Sonoma Clean Power’s EV Program

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February 8, 2018
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
  - Certificate sent via emailed 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

<table>
<thead>
<tr>
<th>Hansel Ford</th>
<th>Hansel BMW</th>
<th>Hansel VW</th>
<th>Jim Bone Kia</th>
<th>Jim Bone Nissan</th>
<th>Mercedes-Benz of Santa Rosa</th>
<th>Platinum Chevrolet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford Focus EV</td>
<td>BMW i3 &amp; i3 REx</td>
<td>VW e-Golf</td>
<td>Kia Soul EV Kia Optima PHEV</td>
<td>Nissan LEAF</td>
<td>Mercedes-Benz B250e</td>
<td>Chevy Bolt Chevy Volt</td>
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</tbody>
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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
Questions?

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