



CLEAN VEHICLE
REBATE PROJECT™
FINAL REPORT | FY 2014–2015



California Environmental Protection Agency
 **Air Resources Board**



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Contents

Acronyms and Abbreviations	6
I. Executive Summary.....	8
II. Project Background.....	9
III. Project Implementation.....	10
Rebate Processing.....	11
Quality Assurance and Control	11
Efficiency Improvements	12
Outreach and Education	12
General Consumer Outreach and Education Events.....	12
Utility Customer Education Program	14
Dealer Outreach and Education.....	14
Outreach and Education to Disadvantaged Communities.....	15
Translation	17
Outreach Events to Disadvantaged Communities	18
Project Transparency and Evaluation	18
Rebate Data: Funding and Vehicle Adoption	19
Online Transparency Tools for Rebate Data	19
Consumer Survey Data.....	20
Online Transparency Tools for Survey Data.....	20
Other Activities	21
IV. Project Outcomes	21
Rebate Distribution Totals for Disadvantaged Communities	22
Rebate Distribution	23
Rebate Distribution by Consumer Type.....	23
Rebate Distribution by Own vs. Lease	23
Rebate Distribution by Air District	23
Rebate Distribution by Vehicle Category.....	24
Rebate Distribution by Model.....	24

Rebate Distribution in Disadvantaged Communities.....	25
Rebate Project Participation	25
Project Participation Rates.....	25
Participation Calculation Considerations.....	30
Participant Description	30
V. Summary.....	33
VI. Appendix A: Education and Outreach Materials	35
Exhibit 1. Map of Outreach Event Locations.....	35
Exhibit 2. Event Photos	36
Exhibit 3. Dealership Educational Flyer.....	38
Exhibit 4. EV 101 Flyer—English and Spanish	40
Exhibit 5. Incentive Flyers	44
Consumer Incentive Flyer (General Version)	44
Consumer Incentive Flyer (Spanish Version)	44
Consumer Incentive Flyer (San Joaquin Valley Air Pollution Control District Version)	45
Consumer Incentive Flyer (Manufacturer-Specific Version).....	45
VII. Appendix B: Online Transparency Tools.....	46
Exhibit 1. Rebate Statistics Tool.....	46
Exhibit 2. Rebate Statistics Map.....	47
Exhibit 3. EV Consumer Survey Dashboard.....	48
VIII. Appendix C: Rebates Paid with FY 2014–2015 Funding	49
Exhibit 1. Rebates by Applicant Type	49
Exhibit 2. Rebates by Vehicle Category.....	49
Exhibit 3. Rebates by Vehicle Model.....	49
Exhibit 4. Rebates by Lease or Purchase.....	50
Exhibit 5. Purchase Price or Lease Agreed-Upon Value	51
Exhibit 6. Rebates by Rebate Amount	51
Exhibit 7. Rebates by Air District.....	52
Exhibit 8. Map of Rebates by Air District	53
Exhibit 9. Map of PHEV Rebates by Air District.....	53
Exhibit 10. Map of BEV Rebates by Air District	54
Exhibit 11. Map of Other Vehicle Type Rebates by Air District.....	54

Exhibit 12. Rebates by Disadvantaged Community Status 55

Exhibit 13. Participation Rate by County and Vehicle Type 55

Exhibit 14. Survey Invitees and Respondents by County 57

Exhibit 15. Survey Invitees and Respondents by Vehicle Model 59

IX. Appendix D: Rebates Paid with FY 2014–2015 CEC Funding 60

 Exhibit 1. CEC Funded Rebates by Air District..... 60

 Exhibit 2. CEC Funded Rebates by Vehicle Category and Model 61

Acronyms and Abbreviations

AB	Assembly Bill
APCD	Air Pollution Control District
AQIP	Air Quality Improvement Program
AQMD	Air Quality Management District
ARB	Air Resources Board
BEV	battery-electric vehicle
CAC	Charge Ahead California
CalEPA	California Environmental Protection Agency
CalETC	California Electric Transportation Coalition
CBO	community-based organization
CCI	California Climate Investments
CSE	Center for Sustainable Energy
CV	clean vehicle
CVRP	Clean Vehicle Rebate Project
CZEV	commercial zero-emission vehicle
EREV	extended-range electric vehicle
EUC	Energy Upgrade California
EV	electric vehicle
FCEV	fuel cell electric vehicle
FY	fiscal year
GHG	greenhouse gas
HOV	high-occupancy vehicle
NEV	neighborhood electric vehicle
OEHHA	Office of Environmental Health Hazard Assessment
OEM	original equipment manufacturer
PEV	plug-in electric vehicle
PHEV	plug-in hybrid electric vehicle
PV	photovoltaic
QC	quality control
SB	Senate Bill
UC	University of California
UT	University of Texas

VAVR Voluntary Accelerated Vehicle Retirement
ZEV zero-emission vehicle

I. Executive Summary

The Clean Vehicle Rebate Project (CVRP) is one of the California Air Resources Board's (ARB) voluntary incentive programs. CVRP is designed to accelerate on-road deployment of zero-tailpipe-emission-capable passenger vehicles—including fuel cell, all-battery and plug-in hybrid electric vehicles—and to encourage clean technology innovation. In addition to providing rebates for the purchase or lease of new, eligible vehicles, CVRP provides clean-vehicle market information to California consumers and stakeholders. The project's scope of work includes creating a website with project information and online application capabilities, processing rebates, statewide technology outreach and education and various other market facilitation activities.

CVRP receives funding from several sources. Since its start, CVRP has received funding from the Air Quality Improvement Program (AQIP). AQIP is authorized under the California Alternative and Renewable Fuel, Vehicle Technology, Clean Air and Carbon Reduction Act of 2007 Assembly Bill (AB) 118 (Núñez, Chapter 750, Statutes of 2007) and reauthorized by AB 8 (Perea, Chapter 401, Statutes of 2013), which extended the fees that support AQIP through 2023. Through AQIP, the ARB invests in clean vehicle and equipment projects, including CVRP, that reduce criteria air pollutants and toxic emissions, often with concurrent climate change benefits. Funding for AQIP comes from smog abatement fees, vehicle/vessel registration fees and equipment identification plate fees.

CVRP is also supported by the California Climate Investments (CCI) program. This funding comes from cap-and-trade auction proceeds appropriated to the ARB from the Greenhouse Gas Reduction Fund for Low-Carbon Transportation Investments. The majority of CVRP funding in fiscal year (FY) 2014–2015 came from this source.

Finally, CVRP has also received funding over several budget cycles from the California Energy Commission's Alternative and Renewable Fuel and Vehicle Technology Program and Fund, authorized by AB 118/AB 8, via interagency agreements between the Energy Commission and the ARB and budget appropriations.

For FY 2014–2015, CVRP distributed \$114,641,650 in rebate funds to owners and lessees of eligible vehicles in California. From project inception in 2010 through the end of FY 2014–2015 funding, CVRP issued or reserved nearly 123,000 rebates totaling over \$260 million. This report summarizes the funding, implementation and outcomes of CVRP during FY 2014–2015.

With FY 2014–2015 funding, CVRP issued 53,145 rebates for eligible vehicles in California, totaling \$114,641,650 in rebate funds.

II. Project Background

On December 1, 2009, the ARB awarded the Center for Sustainable Energy (CSE, then known as the California Center for Sustainable Energy) a grant to administer CVRP, a statewide clean-vehicle market facilitation project. Through a competitive grant process, the ARB has selected CSE to administer the project each fiscal year since then.

Table 1 lists initial and FY 2014–2015 maximum rebate amounts, which are consistent with the amounts in place at the end of FY 2013–2014. Maximum rebate amounts were reduced in FY 2011–2012 to increase the number of incentives while still providing a rebate large enough to influence consumers.¹

Table 1. Initial and FY 2014–2015 Maximum Rebate Amounts

Vehicle Category	Initial Maximum Rebate Amount (FY 2010–2011)	Maximum Rebate Amount FY 2014–2015
BEVs	\$5,000	\$2,500
FCEVs	\$5,000	\$5,000
PHEVs	\$1,500 (new as of FY 2011–2012)	\$1,500
ZEMs and NEVs	\$1,500	\$900
CZEVs	\$20,000	As of FY 2011–2012, covered under the Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project

At the end of FY 2010–2011, 14 vehicles were eligible for CVRP. An additional seven eligible vehicles were added to the project in FY 2013–2014, and five eligible vehicles were added in FY 2014–2015. The total number of eligible vehicles as of the end of FY 2014–2015 was sixty-three. Table 2 summarizes eligible vehicles by vehicle category.

Table 2. Eligible Number of Vehicles at the End of FY 2014–2015

Vehicle Category	Eligible Number of Vehicles at the End of FY 2014–2015
BEVs	31
FCEVs	4
PHEVs	7
ZEMs and NEVs	21
TOTAL	63

¹ California Air Resources Board. 2011. AB 118 Air Quality Improvement Program Funding Plan for Fiscal Year 2011–12. Retrieved October 17, 2016 from https://www.arb.ca.gov/msprog/aqip/fundplan/final_approved_aqip_fy2011_funding_plan.pdf

Rebate-eligible applicants include individuals, businesses, public agencies and nonprofit organizations. Project terms and conditions, including eligibility requirements, are provided on the CVRP website and in the rebate application. These requirements and other project guidelines are updated at least annually in the CVRP Implementation Manual. All project documents are available at <https://cleanvehiclerebate.org>.

From project inception through FY 2013–2014, CVRP received a total of \$149,263,162 from several sources. In FY 2014–2015, CVRP received \$122,360,000. Table 3 summarizes FY 2014–2015 funding.

Table 3. FY 2014–2015 Funding Sources and Amounts

Funding Source	Grant Number	Vehicle Rebates	Rebate Processing Fees	Total Funding
Air Quality Improvement Program	G14-AQIP-01	\$33,336,000	\$1,664,000	\$35,000,000
California Energy Commission	G14-AQIP-01	\$5,000,000	\$0	\$5,000,000
Low-Carbon Transportation Investments*	G14-AQIP-01 Amendment 1	\$78,933,824	\$3,426,176	\$82,360,000
TOTALS		\$117,269,824	\$5,090,176	\$122,360,000

* \$2,877,000 of the Low-Carbon Transportation Investments funding is for the Public Fleet Pilot Project.

More than 95% of total project funding was used for vehicle rebates, with the remaining amount covering rebate processing fees. These fees include all of CSE’s labor and expenses to conduct project outreach to general consumers, disadvantaged communities, dealers and other stakeholders; run project operations, including processing rebate applications, enforcing project requirements and issuing rebate checks; conduct project analysis and transparency; and provide project management oversight.

With FY 2014–2015 funding, CVRP issued 53,145 rebates amounting to \$114,641,650. A small amount of vehicle rebate funds remained unallocated at the end of the project period, primarily from applications that were cancelled near the end of the period. These remaining funds were rolled into FY 2015–2016 for vehicle rebates.

III. Project Implementation

Implementing CVRP involved coordinating activity in these main areas:

1. Rebate processing

2. Outreach and education to car-buying consumers
3. Outreach and education to disadvantaged communities
4. Project transparency and evaluation

CSE responded to continued project growth by adding seventeen new CVRP staff members, bringing the total size of the team to twenty-seven at the end of FY 2014–2015. These staffing changes included backfilling for departed staff, growing the rebate processing and outreach teams, expanding transparency and evaluation staff, increasing outreach to members of disadvantaged communities and hiring staff dedicated to working on equity aspects of the project.

The following sections summarize key activities and accomplishments in each of these areas for FY 2014–2015.

Rebate Processing

Processing rebates accurately, efficiently and transparently is central to the success of CVRP. In FY 2014–2015, CSE continually improved rebate processing to better manage increased application volume and provide first-rate customer service to rebate applicants. For example, CSE maintained a toll-free customer service hotline during standard business hours and email address, which provided consumers and rebate applicants with two easy ways to communicate with project staff, learn about CVRP and get their questions answered. During the fiscal year, an average of ten full-time rebate-processing specialists reviewed 58,379 total applications, 53,145 of which were approved. This represents a 38% increase over applications received in the previous fiscal year.

The average processing time from documents received to application approval was twenty calendar days, with a high of thirty-six days in March 2015 and a low of six days in August 2015. The higher processing time corresponded with a higher-than-average application volume combined with a smaller staff. After increasing staff and implementing online review of applications and supporting documents, processing times dropped significantly even though volume stayed at more than four thousand applications received per month.

Quality Assurance and Control

Using a detailed understanding of the rebate application process and database, staff proactively identified and resolved potential issues, including the following:

- Continued to improve weekly data validation procedures to identify and correct discrepancies in project data.
- Implemented an automated quality control (QC) process that flags a subset of applications from each rebate-processing specialist for secondary review by a team lead prior to approval, which helps ensure processing accuracy and identifies areas where the specialist needs additional training.
- Created a flexible QC report tool that provides vital insight into how accurate the team is in their processing, identifies areas for improvement on an individual level and helps establish clear, quantitative expectations for processing accuracy.

- Refined the standardized training program to provide consistent, effective training for new staff while also providing increased oversight from experienced rebate processors and management.
- Implemented payee validation on rebate payments, which compares the payee name on a check presented for payment against the payee name for that check as recorded in the issuing bank's system to identify and prevent potential fraud.
- Developed and implemented a number of automated data validation and verification checks in the application process to prevent vehicles from being rebated twice, improve data quality and prescreen applicants who do not qualify for a rebate.
- Refined automated communication with applicants throughout the rebate process to improve customer service and foster greater project accountability and transparency.

These measures improved project quality and laid the groundwork for additional improvements planned in FY 2015–2016.

Efficiency Improvements

CSE invested in several areas to improve rebate processing efficiency in FY 2014–2015:

- On January 1, 2015, the ARB implemented a limit of two rebates for individuals and businesses. This was a new project requirement. Limits are automatically enforced by the rebate-processing system. Previously there were only fleet limits and these were managed manually.
- In late February 2015, CSE launched cloud-based technology to shift from a paper-based process to an electronic system where all rebate document submission and review occurs online. This streamlined CSE's operations and reduced the risk of inadvertent data disclosure, information loss and process bottlenecks. This change also reduced the time required to receive supporting documents and review them: what once took several weeks can now be electronically completed in a matter of days.
- In August 2015, CSE launched a new stand-alone CVRP website (<https://cleanvehiclerebate.org>). The new site substantially improved the end-user experience through better visual design and information architecture; responsive design for ease of use on mobile devices; online document submission; clear and current rebate status information; access to utility-specific EV rate information; and a Spanish version of the complete site.

Outreach and Education

SB 1275, passed in 2014, mandated that an equity component be established within CVRP, with the goal of improving access to resources by all communities, and in particular, disadvantaged communities. CSE hired additional staff with experience in outreach to disadvantaged populations and developed a set of outreach and education activities to meet the needs of this population, while continuing general consumer outreach and education to car-buying consumers.

General Consumer Outreach and Education Events

In FY 2014–2015, efforts targeting consumers were significantly increased relative to previous years. In order to be equitable across CA, CSE created and executed an event-based outreach plan that centered

on having a presence in all air districts with populations above fifty thousand (see Appendix A, Exhibit 1 for CVRP event locations). Geographic targets within each air district were prioritized based on market size and alignment with target audience demographics.

To maximize the impact of outreach efforts, the target audience included consumers with minimal barriers to EV adoption. Targeted characteristics included home ownership, two-car households and high household income (above \$75,000/year), as such characteristics help in overcoming charging, range and cost barriers. Current EV and solar photovoltaic (PV) adoption data were also considered in determining target geographies for outreach efforts, as both indicate relative awareness of EV and complementary technology, which would likely lead to easier adoption.

