

Council Business Meeting

August 18, 2020

Agenda Item	Zero Emission Vehicle Innovation Fund Grant Acceptance	
From	Stu Green	Climate and Energy Analyst
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SUMMARY

The City of Ashland was awarded a \$50,000 grant from Bonneville Environmental Foundation (BEF) Zero Emission Vehicle (ZEV) Innovation Fund. If accepted by Council, this grant will support the City's existing electric vehicle incentives as well as provide funding to pilot a new electric bike incentive.

POLICIES, PLANS & GOALS SUPPORTED

- 2019-21 Council Goal 2.B.A – Value Services: Emergency Preparedness, Address Climate Change
- 2017 creation of AMC 9.40 Climate Recovery
- 2017 Ashland Climate and Energy Action Plan
 - CEAP Goals
 - Overall Goal 1: Reduce Community GHG Emissions.
 - ULT Goal 1. Reduce transportation GHG emissions
 - ULT Goal 2. Reduce community & City employee vehicle miles travelled.
 - ULT Goal 3. Improve vehicle efficiency and expand low-carbon transport, including within the City's fleet.
 - ULT Goal 4. Support local and regional sustainable growth.
 - PHSW Goal 1. Protect public health from air pollution and climate impacts.
 - CEAP Actions
 - BE-1-2. Promote switching to lower-carbon fuels.
 - ULT-1-4. Evaluate the feasibility of expanded local transit options.
 - ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the City's Transportation System Plan and Downtown Parking Management Plan.
- 2015-17 Council Goal 22.1 – Develop and implement a community climate change and energy plan

PREVIOUS COUNCIL ACTION

- [June 2, 2020 Business Meeting](#) – Council approved the City's application for this grant.
- [March 19, 2019 Business Meeting](#) - Approval of Resolution 2019-02 adopting the City Council's 2019-2021 Biennial Goals
- [Sept 19, 2017 Business Meeting](#) – Approval of Ordinance No. 3145 – An Ordinance Establishing Greenhouse Gas and Fossil Fuel Reduction Goals and Targets for Community and City Operations; creates AMC 9.40 Climate Recovery
- [March 17, 2017 Business Meeting](#) – Acceptance of Ashland Climate and Energy Action Plan.

BACKGROUND AND ADDITIONAL INFORMATION

City of Ashland supports transportation electrification as a key climate action strategy. The City has internal policies in place to support the transition to low-carbon and zero-emission vehicles. The City has offered several incentive programs to support community vehicle electrification. Staff developed and implemented several electric vehicle incentive programs between 2018-2020 ([1](#), [2](#), and [3](#)). The EmpowerEV 2020 is Ashland's latest ZEV-related incentive program and the first to support lower-cost electric vehicles.

The Bonneville Environmental Foundation (BEF) seeks to support the development of and access to zero emission vehicles (ZEV) within utility territories served by Bonneville Power Administration (BPA). In order to catalyze development of ZEV projects, BEF is providing grant funds directly to utility applicants, which are not to exceed \$50,000 per proposal, and approximately \$200,000 in total awards. Projects that increase ZEV access to underserved communities will be given preference.

City of Ashland Staff developed a \$50,000 project proposal 'EmpowerEV 2020' which supports the adoption of affordable electric vehicles and electric bikes. The Ashland project has been selected to submit a full proposal to BEF.

Per Administrative Policy 11-01.04, Staff received Council approval as required for grant applications in excess of \$25,000. Additional grant details are provided below.

