

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 lease¹. Eligible vehicles must be purchased between February 1, 2021 and September 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 September 30, 2021**, or until funding is fully subscribed.

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 area².
- 5.1.2. Applicant must hold a valid California Driver's License.
- 5.1.3. Customer account must be in "Good Standing"³

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

² 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.

³ "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:
- a) Enrollment in either California Alternate Rates for Energy Program (CARE) or Family Electric Rate Assistance Program (FERA)
 - b) 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 3CE²
- 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 area¹
- 5.3.2. Customer account must be in “good standing” as determined by 3CE⁴

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

6.3. 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:
- a) Must be 8 model years old or newer (e.g. Year 2021 = 2014 or newer).
 - b) Less than 75,000 original miles.
 - c) No modifications to chassis or emission control systems.
 - d) Clean Title. (Cannot be salvaged).
 - e) No Open Recalls. (Open recalls must show proof of repairs).

⁴ “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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- 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 County⁵

County	Total Incentives Available ⁶	Incentive Percentage Allocation
Monterey County	\$225,828	32%
San Benito County	\$39,301	6%
San Luis Obispo County	\$87,267	12%

⁵ 3CE maintains the right to re-allocate funding by County for any reason and at any time.

⁶ Based on share residential and commercial energy load

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Santa Barbara County ⁷	\$158,671	23%
Santa Cruz County	\$188,932	27%
TOTAL	\$700,000	

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

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

⁷ PG&E territory only, does not account for SCE territory

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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, CAPSLO, or 3CE staff)

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 assistance through the Low Income Home Energy Assistance Program (LIHEAP). Customers should apply through *Central Coast Energy Services (CCES)*, *Community Action Partnership of San Luis Obispo (CAPSLO)*, or another regional LIHEAP administrator depending on customer location. 3CE staff will verify applicant LIHEAP eligibility by verifying with the applicable LIHEAP provider.