The plan included events that moved beyond those centered on early adopters (e.g., National Drive Electric Week, Bay Area Experience Electric campaign and Earth Day fairs) to include events that attract more of a “mass-market” audience. Such events, including auto shows, home improvement shows, large community festivals and farmer’s markets, helped expand the reach of the campaign to a larger audience base.

The outreach team grew in size to five full-time team members to support the scaled-up event plan. In addition, CSE created a new outreach booth to better resonate with the project’s target audience (Appendix A, Exhibit 2 provides booth photos). To accommodate the statewide outreach effort, CSE leased two CVRP-eligible plug-in hybrid electric vehicles (PHEVs) to use in CVRP outreach in central and northern California. CVRP also used CSE’s Volt for CVRP outreach in southern California. All three vehicles were wrapped with CVRP messaging and incorporated into the event booth when possible. Having the vehicles at the booth and driving them to events increased consumer awareness of and interest in the project. CSE updated printed collateral and added new pieces to distribute to event attendees, including Spanish-language versions of all pieces and a regionally specific piece for San Joaquin Valley that incorporated regional incentives.

In total, staff participated in 113 consumer outreach events in FY 2014–2015 that were attended by more than 1 million potential clean-vehicle purchasers. At each event, staff provided information about CVRP, clean vehicle benefits, technology and incentives. CVRP outreach staff distributed 6,296 pieces of collateral, which directly resulted in 459 visits to the CVRP website. This equates to a 7.3% conversion rate. Table 4 summarizes these activities.

Table 4. General Consumer Education and Outreach Events

Event Type	Description	Direct Interactions
Consumer education and awareness events	CVRP sponsorship of events, booth presence and presentations at events focused on consumer education	10,000
Trade and auto shows	Booth presence at major auto shows and alternative vehicle trade shows	1,500
Conferences, webinars and academia	Presentations on clean vehicle adoption, technology and incentives at academic forums and conferences	1,500
Total Direct Interactions		13,000

Utility Customer Education Program

CSE partners with the California Electric Transportation Coalition (CalETC)—a coalition of utilities, auto manufacturers and other stakeholders—to link plug-in electric vehicle (PEV) owners who apply for the CVRP rebate with their electricity providers. The program facilitates utility notification of PEV purchases and informs PEV owners of available charging rates, metering options and related utility programs designed to provide benefits to PEV drivers. Applicants are pointed to relevant utility web pages and given the opportunity to opt in to utility mailing lists during the application process. Furthermore, each CVRP participant receives an insert along with their rebate check that directs them to their utility’s PEV web page. From July 23, 2014, through October 9, 2015, 53,145 rebate recipients received utility information through this partnership.

Dealer Outreach and Education

Forging strong relationships with eligible vehicle manufacturers and dealers and educating them about CVRP are important to inform consumers about available incentives and provide them with accurate information. CSE conducted ten CVRP webinars targeted to eligible vehicle manufacturers and dealers, with an average attendance of more than fifteen dealer representatives per webinar. Webinars connect eligible vehicle dealers with CVRP staff, and dealerships across the state regularly contact staff for information about CVRP and the clean-vehicle market (Table 5).

CSE also created a new piece of collateral designed to be used as an easy reference guide for car dealers selling CVRP-eligible vehicles. This piece includes an overview of the CVRP application process, rebate amounts for each eligible vehicle category, project eligibility criteria and other incentives available outside of CVRP. CSE actively offered this free resource via dealer webinars and direct interactions with dealers. A copy of this dealer information sheet is in Appendix A, Exhibit 3.

Table 5. Dealer Outreach and Education

Event Type	Description	Direct Interactions
Dealer webinars	Conducted 10 CVRP informational webinars to describe funding levels, applicant eligibility, application processes, general project information and additional incentives available	150 attendees

Outreach and Education to Disadvantaged Communities

To reduce greenhouse gas (GHG) emissions to 1990 levels by 2020 and reach the governor’s ambitious EV adoption goal of 1.5 million by 2025, the state passed legislation to ensure that all communities participate in achieving these goals, especially those communities highly impacted by air pollution. Table 6 summarizes the relevant legislation.

Table 6. Legislation Relevant to Disadvantaged Communities

Legislative Bill	Description
Senate Bill (SB) 535, De León (2012)	<ul style="list-style-type: none"> • 25% of cap-and-trade funds go to projects that benefit disadvantaged communities • At least 10% of cap-and-trade funds to be allocated to projects located within disadvantaged communities
SB 1275, De León, (2014)	<ul style="list-style-type: none"> • Sets benchmark of 1 million EVs on California roads by 2023 • Emphasizes EVs and fuel-efficient vehicles going to those consumers in communities that are highly impacted by air pollution • Sets income limit changes to CVRP • Develops equity pilot programs to increase accessibility of clean vehicles to disadvantaged communities • Increases outreach efforts to consumers in disadvantaged communities and lower income² communities and consumers

CSE implemented outreach and education activities to increase awareness, knowledge and participation of disadvantaged communities in CVRP by targeting the following communities:

a) Lower income communities, which are defined as communities with a high number of lower income households.

² Defined as a gross annual household income of less than or equal to 300% of the federal poverty level.

b) Disadvantaged communities, which include the top 25% of census tracts within California that are disproportionately burdened by environmental and socioeconomic factors.³

To better understand the target demographic, CSE researched and created a customer persona, or fictional character, that represented consumers from disadvantaged communities. The persona addressed challenges and barriers faced by these consumers for PEV adoption. Some of these include access to information, lack of charging infrastructure and financial resources.

To overcome these barriers, CSE established a framework to target regions that had rebate or incentive programs that complemented CVRP, which made a PEV purchase more realistic. CSE focused initial efforts in the South Coast Air Quality Management District (AQMD) and San Joaquin Valley Air Pollution Control District (APCD) and found that the most effective outreach strategy was the development of trusted relationships with community-based organizations (CBOs).

CBOs are an active voice in communities and have developed trusted relationships with community members. Because of these relationships, CBOs are a highly effective means of spreading information. CSE held workshops at CBOs' regularly scheduled monthly meetings to increase awareness about CVRP, advanced-technology vehicles and other clean transportation incentive programs.

Additionally, CSE partnered with other statewide and regional programs that have similar missions and target audiences. Table 7 describes these efforts.

³ CalEnviroScreen was defined by the Office of Environmental Health Hazard Assessment (OEHHA), on behalf of the California Environmental Protection Agency (CalEPA).

Table 7. CSE Partnerships with Statewide and Regional Programs

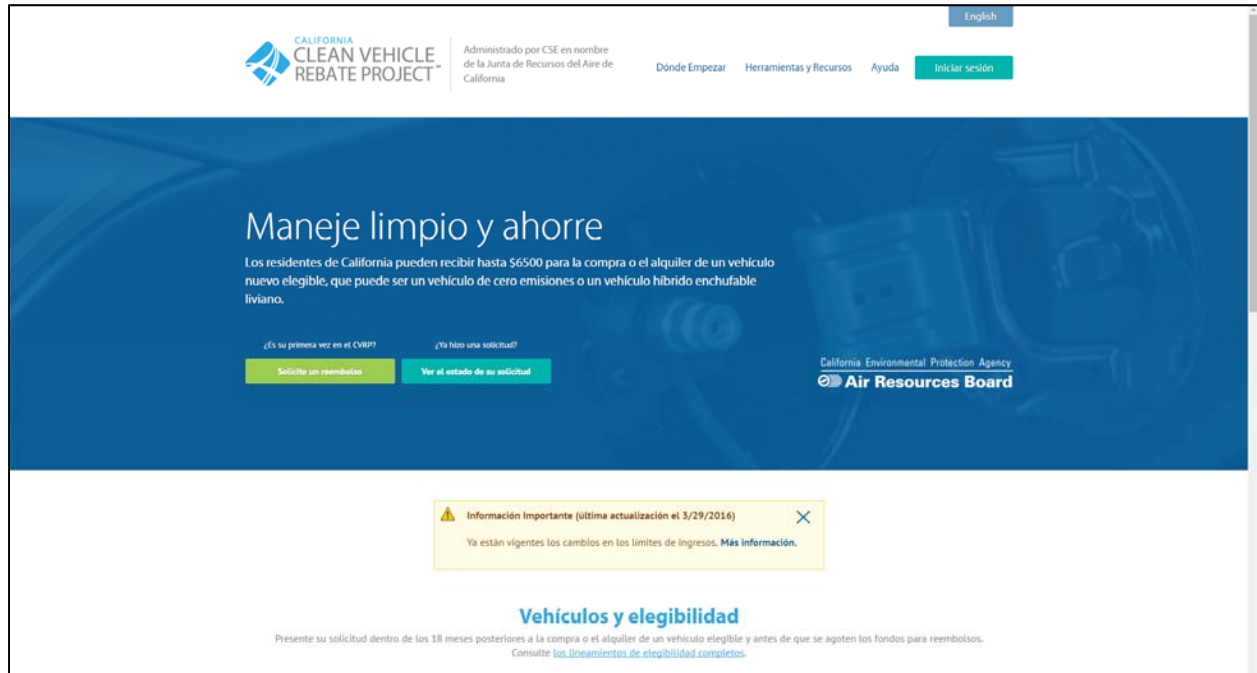
Region	Program	Program Description and CVRP Involvement
Statewide	Energy Upgrade California (EUC)	Statewide energy efficiency education and outreach. Partnered with CBOs participating in their EUC CBO Ambassador program on presentations to discuss energy efficiency and transportation programs.
Statewide	Charge Ahead California (CAC)	Coalition assisting with the implementation of SB 1275. Attended ride and drive events hosted by CAC.
South Coast AQMD	Replace Your Ride ⁴	Enhanced Fleet Modernization Program—Retirement and Replacement pilot program. Coordinated with administrators to ensure consumers are aware of the opportunity to stack multiple incentives.
San Joaquin Valley APCD	Tune-In Tune-Up	Enhanced Fleet Modernization Program—Retirement and Replacement pilot program. Coordinated with administrator to ensure consumers are aware of the opportunity to stack incentives with CVRP.
Bay Area AQMD	Vehicle Buyback Program	Voluntary Accelerated Vehicle Retirement (VAVR) program. Partnered with Bay Area AQMD to include content in their outreach materials that encourages participants to use funds from retiring their vehicle towards the purchase of a PEV.

Translation

To ensure that language was not a barrier to accessing information, CSE translated CVRP outreach collateral and website into Spanish. The collateral included an EV 101 flyer and incentive flyers (see Appendix A, Exhibits 4–5). Figure 1 shows the CVRP website home page in Spanish. CSE also provided Spanish-speaking assistance via the toll-free hotline and project email address.

⁴ For FY 2014–2015, two consumers from the South Coast AQMD took advantage of stacked incentives, each receiving up to \$12,500 for the purchase of their new PEV.

Figure 1. Screenshot of the CVRP Website, Translated into Spanish



Outreach Events to Disadvantaged Communities

During FY 2014–2015, CSE participated in a total of twenty-two events including community events, workshops and test drives, which enabled us to interact with 713 individuals from disadvantaged communities. Table 8 lists the total number of each event type and interactions with individuals.

Table 8. Events and Interactions with Disadvantaged Communities by Air District

Air District	Events	Workshops	Total Interactions
South Coast AQMD	8	7	502
San Joaquin Valley APCD	3	3	203
Imperial Valley APCD		1	8
TOTAL	11	11	713

Project Transparency and Evaluation

CSE is committed to project and market transparency by providing easily accessible information and rigorous analysis to clean-vehicle stakeholders and the public. This facilitates project evaluation, supports research and strategic efforts to develop clean-vehicle markets and encourages EV adoption. Important CVRP initiatives aimed at project transparency and market facilitation include the collection, processing, analysis and distribution of rebate and survey data. These activities are described briefly, along with a number of public-facing web-based data visualization tools that are developed by CSE and updated regularly, providing expedient and free access to project information.

Rebate Data: Funding and Vehicle Adoption

Project funding. Clean-vehicle markets have rapidly expanded, and rebate funding has increased significantly each fiscal year, totaling nearly \$244 million⁵ allocated through FY 2014–2015. CSE reports rebate expenditures in regular updates to ARB staff. A summary of rebate expenditures for funding year 2014–2015 (i.e., the time period during which CVRP accepted applications for the FY 2014–2015 funding: July 23, 2014, to October 9, 2015) is available in Section IV, Project Outcomes, and various appendices. Further information is available via online tools (described below) that characterize funding availability in nearly real time, as well as rebate expenditures as a function of various factors such as date, geographic region and vehicle and owner type.

Vehicle adoption. By the end of FY 2014–2015 funding (October 9, 2015), CVRP had issued or reserved rebates for the purchase or lease of nearly 123,000 clean vehicles⁶ since its inception, making it an important source of clean-vehicle adoption data. As such, CVRP is uniquely positioned to provide information to market stakeholders and the public. Utilities, original equipment manufacturers (OEMs), dealers, electric-vehicle supply equipment manufacturers, municipal planners, air-quality specialists, nonprofit organizations, state and regional agencies, academic institutions, private equity firms and other stakeholders regularly access rebate data through CSE’s online tools and with the assistance of project staff. CVRP data, online tools and analysis (detailed below) assist with a variety of market-support and development activities, including private strategic planning, state and regional EV readiness planning, utility transmission planning, targeted clean-vehicle marketing, outreach/education efforts and clean-vehicle policymaking.

In addition to the funding year 2014–2015 summary, an estimation of CVRP participation is presented that compares rebated vehicles to the clean-vehicle market overall. Further information is available via online statistics and mapping tools that characterize and interactively display rebates issued and reserved as a function of various factors such as date, geographic region and vehicle and owner type.

Online Transparency Tools for Rebate Data

Funding availability. CSE maintains a nearly real-time funding status tool that actively queries the CVRP application database to display the amount of funding still available in a given fiscal year. This tool provides potential adopters and clean-vehicle dealers with an authoritative, up-to-date view of current funding levels, minimizing misinformation and increasing market confidence and stability. In times of low funding or funding shortfalls, CSE replaces this tool with simple text stating that rebates are still being accepted; this approach helps reduce confusion and concern among consumers.

Rebate statistics. With each rebate application, CSE collects data about the vehicle and applicant. A subset of that data, redacted to protect the anonymity of the applicants and other sensitive information,

⁵ California Air Resources Board. (2015). Proposed FY 2015–2016 Funding Plan for Low Carbon Transportation Investments and the Air Quality Improvement Program. Sacramento.

http://www.arb.ca.gov/msprog/aqip/fundplan/proposed_fy15-16_funding_plan.pdf.

⁶ Center for Sustainable Energy. (2016). California Air Resources Board Clean Vehicle Rebate Project, Rebate Statistics. Last modified April 12, 2016. <https://cleanvehiclerebate.org/rebate-statistics>.

is published to an interactive data visualization tool on the rebate statistics web page (<https://cleanvehiclerebate.org/eng/rebate-statistics>). Users can examine rebates distributed over time or as aggregated totals (counts and funds issued) and can cut and filter the data by time period, consumer type, vehicle category, vehicle make and by a variety of geographic regions at different scales of resolution. In FY 2014–2015, several features were added to the tool, most notably the ability to filter the data by disadvantaged community status and by California State Legislature District. An image of the tool is displayed in Appendix B, Exhibit 1. The data in the tool is also available for download, allowing users to perform their own analysis.

Rebate map. In addition to the rebate statistics web page, rebate statistics are presented as an interactive heat map (<https://cleanvehiclerebate.org/eng/cvrp-rebate-map>). The map provides users with several layers that can be used to view rebate types and expenditures by air district, county, ZIP code and utility service territory. Layers displaying rebates by California State Senate and Assembly Districts were added to the map in FY 2014–2015. An image of the tool is in Appendix B, Exhibit 2.

Data feeding the rebate statistics page and map are typically updated twice per month.