1. **Grant source:** Bonneville Environmental Foundation
2. **Name of project to be funded:** EmpowerEV 2020
Expenditure to be funded: \$50,000
3. **Time frame for project expenditure:** Grant funds are planned to be expended within 12 months of award.
4. **Amount of matching expenses:** Not to exceed \$80,000
Source of matching expenses: Electric Utility (via Oregon Clean Fuel Program revenue)
5. **Anticipated impact on current budget:** A Supplemental Budget Amendment for the Electric Utility is expected in mid-2020, which will allocate the required matching funds. If awarded, the grant will be used to augment these funds.
Anticipated impact on future budgets: There are no anticipated negative impacts on future budgets. Nearly all electrification measures have a positive return on investment (ROI). Initial assessments of the new EmpowerEV 2020 vehicle incentive project a 61 percent ROI in year five. Future electric sales increase revenue to both the electric utility fund and general fund.
6. **Restraints, stipulations, requirements of grant:** No relevant constraints for this project proposal. For reference, the full list of eligibility criteria is in the attached application form.
7. **Deadline for application:** 30 June 2020
Anticipated award date: To be announced, likely Fall 2020.

FISCAL IMPACTS

The ZEV grant will have three distinct fiscal impacts:

1. City of Ashland will receive (\$15,000) from BEF to pilot an innovative new e-bike incentive program.
2. City of Ashland will receive (\$35,000) from BEF to be used to boost City of Ashland battery electric vehicle initiatives by 50 percent. The existing funding comes from Energy Conservation Program funds, which will be part of a future proposal to Council to utilize 2019 Oregon Clean Fuel Program revenues once the credits are sold in the coming months.
3. Additional Clean Fuels revenues will be proposed to fund incentive programming relating to transportation electrification that will further expand program offerings while also reducing funding reliance on the local Electric Utility Fund (local rates revenues)

Staff calculates that battery electric vehicle incentives in Ashland will achieve full payback and an 18 percent return on investment by year three of the program.

Accepting the BEF ZEV grant award will benefit Ashland by:

- Increasing electric utility sales,
- Increasing revenue from Oregon clean fuel programs,
- Decreasing greenhouse gas emissions,

- Increasing equitable transportation options,
- Improving local air quality,
- Increasing bicycling mode share,
- Decreasing downtown traffic congestion, and
- Supporting local e-bike sales.

If accepted, staff will include these grant revenues and specific appropriation request in the supplemental budget along with the 2019 Clean Fuels Program revenues and proposed appropriations in a future Council business meeting agenda.

STAFF RECOMMENDATION

Staff recommends acceptance of the award from the Bonneville Environmental Foundation Zero Emission Vehicle Innovation Fund.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

I move to accept the \$50,000 award from the Bonneville Environmental Foundation Zero Emission Vehicle Innovation Fund.

REFERENCES & ATTACHMENTS

Attachment 1: BEF Zero Emission Vehicle Innovation Fund Application

Memo

TO: Evan Ramsey, Bonneville Environmental Foundation
FROM: Stu Green, City of Ashland
DATE: June 15, 2020
RE: BEF Zero Emission Vehicle Innovation Fund Application

Dear Evan and BEF team,

City of Ashland is pleased to present the attached application for the 2020 ZEV innovation fund program. City of Ashland seeks \$50,000 in funding to match the City's upcoming ZEV incentive program, 'Empower2020'. This application may be filed under 'Community engagement' and 'Other' funding categories. This project directly supports four of BEF's funding priorities (increase equitable access to ZEVs, promotes innovation by increasing adoption, contains potential for replicability, and inclusion of match funding that exceeds the required amount).

Ashland Electric's 'Empower2020' project creates utility incentives to increase equitable access to zero emission vehicles in Ashland, Oregon. This project is important and innovative because it focuses on affordable electric vehicles and e-bikes, which are more attainable for utility customers. Ashland has successfully implemented several previous electric vehicle incentive programs. However, there are still segments of our community that have not been able to realize the benefits of zero-emission transportation. Ashland Electric seeks to promote additional ZEV adoption among these customers.

The details of the Empower2020 program are in the attached proposal. Please let us know if you have any questions. We hope to work together with you to fashion the most effective and mutually beneficial program possible. Ashland Electric appreciates your support of community ZEV projects.

