

Creating a Do-It-Yourself ZEV Incentive Program

South Central Coast Basinwide Control Council

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Valley Clean Air Now



The Do-It-Yourself (DIY) Ethos

If something is needed and doesn't yet exist, Do It Yourself

Climate Equity

Prioritize funding and programs for the communities that are already experiencing the impacts of climate change

#1: Target an audience with demonstrated need

San Joaquin Valley: Smog repair

- \$850 smog repair vouchers from SJVAPCD

Central Coast: Vehicle scrappage

- \$1,000 vehicle retirement incentives

#2: Make EVs seem real and accessible

- Emphasize affordability and reliability
- Partner with community based organizations

- Host community workshops
- Offer test drives

#3: Offer hands-on help with qualification

- Support customers all the way from application start to vehicle transaction
 - Encourages the most impacted households to start and complete applications
- Additional layer of assurance that customers are truly qualified

#4: Stack all available incentives

PG&E/SoCal Edison Pre-Owned ZEV Rebate:	\$4,000
IRS Used ZEV Tax Credit:	\$4,000
Vehicle scrappage:	\$1,000

#5: Offer affordable used ZEVs

Longer-range used EVs are available for \$16,000 or less

#6: Use vehicle finance as the connector

- Nonprofit lenders can partner with ZEV programs
- Post-purchase rebates can pay down principal

Purchase price:	\$14,000
Tax, title, warranty:	\$4,000

IRS Used ZEV tax credit:	\$4,000
Vehicle retirement:	\$1,000
PG&E/SoCal Edison rebate:	\$4,000

Loan amount:	\$9,000
Loan terms:	12% APR, 48 months
Monthly payment:	\$240

Potential Year 1 Plan

Target:	360 ZEVs sold
ZEV incentives leveraged:	\$2,880,000
District scrappage incentives:	\$360,000
Program overhead:	\$500,000

Thank You!



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