Consumer Survey Data

As part of CVRP, CSE conducts one of the largest surveys of clean-vehicle consumers. In FY 2013–2014, the ARB, CSE and researchers from the University of California (UC) Davis and University of Texas (UT) Austin developed and implemented the Electric Vehicle (EV) Consumer Survey. Individual CVRP participants adopting light-duty PHEVs or BEVs were invited to take the voluntary survey upon approval of their application. The survey ran from October 25, 2013, through June 17, 2015. Approximately 21% of those invited responded; the survey accumulated 19,460 complete responses covering respondents who purchased or leased their vehicle and were approved for a rebate from September 2012 to June 17, 2015. Information collected through the survey includes motivations for acquiring a clean vehicle; how consumers gathered information; the importance and value of various incentives; dealership knowledge and services; and household and demographic characteristics.

On June 17, 2015, CSE implemented the Clean Vehicle (CV) Consumer Survey, an ARB- and CSE-designed survey that replaced the EV Consumer Survey. As with the previous survey, individual PEV-adopting CVRP participants are invited to take the voluntary survey at the time their rebate application is approved. As of October 9, 2015, the survey had approximately 4,357 complete responses, amounting to a 27% response rate. The CV Consumer Survey continues to collect information about demographic and housing characteristics, purchase motivations, consumer experiences at the dealership and the importance of various incentives. The survey also features new questions focused on vehicle charging, online information-gathering practices and other topics.

Online Transparency Tools for Survey Data

EV Consumer Survey Dashboard. CSE collects and integrates the consumer survey data into an interactive data visualization tool called the EV Consumer Survey Dashboard (<https://cleanvehiclerebate.org/eng/survey-dashboard/ev>). The tool includes several tabs, each of which explores a different aspect of the clean-vehicle acquisition process. The tabs include data about

demographics, knowledge and adoption of electricity rates for charging, the dealership experience, decision factors and information channels during the new-car search. In addition to summaries of the data, each tab contains filters that allow users to organize the data by geographical region, vehicle category, vehicle make and whether the consumer purchased or leased the vehicle. Each tab also contains a count of how many responses are selected by the given filter combination, providing the sample size for the data displayed. An additional notes tab provides background information on the data and its use. Data used to populate the tool are also available for download on the page. This dashboard reflects data from consumers who purchased or leased their vehicles from September 2012 thru May 2015, received a rebate and responded to the voluntary EV Consumer Survey. An image of the dashboard is displayed in Appendix B, Exhibit 3.

Other Activities

CSE's transparency and evaluation team leverages rebate and survey data to inform strategic planning for the project. For example, information about adoption motivations, trusted information sources, demographics and experience at the dealership informs the design of outreach materials, how outreach is conducted—to consumers, dealers and other stakeholders—and where outreach efforts are concentrated. CSE places particular emphasis on strategic support for disadvantaged communities—an area of focus for the ARB, the governor's office and other state agencies. Activities in FY 2014–2015 laid considerable groundwork for establishing and assessing equity-related project metrics and for informing strategic outreach to disadvantaged communities across the state. In addition, data collected in the survey allow the ARB, CSE and other stakeholders to track changes in consumer characteristics, understand consumer behavior, inform policy, and identify and address barriers to adoption.

Rebate, survey and new-vehicle sales data licensed from IHS Automotive have been used to analyze project participation rates (detailed in Section IV); forecast market growth and associated short- and long-term funding needs; and analyze clean-vehicle market penetration. Data and analyses are regularly incorporated into informal reports for ARB staff. Additionally, they are presented to various stakeholders during meetings, updates for regional-planning authorities and state agencies, informational webinars, research workshops, conferences and other forums. Among presentations given in 2014–2015 were those at the California Air Pollution Control Officers Association Mobile Source and Incentive Meeting; the Energy, Utility and Environment Conference; a GO-BIZ/California Fuel Cell Partnership regional briefing; and the governor's ZEV Summit. These activities, combined with creating and maintaining the publically available tools, provide valuable data and lessons that inform policy related to clean-vehicle technology.

IV. Project Outcomes

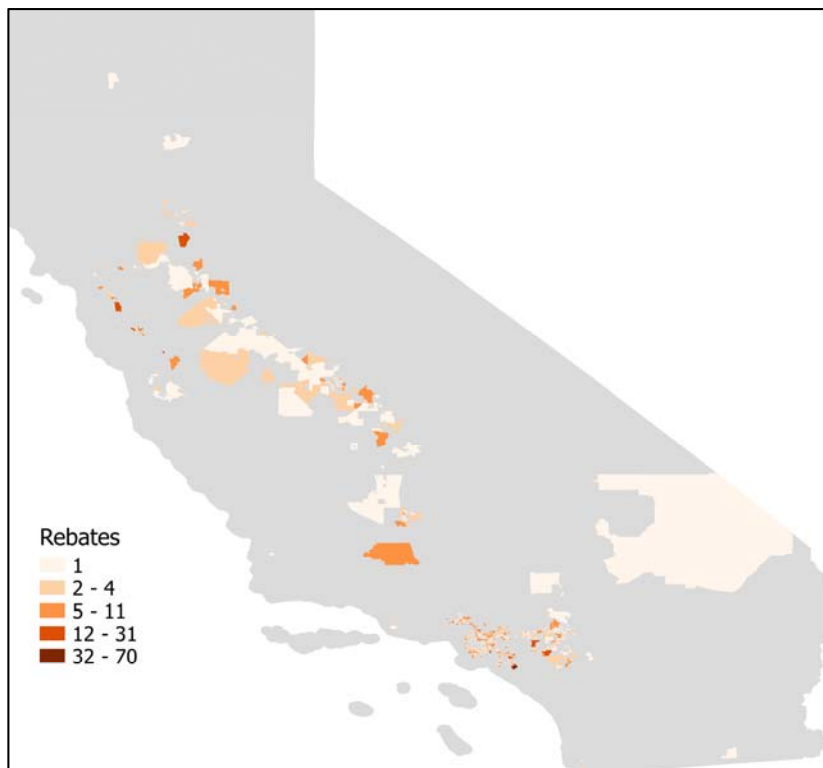
This section highlights the outcomes of FY 2014–2015 CVRP funding. A detailed summary of rebate distribution is located in Appendix C, Exhibits 1–12, which includes \$5,002,500 in rebates funded by the California Energy Commission (CEC). Appendix D shows rebate distribution for the CEC funding.

Rebate Distribution Totals for Disadvantaged Communities

Prior to FY 2014–2015, CVRP rebates were tracked by air district, county and funding sources. Moving forward, CVRP will also track rebates based on disadvantaged community and lower income status.

Disadvantaged communities rebate distribution. Approximately 6% of CVRP rebates issued since project inception⁷ have gone to disadvantaged communities. With FY 2014–2015 funding, CVRP provided 23,447 rebates that benefitted disadvantaged communities. Specifically, CVRP distributed 3,356 rebates amounting to \$7,090,200 (roughly 6.2% of total funding) to rebate applicants within disadvantaged communities. Additionally, 20,091 rebates were disbursed to rebate applicants in ZIP codes that contain an disadvantaged census tract. These rebates amounted to \$42,579,250, which is approximately 37% of total funding. Figure 2 shows rebate distribution in disadvantaged communities.

Figure 2. Map of Rebate Distribution in Disadvantaged Communities



Lower income household rebate distribution. Based on consumer survey responses in FY 2014–2015, CSE estimates that 3.9%–10.4% of participants were in the lower income population. However, because income is not a mandatory field, there was only enough information to calculate this for 10,335 respondents (a 19% response rate). Moving forward, CSE will increase tracking of lower income consumers, especially with the implementation in 2016 of the increased rebate for low-to-moderate income consumers.

⁷ March 2010 through October 2015.

Rebate Distribution

Rebate Distribution by Consumer Type

With FY 2014–2015 funding, CVRP provided 53,145 rebates amounting to \$114,641,650 to California individuals, businesses, government agencies and nonprofit organizations. Individuals received about 97% of total rebate funds (see Appendix C, Exhibit 1). The proportion of rebate funds distributed to California businesses increased from 2.0% in FY 2013–2014 to 2.9% in FY 2014–2015. Rebates for government agencies and nonprofit organizations were minimal, accounting for less than 0.3% of rebates distributed and rebate funds allocated.

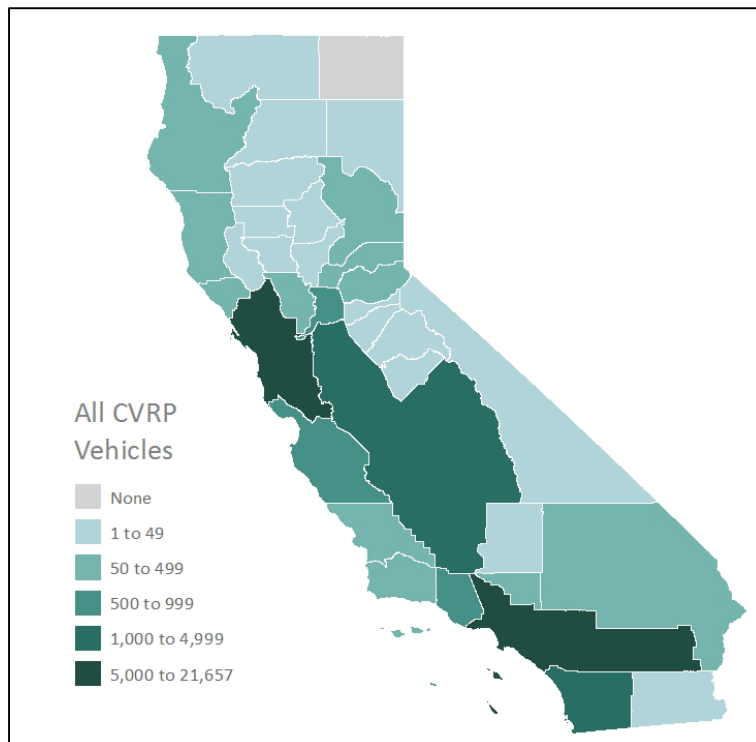
Rebate Distribution by Own vs. Lease

66% of all rebated vehicles were leased (see Appendix C, Exhibit 4), up from 60% in FY 2013–2014.

Rebate Distribution by Air District

FY 2014–2015 rebate funds were distributed to recipients in 34 of the state’s 35 air districts. Figure 3 displays vehicle rebates by air district.

Figure 3. Vehicle Rebates by Air District



Nearly 88% of rebates were distributed to applicants in the three air districts containing the largest regional auto markets in the state: South Coast Air Quality Management District (41%), Bay Area Air Quality Management District (40%), and San Diego County Air Pollution District (7%). In addition to having the largest populations and auto markets, each of these air districts are targeted by first-tier automaker marketing efforts and benefit from the value of clean-vehicle access to high-occupancy

vehicle (HOV) lanes. Section IV, Rebate Project Participation contains additional details about market penetration in these areas.

For the second consecutive year, the San Joaquin Valley Air Pollution Control District (Valley Air District)—a federal nonattainment area for ozone and particulate matter—ranked as the fourth-most rebated air district, with 1,510 rebates (3%). This represents a more than 72% increase over the previous fiscal year. The Valley Air District's share of total CVRP rebates has more than doubled each year. The most frequently rebated cities in the Valley Air District are Fresno, Bakersfield, Clovis, Tracy and Stockton. Combined, these cities account for more than 61% of CVRP rebates for the region during FY 2014–2015.

A complete list of rebates by air district is located in Appendix C, Exhibit 7; maps by air district and vehicle category are located in Appendix C, Exhibits 8–11.

Rebate Distribution by Vehicle Category

BEVs were the most frequently rebated vehicle category. Overall, BEVs received 34,795 (65%) of the 53,145 rebates issued and \$86,973,500 (76%) of the \$114,641,650 in funding allocated in FY 2014–2015. Comparatively, PHEVs accounted for 18,177 (34%) of rebates issued and \$27,262,350 (24%) of funds allocated. Hydrogen fuel cell electric vehicle (FCEV) adopters received 61 rebates, about 0.1% of the total, amounting to \$305,000 (0.3%) of funds allocated. Neighborhood electric vehicles (NEVs) and zero-emission motorcycles (ZEMs) combined represented approximately 0.2% of vehicles rebated in FY 2014–2015 and 0.09% of total rebate funds distributed.

A table of rebate distribution by vehicle category is available in Appendix C, Exhibit 2; maps by vehicle category and air district are located in Appendix C, Exhibits 8–11.

Rebate Distribution by Model

The Tesla Model S (all battery sizes) was the most rebated BEV and the most rebated vehicle overall (Appendix C, Exhibit 3 shows rebates by vehicle model). With 8,802 rebates, it made up 25% of rebated BEVs and 17% of rebated vehicles overall. The Nissan LEAF was the second-most rebated BEV model, accounting for 25% of BEV rebates (8,573).

The BMW i3 REX is the only eligible vehicle to be classified as a BEVx, a regulatory vehicle category that receives a \$2,500 rebate and is comprised of plug-in hybrid vehicles that operate predominately on electric fuel (with an all-electric range of at least 75 miles); it received 1,499 rebates. The Volkswagen e-Golf became eligible for CVRP as of October 30, 2015 and received 1,865 rebates amounting to \$4,662,500 (4%).

The Chevrolet Volt was the most rebated PHEV, accounting for 41% of total PHEV rebates. The Toyota Prius Plug-in Hybrid was the second-most rebated PHEV, accounting for 22% of PHEV rebates. The Mercedes-Benz S-Class 550e became eligible for CVRP as of July 7, 2015, and received four rebates.

No new FCEVs were introduced during FY 2014–2015. The two models rebated were the Hyundai Tucson Fuel Cell (59 rebates amounting to \$295,000) and the Honda FCX Clarity (two rebates amounting to \$10,000).

Only one NEV model was rebated; the GEM e4 received six rebates (\$5,400). The Zero SR made up 33% of ZEM rebates, replacing the Zero S as the most rebated ZEM during the fiscal year.

Rebate Distribution in Disadvantaged Communities

CVRP distributed 3,356 rebates amounting to \$7,090,200 (6.2% of total FY 2014–2015 rebate funding) to participants in disadvantaged census tracts (see Section III, Outreach and Education, for more information about disadvantaged communities). 20,091 rebates were disbursed to participants located in ZIP codes that contain an disadvantaged census tract. These rebates amounted to \$42,579,250, more than 37% of total FY 2014–2015 funding (see Appendix C, Exhibit 12).

By Vehicle Type. In disadvantaged census tracts, 1,284 rebates were disbursed for PHEVs. At 38%, PHEVs represent a higher percentage of total rebates in disadvantaged census tracts, compared to 34% for the state as a whole. Correspondingly, a lower percentage of BEVs were rebated in disadvantaged communities: 61% of rebates (2,057) were for BEVs, compared to 65% statewide.

By Model. The most rebated vehicle in disadvantaged census tracts was the FIAT 500e, which received 641 rebates (19%). The Chevrolet Volt (15%) and Nissan LEAF (12%) also received a relatively high percentage of rebates in disadvantaged census tracts.

Rebate Project Participation

Rebate application data provides information about rebate recipients, where they are located and what vehicle rebates have been distributed. This knowledge can be contextualized with information about the larger clean-vehicle market and comparable light-duty vehicle markets. Further, it can be enhanced with additional information from project surveys.

The following section uses California Department of Motor Vehicles registration data to assess rates of project participation relative to all eligible clean vehicles sold or leased. It then uses data collected in voluntary project surveys to describe the population of project participants, including demographic, household and psychographic characteristics, as well as adoption motivators and enablers.

