

## **Program Design and Implementation Guide**

### **3CE Electrify Your Ride Program**

#### **1. Program Description**

Program designed to provide 3CE customers with rebate incentive after a completed EV purchase or lease<sup>1</sup>. Eligible vehicles must be purchased between January 1, 2021 and June 30, 2021.

#### **2. Program Objectives**

- Provide 3CE customers with local rebate incentive option that is stackable with other EV incentive program offerings
- Accelerate adoption of EVs in 3CE service area
- Drive further EV adoption in low-income communities
- Provide fleet operators with electrification opportunities
- Collaborate with regional partners to facilitate customer applications submittal, as well as outreach/education activities
- Administer a simple application process

#### **3. Program Term**

- The program will accept applications between **February 24, 2021 and July 30, 2021**, or until funding is fully subscribed.
- The last day to submit an application is **July 30, 2021** (note: vehicle must be purchased on or before June 30, 2021. See section 6.1 – vehicle eligibility)

#### **4. Target Market**

- Residential Customers
- Commercial Customers
- Public Agency Customers

#### **5. Recipient Eligibility**

##### **5.1. Residential Customers**

- 5.1.1. Applicant's permanent residence must be enrolled in 3CE electricity service and located in 3CE's service area<sup>2</sup>.
- 5.1.2. Applicant must hold a valid California Driver's License.
- 5.1.3. Customer account must be in "Good Standing"<sup>3</sup>

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<sup>1</sup> 3CE maintains the right to modify the program design, including the eligibility guidelines and award amounts as needed.

<sup>2</sup> Active communities include the Unincorporated Areas of Monterey, San Benito and Santa Cruz, Santa Barbara (PGE Territory only) Counties, and the cities of Arroyo Grande, Del Rey Oaks, Capitola, Carmel, Gonzales, Greenfield, Grover Beach, Guadalupe, Hollister, Marina, Monterey, Morro Bay, Paso Robles, Pismo Beach, Pacific Grove, Salinas, Santa Maria, San Juan Bautista, San Luis Obispo, Sand City, Santa Cruz, Scotts Valley, Seaside, Soledad, Solvang, and Watsonville.

<sup>3</sup> "Good Standing" is defined as \$0 account balance on their PG&E bill for 3CE energy generation charges. 3CE will review the financial standing of each customer. If a residential customer is over **21 day past due** on their account, 3CE staff will notify the customer that they must pay their 3CE charges in full in order to access the particular energy program. 3CE staff will hold the spot for the potential customer during the period of the program and will grant the customer access to funding once the customer has furnished a record of full payment.

## 5.2. Low-income Residential Customers

- 5.2.1. Must verify low-income status through one of the following methods:
- Enrollment in either California Alternate Rates for Energy Program (CARE) or Family Electric Rate Assistance Program (FERA)
  - Enrollment in the Low Income Home Energy Assistance Program (LIHEAP) through Central Coast Energy Services (CCES) - or -Community Action Partnership of San Luis Obispo (CAPSLO), depending on customer location:
    - CCES – customers living in Monterey, Santa Cruz, or San Benito counties
    - CAPSLO – customers living in San Luis Obispo or Santa Barbara counties
- 5.2.2. Applicant’s permanent residence must be enrolled in 3CE electricity service and located in 3CE’s service area.
- 5.2.3. Customer account must be in “good standing” as determined by 3CE<sup>2</sup>
- 5.2.4. Applicant must hold a valid California Driver’s License.

## 5.3. Commercial/Public Agency

- 5.3.1. Business or agency must be enrolled in 3CE service and located in 3CE’s service area<sup>1</sup>
- 5.3.2. Customer account must be in “good standing” as determined by 3CE<sup>4</sup>

## 6. Vehicle Eligibility

### 6.1. Standard Eligibility Requirement

- 6.1.1. Vehicle purchase date must be between February 1, 2021 and June 30, 2021
- 6.1.2. Vehicle must be registered with the California Department of Motor Vehicles (DMV) to an address enrolled in 3CE service

### 6.2. Eligible New Vehicles

- 6.2.1. Eligible new vehicle categories include
- Battery Electric Vehicles (BEV)
  - Plug In Hybrid Electric Vehicles (PHEV)
  - Hydrogen Fuel Cell
  - Electric Motorcycles
- 6.2.2. Eligible new vehicle must be listed on California [Clean Vehicle Rebate Project \(CVRP\)](#) eligible vehicles list

### 6.3. Eligible Used Vehicles

- 6.3.1. Eligible used vehicle categories include:
- Battery Electric Vehicles (BEV)
  - Plug In Hybrid Electric Vehicles (PHEV)
- 6.3.2. Eligible used vehicles must meet the following requirements:
- Must be 8 model years old or newer (e.g. Year 2021 = 2014 or newer).
  - Less than 75,000 original miles.
  - No modifications to chassis or emission control systems.
  - Clean Title. (Cannot be salvaged).

