



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



CLEAN CARS  
FOR ALL

# Clean Cars for All and Other Electric Vehicle Incentive Programs Webinar



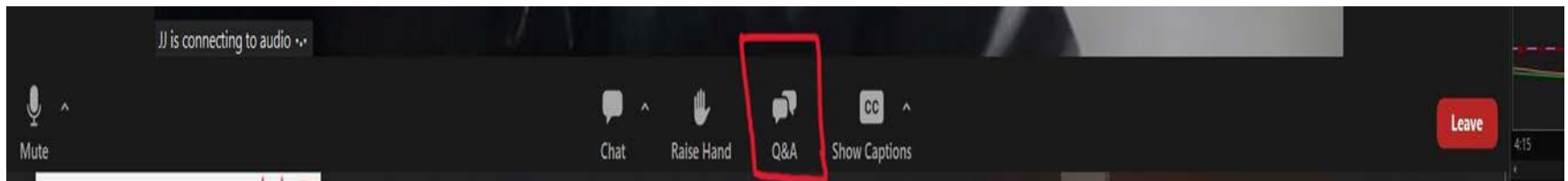
December 12, 2023  
2:00-3:30pm

Tin Le, Manager  
[tle@baaqmd.gov](mailto:tle@baaqmd.gov)



# Webinar Information

- This webinar is being recorded and will be posted online at [www.baaqmd.gov/cleancarsforall](http://www.baaqmd.gov/cleancarsforall)
- The presentation is also available on the Clean Cars for All program website
- Type in questions using the Zoom Q&A function





# Webinar Agenda

- Welcome and Introductions
- Clean Cars for All Program Update
- PG&E Pre-Owned Electric Vehicle (EV) Rebate Program
- MCE's EV Instant Rebate Program
- Peninsula Clean Energy's Used EV Rebate Program
- Closing Remarks



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# Clean Cars for All Program Update

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Grants Specialist  
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# Clean Cars for All Agenda

- Introduction and Background
- Program Overview
- Eligibility Requirements
- Program Changes
- Application Process
- Next Steps
- Questions and Contact info





# Introduction

## The Air District:

- Established in 1955
- Nine Bay Area counties
- Seven million residents

**Mission:** Create a healthy breathing environment for every Bay Area resident while protecting and improving public health, air quality and the global climate.





# Background

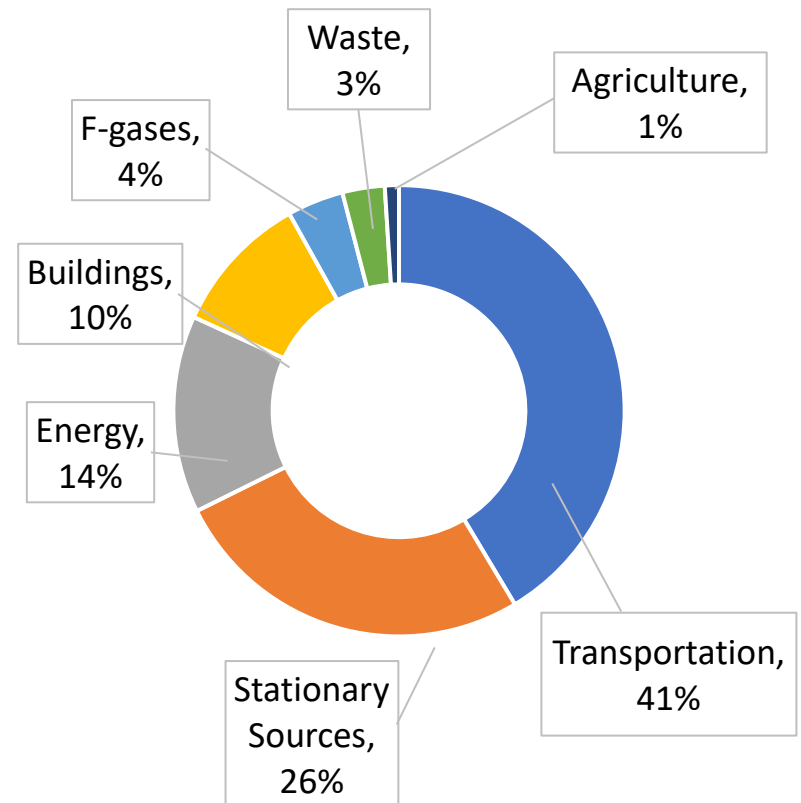
## Bay Area and State EV Adoption Goals

- Bay Area: 1.5M by 2030
  - Current registrations: 430,162
- California: 5M by 2050
  - Current registrations: 1,111,028
  - New car sales zero-emission by 2035