Thank you,

Stu Green
Climate and Energy Analyst
City of Ashland

BEF Zero Emissions Vehicle Innovation Fund

Application Submittal

Ashland Municipal Electric Utility Empower2020 Project Proposal

Date: June 15, 2020

Prepared by: Stu Green, Climate and Energy Analyst, City of Ashland

Background

- **Utility Name:**
 - Ashland Municipal Electric Utility
- **Project Location:**
 - This project creates a ZEV incentive program in Ashland, Oregon. It will be available to any customer in the Ashland Electric territory. Utility staff will administer and implement the project plan.
- **Selected Funding Category:**
 - **Funding Amount:** This project proposes \$50,000 in funding from BEF in support of two funding categories.
 - **Community engagement:** Projects that include ZEV adoption programs, dealership engagement, or campaigns that boost the growth of ZEVs.
 - **Other:** Ideas that do not fall within the previously listed categories but provide creative solutions to increasing equitable adoption to ZEVs and the benefits they may bring to utilities.
- **Utility history with ZEVs:**
 - Ashland Electric is a full-requirements utility with a long history of innovative utility programs, including participating in the first phase of the West Coast Electric Highway buildout that began in 2012.
 - Our community is a leader in transportation electrification. Per capita EV registration in Ashland Electric territory is 5.6x higher than the Oregon average, and 7.6x higher than the Jackson County average. At the end of 2019, there were 773 electric vehicles registered in Ashland Electric territory (approximately 6.5 square miles).
 - Ashland Electric operates several programs that support ZEV adoption:
 - Vehicle Charging: [Public charging](#) and [Municipal Fleet Charging](#)
 - Educational resources: [ChooseEV](#) and [EV resources webpage](#).
 - EV incentives: both [previous](#) and [current](#)
 - Clean fuels: Ashland Electric is an [Oregon Clean Fuels Program](#) credit generator.
 - Many Ashland Electric customers have shown their commitment to the environment by being early adopters of new ZEVs. However, there are still segments of our community that have not been able to realize the benefits of zero-emission transportation. Ashland Electric seeks to promote additional ZEV adoption among these customers.

Project Description and Goal

- **Project purpose:**
 - Ashland Electric's 'Empower2020' project creates utility incentives to increase equitable access to zero emission vehicles in Ashland, OR.
- **Project goal:**
 - The specific objective of the project is to incentivize the purchase of 120 zero emission vehicles within 12 months, including 70 battery electric vehicles (BEV) and 50 electric bicycles (e-bikes).
- **Project need:**
 - This project is important and innovative because it focuses on affordable electric vehicles and e-bikes, which are more attainable for utility customers.
 - Ashland has successfully implemented several previous electric vehicle incentive programs. Our prior experiences indicate there is a need for incentives which 1) support non-car mode share, and 2) increase support for affordable, non-luxury vehicles.
 - A [UC Davis meta-study](#) from 2017 indicates efficacy of most customer incentive programs. Of the 35 studies UC Davis researched, 32 found that purchase incentives are an effective method in increasing EV market shares. The study also supports limiting incentives for “high-end” vehicles.
 - This project is innovative in that the sense that the utility is making a particular market segment ZEV options
- **Project description:**
 - Ashland Electric Utility is planning the Empower2020 project, which will benefit utility customers by offering two new ZEV incentives:
 - **BEV incentive** - \$1,500 rebate for the purchase and registration of a new or used BEV priced less than \$30,000.
 - **E-bike incentive** - \$300 incentive for the local purchase of an e-bike priced less than \$3,000. This program includes an instant rebate option at local bike shops.
 - The incentives are designed to support the adoption of low- to mid-priced ZEVs and to dovetail with existing State incentive programs, such as the Charge Ahead rebate. Additional effort will be invested to promote participation among income-limited households. Utility customers will be able to purchase their vehicle and then apply for the incentive.
 - Ashland Electric will deliver, monitor, and report on the project until funds are expended. Empower2020 is planned for launch in Fall 2020. This project is fully replicable by other utilities who wish to encourage ZEV adoption.
 - For additional program details please see:
 - Attachment 1: Empower2020 BEV Incentive Program Details
 - Attachment 2: Empower2020 E-bike Incentive Program Details
- **Benefits for utility customers:**
 - The Empower2020 program will directly benefit utility customers in several ways:
 - Reduces cost and increase access to ZEVs;
 - Saves money through reduced maintenance and fuel costs;
 - Improves local air quality;
 - Reduces carbon emissions; and