Project Participation Rates

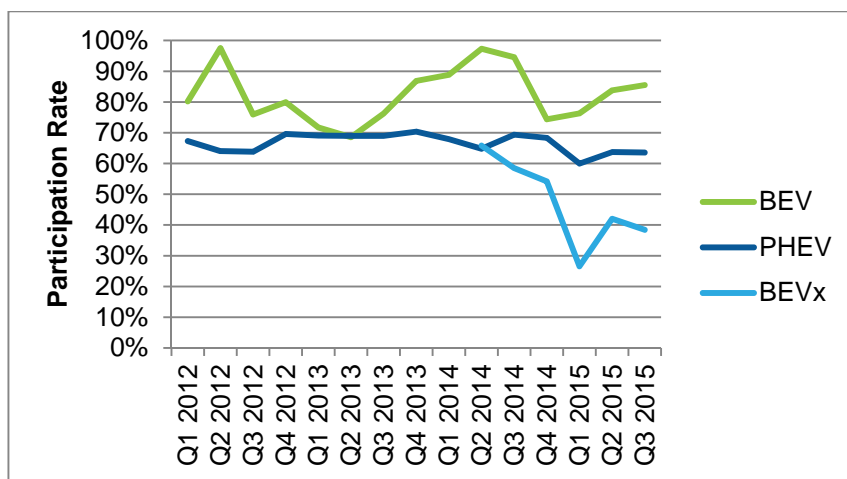
Rebated vehicles constitute a large portion of new clean-vehicle sales in the state, but some consumers do not participate in CVRP and some vehicles are not eligible for the project. It is useful to know how many rebates are issued as a percentage of total eligible vehicle sales—or the project’s “participation rate”—for a variety of purposes. These include evaluating project impact; understanding how representative the project is of the overall clean-vehicle market in California; and short- and long-term project planning. These uses inform activities by a variety of clean-vehicle stakeholders, including policymakers, public and private planners and utilities.

To estimate CVRP participation rates, rebate data for 124,523 clean vehicles purchased before October 2015 were compared to new PHEV, BEVx, BEV and FCEV registrations⁸ identified as eligible for CVRP.⁹ Details concerning the possible overestimation or underestimation of participation rates are included at the end of this subsection. In general, it is expected that the following participation rates are modestly underestimated; as such, rates will be loosely and interchangeably characterized as “at least” and “approximately.”

From March 2010 through the end of September 2015, approximately 75% of eligible vehicles were rebated. Analysis by vehicle category¹⁰ shows PHEV participation at 67%—considerably lower than that for BEVs, which was approximately 83%. BEVx vehicles, a relatively recent addition to the market with approximately four thousand registrations during the study period, were rebated at a rate of 41%.

Following a drop in aggregate participation rates at the end of 2014, CVRP participation increased in recent quarters. Although the steep drop in BEV participation rates brought BEV and PHEV participation rates to a similar level in Q4 2014, subsequent participation rates for those categories have been diverging, as shown in Figure 4. With the exception of Q2 2014, BEVx participation rates have remained well below both BEV and PHEV participation rates.

Figure 4. CVRP Participation Over Time by Vehicle Category (Q1 2012–Q3 2015)



From July 2014 through September 2015, PHEV participation rates were 66% (one percentage point lower than the life-of-project PHEV participation of 67%) while BEV participation rates were 83% (equal to the life-of-project BEV average). BEVx participation rates over the same time period were 40%, (one percentage point lower than the life-of-project BEVx average).

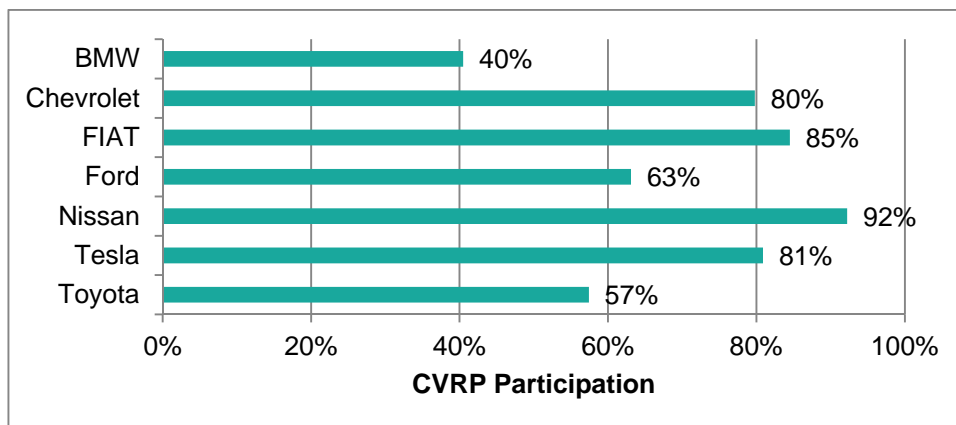
⁸ Registration data licensed from R.L. Polk & Co.; Copyright R.L. Polk & Co., 2015. All rights reserved.

⁹ Vehicles are identified as CVRP eligible by make, model, series, subseries and registration month.

¹⁰ With only 140 sales during the study period, FCEVs are included in the overall calculations but are not detailed separately.

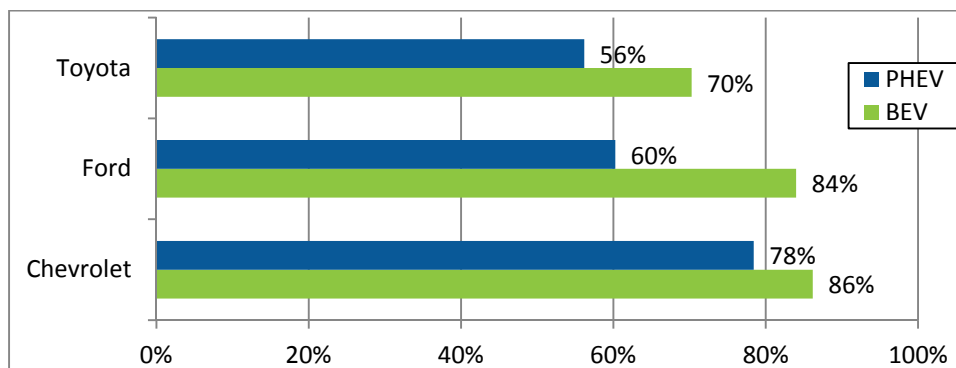
In addition to differences in participation among vehicle categories, there was notable variation in participation between major vehicle makes. Nissan had the highest participation rate from July 2014 through September 2015—92% of new LEAFs registered were rebated. In contrast, only 40% of eligible BMWs were rebated.¹¹ Figure 5 shows participation by eligible vehicle brand.

Figure 5. CVRP Participation by Major Vehicle Brand (July 2014–September 2015)



Furthermore, in all three cases where a vehicle brand offered both PHEVs and BEVs, BEV participation outstripped that of the PHEV model(s), as seen in Figure 6. The difference is less pronounced for the Chevrolet Volt, which has a relatively greater ability to operate in all-electric mode and is sometimes marketed in the PHEV subcategory extended-range electric vehicle (EREV).

Figure 6. CVRP Participation by Brands Offering Both PHEVs and BEVs (July 2014–September 2015)



Significant geographic variation in participation also exists. Figure 7 illustrates the number of CVRP participants as a percentage of total new clean-vehicle registrations by county from July 2014 through September 2015. Counties in gray had insufficient data (sample size <10) for accurate calculation. No counties had 0% participation. PHEV and BEV participation rates by county are shown individually in Figures 8 and 9, respectively. PHEV participation is relatively high in and around the Bay Area and

¹¹ Note that a modest portion of this may be explained by BMW test-drive and demo vehicles that became ineligible for CVRP, as described in the section on participation calculation considerations.

throughout much of Southern California, but low relative to BEV participation. High rates of BEV participation are widespread and notable in the Central Valley (e.g., Fresno County). Appendix C, Exhibit 13 enumerates participation rates by county for each major vehicle category.

Figure 7. CVRP Participation by County (July 2014–September 2015)

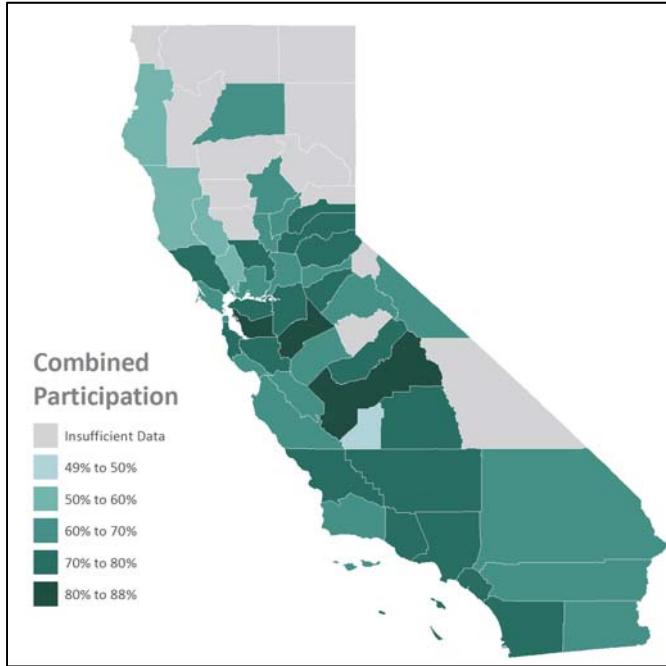


Figure 8. CVRP Participation by County: PHEVs (July 2014–September 2015)

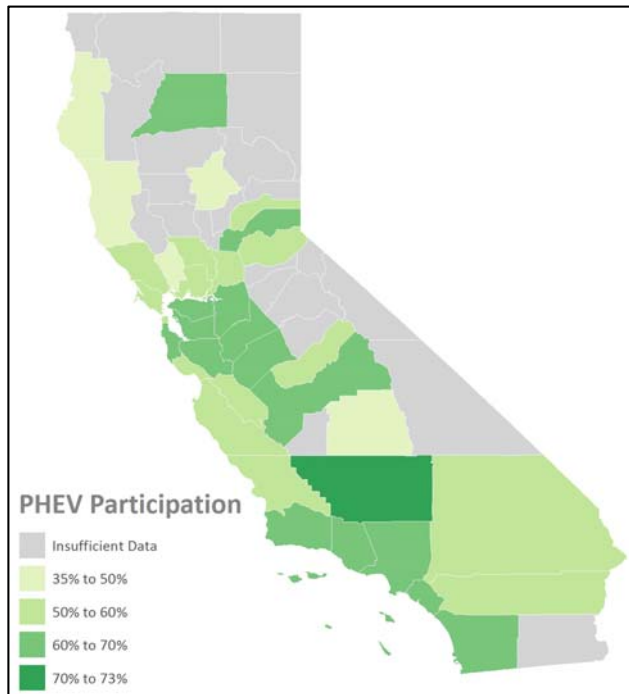
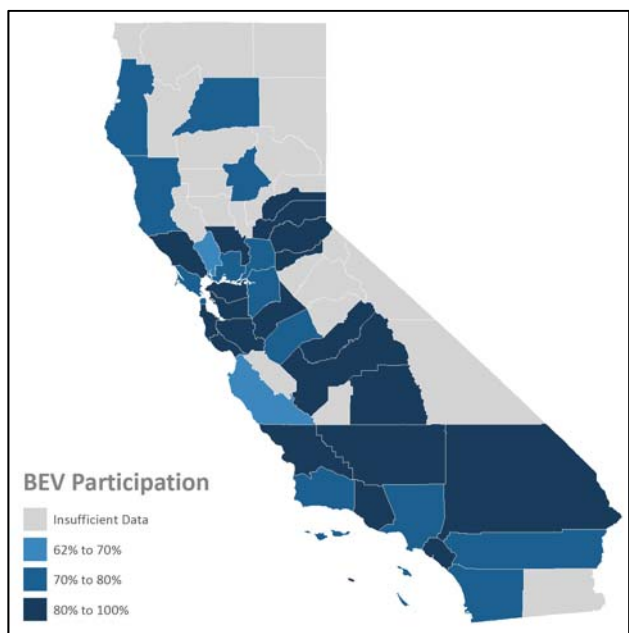


Figure 9. CVRP Participation by County: BEVs (July 2014–September 2015)



In summary, from July 2014 through September 2015, at least three-fourths of eligible plug-in and fuel cell electric vehicles have participated in CVRP. Over four-fifths of BEVs participated. In contrast, over two-thirds of PHEVs participated. A relatively small portion of BEVx vehicles—41%—received a rebate. Considerable variation in participation also exists across vehicle brand and geography.

Lower relative participation rates may be due to a variety of factors, including but not limited to the following:

- Lower levels of awareness and/or understanding of the rebate by PHEV and BEVx consumers or dealers
- Lower absolute or relative incentive to participate (PHEV purchases/leases are eligible for a rebate of \$1,500, versus \$2,500 for BEVs)
- Lower motivation to participate external to the project (e.g., factors relating to consumer or dealer socio-/demo-/psychographics, politics, etc.)
- Network effects relating to geographical or social concentrations or volumes of clean vehicles and related activities
- Unknown barriers to participation

Participation rates thus result from a complex set of interacting factors. As such, low rates do not necessarily indicate a problem, so long as the factors that produce low rates of participation are not inhibiting achievement of the overall goal of clean-vehicle market acceleration. However, several of these factors present opportunities—for example, to strategically target low-participating segments with marketing, education and outreach (perhaps with tailored messaging) or to provide additional or complementary resources supportive of clean-vehicle adoption.

Participation Calculation Considerations

Several factors could lead to overestimation or underestimation of the participation rates presented in the preceding sections. For example, purchase dates reported during the CVRP application process and registration date and location may vary slightly, causing imprecision. Additional factors identified, which, in aggregate, lead to underestimation of participation rates include (in order of increasing estimated magnitude of effect): pre-eligible Chevrolet Volts, insufficient registration data for two Honda models, unknown lease terms and vehicles made ineligible due to use in extended test drives or demonstration programs. Each is discussed in turn below.

Emissions Standards for the Chevy Volt. When introduced in December 2010, the Chevrolet Volt's internal combustion engine was not certified to emissions standards required for CVRP eligibility. At least 1,861 Volts were sold before a "low-emissions package" was released in February 2012. Volts registered prior to this date have been removed from the registration data and do not impact these calculations. However, the project received applications for a small number of ineligible vehicles in the following months, indicating a small number of ineligible Volts continued to be registered. This likely causes negligible underestimation of participation rates.

Registration Data Records for the Honda Fit EV and Honda FCX Clarity. Registration data for these vehicles were insufficiently populated to include in the participation calculations. No clear reason for this issue has been identified, but one factor could be how the vehicles were first registered. Totals from both models were excluded from all calculations; this has an unknown—but likely minor—impact on participation rates.

Unknown Lease Terms. Vehicles leased for terms of less than thirty months were ineligible to participate in CVRP during part of FY 2014–2015 (the requirement was lowered from thirty-six to thirty months on December 5, 2014). The registration data used in the participation calculations does allow for isolation of leased vehicles but does not provide the lease term, which inhibits exclusion of ineligible, short-term leases from the calculations. The inclusion of vehicles with short-term leases in the calculation causes underestimation of the participation rate (likely by a few percentage points or less).

Extended Test Drives. Finally, California law requires that dealers who wish to place a vehicle in an extended test drive or demo program must register the vehicle before releasing it to a customer. Once the vehicle has been registered, the California DMV considers it used when eventually sold to a customer, even if the vehicle has very low mileage. This currently renders such vehicles ineligible for CVRP without a precise way to adjust the registration totals (or denominator) used in the participation-rate calculation accordingly. This leads to a modest underestimation. For example, project participation rates for BMWs (which have possibly been the most impacted), are likely to be underestimated by a further 2% to 4% in the calculations above.

Participant Description

Although relatively limited information about participants is collected with rebate applications to ensure ease of participation, data collected through voluntary participant surveys provide some insight into the demographic, housing and psychographic characteristics of CVRP participants as well as factors that

motivate and enable them to adopt clean vehicles. During FY 2014–2015, participant characteristics were collected through two versions of the project’s consumer survey, the EV Consumer Survey and the CV Consumer Survey (described in more detail in Section III, Project Transparency and Evaluation). All individual (i.e., not business, nonprofit or government) participants who received a rebate for a PHEV, BEVx or BEV were invited to complete a consumer survey. This invitation was included in the email notifications that their application had been approved and that their rebate check had been mailed.

