



## Sonoma Clean Power's EV Program

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## Why Electric Vehicles (EV)?

- Over half of emissions in Sonoma and Mendocino County come from transportation
- EVs help achieve SCP's mission of reducing overall greenhouse gas emissions
- Sonoma Clean Power's electricity mix is extremely clean
  - 42% renewable & 90% carbon free
  - 46% lower emissions than PG&E's 2015
- Goal of having 10,000 EVs by 2020 and 100,000 by 2030



## Drive EverGreen Program – Concept

- Deploy a large number of electric vehicles
- Partner with dealers and manufacturers to secure significant discounts on EVs
- Provide additional SCP incentive, and dealer/manufacturer discounts, for a limited amount of time
  - DEG 2.0 ran between August 8, 2017 – November 30, 2017
  - DEG 1.0 ran between October 27, 2016 – January 5, 2017
- Don't interrupt the EV sales cycle
- Overcome charging infrastructure barrier



## Drive EverGreen Program – Structure

- Request for Proposal sent to all local dealers and manufacturers
  - SCP partnered with one local dealer per manufacturer to simplify buying process
- SCP conducted a large marketing push advertising the program
- SCP provided customers with an additional incentive
- Customers accessed incentive and discounts by applying for an Incentive Certificate on SCP's website – [www.DriveEV.org](http://www.DriveEV.org)
  - Certificate sent via email once the application was approved



## Drive EverGreen Program – Structure

- Participating dealers applied discounts/credits and SCP Incentive on the sale/lease agreement
- Final copies of the signed lease/purchase agreements were sent to our program administrator, Center for Sustainable Energy (CSE), by the dealers
- CSE verified accuracy of agreement and proper application of discounts/credits and SCP incentive by the dealer
- If correct, CSE reimbursed the dealer the SCP Incentive amount



## Drive EverGreen Program – Incentives

- SCP Incentive Certificate provided customers an additional incentive of:

### **DEG 1.0**

- \$2,500 for all customers
- \$5,000 for customers on CARE/FERA programs (*additional \$2,500*)

### **DEG 2.0**

- \$2,000 for all customers
- \$3,500 for customers on CARE/FERA programs (*additional \$1,500*)

- Customers also qualified for additional local and state rebates, and could claim the \$7,500 Federal Tax Credit

## Drive EverGreen Program 2.0 – Participating Dealerships & Vehicles

Hansel Ford	Hansel BMW	Hansel VW	Jim Bone Kia	Jim Bone Nissan	Mercedes-Benz of Santa Rosa	Platinum Chevrolet
Ford Focus EV	BMW i3 & i3 REx	VW e-Golf	Kia Soul EV Kia Optima PHEV	Nissan LEAF	Mercedes-Benz B250e	Chevy Bolt Chevy Volt



! DEG 1.0 only had BMW i3, i3 REx, & Nissan LEAF from same dealerships as DEG 2.0



## Drive EverGreen Program – Charging Component

- SCP offers FREE grid-enabled Level 2 charging equipment to all active SCP customers
  - SCP covers retail cost of equipment; customer pays for sales tax, \$50 S&H fee, and installation cost
  - Any active SCP customer eligible not just those that purchased a vehicle
- Offering customers \$150 via PayPal for customers to connect their chargers and enroll in SCP's demand-response program **GridSavvy Community**
  - If enrolled, customers receive \$5/month bill credit for continued participation





## Drive EverGreen 1.0 Program – Results

- **206 vehicles bought or leased in 2.5 months (10 weeks)**
  - 16.5% purchased
  - 83.5% leased
  - Avg. ~2.9 vehicles sold per day
- \$602,500 spent on SCP Incentives
  - \$175,000 spent on CARE/FERA
- \$665,500 provided in dealer discounts
- \$2.191M provided in manufacturer discounts



## Drive EverGreen 2.0 Program – Results

- **567 vehicles bought or leased in 4 months**
  - 547 new vehicles
  - 20 used vehicles
  - 30.5% purchased
  - 60.5% leased
  - Avg. ~5 vehicles sold per day
- \$1.154M spent on SCP Incentives
  - \$150,500 spent on CARE/FERA
- \$1.722M provided in dealer discounts
- \$3.612M provided in manufacturer discounts

## Drive EverGreen 1.0 & 2.0 Program – Results

Full results, including statistics dashboard and evaluation reports, available at [www.DriveEV.org](http://www.DriveEV.org)





# Questions?

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