## Clean Cars for All Program Goals:

- Equitable access to EVs for lower-income consumers
- Reduce mobile source emissions from the transportation sector
- Increase the number of EVs to achieve local and state EV adoption goals

Bay Area GHG Pollution Sources







# Background

- Clean Cars for All launched March 2019
- \$33.4 million awarded to 3,980 grantees
  - 3,884 vehicles
  - 434 EV chargers
  - 97 Mobility Options

## Program Focus:

- Serving disadvantaged communities impacted by higher levels of air pollution
- Consumer protections
- Outreach and education
- Coordination with other clean transportation programs







# Program Overview



**Grants for income-qualified residents who retire their older car**



## Vehicles and Infrastructure

- Purchase or lease, new or used
- Hybrid, plug-in hybrid, battery electric, and fuel cell electric vehicles
- Home charger installation or portable charger for plug-in hybrid and battery electric vehicles



## Mobility Options

- Pre-paid debit card for:
  - Electric bicycles
  - Public transit (Clipper Card)



# Program Eligibility



## New Applicant

- First time applying to Clean Cars for All



## Location

- Residence located in eligible zip code



## Vehicle

- Qualifying vehicle to scrap



## Income

- Income qualified based on federal poverty level % (household size and income calculation)



# 2024 Program Changes

## 📍 Location

- Expanding eligibility to all Bay Area ZIP codes

## 🚗 Vehicle

- Increasing retired vehicle model year

## 💰 Income


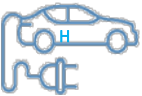



- Focus on the lowest income residents

Higher grant amounts and up to \$2,000 more for residents living in disadvantaged community (DAC) census tracts

	Current Program	New Program
ZIP Codes	76 disadvantaged ZIP Codes	All Bay Area ZIP Codes
Federal Poverty Level	≤400%	≤300%
Retired Vehicle Model Year	2005 or older	2007 or older
Grant Amount	\$5,000 - \$9,500	\$7,000 - \$12,000



# Incentive Amounts Comparison

Clean Transportation Options	Current Program	New Program	
	≤400% Federal Poverty Level (FPL)	≤300% FPL	+ DAC Census Tract
 Hybrid**	\$5,000 - \$7,000	\$7,000	\$7,000
 Plug-In Hybrid	\$5,500 - \$9,500*	\$9,500*	\$11,500*
 Battery Electric	\$5,500 - \$9,500*	\$10,000*	\$12,000*
 Fuel Cell Electric Vehicle	\$5,500 - \$9,500	\$10,000	\$12,000
 Mobility Option	\$7,500	\$7,500	\$7,500

\*Up to \$2,000 is available for EV charger rebate

\*\* Conventional hybrids will not be available after December 31, 2024





# 2024 Vehicle Eligibility

- ✓ **2007 or older model year**
- ✓ **Vehicle is registered under applicant's name**
- ✓ **Operational in California for the past two years**
- ✓ **Under 10,000 pounds**





# 2024 Income Eligibility

Household income is below 300% of the federal poverty level

Household Size	Annual Household Income Cap
1	\$40,770
2	\$54,930
3	\$69,090
4	\$83,250
5	\$97,410
6	\$111,570
7	\$125,730
8	\$139,890

Grant	Hybrid	Plug-in Hybrid	Battery Electric	Fuel Cell Electric	Mobility Option
<b>Base Grant</b>	\$7,000	\$9,500	\$10,000	\$10,000	\$7,500
<b>Increased Grant</b> (in DAC census tract)	\$7,000	\$11,500	\$12,000	\$12,000	\$7,500





# Application Process



## 1. Eligibility & Apply

Complete an application to verify eligibility



## 3. Approval

Sign Terms & Conditions and receive an Award Letter from the Air District



## 5. Dismantle Old Vehicle

Turn in your old vehicle at an authorized dismantler; eligible for EV charger reimbursement



## 2. Pre-Inspection

Bring vehicle to an authorized dismantler to verify vehicle requirements.