Survey responses collected from applicants approved during FY 2014–2015 amounted to 12,324 total responses, reflecting a 24% response rate. Though it is not certain how well these respondents represent all participants from FY 2014–2015 (during which a transition was made from one survey to the other), all data from the EV Consumer Survey have previously been weighted to be representative of project participants along the dimensions of vehicle model, county of residence and whether the vehicle was purchased or leased. Calculations conducted with weights applied have rarely changed descriptive results by more than a few percentage points.

Additionally, the distribution of FY 2014–2015 survey respondents by vehicle category (67% BEV adopters and 33% PHEV adopters) is similar to the vehicle category distribution of all FY 2014–2015 project participants who were invited to complete the survey (66% BEV adopters and 34% PHEV adopters). Distributions were also similar for purchased versus leased vehicles; 61% of survey respondents leased, which is very close to the 64% of survey invitees who leased. Comparative distributions by county (see Appendix C, Exhibit 14) and vehicle model (see Appendix C, Exhibit 15) show only a one to two percentage point difference where differences exist. While survey nonrespondents could differ from respondents in other ways, this evidence indicates reasonable representativeness in terms of vehicle category and model across these factors.

Respondents are primarily male, aged 40–59 years old and highly educated, with over 82% having obtained at least a bachelor’s degree. A majority of households have incomes of less than \$200,000, with two to four people in most households. Most respondents live in detached houses and own their homes. Table 9 shows a summary of the demographic characteristics of survey respondents. Table 10 shows a summary of the housing characteristics of survey respondents.

Table 9. FY 2014–2015 Survey Respondents’ Demographic Characteristics

Characteristic	Percentage of Respondents
Gender	
Male	73%
Female	27%
Age	
16–29 years	5%
30–39 years	20%
40–49 years	28%

Characteristic	Percentage of Respondents
50–59 years	26%
60–69 years	15%
70+ years	6%

Table 10. FY 2014–2015 Survey Respondents’ Household Characteristics

Household Characteristics	Percentage of Respondents
Household Income	
Less than \$100,000	24%
\$100,000 to \$199,999	42%
\$200,000 to \$299,999	19%
\$300,000 to \$399,999	7%
\$400,000 to \$499,999	3%
\$500,000 or more	6%
Highest Household Education Level*	
High school or less	3%
Some college, no degree	10%
Associate degree	5%
Bachelor’s degree	34%
Postgraduate degree	49%
Number of People in Household	
1	8%
2	36%
3	20%
4	26%
5+	11%
Residence Type	
Detached house	81%
Attached house	9%
Apartment/condominium	9%
Other	1%
Housing Ownership	
Own	83%
Rent	17%

*Adds to 101% due to rounding.

Survey respondents were asked about the importance of monetary incentives in enabling the adoption of their rebated vehicle. Specifically, the CV Consumer Survey asks, “How important were each of the following factors in making it possible for you to acquire your clean vehicle?” (in the EV Consumer Survey, “...to acquire a PEV?”). 73% of respondents indicated that federal tax incentives were very or extremely important, while 5% said they were not at all important. 74% said the state vehicle rebate was very or extremely important, and 3% said it was not at all important.

Additionally, for a number of motivating factors, the surveys ask, “How important were each of the following factors in your decision to acquire a PEV?” Table 11 displays the percentage of respondents who indicated that each factor was very or extremely important in their decision to acquire a PEV.

Table 11. Motivating Factors Among FY 2014–2015 Survey Respondents

Motivating Factors	% Very or Extremely Important
Saving money on fuel costs	77%
Reducing environmental impacts	77%
Increased energy independence	66%
Vehicle performance	65%
HOV lane access	57%
A desire for the newest technology	50%

In summary, the survey responses presented provide some insight into the characteristics and motivations of CVRP participants from FY 2014–2015. They reveal that many have characteristics that enable or have historically been associated with PEV adoption (highly educated, live in a detached house, etc.). For nearly three-fourths of respondents, monetary incentives were very or extremely important to their decision to adopt, and a similar proportion indicated that they were also highly motivated to save money on fuel costs and reduce their environmental impact. Additional findings from CVRP’s consumer surveying efforts can be found in the public, online data dashboard described in Section III under Project Transparency and Evaluation, and illustrated in Appendix B.

V. Summary

Since its inception in 2009, CVRP has supported California’s ambitious air-quality and clean-transportation goals by issuing or reserving nearly 123,000 rebates—amounting to over \$260 million for clean vehicles. To better administer the project in the face of rapid growth, CSE made numerous improvements to rebate application processes, record keeping and communication practices, which improved efficiency and transparency:

- CSE responded to continued project growth and increased outreach to members of disadvantaged communities by adding seventeen new CVRP staff members, bringing the total size of the team to twenty-seven at the end of FY 2014–2015.

- CSE launched a cloud-based technology to shift from a paper-based process to an online system.
- CSE launched a new stand-alone CVRP website: <https://cleanvehiclerebate.org>.
- The website was translated into Spanish: <https://cleanvehiclerebate.org/es>.

The project further supports clean-vehicle market development by collecting, processing and analyzing CVRP rebate and consumer-survey data and publishing it through several rich, interactive, online data visualization tools. These efforts support a wide variety of stakeholders and increase project transparency.

In FY 2014–2015, CVRP achieved its goal of accelerating the deployment of zero-tailpipe-emission-capable passenger vehicles in California and provided highly useful clean-vehicle market information to stakeholders in California and beyond.

VI. Appendix A: Education and Outreach Materials

Exhibit 1. Map of Outreach Event Locations

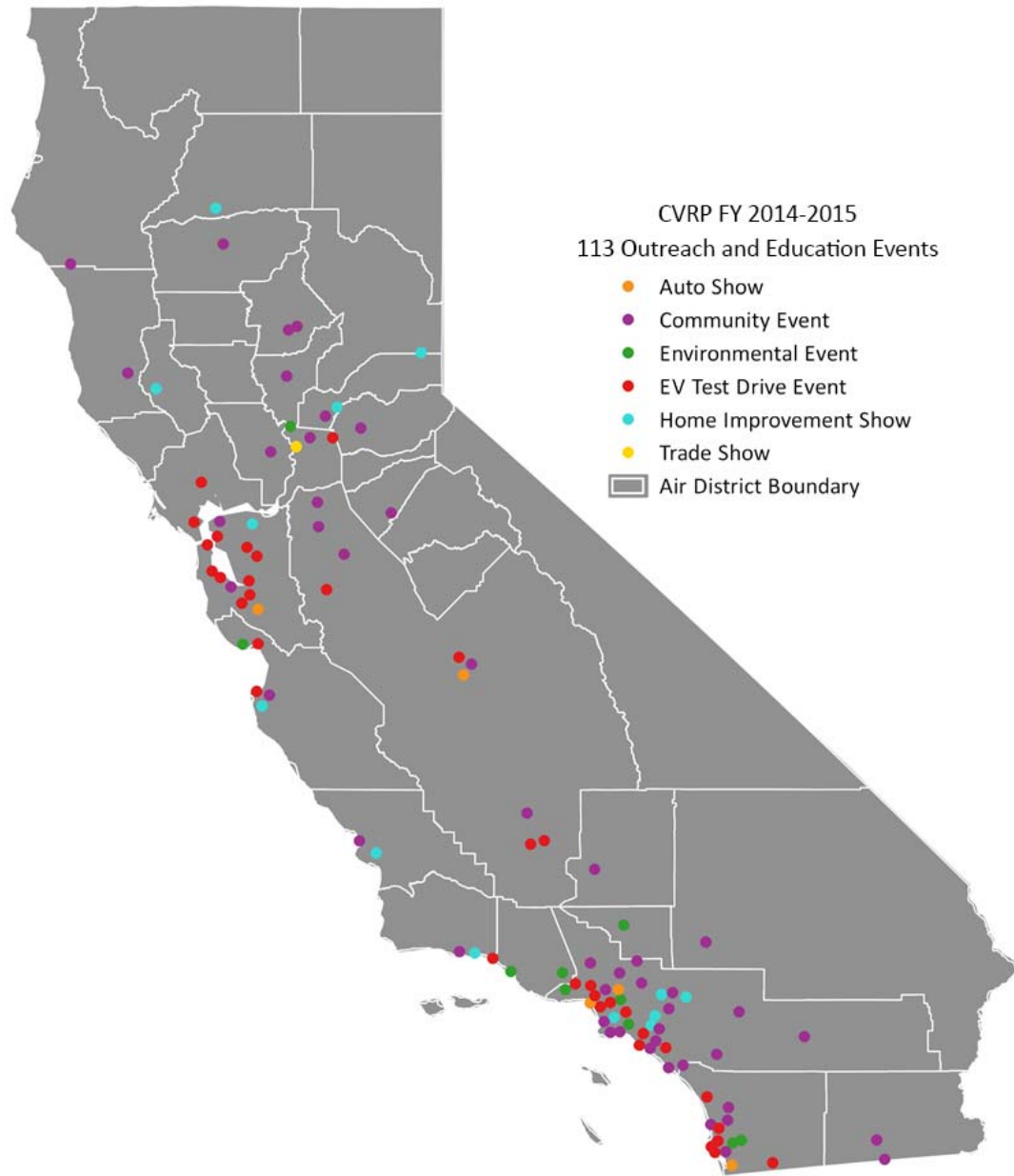


Exhibit 2. Event Photos

Anaheim Home and Garden Show -
Orange County



Montrose Harvest Farmer's Market -
Los Angeles County



Escondido Street Fair -
San Diego County



Indian Wells Arts Festival -
Riverside County



Eco Rotary Club of Morro Bay Fair -
San Luis Obispo County



Orange County Auto Show -
Orange County



Orange International Street Fair - Orange County



Bok Kai Parade - Yuba County



Electric Vehicle Day - San Diego County



Sweet Onion Festival and Earth Day Celebration - Imperial County



Exhibit 3. Dealership Educational Flyer

Clean Vehicle Rebate Project Information for Dealerships



The Clean Vehicle Rebate Project (CVRP), funded by the California Air Resources Board and administered by the Center for Sustainable Energy, provides **rebate checks** directly to purchasers and lessees of zero-emission and plug-in hybrid electric vehicles.

CVRP gives you the opportunity to talk to your customers about considerable savings on their purchase or lease. Combined with the federal income tax credit, they can save up to **\$10,000**.

Because CVRP has an online application, you can help your customers get started with their rebates at the point of sale. Unlike the federal tax credit, rebate checks are mailed throughout the year (within 90 days of application approval).¹ Applying at the dealership will maximize the effectiveness of the rebate, and **help you make the deal**.

It's easy to apply

Although CVRP accepts applications up to 18 months after purchase or lease, to make the rebate feel like cash on the hood, we encourage dealerships to help customers get started immediately by submitting an online application. Supporting documents can either be uploaded at that time or submitted within 14 days.

- 1 Visit CleanVehicleRebate.org
- 2 Select the purchased or leased vehicle
- 3 Submit the CVRP application online
- 4 Prepare the supporting documents
- 5 Submit supporting documents at CleanVehicleRebate.org/login¹

Be sure to tell your customers that all rebate communications come through email. They should ensure their email address is correct on the application and that CVRP@energycenter.org is on their safe senders list.

Supporting Documents

- 1 Signed Application Form
- 2 Purchase or Lease Agreement
- 3 Proof of Vehicle Registration
- 4 CA Driver's License

Examples at CleanVehicleRebate.org/cvrpSampleDocs

Clean Vehicle Rebate Project rebates

- 1 \$5,000 for fuel-cell electric vehicles (FCEVs)
- 2 \$2,500 for all-battery electric vehicles (BEVs)
- 3 \$1,500 for plug-in hybrid electric vehicles (PHEVs)

Eligibility

A complete list of eligible vehicles and currently available funds are at CleanVehicleRebate.org.

- 1 Applicant must be a California resident.
- 2 Vehicle must be new at the time of lease or purchase.²
- 3 The vehicle must be owned, operated and registered in California for a minimum of 30 months. If leased, original lease term must be at least 30 months.
- 4 Applicants are eligible for two rebates. Purchasers or lessees of fuel-cell vehicles may qualify for a third rebate.

This information is for dealership use

For information about clean vehicle rebates, visit CleanVehicleRebate.org

1 Delays beyond normal processing times may occur.
2 Unregistered dealer demos and unwind vehicles are also eligible.
3 For alternate submittal options see CleanVehicleRebate.org/faqs.

Other Incentives Available

Electric vehicles also are eligible for a range of regional incentives, tax credits, HOV lane access and reduced electricity rates. You can help your customers by telling them about the following info.

Regional Incentives

Check for additional incentives at driveclean.ca.gov by clicking on "calculate savings by incentives."

Federal Income Tax Credit

The federal income tax credit amount varies based on the vehicle's battery size. Tax credits are up to \$7,500 for all-battery electric vehicles, \$2,500-\$7,500 for plug-in hybrid electric vehicles and \$4,000 for fuel-cell electric vehicles. Home charging stations also qualify for a 30% tax credit (up to \$1,000) for total cost of purchase and installation.

Not every customer will have the tax liability to take advantage of the full credit. Encourage your customers to consult a tax professional to confirm their individual eligibility. For complete information on the federal income tax credit, visit fuelconomy.gov.

HOV Lane Access

HOV lane access allows single-occupant drivers to access carpool lanes. Access decals are available for all electric vehicles.

NOTE: Dealerships are able to apply for HOV lane access decals for vehicles on their lot before the sale or lease. Use DMV form 1000D to apply for up to 10 vehicles at a time. You may not market the decals as "free" or "included in price," but you may inform customers "decals are available" at the dealership.

Time-of-Use Electricity Rates

Depending on a customer's residential electricity consumption, a significant benefit of an electric vehicle is access to reduced energy rates from the local electricity utility. Most utilities offer time-of-use (TOU) rates that greatly reduce costs associated with charging a vehicle at home by charging during off-peak hours. Tell your customers to contact their utility to find out more.⁵



Green HOV Decals

- ▶ For eligible PHEVs
- ▶ Limited supply⁴
- ▶ HOV lane access through January 1, 2019



White HOV Decals

- ▶ For eligible BEVs and FCEVs
- ▶ Unlimited supply
- ▶ HOV lane access through January 1, 2019



This chart is an example. TOU rates and times will vary by utility.

⁵ A list of utility providers is at energyalmanac.ca.gov/electricity/utilities.html.

Customer Incentive Flyers

The Center for Sustainable Energy will supply your dealership with manufacturer-specific handouts for customers that contain an overview of these available incentives and additional information.

To obtain flyers, contact dealership@energycenter.org.



Exhibit 4. EV 101 Flyer—English and Spanish

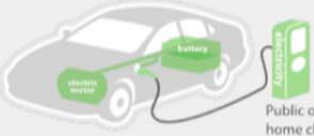
Electric Vehicles 101

Vehicle Types and Charging Options

TYPES OF ELECTRIC VEHICLES

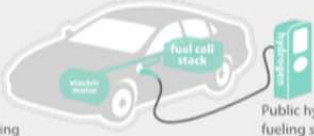
Zero-Emission Vehicles

All-Battery Electric Vehicle



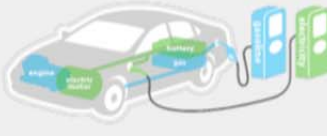
Public or home charging

Fuel-Cell Electric Vehicle



Public hydrogen fueling station

Plug-in Hybrid Electric Vehicles



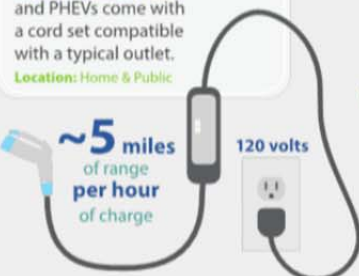
Zero-emission vehicles (ZEVs) are vehicles that have zero tailpipe emissions and include all-battery electric vehicles (BEVs) and fuel-cell electric vehicles (FCEVs). Other ZEVs are neighborhood electric vehicles and zero-emission motorcycles.

