



# Charge Up New Jersey- Year 2

STRAW PROPOSAL  
STAKEHOLDER MEETING  
MAY 27, 2021

## Year 1 Program Summary

330,000 EVs by  
2025

The Charge Up New Jersey post-purchase incentive program is driving Electric Vehicle (EV) adoption in New Jersey.

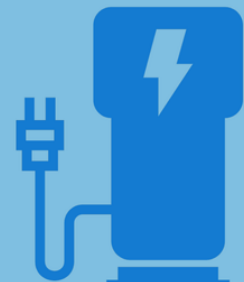
New Jersey residents received up to \$5,000 for the purchase or lease of a new EV in the state.



**OVER 7,500  
NEW EVs  
ON THE ROAD**  
\$36 MILLION IN  
INCENTIVES APPROVED



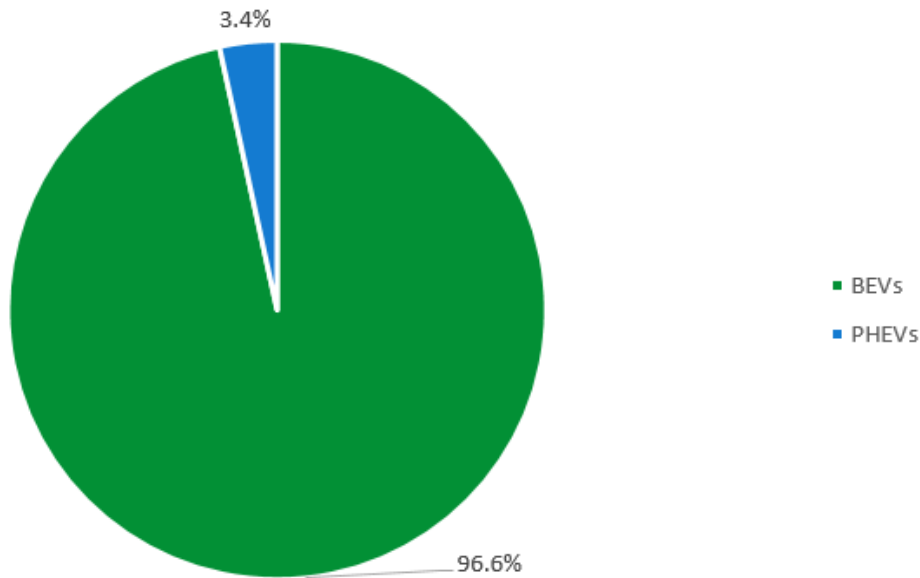
New Jersey's  
**cleanenergy**  
program™  
[njcleanenergy.com](http://njcleanenergy.com)



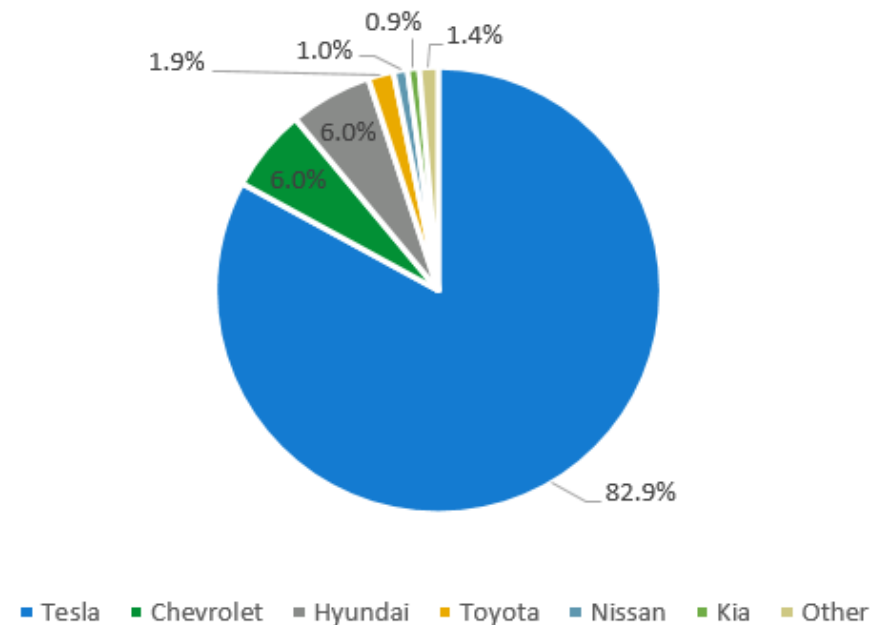
# Charge Up New Jersey — Year One Summary

