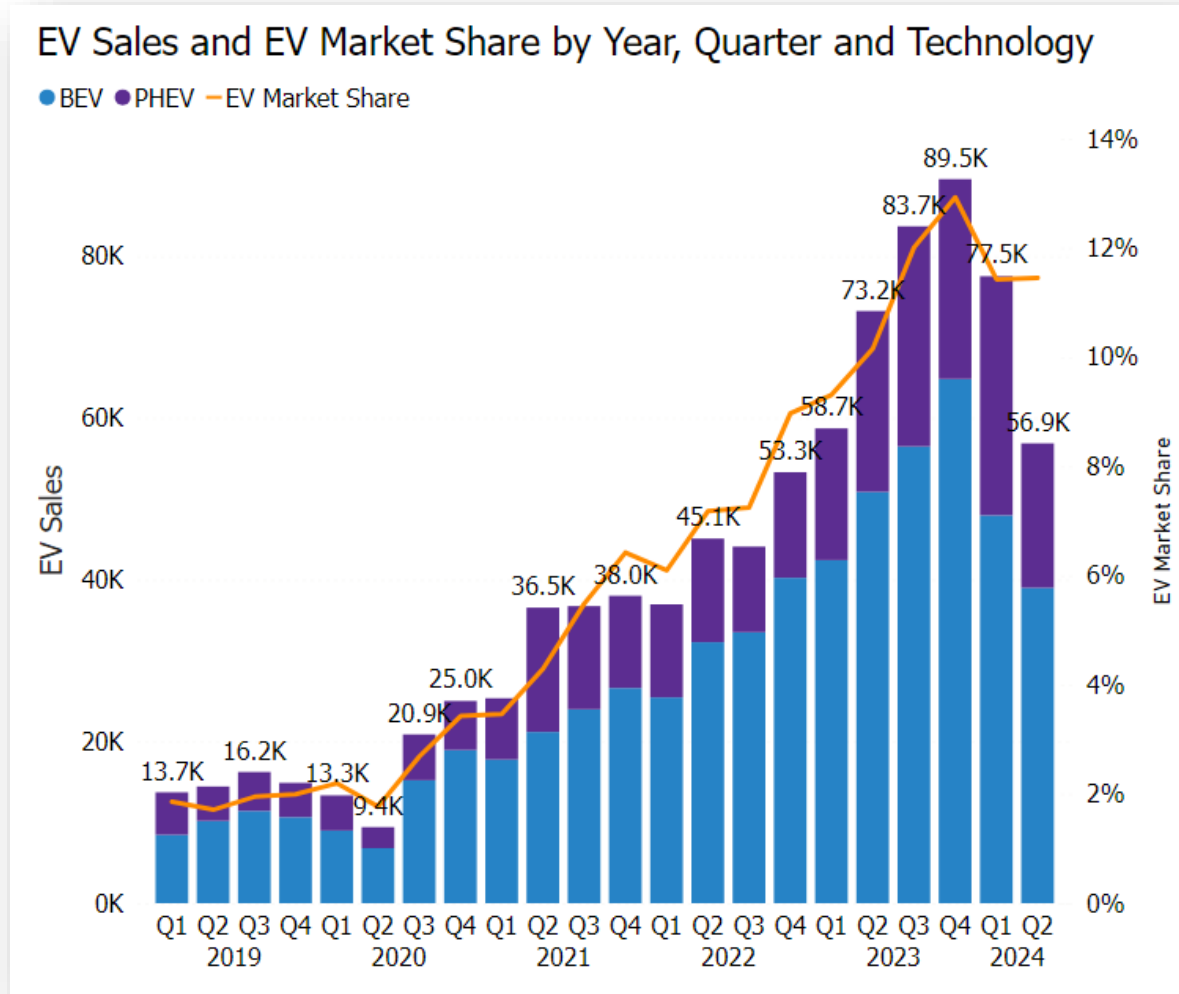


## CT EV Vehicle Summary for 2024 Q2 – Top 5

Image	Vehicle Name	Technology	Vehicle Subtype	GWR Class	Estimated Price	Fuel Economy (MPGe)	Registrations
	TESLA MODEL Y	BEV	SUV/MPV	1	\$54,657	111.0	592
	JEEP WRANGLER	PHEV	SUV/MPV	2A	\$50,027	28.0	294
	TESLA MODEL 3	BEV	Car	1		131.0	174
	TOYOTA RAV4	PHEV	SUV/MPV	1	\$43,429	65.0	161
	HYUNDAI IONIQ 5	BEV	SUV/MPV	1	\$41,650	107.7	78

Source: Atlas Public Policy EV Hub Market Dashboard

# EV DATA – 177 STATES



Selected Section 177 States Include: CT, CO, MA, MD, ME, NJ, NY, OR, RI, VT  
 Source: Atlas Public Policy EV Hub Market Dashboard

# CHEAPR STATS OVERVIEW (2015 to Present)



CHEAPR has issued over **\$31 million** for the purchase or lease of over **16,500 EVs...** since **2015!**