## 4. Clean Mobility Option

Buy or lease a new or used replacement vehicle at 80+ authorized dealerships

or

Receive your pre-paid card for public transit or e-bikes





# Next Steps

- Program Relaunch: 1<sup>st</sup> Quarter 2024
- Program remains open until funding is exhausted
  - Budget: \$28 million (2,000 - 2,300 grants)
- Applicants who have already submitted applications do not automatically receive higher grant amounts and will need to reapply after the relaunch
  - Eligibility subject to current program requirements





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# Questions?



## Clean Cars for All Website

[www.baaqmd.gov/cleancarsforall](http://www.baaqmd.gov/cleancarsforall)

## Contact Us

GRID Alternatives  
(Case Managers)



855.256.3656

[CleanCars@gridalternatives.org](mailto:CleanCars@gridalternatives.org)



Air District Staff

[cleancarsforall@baaqmd.gov](mailto:cleancarsforall@baaqmd.gov)



# Current Residential Program Portfolio

Low Carbon Fuel Standard (LCFS): CARB regulation to reduce emissions from transportation fuels via a carbon market.

- PG&E earns credits for providing low-carbon fuels and uses the non-ratepayer revenue to fund customer programs.

- The CPUC approved the LCFS programs in December 2021 and Empower in September 2019
- Programs #1, #2, #3, and #5 are majority equity-focused; #4 is a resiliency program

LCFS-Funded Holdback Programs

## #1: Pre-Owned EV Rebate Program



Post-purchase rebate for pre-owned EVs. \$1,000 base rebate, \$4,000 for income-qualified customers.

\$86.6M  
2022-2024

Active (launched  
Feb 2023)

## #2: MFH + Small Business EV Charger Program



Install low-power chargers (Level 1 and Level 2) at multifamily and small businesses with capacity on panel.

\$25.2M  
2022-2024

Active (launched  
Jun 2023)

## #3: Residential Charging Solutions Pilot



A \$700 post-purchase rebate on eligible EV charging equipment for income-qualified customers.

\$7.3M  
2023-2025

Active (launched  
Nov 2023)

## #4: Resilient Charging Pilot (“evPulse”)

Software to communicate and/or actively manage EV charging prior to a PSPS event to ensure battery is fully charged.

\$4.8M  
2022-2023

Active (closed as  
of 2024)

Non-HB

## #5: Empower EV



Rebates to income qualified customers for home chargers and panel upgrades, plus tailored EV and rates education.

\$4.1M  
2022-2024

Active (launched  
Jun 2023)



# Additional Resources

- Pre-owned EV
  - [evrebates.pge.com](https://evrebates.pge.com)
- MFH + Small Business Direct Install Pilot
  - [Multifamily Housing and Small Business EV Charger Program \(pge.com\)](#)
- Residential Charging Solutions
  - [Residential Charging Solutions Rebate \(pge.com\)](#)
- evPulse
  - [evPulse for Pacific Gas and Electric Company \(PG&E\) \(ev-pulse.com\)](#)
- Empower EV
  - [Empower EV Program \(pge.com\)](#)

A photograph of a woman with curly hair, wearing a colorful patterned jacket, smiling and holding a car key out of the driver's side window of a silver car. The background is slightly blurred, showing some greenery.

# MCE EV Instant Rebates and Sync

Melanie Biesecker  
Customer Programs Manager, Transportation Electrification





## OUR MISSION

Confront the climate crisis by eliminating fossil fuel greenhouse gas emissions, producing renewable energy, and creating equitable community benefits.

## OUR VISION

Lead California to an equitable, clean, affordable, and reliable energy economy by serving as a model for community-based renewable energy, energy efficiency, and cutting-edge clean-tech products and programs.