Plug-in hybrid electric vehicles (PHEVs) operate on electricity as well as gasoline.

FUELING OPTIONS

Level 1 Charging: All BEVs and PHEVs come with a cord set compatible with a typical outlet.

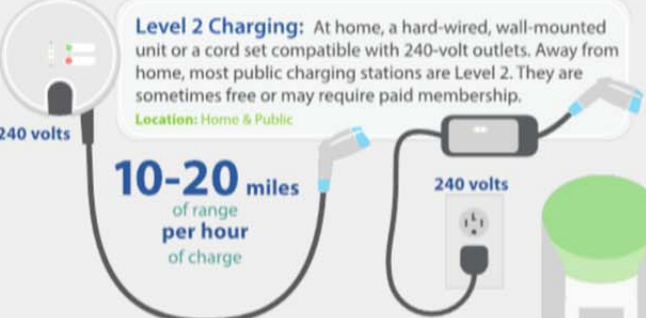
Location: Home & Public



~5 miles of range per hour of charge

Level 2 Charging: At home, a hard-wired, wall-mounted unit or a cord set compatible with 240-volt outlets. Away from home, most public charging stations are Level 2. They are sometimes free or may require paid membership.

Location: Home & Public



10-20 miles of range per hour of charge

Public Charging

For a list of public level 1, level 2 and DC fast charging stations across the state, please visit: www.tinyurl.com/publicEVcharging

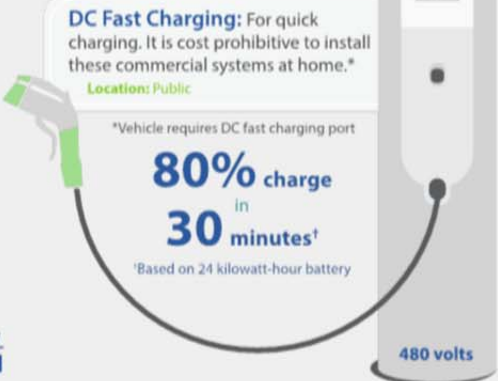
Hydrogen Fueling Stations

For a list of public hydrogen fueling stations, please visit: www.fuelcellpartnership.org/stationmap

DC Fast Charging: For quick charging. It is cost prohibitive to install these commercial systems at home.*


Location: Public

*Vehicle requires DC fast charging port




80% charge in **30 minutes**[†]

[†]Based on 24 kilowatt-hour battery



Center for Sustainable Energy



California Environmental Protection Agency
Air Resources Board

For information about clean vehicle rebates, visit cleanvehiclerebate.org/info

Clean Vehicle Rebate Project

Meet the Fleet: Partial List of Rebate-Eligible Vehicles



Vehicle	Electric Vehicle Type		Range*	Rebate
Hyundai Tucson Fuel Cell	Fuel-Cell		265 miles	\$5,000
BMW i3	All-Battery		81 miles	\$2,500
Fiat 500e	All-Battery		87 miles	\$2,500
Kia Soul EV	All-Battery		93 miles	\$2,500
Nissan LEAF	All-Battery		84 miles	\$2,500
Tesla Model S 85-kWh battery	All-Battery		265 miles	\$2,500
Chevrolet Volt Low Emissions Package	Plug-In Hybrid		Battery: 38 miles Total: 380 miles	\$1,500
Ford Fusion Energi	Plug-In Hybrid		Battery: 19 miles Total: 550 miles	\$1,500
Neighborhood Electric Vehicles	All-Battery		Varies by model	\$900
Zero-Emission Motorcycles (several models)	All-Battery		Varies by model	\$900

*Actual range may vary

The vehicle eligibility list is updated as new all-battery, fuel-cell and plug-in hybrid electric vehicles are released. For a complete list of vehicles, please visit: cleanvehiclerebate.org/info.

Eligibility includes income considerations. Please see project website for all eligibility requirements.

Introducción a los vehículos eléctricos

Tipos de vehículo y opciones de carga



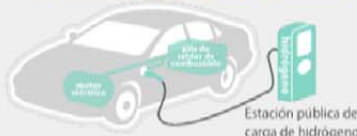
TIPOS DE VEHÍCULOS ELÉCTRICOS

Vehículos de cero emisiones

Vehículo eléctrico a batería



Vehículo eléctrico con celda de combustible



Vehículos eléctricos híbridos enchufables



Los vehículos de cero emisiones (ZEV) son vehículos que no tienen emisiones de escape e incluyen los vehículos eléctricos a batería (BEV) y los vehículos eléctricos con celdas de combustible (FCEV). También se consideran ZEV los vehículos eléctricos de vecindario y las motocicletas de cero emisiones.

Los vehículos eléctricos híbridos enchufables (PHEV) pueden funcionar con electricidad o con gasolina.

OPCIONES DE RECARGA

Carga de nivel 1: todos los BEV y PHEV vienen con cables compatibles con un tomacorriente convencional.

Lugar: en casa o en estaciones públicas



Carga de nivel 2: en casa, una unidad instalada en la pared con conexión permanente o cables compatibles con tomacorrientes de 240 V. Fuera de casa, la mayoría de las estaciones de carga públicas son de nivel 2. Algunas son gratuitas y otras requieren una suscripción paga.

Lugar: en casa o en estaciones públicas



Carga pública

Para obtener una lista de estaciones de carga de nivel 1, de nivel 2 y de carga rápida con CC, visite:

www.tinyurl.com/publicEVcharging

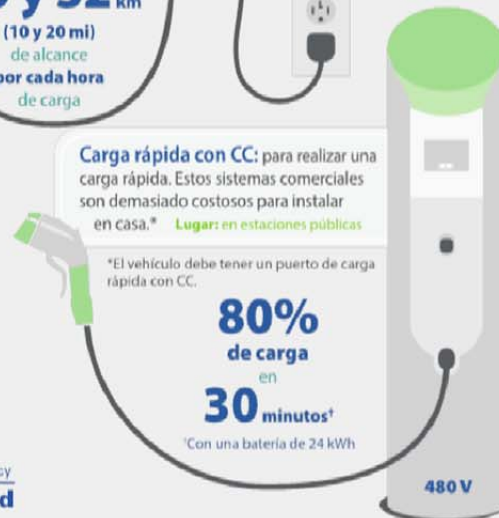
Estaciones de carga de hidrógeno

Para consultar una lista de las estaciones públicas de carga de hidrógeno, visite:

www.fuelcellpartnership.org/stationmap

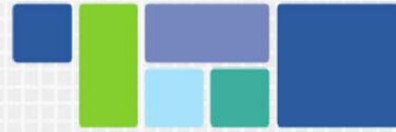
Carga rápida con CC: para realizar una carga rápida. Estos sistemas comerciales son demasiado costosos para instalar en casa.* Lugar: en estaciones públicas

*El vehículo debe tener un puerto de carga rápida con CC.



Para obtener información sobre los reembolsos para vehículos limpios, visite cleanvehiclerebate.org/info

Programa de reembolsos para vehículos limpios



Conozca la flota: lista parcial de vehículos elegibles para un reembolso

Vehículo	Tipo de vehículo eléctrico		Alcance*	Reembolso
Hyundai Tucson Fuel Cell	Celda de combustible		425 km (265 mi)	\$5,000
BMW i3	Batería		130 km (81 mi)	\$2,500
Fiat 500e	Batería		140 km (87 mi)	\$2,500
Kia Soul EV	Batería		150 km (93 mi)	\$2,500
Nissan LEAF	Batería		135 km (84 mi)	\$2,500
Tesla Model S Batería de 85 kWh	Batería		425 km (265 mi)	\$2,500
Chevrolet Volt Paquete de bajas emisiones	Híbrido enchufable		Batería: 61 km (38 mi) Total: 611 km (380 mi)	\$1,500
Ford Fusion Energi	Híbrido enchufable		Batería: 30,5 km (19 mi) Total: 885 km (550 mi)	\$1,500
Vehículos eléctricos de vecindario	Batería		Varía según el modelo	\$900
Motocicletas de cero emisiones (varios modelos)	Batería		Varía según el modelo	\$900

*El alcance real puede ser distinto.

La lista de vehículos elegibles se actualiza a medida que salen nuevos vehículos eléctricos, ya sean a batería, con celdas de combustible o híbridos enchufables. Para consultar una lista completa de los vehículos, visite: cleanvehiclerebate.org/info.

Elegibilidad depende de su nivel de ingresos. Por favor visite el sitio web del Proyecto para los requerimientos de elegibilidad.

Exhibit 5. Incentive Flyers

Consumer Incentive Flyer (General Version)

The flyer features a central image of a blue electric vehicle charging cable plugged into a white charging station. The background is light green with a decorative border. Text is arranged in columns around the central image.

DRIVE CLEAN & SAVE! **TEN THOUSAND DOLLARS**

Receive Up To
\$10,000
In Incentives

California Environmental Protection Agency
Air Resources Board

Check out the savings today!
cleanvehiclerebate.org/info

Center for Sustainable Energy

NOT REDEEMABLE FOR CASH **DRIVE CLEAN & SAVE!**

INCENTIVES AVAILABLE

Consumer Incentive Flyer (Spanish Version)

The flyer features a central image of a blue electric vehicle charging cable plugged into a white charging station. The background is light green with a decorative border. Text is arranged in columns around the central image.

¡MANEJE LIMPIO Y AHORRE! **DIEZ MIL DÓLARES**

Reciba hasta
\$10,000
en incentivos

California Environmental Protection Agency
Air Resources Board

¡Eche un vistazo a los ahorros!
cleanvehiclerebate.org/info

Center for Sustainable Energy

NO SE PUEDE CANJEAR POR DINERO **¡MANEJE LIMPIO Y AHORRE!**

INCENTIVOS DISPONIBLES

Consumer Incentive Flyer (San Joaquin Valley Air Pollution Control District Version)

This flyer is for a \$13,000 incentive. It features a central image of a blue electric vehicle charging cable plugged into a charging station. The text includes 'DRIVE CLEAN & SAVE!' at the top, 'THIRTEEN THOUSAND DOLLARS' at the top right, and 'Receive Up To \$13,000 In Incentives' on the left. On the right, it says 'Check out the savings today!' and provides the website 'cleanvehiclerebate.org/info'. Logos for the California Environmental Protection Agency Air Resources Board and the Center for Sustainable Energy are present. At the bottom, it states 'NOT REDEEMABLE FOR CASH' and 'DRIVE CLEAN & SAVE!' with 'INCENTIVES AVAILABLE' written on a ribbon.

Consumer Incentive Flyer (Manufacturer-Specific Version)

This flyer is for a \$10,000 incentive. It features a central image of a red car. The text includes 'DRIVE CLEAN & SAVE!' at the top, 'TEN THOUSAND DOLLARS' at the top right, and 'Receive Up To \$10,000 In Incentives' on the left. On the right, it says 'Check out the savings today!' and provides the website 'cleanvehiclerebate.org/info'. Logos for the California Environmental Protection Agency Air Resources Board and the Center for Sustainable Energy are present. At the bottom, it states 'NOT REDEEMABLE FOR CASH' and 'DRIVE CLEAN & SAVE!' with 'INCENTIVES AVAILABLE' written on a ribbon.