**31% Utilization Rate**

## Program Summary

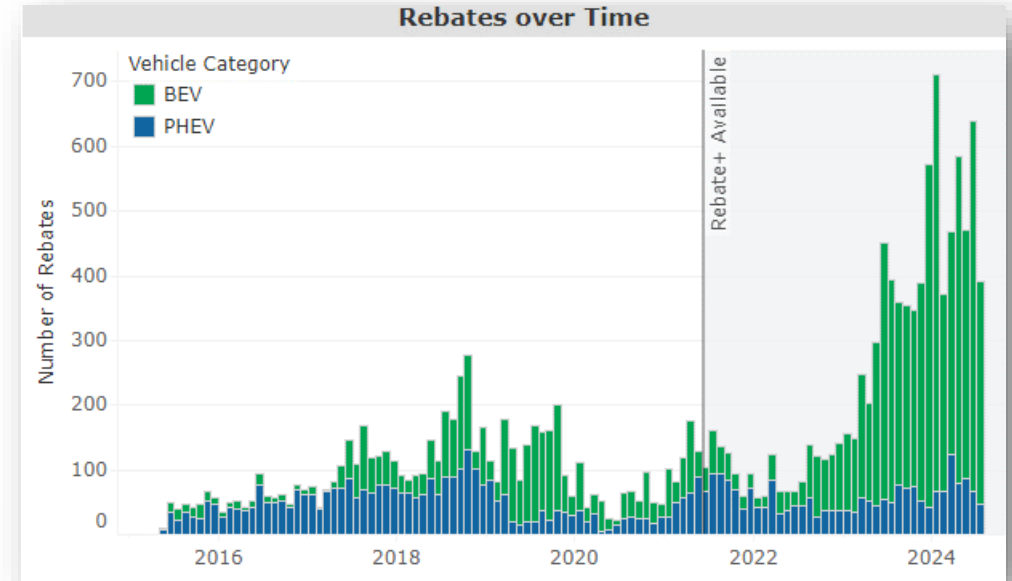
### Program Summary

Select a vehicle category to filter visuals	Total Amount		Rebates		Percent	
	New	Used	New	Used	New	Used
<b>PHEV</b>	\$6,490,250	\$9,000	5,838	8	35.6%	8.4%
<b>BEV</b>	\$24,526,500	\$261,000	10,581	87	64.4%	91.6%
<b>Total</b>	<b>\$31,016,750</b>	<b>\$270,000</b>	<b>16,419</b>	<b>95</b>	<b>100.0%</b>	<b>100.0%</b>

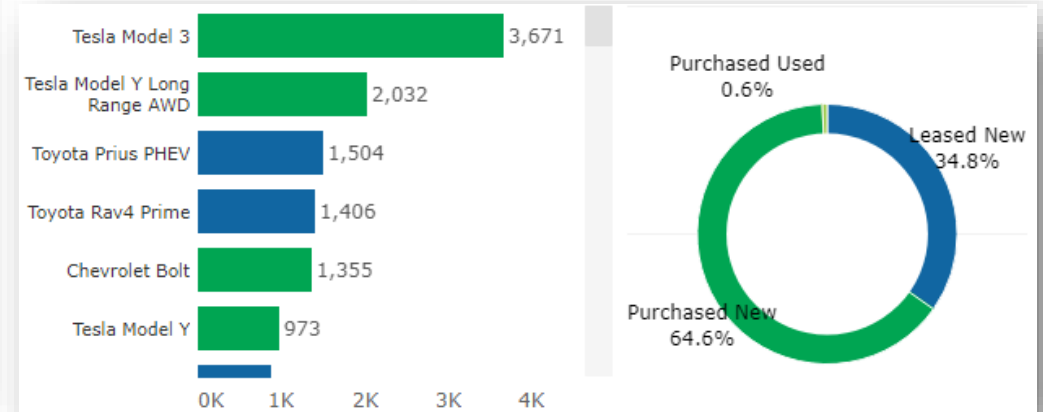
<b>New EVs</b>	16,419
<b>Used EVs</b>	95
<b>Standard Rebate</b>	15,916
<b>Rebate+ New</b>	503
<b>Rebate+ Used</b>	95

Data last updated: 8/6/2024 (most recent months partial)