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<sup>4</sup> “Good Standing” is defined as \$0 account balance on their PG&E bill for 3CE energy generation charges. 3CE will review the financial standing of each customer. If a commercial or ag customer is over **17 day past due** on their account, 3CE staff will notify the customer that they must pay their PG&E utility charges in full in order to access the particular energy program. 3CE staff will hold the spot for the potential customer during the period of the program and will grant the customer access to funding once the customer has furnished a record of full payment.

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- e) No Open Recalls. (Open recalls must show proof of repairs).
- f) Able to provide vehicle inspection by licensed automotive mechanic, upon request.
- g) Able to provide vehicle history report, upon request.
- h) Vehicle meets the minimum combined Miles Per Gallon (MPG) ratings (use chart below).

| Fuel Economy Requirements Chart |                         |
|---------------------------------|-------------------------|
| Vehicle Year                    | Min Combined MPG Rating |
| 2014                            | 30                      |
| 2015                            | 31                      |
| 2016                            | 32                      |
| 2017                            | 37                      |
| 2018                            | 38                      |
| 2019                            | 40                      |
| 2020                            | 42                      |
| 2021                            | 45                      |

## 7. Funding Distribution

### 7.1. Incentive Amounts by Vehicle Category

| Vehicle Categories      | New Vehicle Incentives |                      | Used Vehicle Incentives |                      |
|-------------------------|------------------------|----------------------|-------------------------|----------------------|
|                         | Base Incentive         | Low Income Incentive | Base Incentive          | Low Income Incentive |
| Battery Electric        | \$2,000.00             | \$4,000.00           | \$1,000.00              | \$2,000.00           |
| Plug in Hybrid Electric | \$1,000.00             | \$2,000.00           | \$700.00                | \$1,400.00           |
| Electric Motorcycle     | \$300.00               | \$600.00             | n/a                     | n/a                  |
| Hydrogen Fuel Cell      | \$2,500.00             | \$5,000.00           | n/a                     | n/a                  |

### 7.2. EV Program Incentive Allocation by County<sup>5</sup>

| County                            | Total Incentives Available <sup>6</sup> | Incentive Percentage Allocation |
|-----------------------------------|---|---------------------------------|
| Monterey County                   | \$225,828                               | 32%                             |
| San Benito County                 | \$39,301                                | 6%                              |
| San Luis Obispo County            | \$87,267                                | 12%                             |
| Santa Barbara County <sup>7</sup> | \$158,671                               | 23%                             |
| Santa Cruz County                 | \$188,932                               | 27%                             |
| <b>TOTAL</b>                      | <b>\$700,000</b>                        |                                 |

<sup>5</sup> SCE maintains the right to re-allocate funding by County for any reason and at any time.

<sup>6</sup> Based on share residential and commercial energy load

<sup>7</sup> PG&E territory only, does not account for SCE territory

### 7.3. Incentive distribution process

- 7.3.1. Incentive awards will be reserved and distributed on a first-come first serve basis until funding is fully subscribed.

### 7.4. Incentive award limitations

- 7.4.1. Residential customers: up to one vehicle per household
- 7.4.2. Commercial customers: up to five vehicles per commercial customer
- 7.4.3. Public agencies: Up to five to per agency to receive base incentives. If more than five, limit determined on case by case basis

## 8. Application Process (Also see process flow)

8.1. Customer collects the following supporting documentation before application submittal

### a) For Residential Customers

- Car Registration (temporary is acceptable)
- Valid CA Driver's license
- A full copy of the sales/lease agreement (temporary is acceptable)
- If applicable, copy of PG&E Utility Bill ("Blue Bill")
- For low-income qualifying residential customers not enrolled in CARE/FERA – see section 9 – Low Income Verification Process

### b) For Commercial/Public Agencies

- Car Registration (temporary is acceptable)
- A full copy of the sales/lease agreement
- If applicable, copy of the PG&E Utility Bill ("Blue Bill") for customer parent account.