# 37 Member Communities

4 Bay Area  
Counties

580,000  
Accounts

1.5 million +  
Customers



# Transportation Electrification Programs

## Income-Qualified EV Instant Rebates

Up to \$3,500 toward purchase or lease of EVs at participating dealers  
Stacks with other incentives

## Smart Charging App

\$50 enrollment bonus  
Up to \$10 cash back / month

## Workplace & Multifamily Charging

Up to \$3,500 rebates  
Stacks with other incentives



# MCE EV Instant Rebates

# MCE's EV Instant Rebates

Providing Access to EVs for Income-Qualified Customers

New electric vehicles or plug-in hybrids:

**\$3,500**  
customer rebate

**\$200**  
dealer spiff

Used electric vehicles or plug-in hybrids:

**\$2,000**  
customer rebate

**\$100**  
dealer spiff



Damian and family,  
Novato residents and MCE rebate recipients



Participating dealerships provide rebates-up to \$3,500 per EV to eligible MCE customers at time of purchase



Stackable with other incentives for even more savings



Goal is to increase EV adoption by lowering the cost and providing EV education to MCE customers

- No pre-purchase application or approval
- Customer visits participating dealership and selects new or used EV or PHEV for purchase or lease
- Dealer verifies customer eligibility and applies discount off the purchase price at point-of-sale
- Dealer submits for reimbursement (2 weeks processing)

## How does it work?

# EV Instant Rebates: Eligibility

- MCE customer, located in MCE's service area
- Purchase or lease a qualifying new or used EV or PHEV from a participating dealership
- Keep EV for at least 24 consecutive months after the vehicle purchase or lease date
- Register new EV with the DMV at the address associated with MCE account
- Meet income guidelines or enrolled in qualified program.

Combined Household\*  
Income at or below:

Household Size	Maximum Combined Income
1	\$58,320
2	\$78,880
3	\$99,440
4	\$120,000
5	\$140,560
6	\$161,120
7	\$181,680
8	\$202,240

\* A household includes all people, including the rebate applicant, who reside together and/or share common living expenses. These income levels are equal to 400% of the 2023 Federal Poverty Level Guidelines. Income verification is completed for all members of the household ages 18+ years. Note: Roommates are considered part of the applicant's household unless they have a separate lease.

Be enrolled in one of the following programs:

OR

- CalWORKs/TANF
- CAPI
- Clean Cars 4 All (CC4A)
- Clean Vehicle Assistance Program (CVAP)
- Drive Clean Assistance Program (DCAP)
- Medicaid
- Medi-Cal (Income-Qualified Medi-Cal Only)
- Section 8 Rental Certificate Program for Very Low and Extremely Low-Income Classifications (HUD)
- SSI

## 2-Page Flyer Available on Program [website](#) (Eng/Sp)



**MCE EV INSTANT REBATES**

### Save up to \$3,500 instantly when you purchase or lease an EV

Eligible MCE customers can choose from a variety of qualifying EVs and get instant rebates as a discount off their purchase or lease! MCE Instant Rebates may be combined with other available incentives you are eligible for.

- \$3,500 off new EVs or plug-in hybrids
- \$2,000 off used EVs or plug-in hybrids
- Thousands more in additional incentives (see reverse for more information)

**LEARN MORE AND SEE IF YOU QUALIFY**

For more information on the MCE EV Instant Rebates program, call (628) 272-9910 or email [instantrebates@mcecleanenergy.org](mailto:instantrebates@mcecleanenergy.org).

**instantrebates**  
powered by Energy Solutions

**MCE EV INSTANT REBATES**

### SAVE UP TO \$3,500 INSTANTLY

**ELIGIBILITY**

- Be an MCE customer, located in MCE's service area.
- Purchase or lease an eligible EV or plug-in hybrid from a participating dealer.
- Keep your EV for at least 24 consecutive months after the vehicle purchase or lease date.
- Register your new EV with the California DMV at the address associated with your MCE account.
- Meet one of the following criteria:

- Have a combined household income\* at or below the amount shown below.
 