## Rebates by Month over time



## Top Models





# CHEAPR STATS (2024: JAN 1 – JUL 31)

Available on CHEAPR Stats Page

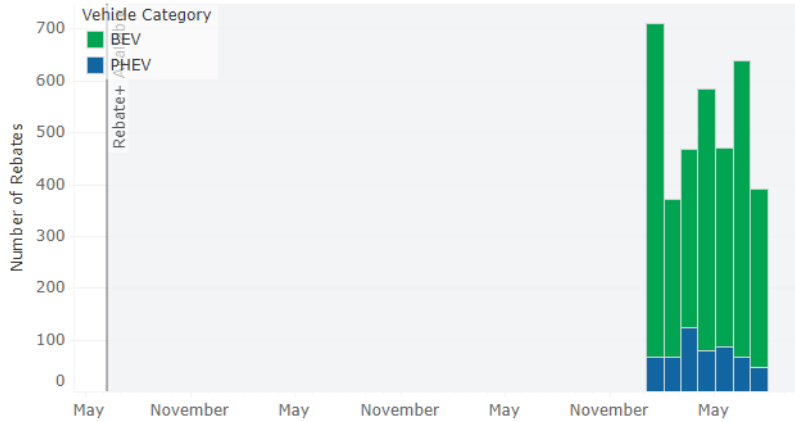


2024 Overview

## Program Summary

Select a vehicle category to filter visuals	Total Amount		Rebates		Percent		New EVs	Used EVs
	New	Used	New	Used	New	Used		
PHEV	\$432,250	\$5,625	536	5	14.9%	8.8%	3,586	57
BEV	\$7,320,250	\$156,000	3,050	52	85.1%	91.2%	3,337	249
<b>Total</b>	<b>\$7,752,500</b>	<b>\$161,625</b>	<b>3,586</b>	<b>57</b>	<b>100.0%</b>	<b>100.0%</b>	<b>249</b>	<b>57</b>