# What types of vehicles received incentives?

Percent of Incentives by Vehicle Category



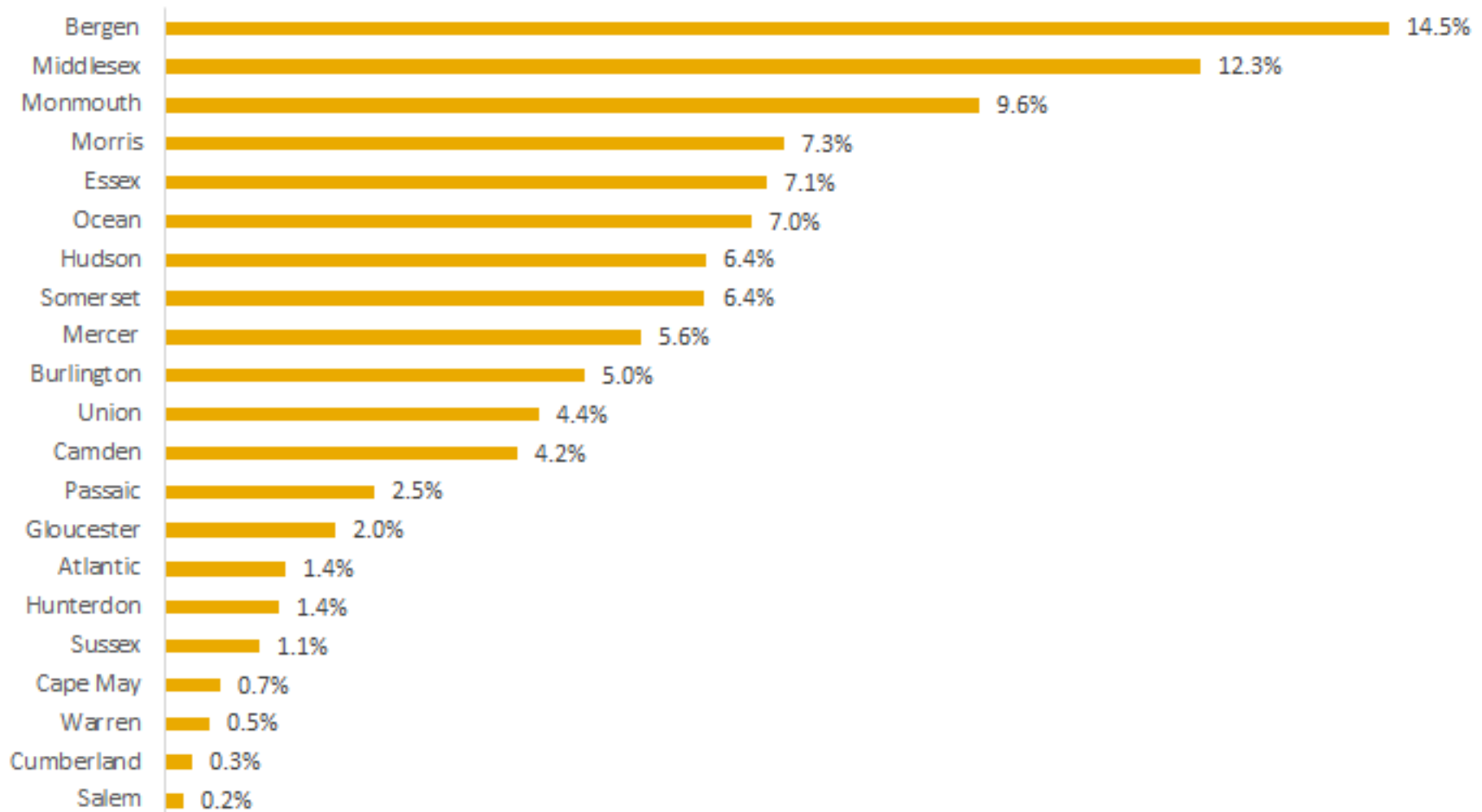
Percent of Incentives by Vehicle Make



| EV Model                      | Number of Incentives | Percent of Incentives |
|-------------------------------|----------------------|-----------------------|
| Model Y                       | 3,040                | 44.0%                 |
| Model 3                       | 2,695                | 39.0%                 |
| Bolt                          | 415                  | 6.0%                  |
| Ioniq Electric 2020           | 241                  | 3.5%                  |
| Kona Electric                 | 111                  | 1.6%                  |
| Prius Prime                   | 79                   | 1.1%                  |
| Niro EV                       | 53                   | 0.8%                  |
| Rav4 Prime PHEV               | 49                   | 0.7%                  |
| LEAF PLUS (62 kWh)            | 48                   | 0.7%                  |
| Ioniq Plug In Hybrid          | 46                   | 0.7%                  |
| LEAF (40 kWh)                 | 22                   | 0.3%                  |
| Crosstrek Plug In Hybrid      | 17                   | 0.2%                  |
| SE Hardtop 2 door             | 16                   | 0.2%                  |
| i3 with Rex 2020              | 16                   | 0.2%                  |
| Sonata Plug In Hybrid         | 12                   | 0.2%                  |
| Pacifica Plug In Hybrid       | 12                   | 0.2%                  |
| e-Golf                        | 8                    | 0.1%                  |
| Niro Plug In Hybrid           | 6                    | 0.1%                  |
| i3                            | 5                    | 0.1%                  |
| X3 xDrive30e                  | 5                    | 0.1%                  |
| Fusion Energi                 | 4                    | 0.1%                  |
| Clarity Plug-In Hybrid        | 4                    | 0.1%                  |
| i3s with Rex 2020             | 3                    | 0.0%                  |
| Ioniq Electric 2019           | 2                    | 0.0%                  |
| 330e XDrive                   | 2                    | 0.0%                  |
| i3s                           | 1                    | 0.0%                  |
| GLC 350e 4matic SUV PHEV      | 1                    | 0.0%                  |
| Sonata Plug In Limited (2017) | 1                    | 0.0%                  |
| Grand Total                   | 6,914                | 100.0%                |

# Where did incentives go?

Percent of Incentives by County



# Charge Up New Jersey – Year Two



Point of Sale Program



Incentive-Essential