Household Size	Maximum Combined Income
1	\$58,320
2	\$78,880
3	\$99,440
4	\$20,000
5	\$140,560
6	\$161,120
7	\$181,680
8	\$202,240

\*For households with more than eight people, the maximum combined household income is \$202,240 + \$30,560 for each additional person. \*Household includes all people living in the household, regardless of marital status, common-law partners, those who are equal to 60% of the 2012 Federal Poverty Guidelines.
- OR
- Be enrolled in one of the following programs:
  - CalWORKS/TANF (Temporary Assistance for Needy Families Program)
  - CA's Cash Assistance Program for Immigrants
  - Clean Cars 4 All (CCAA)
  - Clean Vehicle Assistance Program (CVAP)
  - Direct Clean Assistance Program (DCAP)
  - Medi-Cal
  - Medi-Cal (Income-Qualified Medi-Cal Only)
  - Section 8 Rental Certificate Program for Very Low and Extremely Low Income Classifications (SLC)
  - SSI (Supplemental Security Income)


**HOW IT WORKS**

- Find a participating dealer at [mcecleanenergy.org/ev-rebate](http://mcecleanenergy.org/ev-rebate)
- Purchase or lease a qualifying EV.
- Receive an MCE EV Instant Rebate as a discount.

**REBATE AMOUNTS**


- \$3,500 instant rebate from MCE for new EVs
- \$2,000 instant rebate from MCE for used EVs

**Additional Incentives:**  
To learn more visit [driveclean.ca.gov/search-incentives](http://driveclean.ca.gov/search-incentives).



Scan the QR code to learn more about MCE's EV Instant Rebate and other incentives.

**Need support? Call (628) 272-9910 for assistance with this program. We'll help you save as much as possible on your EV!**



For more information on the MCE EV Instant Rebates program, call (628) 272-9910 or email [instantrebates@mcecleanenergy.org](mailto:instantrebates@mcecleanenergy.org).

**instantrebates**  
powered by Energy Solutions

Scan the QR Code to Learn More about EV Instant Rebates or contact Energy Solutions EV Instant Rebate support team or call (628) 272-9910