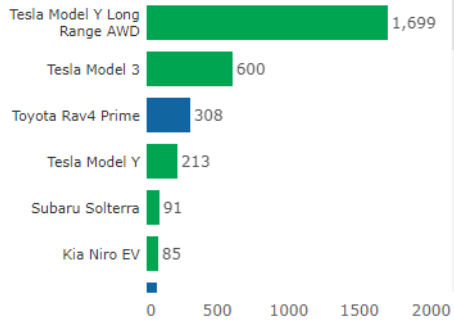
## Rebates over Time



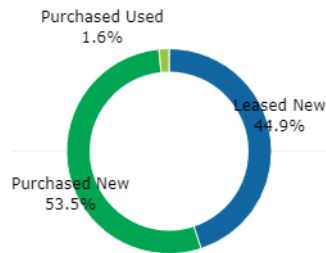
EVs by Category

Most Popular EVs

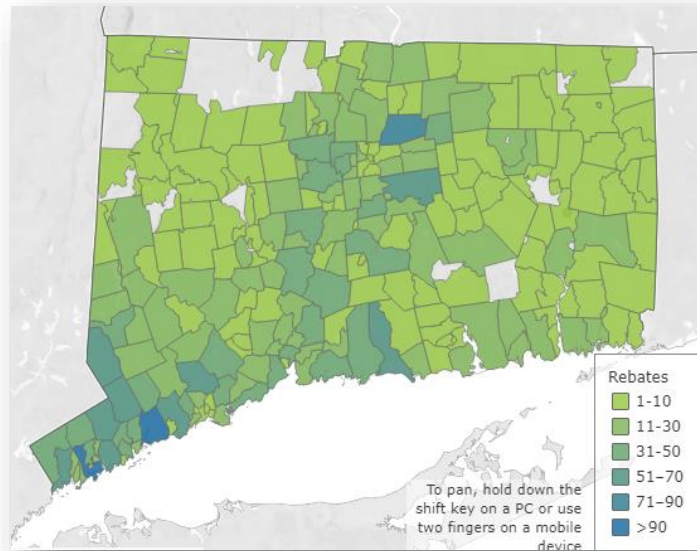
## Rebates by Model



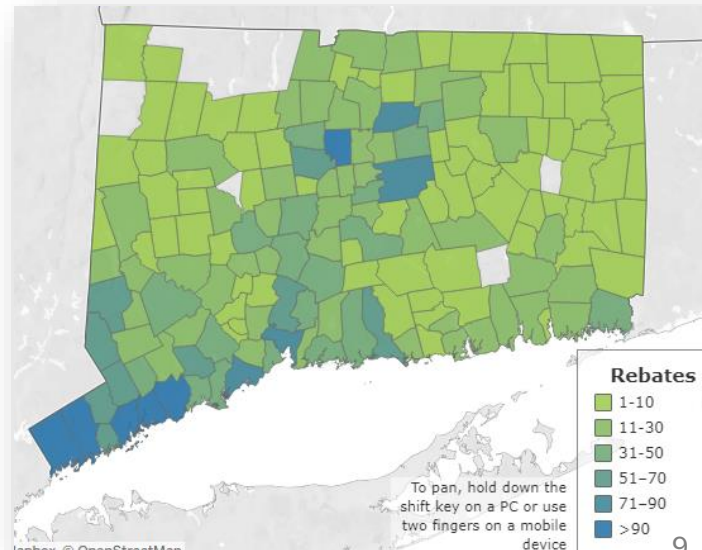
## Purchased v. Leased



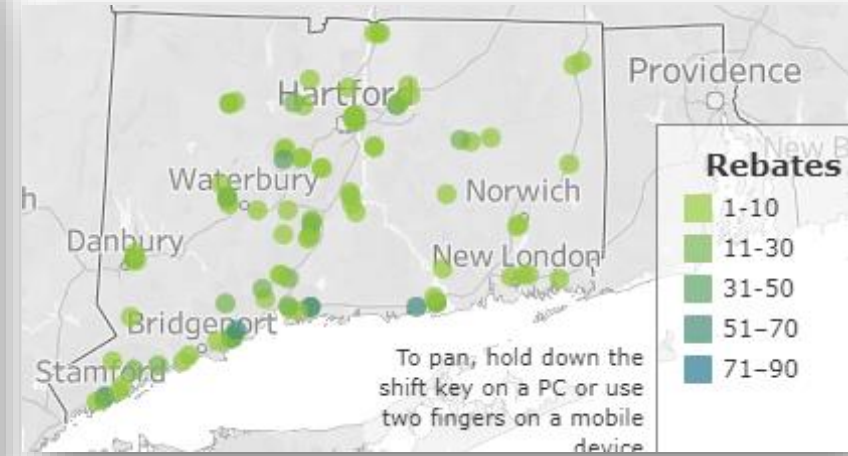
## Rebates by Zip



## Rebates by City



## Rebated Dealerships by Location



## Top Rebated Dealerships

### Top 20 Rebate CT Dealerships

Toyota of Stamford	79
Lynch Toyota	70
Westbrook Toyota	56
Colonial Motors Inc	54
Premier KIA	52
Danbury Hyundai	38
Crowley Buick Oldsmobile LLC	35
A-1 Toyota	30
Hoffman Toyota	28
Key Hyundai Of Manchester	27
Toyota of Wallingford	27
Executive Kia	25
Blasius KIA	24
Kia of East Hartford	23
Euro Performance Cars Inc	22
Kia of Old Saybrook	22
New Country Toyota of Westport	21
Columbia Ford Inc	20
Middletown Toyota	19

### 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: 812



# EV Incentive Levels Analysis

# EV INCENTIVE OVERVIEW



**Problem Statement:** Given rebate uptake and budget constraints, what should incentives levels be adjusted to and when should these changes be made?

## Considerations:

- Projected future revenue and minimal carryover funds need to be considered in the evaluation of a sustainable EV incentive budget.
- Based on current budget projections, a sustainable budget for EV incentives is **\$9.2 million** annually.
- **BEV standard rebate** is responsible for **87% of the annual spend** and is the incentive level is the critical lever to control spending and avoid funding lapse.
- BEV standard rebate must be reduced to maintain program without interruption AND to fund increased Rebate + new and used incentives under Public Act 24-81 section 54 (change from “up to 100%” to “no less than 200%” for Rebate+ over Standard).

## Proposal:

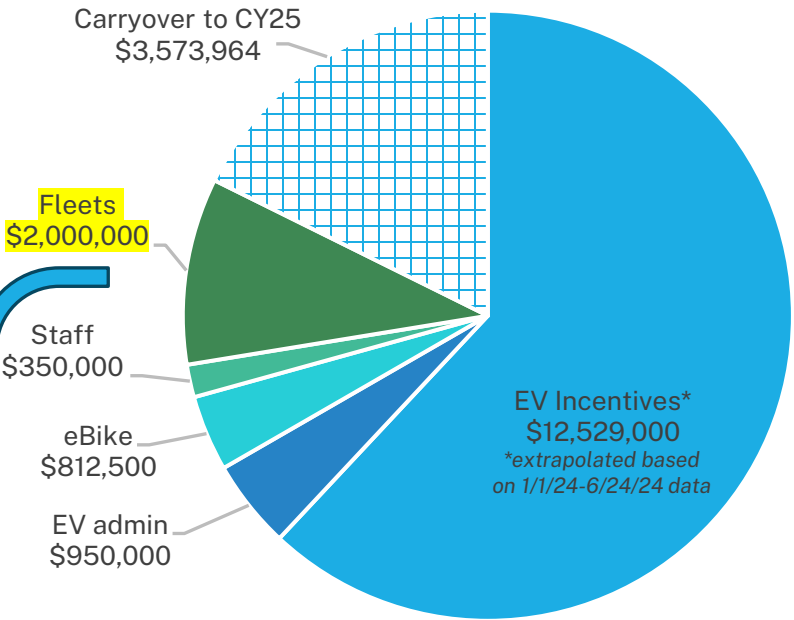
- Jan. 1, 2025
  - Return BEV Standard Rebate to \$1,500 (from \$2,250)
  - Increase BEV Rebate+ to \$3,000 (from \$2,000)
- July 1, 2025 (if Trigger of \$3m of rebates paid out from Jan through Apr)
  - Reduce BEV Standard Rebate to \$1,000
  - Increase BEV Rebate+ to \$4,000

Additionally, increase both PHEV and BEV Rebate+ Used to \$3k and \$5k, respectively.

