



FOR IMMEDIATE RELEASE
DECEMBER 9, 2025

Central Coast Community Energy Announces New EV Rebates

EYR Program Now Includes Bidirectional Chargers

MONTEREY, Calif., December 9, 2025 – Central Coast Community Energy (3CE) will offer customers even more support for their electrification projects with its newly updated Electrify Your Ride (EYR) program, launching January 1, 2026. The enhanced program includes cash rebates for bidirectional chargers, which can help customers power their homes and shift their energy use to less expensive times of day by drawing power from their electric vehicle's battery.

Beginning in 2026, the EYR program will offer rebates across a variety of EVs and charging technologies, including new and used battery-electric vehicles, plug-in hybrids, electric motorcycles, Level 2 chargers, and charger installation. Customers will be eligible for an additional \$500 incentive when installing a bidirectional charger.

Bidirectional charging is an emerging technology that allows energy to flow both ways: charging an EV when renewable electricity is abundant and sending energy back to the home (or to the grid) when needed. This capability strengthens energy resilience, supports grid reliability and emissions reduction, and maximizes the value of EV ownership.

“Transportation is the largest source of greenhouse gas emissions in California. Making electrification affordable for our customers is one of the most meaningful steps we can take to combat climate change,” said Chris Cook, Director of Energy Programs at 3CE. “By adding support for bidirectional chargers, we’re giving people new tools to take control of their energy bill and reduce emissions at the same time.”

3CE’s residential EYR program has helped nearly 4,000 customers purchase or lease an EV since 2021, providing customers with savings of over \$9 million. The updated program is designed to help 3CE partner with even more households and to continue providing enhanced support for income-qualified customers who can benefit most from long-term savings, cleaner air, and reduced transportation costs.

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About Central Coast Community Energy

Central Coast Community Energy (3CE) is a public agency that sources competitively priced electricity from clean and renewable energy resources. 3CE is governed by local officials who



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represent the communities that make up 3CE and serves more than 1.2 million people throughout the Central Coast, including residential, commercial, and agricultural customers in Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties. Revenue generated by 3CE supports the transition to carbon-free power and is invested locally through innovative energy programs designed to lower greenhouse gas emissions. Learn more at 3CEnergy.org and on social media, including Facebook, Instagram, YouTube, and X/Twitter.

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Meridith Cook

Communications Specialist

Tel: +1-831-641-7238

mcook@3ce.org