VII. Appendix B: Online Transparency Tools

Exhibit 1. Rebate Statistics Tool

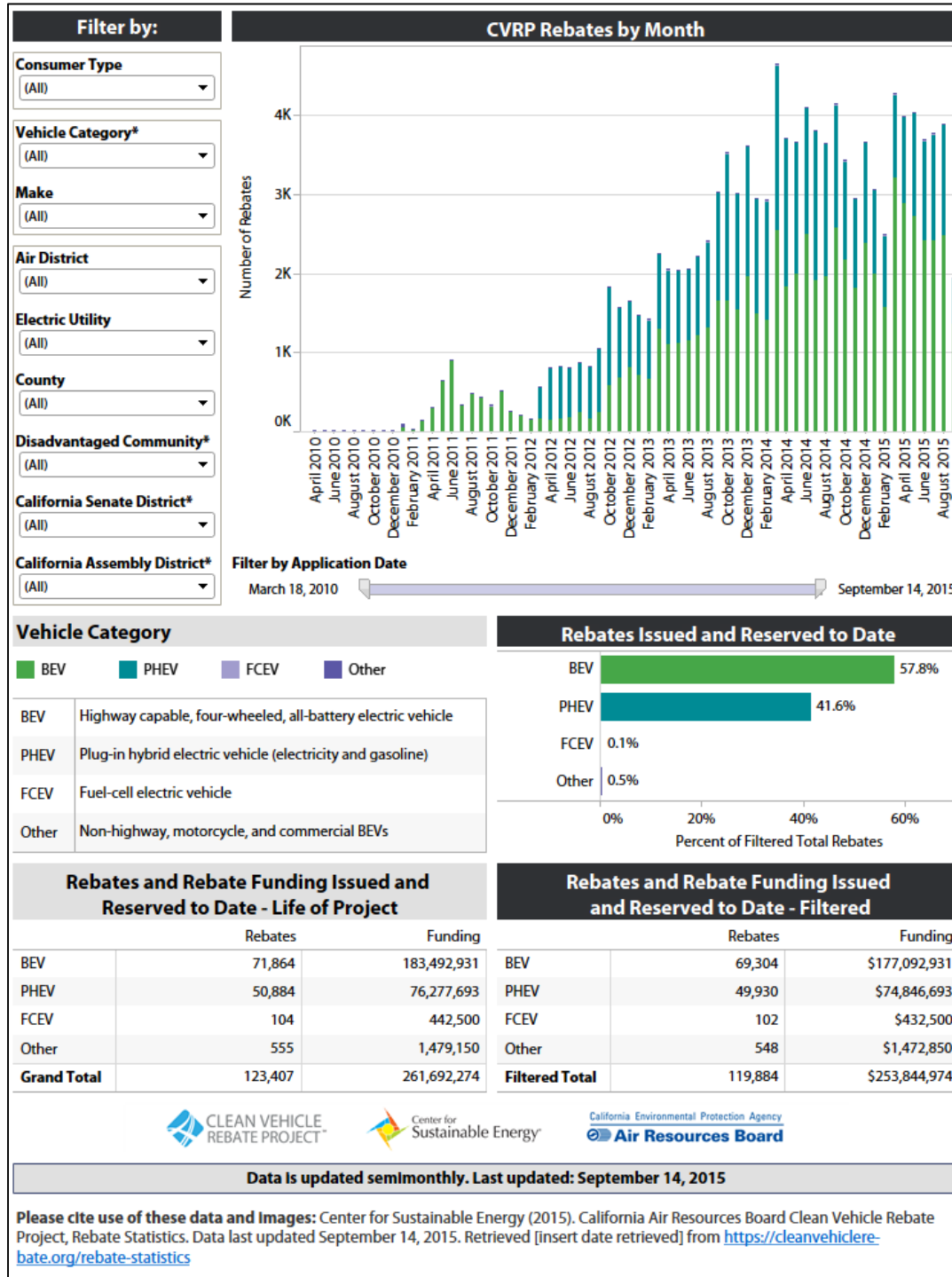


Exhibit 2. Rebate Statistics Map

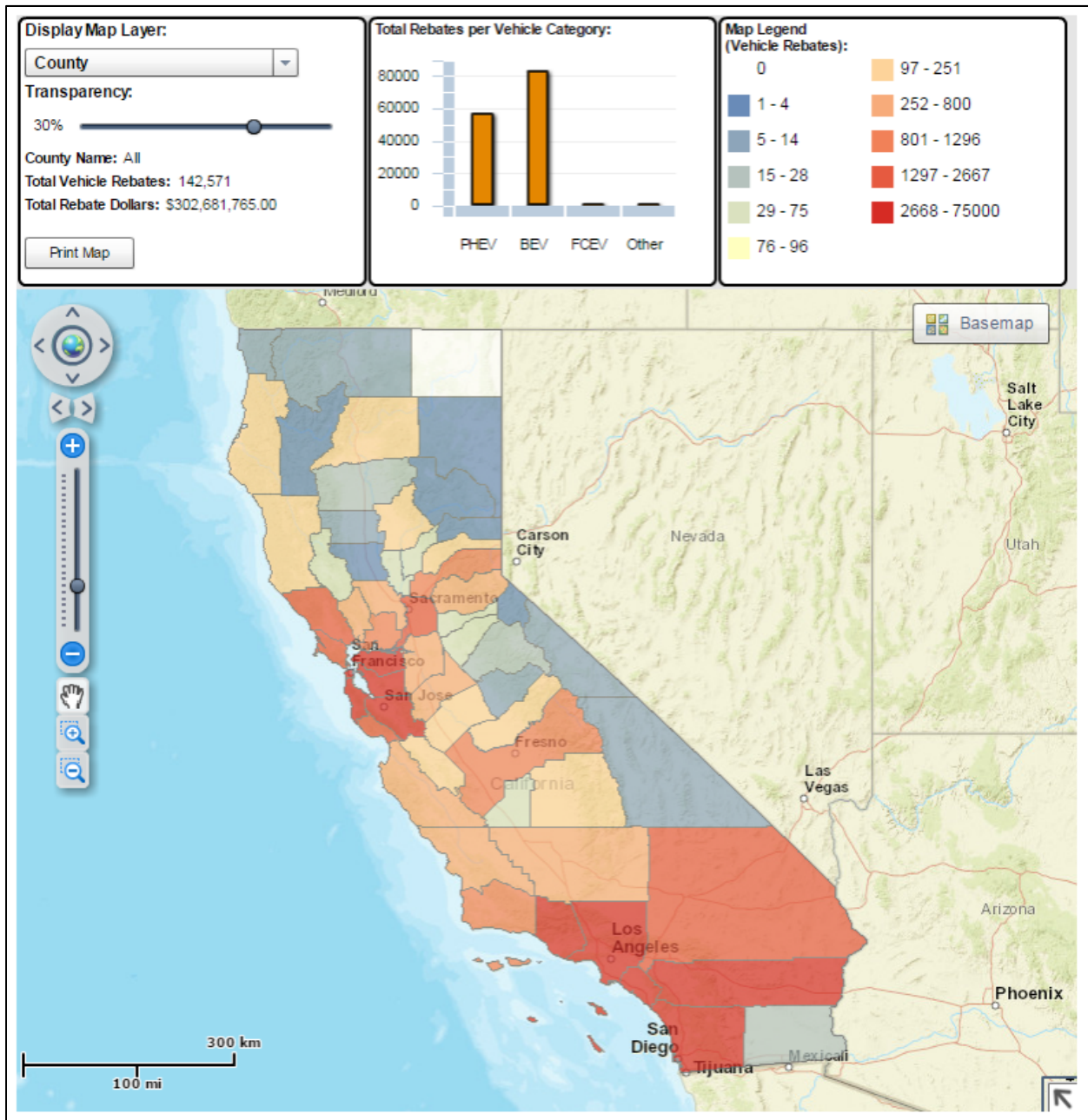
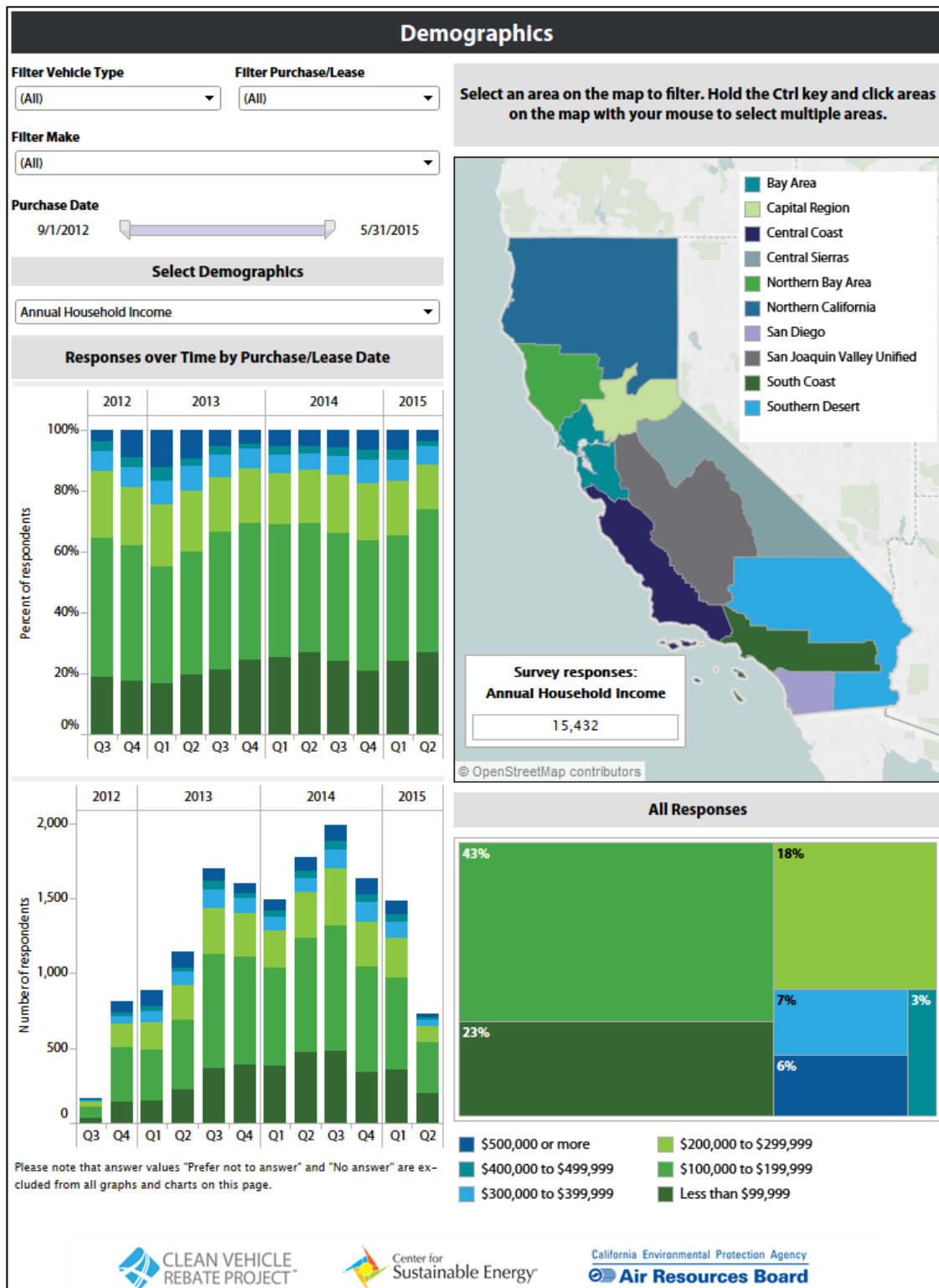


Exhibit 3. EV Consumer Survey Dashboard



VIII. Appendix C: Rebates Paid with FY 2014–2015 Funding

Exhibit 1. Rebates by Applicant Type

Consumer Type	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
Individual	51,511	\$110,993,450	96.82%
Business	1,474	\$3,302,500	2.88%
Local government entity	120	\$268,700	0.23%
State government entity	21	\$38,500	0.03%
Nonprofit	18	\$36,000	0.03%
Federal government entity	1	\$2,500	0.00%
Grand total	53,145	\$114,641,650	100%

Exhibit 2. Rebates by Vehicle Category

Vehicle Category	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
PHEV (\$1500)	18,177	\$27,262,350	23.78%
BEV (\$2500)	34,795	\$86,973,500	75.87%
FCEV (\$5000)	61	\$305,000	0.27%
ZEM (\$900)	106	\$95,400	0.08%
NEV (\$900)	6	\$5,400	0.00%
Grand total	53,145	\$114,641,650	100%

Exhibit 3. Rebates by Vehicle Model

Vehicle Model	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
PHEVs	18,177	\$27,262,350	23.78%
Cadillac ELR	169	\$253,500	0.22%
Chevrolet Volt	7,483	\$11,221,350	9.79%
Ford C-MAX Energi	2,794	\$4,191,000	3.66%
Ford Fusion Energi	3,651	\$5,476,500	4.78%
Honda Accord Plug-in	134	\$201,000	0.18%
Mercedes-Benz S-Class 550e	4	\$6,000	0.01%
Toyota Prius Plug-in Hybrid	3,942	\$5,913,000	5.16%
BEVs	34,795	\$86,973,500	75.87%
BMW i3	689	\$1,722,500	1.50%
BMW i3 REX	1,499	\$3,745,750	3.27%
Chevrolet Spark EV	1,816	\$4,540,000	3.96%
FIAT 500e	6,683	\$16,707,500	14.57%
Ford Focus Electric	1,252	\$3,130,000	2.73%
Honda Fit EV	88	\$220,000	0.19%
Kia Soul EV	615	\$1,537,500	1.34%
Mercedes-Benz B250e	1,444	\$3,610,000	3.15%

Vehicle Model	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
Mitsubishi i-MiEV	35	\$87,500	0.08%
Nissan LEAF	8,573	\$21,432,500	18.70%
smart Electric Fortwo	947	\$2,367,500	2.07%
Tesla Roadster	1	\$2,500	0.00%
Tesla Model S 40	3	\$7,500	0.01%
Tesla Model S 60	864	\$2,160,000	1.88%
Tesla Model S 70	1,336	\$3,340,000	2.91%
Tesla Model S 85	6,389	\$15,960,250	13.92%
Tesla Model S 90	210	\$525,000	0.46%
Toyota RAV4 EV	486	\$1,215,000	1.06%
Volkswagen e-Golf	1,865	\$4,662,500	4.07%
FCEVs	61	\$305,000	0.27%
Honda FCX Clarity	2	\$10,000	0.01%
Hyundai Tucson Fuel Cell	59	\$295,000	0.26%
ZEMs	106	\$95,400	0.08%
Brammo Empulse	7	\$6,300	0.01%
Brammo Empulse R	1	\$900	0.00%
Brammo Enertia Plus	4	\$3,600	0.00%
Zero DS	24	\$21,600	0.02%
Zero FX	16	\$14,400	0.01%
Zero S	18	\$16,200	0.01%
Zero SR	35	\$31,500	0.03%
Zero XU	1	\$900	0.00%
NEVs	6	\$5,400	0.00%
GEM e4	6	\$5,400	0.00%
Grand total	53,145	\$114,641,650	100.00%

Exhibit 4. Rebates by Lease or Purchase

Purchase/Lease	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
Purchase	19,004	\$38,671,400	34%
Lease	34,141	\$75,970,250	66%
Grand total	53,145	\$114,641,650	100%

Exhibit 5. Purchase Price or Lease Agreed-Upon Value

Purchase Price	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
Less than \$10,000	13	\$11,700	0.01%
\$10,000 to \$19,999.99	1,058	\$2,490,000	2.17%
\$20,000 to \$29,999.99	10,808	\$25,348,600	22.11%
\$30,000 to \$39,999.99	28,689	\$56,005,350	48.85%
\$40,000 to \$49,999.99	2,900	\$6,609,250	5.77%
\$50,000 to \$59,999.99	741	\$1,969,000	1.72%
\$60,000 to \$69,999.99	67	\$133,500	0.12%
\$70,000 to \$79,999.99	729	\$1,752,500	1.53%
\$80,000 to \$89,999.99	2,204	\$5,491,250	4.79%
\$90,000 to \$99,999.99	2,909	\$7,266,750	6.34%
\$100,000 or more	3,027	\$7,563,750	6.60%
Grand total	53,145	\$114,641,650	100.00%

Exhibit 6. Rebates by Rebate Amount

Rebate Amount	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
\$450	3	\$1,350	0.00%
\$750	8	\$6,000	0.01%
\$900	112	\$100,800	0.09%
\$1,500	18,174	\$27,261,000	23.78%
\$2,500	34,787	\$86,967,500	75.86%
\$5,000	61	\$305,000	0.27%
Grand total	53,145	\$114,641,650	100.00%

Exhibit 7. Rebates by Air District

Air District	Rebates Issued	Total Rebate Dollars	Percent of Total Dollars
Amador	16	\$35,000	0.03%
Antelope Valley	150	\$279,400	0.24%
Bay Area	21,372	\$47,389,400	41.34%
Butte	38	\$82,000	0.07%
Calaveras	10	\$18,400	0.02%
Colusa	2	\$4,000	0.00%
El Dorado	189	\$410,500	0.36%
Feather River	24	\$48,000	0.04%
Glenn	3	\$6,500	0.01%
Great Basin Unified	6	\$10,400	0.01%
Imperial	8	\$18,000	0.02%
Kern	29	\$54,900	0.05%
Lake	26	\$51,400	0.04%
Lassen	1	\$1,500	0.00%
Mariposa	4	\$10,000	0.01%
Mendocino	80	\$162,000	0.14%
Mojave Desert	76	\$155,000	0.14%
Monterey Bay Unified	684	\$1,466,200	1.28%
North Coast Unified	126	\$231,000	0.20%
Northern Sierra	65	\$137,500	0.12%
Northern Sonoma	120	\$258,400	0.23%
Placer	447	\$960,300	0.84%
Sacramento Metro	927	\$1,985,700	1.73%
San Diego	3,793	\$8,331,300	7.27%
San Joaquin Valley Unified	1,510	\$3,426,000	2.99%
San Luis Obispo	240	\$516,400	0.45%
Santa Barbara	308	\$656,400	0.57%
Shasta	29	\$62,500	0.05%
Siskiyou	3	\$7,500	0.01%
South Coast	21,567	\$45,155,250	39.39%
Tehama	7	\$14,500	0.01%
Tuolumne	13	\$23,500	0.02%
Ventura	995	\$2,075,300	1.81%
Yolo-Solano	277	\$597,500	0.52%
Grand total	53,145	\$114,641,650	100.00%