# CHEAPR ANNUAL BUDGETS



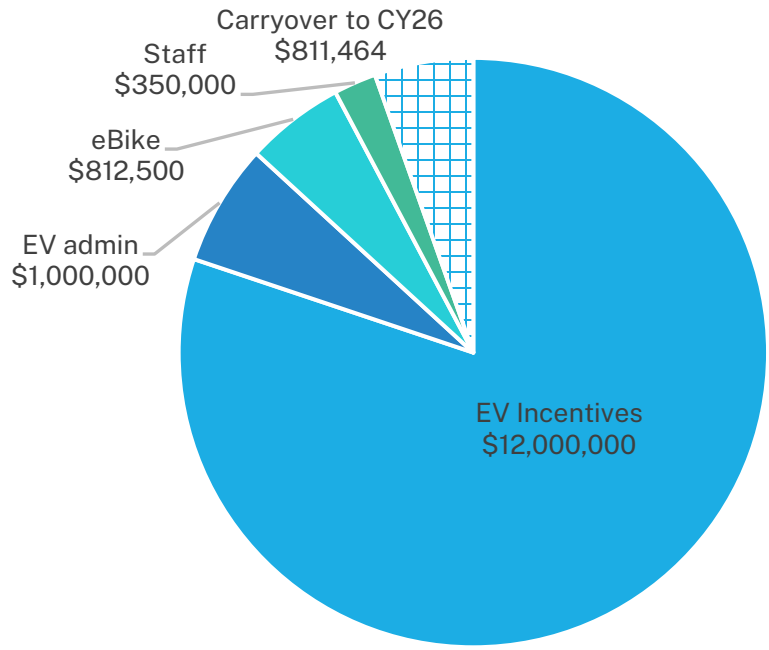
## CY24



Overall Budget	\$20,215,464
Total Expenses	\$16,641,500
Carryover to CY25	\$3,573,464

Note \$2M for Fleets budgeted for CY24, but not for future years.

## CY25



Overall Budget	\$14,973,964
Total Expenses	\$14,162,500
Carryover to CY26	\$811,464

Assuming no carryover, Annual Budget is \$11.4M:

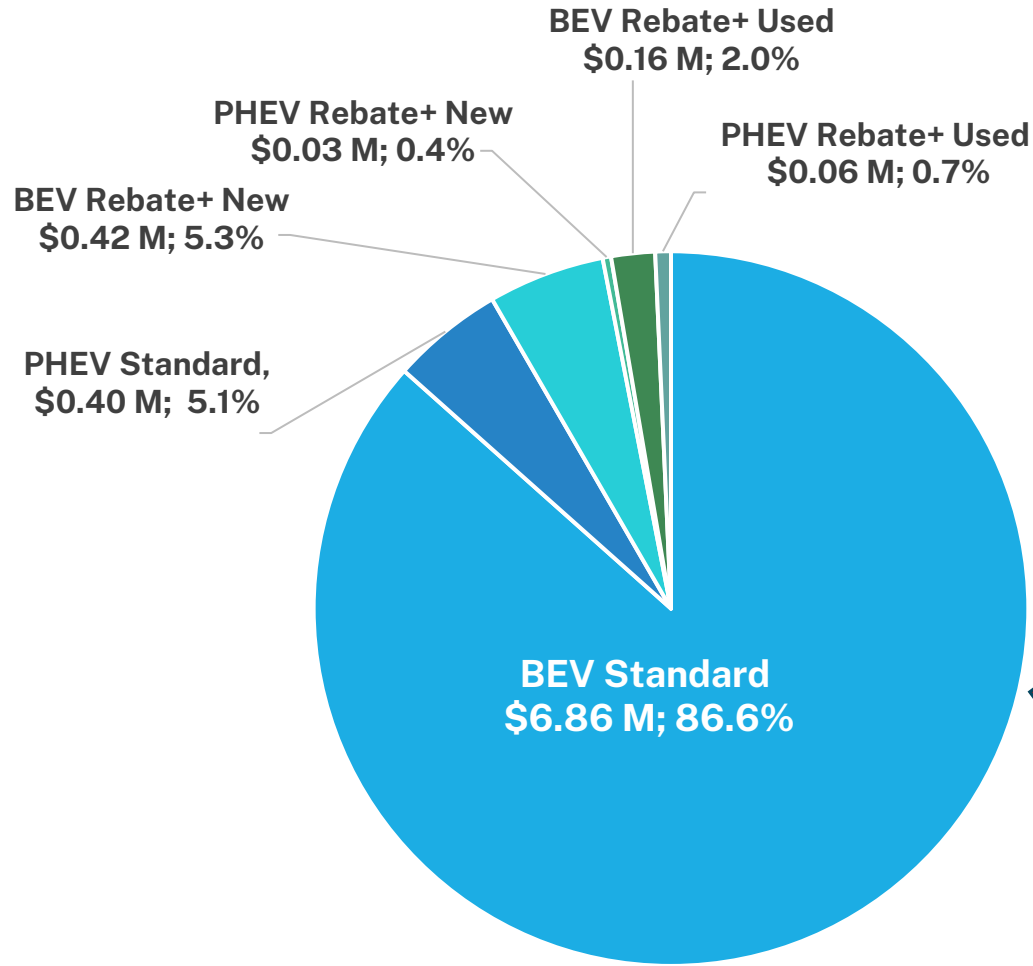
Revenue	
DMV	\$7.0M
RGGI	\$4.4M
<b>Total</b>	<b>\$11.4M</b>

Expenditures	
EV incentives	<b>\$9.2M</b>
EV admin	\$1.0M
eBikes	\$0.8M
Staff	\$0.4M
<b>Total</b>	<b>\$11.4M</b>

\$9.2M is estimated annual EV incentive budget brought forward to next slide to look at scenarios.