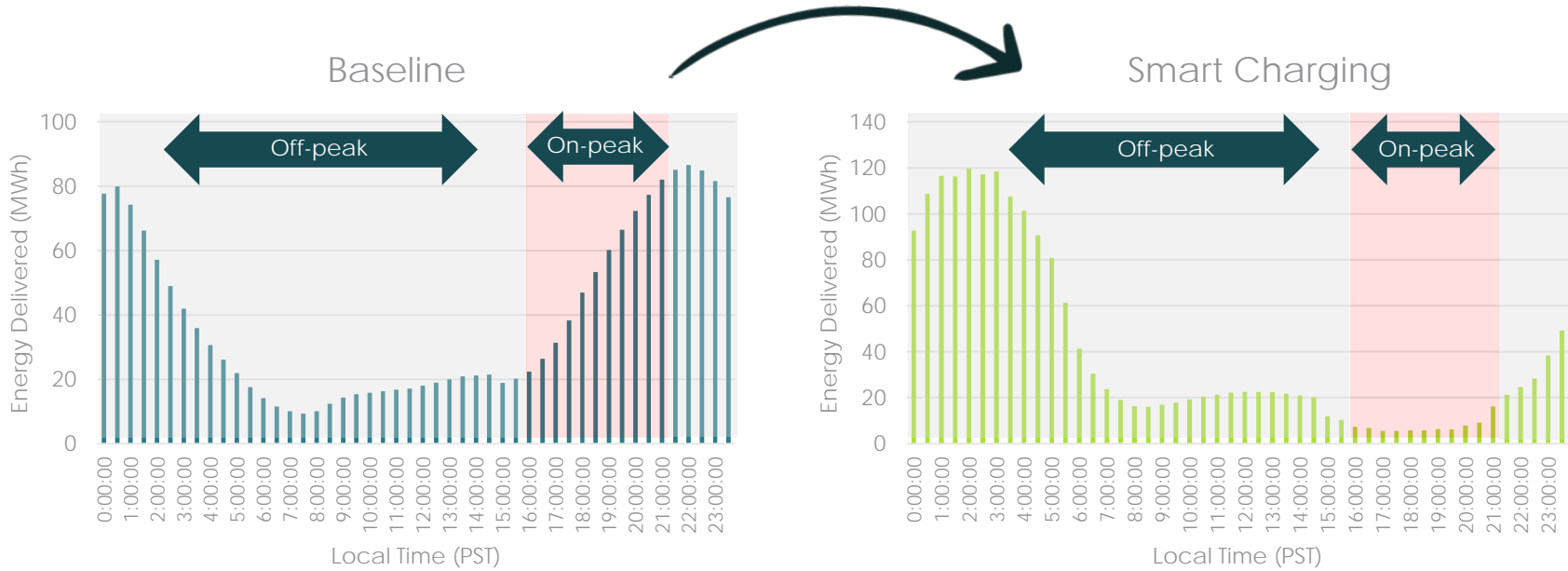


Energy Solutions is a clean energy implementation firm that partners with MCE to provide customer support and assistance with applying for additional rebates. They also enroll and train car dealerships to lower the price of EVs for eligible customers.

# Outreach and Education



# MCE Sync

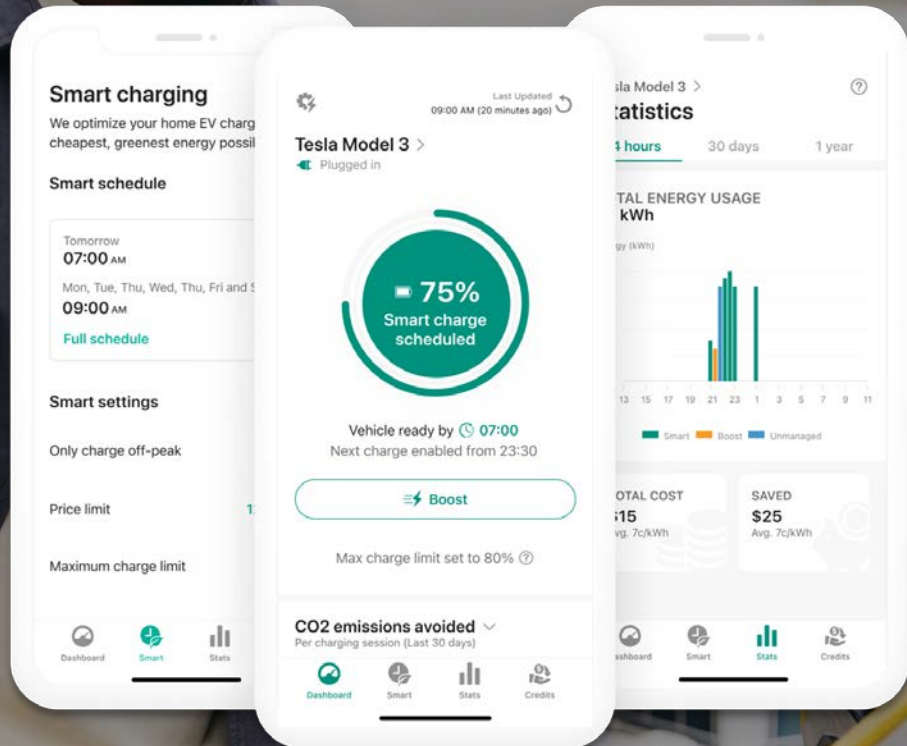


Support a resilient CA power grid

# MCE Sync: EV Smart- Charging App

The MCE Sync app automates EV charging to help residential customers use the least expensive and cleanest energy on the grid

- Works with most EV makes & models
- \$50 sign-up bonus
- Up to \$10 per month cash back for charging during low-carbon events
- Saves \$100 or more per year just by charging off-peak\*



# MCE Sync: Eligibility

- Be an MCE customer living in MCE service area
- Have a compatible EV or charger
- Can be enrolled in any residential electricity rate plan; greater bill savings may be seen on an EV or other Time-of-Use plan.



**Save up to \$220  
a year charging**

MCE Sync lets you  
view energy, cost  
and CO<sub>2</sub> from every  
charge of your EV.

**MCE**  
Sync

# Outreach and Education

## Sync Flyer

Learn more by visiting Program [Website](#)



**Join thousands of EV drivers saving an average of \$270\* a year by smart charging at home with MCE Sync**

MCE Sync is an app that helps EV drivers automate their charging at home to use the least expensive and cleanest energy on the grid, while fully charging their EVs for when they need it.

**Savings for Residents**  
Participants earn a one-time \$50 enrollment bonus and up to \$10 monthly for smart charging their EV. The average household with an EV will also save an additional \$100 per year on their electricity bills!