8.2. Customer applies through the online application form: <https://3cenergy.org/electric-vehicle-incentive-program/>

8.3. 3CE Staff performs a verification check for completeness and eligibility. This includes verification of 3CE customer account status, sale/lease documentation, vehicle eligibility, etc.

8.4. Applicant is notified of application approval/rejection

8.5. Payment information for approved applicants is submitted to 3CE Finance Dept. for payment.

8.6. Check is issued for payment

## 9. Income Qualified Verification Process

9.1. In 3CE online application, 3CE customer may check a box to indicate if they are eligible for the low-income incentive (eligible for CARE or FERA or Low Income Home Energy Assistance Program) and that they are verified through one of the following methods:

- Current enrollment in CARE/FERA program (verified by 3CE)
- Current enrollment in LIHEAP (verified by CCES or CAPSLO)

## 9.2. Customers NOT Enrolled in CARE/FERA

Before submitting 3CE application, qualifying customers not enrolled in CARE or FERA program are required to apply for low income assistance through *Central Coast Energy Services (CCES)* - or - *Community Action Partnership of San Luis Obispo (CAPSLO)*, depending on customer location:

- CCES – customers living in Monterey, Santa Cruz, or San Benito counties
- CAPSLO – customers living in San Luis Obispo or Santa Barbara<sup>8</sup> counties

### **For Monterey Bay Region Customers (CCES)**

1. **Mail:** Customer calls 1-888-728-3637 and requests a CARE/FERA or LIHEAP form. CCES sends the customer:
  - CARE/FERA or LiHEAP form
  - Program flyer (English, Spanish) – provided by 3CE
  - Return envelope
2. **Phone:** Customer calls 1-888-728-3637 and information intake is completed over the phone
3. **Download:** CARE/FERA application download on 3CE website (for CCES service area ONLY):  
Residential CARE English: <https://energyservices.box.com/s/7ncn8sphni6eqdhr9hp0f8c7p5mrrt9j>  
Residential CARE Spanish: <https://energyservices.box.com/s/hh3hqji8l4ojtya3xsnt1ip9w49sad0q>  
Sub-metered CARE English: <https://energyservices.box.com/s/po4jcu98dzri2t8lnwqs0g4sjjy4aj63>  
Sub-metered CARE Spanish: <https://energyservices.box.com/s/aybehmf1am3tkm5l0rx6uzi214ws2th>  
LiHEAP Application English:  
<https://www.energyservices.org/apps/HEAPApplicationWithInstructions.pdf>  
LiHEAP Application Spanish:  
<https://www.energyservices.org/apps/HEAPSpanishAppWithInstructions.pdf>

### **For San Luis Obispo and Santa Barbara County customers (CAPSLO):**

Qualifying customers not enrolled in CARE/FERA program are required to apply for low-income verification through CAPSLO's LIHEAP application process:

1. **Mail:** Customer calls (805) 541-4122 x10 or sends an email to [heap@capslo.org](mailto:heap@capslo.org). CAPSLO sends the customer:
  - LIHEAP form
  - Program flyer (English, Spanish) – provided by 3CE
  - Return envelope
2. **Phone:** Customer calls (805) 541-4122 x10 and LIHEAP information intake is completed over the phone
3. **Location:** 3970 Short Street, Suite # 110, San Luis Obispo, CA 93401
4. **Download:** LIHEAP application download on CAPSLO [website](#) (for CAPSLO service area ONLY):  
English HEAP Application: <https://capslo.org/wp-content/uploads/2021/01/2021-New-HEAP-English.pdf>  
Residential CARE Spanish: <https://capslo.org/wp-content/uploads/2020/01/2020-HEAP-Spanish.pdf>

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<sup>8</sup> PG&E territory only

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### **Low Income Verification Process**

On a weekly basis (or less depending on number of applications), 3CE, with prior customer authorization, sends an email to CCES or CAPSLO with the following customer contact information to confirm or deny that 3CE customer has completed a low-income verification check/application status:

1. Name
2. Address
3. Phone Number

Within three business days, CCES/CAPSLO sends the following verification response email to 3CE indicating low-income verification status for each applicant:

1. Low-Income Eligible
2. Denied: Not low-income eligible
3. Deficient
4. No current application on file

Applicants who successfully verified low-income status are deemed eligible for low-income incentive.