# 2024 CHEAPR INCENTIVE BREAKDOWN

Based on 1/1/24-7/30/24 incentives of \$7.9M



**BEV Standard Incentive is 87% of the total incentive budget**



# CHEAPR INCENTIVE SCENARIOS



For 2024, the total EV incentives paid out is **on track to exceed \$12.5M**

This scenario **returns** BEV Standard to \$1,500 and **increases** BEV Rebate+ New to \$3,000

These scenarios **reduce** BEV Standard to \$1,000 and **increases** BEV Rebate+ New to \$3,000 (Scenario 2) and \$4,000 (Scenario 3)

These scenarios build on Scenarios 2 & 3 and **increase** the **Rebate+ Used Incentives**

Note that the BEV Standard drives the incentive level discussion (87% of total incentive \$)

Current Incentives (\$)		2024 Rebates*	Scenario 1		Scenario 2		Scenario 3		Scenario 2a		Scenario 3a	
PHEV Standard	750	922	PHEV Standard	750	PHEV Standard	750	PHEV Standard	750	PHEV Standard	750	PHEV Standard	750
PHEV Rebate+ New	1,500	14	PHEV Rebate+ New	1,500	PHEV Rebate+ New	1,500	PHEV Rebate+ New	1,500	PHEV Rebate+ New	1,500	PHEV Rebate+ New	1,500
<b>BEV Standard</b>	<b>2,250</b>	<b>4830</b>	BEV Standard	<b>1,500</b>	BEV Standard	<b>1,000</b>	BEV Standard	<b>1,000</b>	BEV Standard	<b>1,000</b>	BEV Standard	<b>1,000</b>
BEV Rebate+ New	2,000	354	BEV Rebate+ New	<b>3,000</b>	BEV Rebate+ New	<b>3,000</b>	BEV Rebate+ New	<b>4,000</b>	BEV Rebate+ New	<b>3,000</b>	BEV Rebate+ New	<b>4,000</b>
PHEV Rebate+ Used	1,125	8	PHEV Rebate+ Used	1,125	PHEV Rebate+ Used	1,125	PHEV Rebate+ Used	1,125	PHEV Rebate+ Used	<b>3,000</b>	PHEV Rebate+ Used	<b>3,000</b>
BEV Rebate+ Used	3,000	80	BEV Rebate+ Used	3,000	BEV Rebate+ Used	3,000	BEV Rebate+ Used	3,000	BEV Rebate+ Used	<b>5,000</b>	BEV Rebate+ Used	<b>5,000</b>

\*extrapolated based on 1/1/24-6/24/24 data

	Scenario 1	Scenario 2	Scenario 3	Scenario 2a	Scenario 3a
<b>Low Demand</b> (25% lower than 2024, consistent with 2023 levels)	\$7.4	\$5.4	\$5.7	\$5.5	\$5.8
<b>Baseline Demand</b> (2024 extrapolated)	\$9.8	\$7.2	\$7.6	\$7.4	\$7.7
<b>High Demand</b> (25% higher than 2024)	\$12.3	\$9.0	\$9.5	\$9.2	\$9.7

Numbers above are in Millions

From previous slide, the annual EV incentive budget is assumed at **\$9.2M**

- Below Budget
- At Budget
- Above Budget

# CHEAPR INCENTIVE LEVEL ADJUSTMENTS / TIMING

**January 1, 2025**

This allows time to discuss with CHEAPR board and then CSE to implement on platform while giving dealers/consumers ample notice.

Four months of incentive data allows for adequate sample size and time to make platform adjustment and associated outreach/messaging.

**July 1, 2025**

Return BEV Standard Rebate to **\$1,500**

(from the current \$2,250 incentive)

If incentives paid out from **Jan-Apr 2025** exceeds

**Trigger**

**\$3M total**  
(\$750,000 monthly)

Reduce BEV Standard Rebate to **\$1,000**

This level of incentive uptake is projected to approach the annual **\$9.2M incentive budget**

# CHEAPR INCENTIVE LEVEL ADJUSTMENTS / TIMING

## Current Incentives

Incentives (\$)	
PHEV Standard	750
PHEV Rebate+ New	1,500
<b>BEV Standard</b>	<b>2,250</b>
BEV Rebate+ New	2,000
PHEV Rebate+ Used	1,125
BEV Rebate+ Used	3,000
FCEV Standard New	7,500
FCEV Rebate+ New	2,000
FCEV Rebate+ Used	7,500

## January 1, 2025

Incentives (\$)		
PHEV Standard	750	-
PHEV Rebate+ New	1,500	-
<b>BEV Standard</b>	<b>1,500</b>	↓
BEV Rebate+ New	3,000	↑
PHEV Rebate+ Used	3,000	↑
BEV Rebate+ Used	5,000	↑
FCEV Standard New	1,500	↓
FCEV Rebate+ New	3,000	↑
FCEV Rebate+ Used	5,000	↓

This **returns** BEV Standard to \$1,500 and **increases** BEV Rebate+ New to \$3,000

Additionally, this **increases** the Rebate+ Used Incentives

**Trigger**  
If incentives paid out from Jan-Apr 2025 exceeds **\$3M total** (\$750,000 monthly)

## July 1, 2025

Incentives (\$)		
PHEV Standard	750	-
PHEV Rebate+ New	1,500	-
<b>BEV Standard</b>	<b>1,000</b>	↓
BEV Rebate+ New	4,000	↑
PHEV Rebate+ Used	3,000	-
BEV Rebate+ Used	5,000	-
FCEV Standard New	1,500	-
FCEV Rebate+ New	3,000	-
FCEV Rebate+ Used	5,000	-