**Community Benefits**  
MCE Sync benefits the community by rewarding individuals to support a more stable grid during times of peak energy demand or crises. Offering a win-win scenario for the community.

**Environmental Impact**  
EVs charged on MCE's renewable electricity drastically reduce air pollution and climate impact. California's grid still relies on dirty energy during certain hours of the day, even outside of 4pm-9pm. MCE Sync reduces grid emissions even further and lets drivers track their own CO2 savings.

**Save money.**  
**Support the grid.**  
**Protect the planet.**

\*Estimated average annual savings for MCE customers on a time-of-use tariff.

Check your EV and charger eligibility and learn more about MCE Sync at: [mceCleanEnergy.org/mce-sync](http://mceCleanEnergy.org/mce-sync)

**MCE Sync**



"It's simpler than a 'smart home' - I don't have to change timers or hit an on-or-off-switch. I literally set it and forget it. I enjoy knowing how easy it is to give back to the environment."

-Brian, MCE Sync Customer



Need help connecting your EV or home charger? Contact [mce-support@ev.energy](mailto:mce-support@ev.energy) for technical support. We are happy to help!



# Thank You!

Melanie Biesecker

Customer Programs Manager, Transportation Electrification  
[mbiesecker@mcecleanenergy.org](mailto:mbiesecker@mcecleanenergy.org)





# Used EV Rebate

Clean Cars for All Webinar  
December 12, 2024





# About Peninsula Clean Energy

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- Local public agency that provides **clean energy at lower rates**
- Launched in 2016 to reduce greenhouse gas emissions
- Serves San Mateo County and the City of Los Banos



# How it works

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## Generation

Peninsula Clean  
Energy



## Delivery

PG&E



## Savings

You

# We want to help our residents save with EVs

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- Electric vehicle prices are decreasing
- New rebates and incentives are available

## Goals

- Help make EVs less expensive than current gas car
- Simplify the rebate process
- Focus on helping residents with lower incomes

# Incentive amount

	Electric EV & PHEV
Income-qualifying resident of <b>San Mateo County</b> or the <b>City of Los Banos</b>	\$2,000

How can you redeem the rebate?

1. Instant savings at participating dealer
2. As a check in the mail after purchase



# What changed for 2024?

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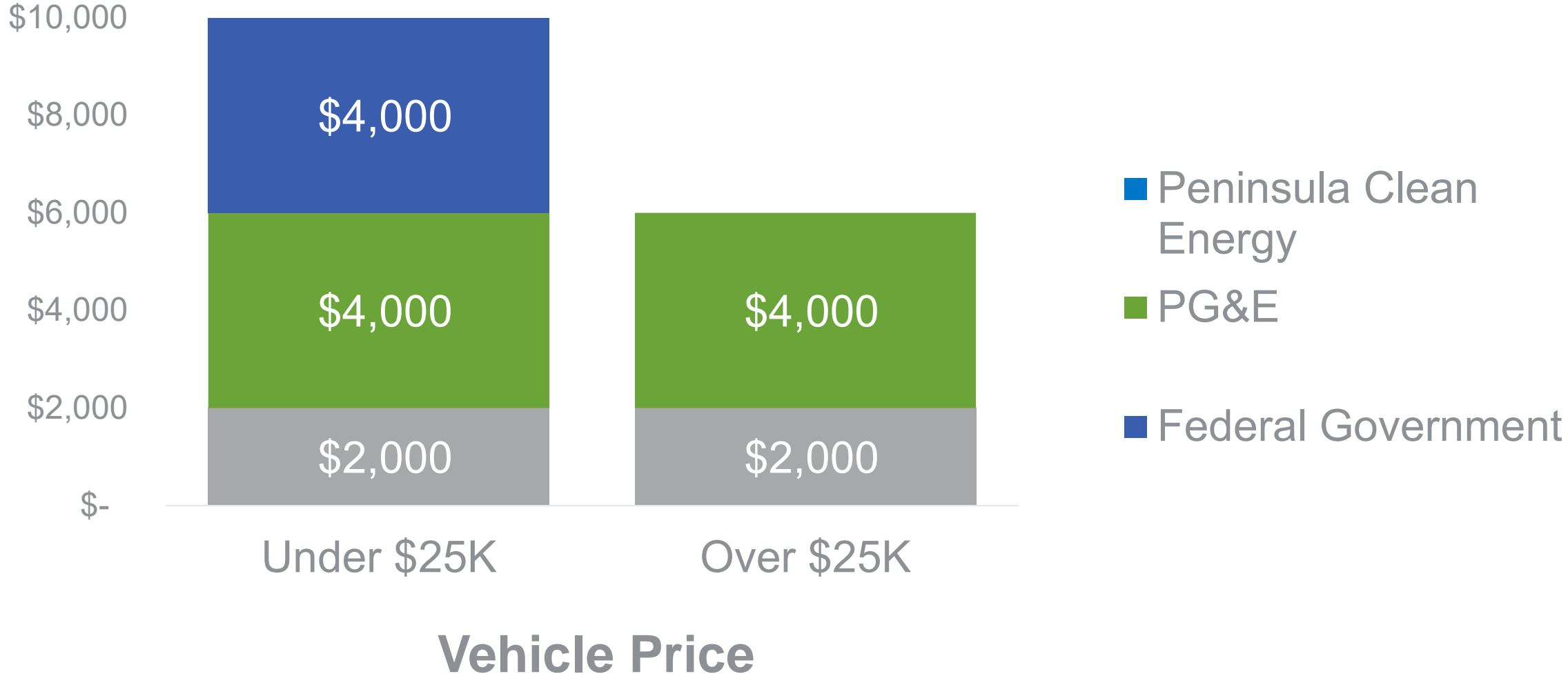
- No pre-application required
- No price restrictions for vehicle
- Expanded eligibility\* by income
  - Individual: \$75K
  - Head of Household: \$115K
  - Joint Household: \$150K