Exhibit 8. Map of Rebates by Air District

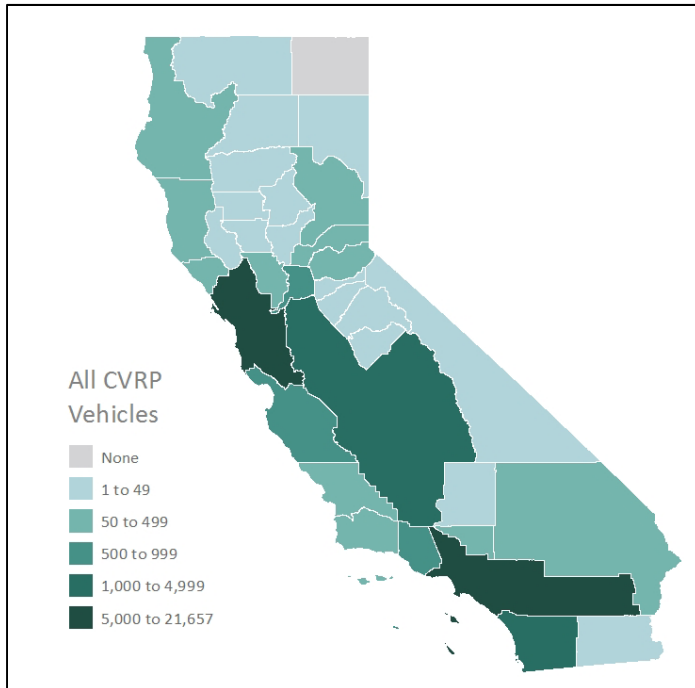


Exhibit 9. Map of PHEV Rebates by Air District

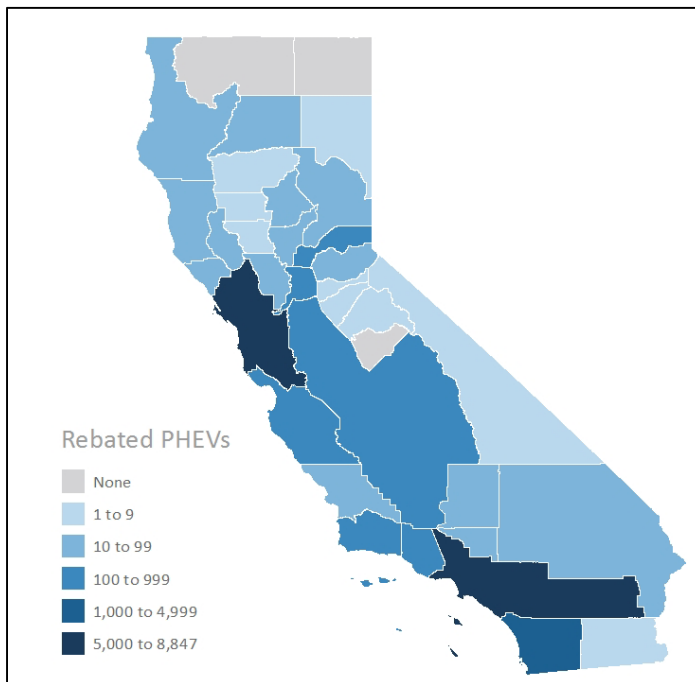


Exhibit 10. Map of BEV Rebates by Air District

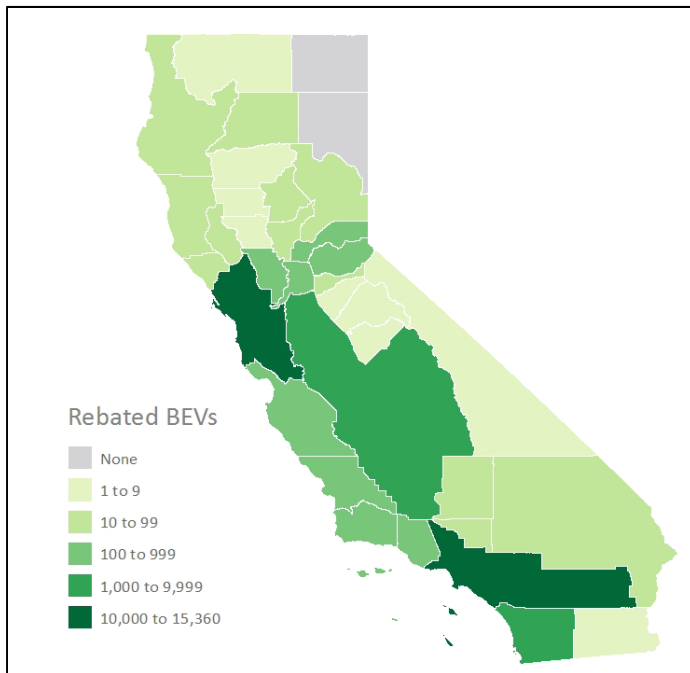


Exhibit 11. Map of Other Vehicle Type Rebates by Air District

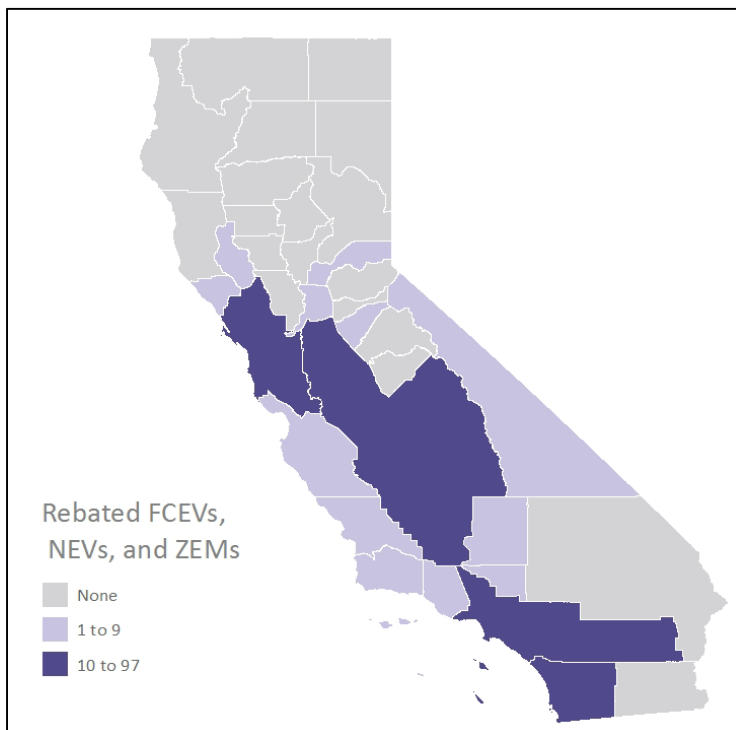


Exhibit 12. Rebates by Disadvantaged Community Status

Disadvantaged Community Status	CVRP Rebates Issued	CVRP Total Dollars	Percent of CVRP Total Dollars
Disadvantaged census tract	3,356	\$7,090,200	6.18%
ZIP code benefitting an disadvantaged census tract	20,091	\$42,579,250	37.14%

Exhibit 13. Participation Rate by County and Vehicle Type

ID = Insufficient Data

County	PHEV	BEVx	BEV	FCEV	PHEV, BEVx, BEV and FCEV
Alameda	69%	44%	88%	ID	81%
Amador	ID	ID	100%	ID	63%
Butte	37%	ID	79%	ID	62%
Calaveras	ID	ID	ID	ID	73%
Colusa	ID	ID	ID	ID	ID
Contra Costa	69%	32%	86%	ID	77%
Del Norte	ID	ID	ID	ID	ID
El Dorado	58%	ID	89%	ID	74%
Fresno	65%	ID	93%	ID	88%
Glenn	ID	ID	ID	ID	ID
Humboldt	46%	ID	76%	ID	53%
Imperial	ID	ID	ID	ID	67%
Inyo	ID	ID	ID	ID	ID
Kern	73%	59%	87%	ID	80%
Kings	ID	ID	ID	ID	50%
Lake	ID	ID	ID	ID	51%
Lassen	ID	ID	ID	ID	ID
Los Angeles	69%	39%	80%	97%	72%
Madera	52%	ID	93%	ID	78%
Marin	56%	41%	77%	ID	68%
Mariposa	ID	ID	ID	ID	ID
Mendocino	46%	ID	80%	ID	56%
Merced	63%	ID	77%	ID	70%
Mono	ID	ID	ID	ID	67%
Monterey	57%	63%	69%	ID	64%
Napa	45%	ID	64%	ID	56%
Nevada	55%	ID	85%	ID	72%
Orange	68%	39%	86%	87%	75%
Placer	68%	43%	86%	ID	77%
Plumas	ID	ID	ID	ID	ID
Riverside	58%	32%	78%	ID	65%

County	PHEV	BEVx	BEV	FCEV	PHEV, BEVx, BEV and FCEV
Sacramento	60%	43%	74%	ID	68%
San Benito	54%	ID	ID	ID	61%
San Bernardino	57%	24%	87%	ID	68%
San Diego	68%	49%	78%	ID	73%
San Francisco	55%	29%	75%	ID	63%
San Joaquin	69%	ID	79%	ID	74%
San Luis Obispo	60%	ID	85%	ID	71%
San Mateo	64%	43%	82%	ID	76%
Santa Barbara	66%	29%	80%	ID	70%
Santa Clara	67%	41%	83%	ID	77%
Santa Cruz	54%	70%	84%	ID	70%
Shasta	61%	ID	75%	ID	68%
Siskiyou	ID	ID	ID	ID	ID
Solano	54%	ID	77%	ID	63%
Sonoma	56%	48%	88%	ID	71%
Stanislaus	62%	ID	94%	ID	83%
Sutter	ID	ID	ID	ID	61%
Tehama	ID	ID	ID	ID	ID
Trinity	ID	ID	ID	ID	ID
Tulare	43%	ID	86%	ID	72%
Tuolumne	ID	ID	ID	ID	67%
Ventura	68%	32%	84%	ID	73%
Yolo	55%	ID	86%	ID	73%
Yuba	ID	ID	ID	ID	67%

Exhibit 14. Survey Invitees and Respondents by County

County	Survey Invitees	Survey Respondents
Alameda	9.3%	8.5%
Alpine	0.0%	0.0%
Amador	0.0%	0.0%
Butte	0.1%	0.1%
Calaveras	0.0%	0.0%
Colusa	0.0%	0.0%
Contra Costa	4.5%	4.3%
Del Norte	0.0%	0.0%
El Dorado	0.4%	0.4%
Fresno	1.1%	1.2%
Glenn	0.0%	0.0%
Humboldt	0.2%	0.3%
Imperial	0.0%	0.0%
Inyo	0.0%	0.0%
Kern	0.5%	0.6%
Kings	0.0%	0.0%
Lake	0.0%	0.1%
Lassen	0.0%	0.0%
Los Angeles	24.7%	23.9%
Madera	0.1%	0.1%
Marin	1.6%	1.8%
Mariposa	0.0%	0.0%
Mendocino	0.2%	0.2%
Merced	0.1%	0.1%
Modoc	0.0%	0.0%
Mono	0.0%	0.0%
Monterey	0.4%	0.5%
Napa	0.3%	0.4%
Nevada	0.1%	0.1%
Orange	11.8%	10.8%
Placer	0.8%	0.9%
Plumas	0.0%	0.0%
Riverside	2.3%	2.4%
Sacramento	1.7%	2.2%
San Benito	0.1%	0.1%
San Bernardino	1.9%	1.9%
San Diego	7.1%	8.3%
San Francisco	2.2%	2.3%
San Joaquin	0.6%	0.8%
San Luis Obispo	0.4%	0.7%
San Mateo	4.4%	4.1%
Santa Barbara	0.6%	0.7%
Santa Clara	16.6%	15.5%

County	Survey Invitees	Survey Respondents
Santa Cruz	0.9%	0.9%
Shasta	0.1%	0.1%
Sierra	0.0%	0.0%
Siskiyou	0.0%	0.0%
Solano	0.6%	0.7%
Sonoma	1.7%	1.6%
Stanislaus	0.3%	0.4%
Sutter	0.0%	0.0%
Tehama	0.0%	0.0%
Trinity	0.0%	0.0%
Tulare	0.1%	0.1%
Tuolumne	0.0%	0.0%
Ventura	1.9%	2.2%
Yolo	0.4%	0.5%
Yuba	0.0%	0.0%

Exhibit 15. Survey Invitees and Respondents by Vehicle Model

Vehicle Model	Survey Invitees	Survey Respondents
PHEVs		
Cadillac ELR	0.3%	0.4%
Chevrolet Volt	14.3%	13.3%
Ford C-MAX Energi	5.3%	5.6%
Ford Fusion Energi	6.9%	6.7%
Honda Accord Plug-in	0.3%	0.3%
Mercedes-Benz S-Class 550e	0.0%	0.0%
Toyota Prius Plug-in Hybrid	7.5%	6.4%
BEVs		
BMW i3	1.3%	1.6%
BMW i3 REx	2.8%	3.4%
Chevrolet Spark EV	3.5%	4.1%
FIAT 500e	12.8%	11.6%
Ford Focus Electric	2.3%	2.8%
Honda Fit EV	0.2%	0.3%
Kia Soul EV	1.2%	1.4%
Mercedes-Benz B250e	2.7%	3.0%
Mitsubishi i-MiEV	0.1%	0.1%
Nissan LEAF	16.5%	15.5%
smart Electric Fortwo	0.1%	0.1%
Tesla Roadster	1.6%	1.6%
Tesla Model S 40	0.0%	0.0%
Tesla Model S 60	1.5%	1.5%
Tesla Model S 70	2.4%	2.6%
Tesla Model S 85	11.4%	11.9%
Tesla Model S 90	0.4%	0.6%
Toyota RAV4 EV	0.9%	0.9%
Volkswagen e-Golf	3.6%	4.5%

IX. Appendix D: Rebates Paid with FY 2014–2015 CEC Funding

Exhibit 1. CEC Funded Rebates by Air District

Air District	Rebates Issued	Total Rebate Amounts	Percentage of Total Distributed
Amador	3	\$6,500	0.1%
Antelope Valley	9	\$15,500	0.3%
Bay Area	925	\$2,057,500	41.1%
El Dorado	5	\$10,500	0.2%
Feather River	2	\$4,000	0.1%
Imperial	1	\$2,500	0.0%
Kern	2	\$4,000	0.1%
Mendocino	1	\$1,500	0.0%
Mojave Desert	3	\$7,500	0.1%
Monterey Bay Unified	22	\$42,000	0.8%
North Coast Unified	3	\$5,500	0.1%
Northern Sierra	3	\$6,500	0.1%
Northern Sonoma	7	\$15,500	0.3%
Placer	16	\$34,000	0.7%
Sacramento Metro	32	\$61,000	1.2%
San Diego	151	\$319,500	6.4%
San Joaquin Valley Unified	69	\$155,500	3.1%
San Luis Obispo	13	\$29,500	0.6%
Santa Barbara	4	\$10,000	0.2%
Shasta	1	\$2,500	0.0%
Siskiyou	1	\$2,500	0.0%
South Coast	1,019	\$2,092,500	41.8%
Tuolumne	1	\$1,500	0.0%
Ventura	44	\$90,000	1.8%
Yolo-Solano	12	\$25,000	0.5%
Total	2,349	\$5,002,500	100.0%

Exhibit 2. CEC Funded Rebates by Vehicle Category and Model

Vehicle Type	Rebates Issued	Total Rebate Amounts	Percentage of Total Distributed
Light-Duty Zero Emission Vehicle	1,479	\$3,697,500	73.9%
BMW i3	29	\$72,500	1.4%
BMW i3 REx	66	\$165,000	3.3%
Chevrolet Spark EV	30	\$75,000	1.5%
FIAT 500e	335	\$837,500	16.7%
Ford Focus Electric	57	\$142,500	2.8%
Kia Soul EV	34	\$85,000	1.7%
Mercedes-Benz B250e	78	\$195,000	3.9%
Nissan LEAF S	260	\$650,000	13.0%
Nissan LEAF SL	34	\$85,000	1.7%
Nissan LEAF SV	54	\$135,000	2.7%
Tesla Model S 60	6	\$15,000	0.3%
Tesla Model S 70	134	\$335,000	6.7%
Tesla Model S 85	194	\$485,000	9.7%
Tesla Model S 90	1	\$2,500	0.0%
Volkswagen e-Golf	167	\$417,500	8.3%
Plug-In Hybrid Electric Vehicle	870	\$1,305,000	26.1%
Cadillac ELR	5	\$7,500	0.1%
Chevrolet Volt	458	\$687,000	13.7%
Ford C-MAX Energi	138	\$207,000	4.1%
Ford Fusion Energi	161	\$241,500	4.8%
Honda Accord Plug-In	1	\$1,500	0.0%
Toyota Prius Plug-in Hybrid	107	\$160,500	3.2%
Total	2,349	\$5,002,500	100.0%



As a mission-driven nonprofit organization, CSE works with energy policymakers, regulators, public agencies and businesses as an expert implementation partner and trusted information resource. Together, we are the catalysts for sustainable energy market development and transformation.

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