These scenarios **reduces** BEV Standard to \$1,000 and **increases** BEV Rebate+ New to \$4,000

# CHEAPR ENGAGEMENT: NEXT STEPS



## Update all CHEAPR Program materials:

- Webpages
- Program Implementation Manual
- Program Terms and Conditions
- Retailer Application
- Consumer Application
- FAQs
- Flyers
- Webinar for Retailers & Residents
- Additional Outreach

## Enhanced outreach efforts:

- **Understanding our Audience:** Invite stakeholder feedback to receive suggestions on overall approach
- **Auto Retailer-Outreach and Education**
- **Marketing**
- **Partnerships**
- **Additional interagency coordination**

# ENGAGEMENT PROCESS: NEXT STEPS



## Next Steps :

- **Ongoing** - Utilize the network created through DEEP's eBike engagement effort to leverage CBOs and local organizations to assist with outreach and engagement for CHEAPR.
- **October** - Hold an ad hoc meeting of the CHEAPR Board and key stakeholders to receive feedback on engagement strategies and increasing uptake of CHEAPR+ LMI focused incentives.
- **November/December** - Hold webinars for auto retailers (including used vehicle retailers) and residents.
- **December** - Press and media focus to publicize upcoming changes to the program
- **Jan. 1, 2025**
  - Return BEV Standard Rebate to \$1,500 (from \$2,250)
  - Increase BEV Rebate+ to \$3,000 (from \$2,000)
- **July 1, 2025** (if Trigger of \$3m of rebates paid out from Jan through Apr)
  - Reduce BEV Standard Rebate to \$1,000
  - Increase BEV Rebate+ to \$4,000

Additionally, increase both PHEV and BEV Rebate+ Used to \$3k and \$5k, respectively.





**Connecticut  
Electric Bicycle**  
INCENTIVE PROGRAM

## **eBike Incentive Program Round 2 Launch**

# EBIKE ROUND 2 LAUNCH

**Budget: \$750,000**

## Incentive levels:

- **Standard Voucher: \$500 (remaining the same)**
- **Voucher+: \$1,250 (Standard + \$750)**
  - This is lowered slightly to allow for more program participation, especially from LMI households and EJ communities

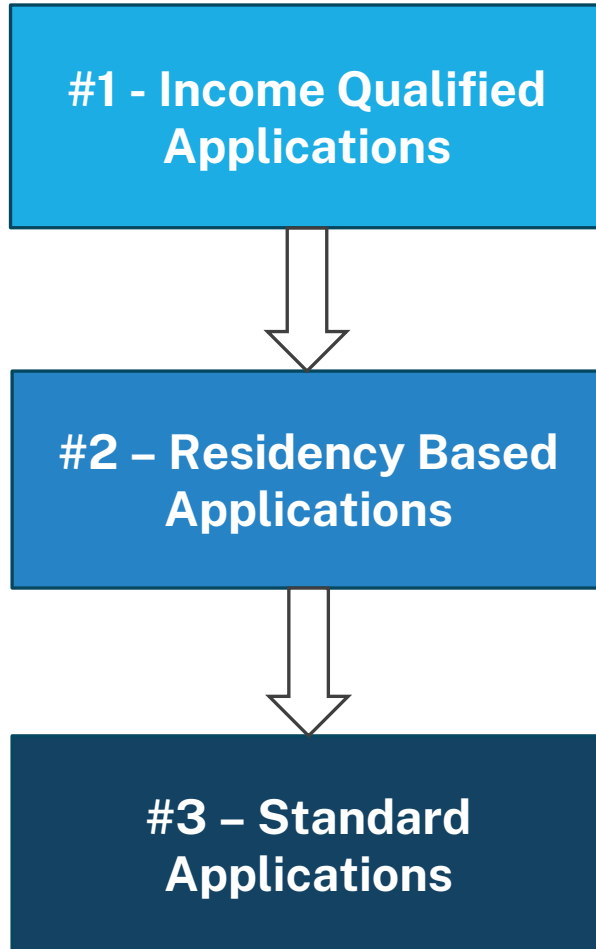
## Timeline:



## Program Parameters remaining similar

- **Participating Retailers must:**
  - Have a physical storefront
  - Be in good standing
  - Offer at least one eligible eBike model
- **Eligible eBikes must:**
  - Have MSRP ≤ \$3,000
  - Have an electrical drive system certified by an accredited testing laboratory for compliance with UL 28493 or EN 15194.
  - Have a manufacturer's warranty for frame and components for a period of not less than one (1) year

# EBIKE INCENTIVE PROGRAM CHANGES



## **NEW** Application portal will remain open for 14 days

- Program launch will be 12 PM ET on September 17<sup>th</sup>!
- Application portal will close 8 PM ET on October 1<sup>st</sup>
- All applications will be accepted through this period