\*Our income eligibility now matches Inflation Reduction Act's definition of "income qualifying"

# Used EV Program Changes

	Current Program	Proposed Program
Structure	<ul style="list-style-type: none"> <li>• Pre-qualification <b>always</b> required</li> <li>• Point of sale or post purchase</li> </ul>	<ul style="list-style-type: none"> <li>• No pre-qualification required</li> <li>• Point of sale or post purchase</li> </ul>
Rebate	<ul style="list-style-type: none"> <li>• One amount for all resident, a “base”</li> <li>• A higher amount for income-qualifying residents</li> <li>• Can only apply once in a lifetime</li> </ul>	<ul style="list-style-type: none"> <li>• Only one amount, only for income-qualifying residents</li> <li>• Can apply once every 3 years</li> </ul>
Low income definition	<ul style="list-style-type: none"> <li>• Eligible program, or</li> <li>• \$58,000 for 1, \$79,000 for 2, \$99,440 for 3, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Eligible program, or</li> <li>• Match IRA: 75K individual, \$115K HoH, \$150K couple/joint</li> </ul>
Vehicle Requirements	<ul style="list-style-type: none"> <li>• \$35,000 max price</li> </ul>	<ul style="list-style-type: none"> <li>• No price cutoff</li> </ul>

# Total rebates by vehicle price





# Eligibility Overview, Other Programs

Program Name	Amount	Eligibility criteria	Vehicle requirement	Incentive process
Inflation Reduction Act (2024)	Up to \$4,000 or 30% of the MSRP. Whichever is less	<ul style="list-style-type: none"> <li>\$150,000 for married filing jointly or a surviving spouse</li> <li>\$112,500 for heads of households</li> <li>\$75,000 for all other filers</li> </ul>	<p>Max price of \$25,000</p> <p>Car must be 2 years or older</p>	Point-of-sale at a dealership or tax credit
PG&E Pre-Owned Rebate Program	<p><b><u>Any income</u></b> Up to \$1,000</p> <p><b><u>Income qualified</u></b> Up to \$4,000</p>	<ul style="list-style-type: none"> <li>Income criteria is based on household size. For ex: 1 person = \$104,400 / HH of 4 = \$149,000</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>Enrollment in qualified program</li> </ul>	<p>No MSRP price cap</p> <p>Vehicle must have more than 7,500 miles on the odometer</p>	Customer submits an application <i>post-purchase</i> , receives rebate check

# Thank you!

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