## Year One

- Plug-In Electric or Plug-In Hybrid Vehicle
- Must be purchased or leased in the State of New Jersey
- Must be registered in NJ to a NJ licensed driver
- MSRP must be less than \$55,000
- \$25/e-mile up to \$5,000
- Post-Purchase Incentive
- Purchased between January 17, 2020 – December 15, 2020

## Proposed Year Two \*

- Plug-In Electric or Plug-In Hybrid Vehicle
- Must be purchased or leased in the State of New Jersey
- Must be registered in NJ to a NJ licensed driver
- MSRP must be less than \$55,000
- \$25/e-mile up to \$5,000 for vehicles with MSRP under \$45,000
- \$25/e-mile up to \$2,000 for vehicles with MSRP between \$45,000-\$55,000
- Point-of-Sale Incentive
- Purchased after the FY22 launch until funding is exhausted

May 18th NJBPU released a Straw Proposal outlining the Year 2 Incentives. A stakeholder meeting will be held on May 27th at 10 am, comments are due on June 2, 2021.



## PHEVs

- Year 1 average PHEV incentive was \$625
- Should NJBPU provide a flat PHEV incentive to further encourage this technology?
- What should the flat PHEV incentive be set at?



# Residential Charger

- Incentive for 50% of the cost of the charger, up to \$250;
- Recommended Documents required for Phase Three Application Process by Applicants:
  - Proof of purchase of a Level-Two smart charger for residential use
  - Scanned photo of the serial number on the charging equipment;
  - New Jersey Driver's License as proof of residence and a unique identifier;
  - Valid NJ EV Registration, Registered to a Residential Address in New Jersey;
    - Validation: One Charger Incentive per NJ Address (including one per apartment in a Multi-Unit Dwelling); and
    - Validation: Each applicant (tracked by their New Jersey Driver's License) may receive up to two charger incentives throughout the duration of the 10-year Charge Up New Jersey Program, but no more than one per address.
    - Validation: One Charger Incentive per EV Registration (tracked by VIN number)

- In 2020, NJBPU used USDOE funding for a pilot program to provide \$4,000 incentives for BEVs (up to 2) and \$1,500 for an L2 charger to government entities.
- Straw proposes to expand the Clean Fleet Program utilizing SBC funding in FY22.
- The Clean Fleet Program would be available to the following local and state government entities: municipalities, local schools, municipal commissions, state agencies or boards, state commissions, state universities, community colleges, and county authorities.

# Clean Fleet Program

An aerial, top-down view of a large number of white cars parked in a lot. The cars are arranged in a somewhat grid-like pattern, though not perfectly aligned. The image is semi-transparent, allowing the text to be overlaid on it. The overall color scheme is a light blue/teal.

# Stakeholder Comments