## **NEW** Applications will be sorted and tiered

- Tiers will prioritize income qualified and categorically eligible residents followed by applicants residing in EJ qualified areas
  - Applicants who participate in a state or federal income qualifying program or have an income less than 300% of the Federal Poverty Level (FPL) will be Tier 1
  - If funds remain, the next prioritized tier would be applicants who reside in an Environmental Justice (EJ) community or Distressed Municipality
  - If funds remain, those who applied for a Standard Voucher may receive funds until the budget is exhausted

## **NEW** Vouchers will be awarded via a lottery system

- Applicants will be selected by lottery in each category as opposed to first-come, first-serve system from Round 1

# CBO OUTREACH



## CBO Outreach & Engagement – Round 2 eBikes

Guide for CBOs assisting DEEP with providing support for eBike Voucher Round 2 Launch

### 1. Outreach – Distribution of flyer and application guide (English + Spanish) \*Coming Soon

- Email digital flyer
- Print and hang up

### 2. Technical Assistance –

- Assist community Bike Shop. You
  - [List of eBike...](#)
  - [/media/c...](#)
  - [list.pdf](#)
  - F
  - F
  - [List of pa...](#)
  - [/media/c...](#)
  - [Determin...](#)

### List of Support Partners

Role	Organization	Location	Contact
Outreach	Greater Bridgeport Community Enterprises	Bridgeport	Adrienne Farrar Houel
Outreach	City of Bridgeport, Office of Sustainability	Bridgeport	Chadwick Schroeder
Outreach + TA	Nonprofit Accountability Group	Hartford	Tenaya Taylor
Outreach + TA	Fridgeport/Aspetuck and Black Land Trust	Bridgeport	Reggy Saint Fortcolin
Outreach	CT Economic and Environmental Justice Network	Hartford	Sharon Lewis
Outreach	Bible Way	Hartford	Pastor Terry Stringer
Outreach	Shiloh Baptist	Hartford	Rev. Albert Bailey
Outreach + TA	Swift/NHP	North Hartford	Brenda Watson
Outreach	City of Groton	Groton	Cierra Patrick

# RESOURCES

## Flyer

- Informational flyer with basic program details that guides readers to eBike website to learn more. Currently posted on [website](#) with Spanish version coming soon!

## **Factsheet**

- One page document summarizing the program, its structure and changes from R1 to R2. Provides key information in short format. Coming to website soon!

## **Application Guide**

- Document to provide support on application process. Lists all necessary information and documentation needed in an application, dependent on Tier. Intended for applicants and those assisting applicants through the process. Coming to website soon in both English and Spanish!

## FAQ

- Document with 30+ possible questions and detailed answers that applicants, retailers or those interested in learning more about the program and requirements may have. Currently posted on [website](#) with Spanish version coming soon!

**The [eBike Program Website](#) is constantly being updated with new links, documents and information! Keep checking the website in the coming weeks to see more as information continues to get posted!**



## Buy your eBike and get an instant *discount!*

Receive **\$500-\$1,250** off your purchase

### Open For Applications

Tues., Sept. 17 – Tues., Oct. 1, 2024

The popular Connecticut eBike Incentive Program is back to help make it more affordable to ride a zero-emission electric bicycle and help improve your community's air quality.



### How to Apply

All applicants must first apply for a voucher online through the eBike Incentive Program platform prior to making a purchase at a participating Connecticut eBike retailer. New this year, a lottery system has been established to prioritize vouchers to those who need them the most.

### Incentive Levels

- Standard Voucher: \$500
- Voucher+: Standard Voucher + \$750 = \$1,250

*Must be a Connecticut resident and 18 years or older at time of application. Qualification is based on three tiers:*

- **Tier 1:** Participant in a [state or federal income qualifying program](#) or have an income less than **300% of the federal poverty level**.
- **Tier 2:** Reside in an [Environmental Justice](#) community or [Distressed Municipality](#).
- **Tier 3:** Eligible for Standard voucher.



For information on Eligible eBikes, Voucher+ Qualifications and Participating Retailers:

Connecticut eBike Program ➤ [www.drivecheapr.org/ebikes](http://www.drivecheapr.org/ebikes)



# EBIKE ROUND 2 PRESS EVENT

**Event:** eBike Program Launch – Round 2

**Date:** **Monday, September 16, 2024 @ 12:30 p.m.**

**Location:** Hartford's Bushnell Park at the Soldiers and Sailors Memorial Arch

**Confirmed Retailers:**

- Covered Bridge Electric Bike Rental
- Bicycle Cellar of Farmington Valley
- Devil's Gear
- Airline Cycles
- Spark Cycleworks



# BOARD QUESTIONS AND DISCUSSION

Open for Board Member questions and discussion.

# PUBLIC COMMENTS

**Please raise your hand in the chat.**

DEEP is interested in your feedback on today's presentation. Please submit any comments or suggestions you might have at [deep.mobilesources@ct.gov](mailto:deep.mobilesources@ct.gov) by October 15, 2024.

# CHEAPR BOARD MEETING SCHEDULE

## 2024 CHEAPR Board Meetings

- ✓ **March 14, 2024**
- ✓ **June 6, 2024**
- ✓ **September 12, 2024**
- **December 12, 2024**