

Utility Program Expands Access to Pre-Owned EVs



Together with Pacific Gas and Electric Company (PG&E), the Center for Sustainable Energy (CSE) is making electric vehicle adoption possible for more residents in low-income and disadvantaged communities.

THE CHALLENGE

While rebate programs for new electric vehicles (EVs) have been available in California for over a decade, the state's largest utility is focusing on used, or pre-owned, EVs. Why? Because Americans buy twice as many used cars as new. This is especially true for low- to moderate-income earners. PG&E wants to encourage used EV adoption in the area it serves — among these underserved car shoppers — and is distributing more than \$78 million to make ownership more affordable.

PG&E's Pre-Owned EV Rebate Program is funded by the California Air Resources Board's Low Carbon Fuel Standard (LCFS), an initiative designed to reduce the state's greenhouse gas (GHG) emissions. PG&E earns LCFS credits for supplying low-carbon fuel electricity for transportation, and redistributes funds generated from the sale of those credits through customer programs.

PG&E selected CSE to implement its program based on the center's deep experience administering EV rebate programs that incorporate equity and expand EV sales.



YEAR 1 BY THE NUMBERS

- 3,200 rebates issued totaling \$6.3 million
- 65% of rebate dollars awarded to recipients earning less than 80% area median income

(JANUARY 2024)

THE GOALS



Improve EV adoption equity



Lower consumer transportation costs



Achieve long-term GHG reduction

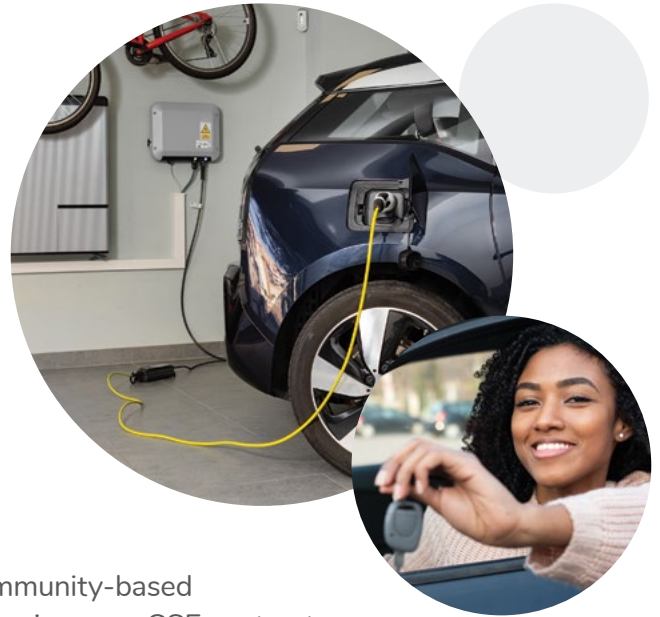


Curb air pollution and promote better health

APPROACH & OUTCOMES

Rapid and Transparent Reporting

PG&E sought a third-party program administrator to implement a pre-owned EV rebate program offering customers a \$1,000 Standard Rebate and a \$4,000 Rebate Plus to income-qualified households. In order to demonstrate compliance with LCFS program requirements set by the California Air Resources Board, CSE developed a data visualization dashboard to provide near-real-time reporting to PG&E on the number and location of rebate applicants. CSE also built an easy-to-navigate online portal for applicants to upload documents and track their applications.



Community-Focused Engagement

To inform community outreach, CSE sought the input of community-based organizations (CBOs) and nonprofit partners in the PG&E service area. CSE contracts with several CBOs in rural and underserved areas to conduct multilingual in-person marketing and outreach. These program ambassadors educate their communities about EV benefits and specialize in promoting program participation in hard-to-reach communities. CSE provides application support and assistance to participants at all points in the rebate process — in English, Spanish and Chinese.

Expanded Services

CSE added auto dealership outreach to the scope of work, and is informing sales staff at the top 100 dealerships in PG&E's service area about the EV rebate program and how to help customers apply.

PG&E also asked CSE to administer its Residential Charging Solutions program, a program that provides income-eligible households a \$700 post-purchase rebate for eligible EV charging equipment.

Visit the [PG&E Pre-Owned Electric Vehicle Rebate website at https://evrebates.pge.com](https://evrebates.pge.com)



CSE administers pre-owned EV rebate programs for all three of California's investor-owned utilities.

EV EXPERTISE

CSE has deep experience engaging people in vulnerable communities to seek solutions that improve public health and address transportation and energy equity.

Working with states and utilities, CSE administers large-scale EV, EV charging, solar and energy storage incentive programs valued at over \$5 billion in a dozen states that are home to a third of all Americans.



For help developing your utility's EV and EV charging programs, contact CSE: consult@energycenter.org



Center for
Sustainable
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Center for Sustainable Energy® (CSE) is a national nonprofit that accelerates adoption of clean transportation and distributed energy through effective and equitable program design and administration. Governments, utilities and the private sector trust CSE for its data-driven and software-enabled approach, deep domain expertise and customer-focused team.

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