- Supports locally-owned electric utility.
 - A Bonneville Environmental Foundation study from 2019 determined that electric cars adopted through 2030 are expected to create \$300-\$800 in net ratepayer benefits.
- **Benefits to BEF:**
 - The Empower2020 project directly supports four of BEF's ZEV funding priorities, and indirectly supports two funding priorities.
 - **Increases equitable access to ZEVs:** The Empower2020 incentive increase equitable access to ZEVs using several strategies. 1) Support for affordable vehicles, including pre-owned vehicles. 2) Luxury vehicles are excluded using a maximum price cap. 3) Program promotion will focus on low- to moderate-income utility customers and advocates.
 - **Promotes innovation by helping utilities increase awareness, engagement, and ZEV adoption:** As a local electric provider, Ashland Electric has an opportunity and responsibility to encourage use of zero emission vehicles. This program supports ratepayers as they transition to ZEV technology and creates desirable load growth for the Utility. As vehicle-to-grid technology advances, BEVs are poised to provide key resilience and grid-balancing services. Ashland's citizens are proud of our local utility, and have demonstrated support for innovative policies in the past (solar access ordinances, community solar, virtual net metering, ZEV incentives, public charging facilities).
 - **Contains the potential for replicability:** The Empower2020 program is fully replicable by other entities who wish to encourage ZEVs. Ashland Electric will make all program details and aggregate data available to BEF and other interested parties. Ashland's climate and energy policies are designed for efficient easy implementation and replicability.
 - **Promotes current or future Smart Charging:** Empower2020 does not focus on "smart charging" directly, but the Utility will include "charging best practices" among the promotion materials. This incentive program will create additional future load which can be managed in the future. The Utility expects to develop additional support for smart charging infrastructure in future budget cycles.
 - **Inclusion of match funding that exceeds the required amount:** Ashland Electric exceed the 25 percent minimum required match funding. The Utility will invest \$80,000 in this program, covering 62 percent of project costs. Proposed grant funds will contribute \$50,000, covering 38 percent of project costs.
 - **Proposals to return revenue or Oregon Clean Fuels Credits to BEF:** This project does not specifically return revenue or Clean Fuels Credits to BEF, but it does support the future generation of Clean Fuel Credits in Ashland Electric territory.
- **Benefits to Utility:**
 - The Empower2020 project supports several Municipal Utility goals including:
 - Reduces local emissions and reduce use of fossil fuels;
 - Supports the City and community commitment to zero emission vehicles;
 - Increases equitable access to zero emission modes of transportation;
 - Reinvests clean fuels revenue in zero emission vehicles;
 - Creates additional clean fuel revenue and provides strong return on investment
 - Increases customer/utility engagement and create future load management opportunities; and
 - Supports innovative and scalable policies.

- **Acceptance Criteria:**

- The Empower2020 project will be considered successful if it meets the following criteria:
 - Complete Key Deliverables
 - Final development of BEV/e-bike incentive programs and supporting materials.
 - Implementation of BEV/e-bike incentive programs.
 - Create final project report and evaluation.
 - Achieve Key Performance Indicators
 - Incentivize 70 new BEV registrations within Ashland electric territory.
 - Incentivize 50 new e-bike purchases for utility customer households.
 - Publish incentive information on City website.
 - Publish program information in two City newsletters.

Project Data

- **Project team:**

The Empower2020 project will be implemented by key City and Utility Staff, as outlined below.

- Project Manager: Stu Green, Climate and Energy Analyst, City of Ashland
- Utility Sponsor: Tom McBartlett, Director, Ashland Municipal Electric Utility
- City Sponsor: Adam Hanks, Interim City Administrator
- Support Staff: City of Ashland Conservation Division Staff, as assigned

- **Contractor bid:**

- Not applicable for this project.

- **Funding amount:**

- Ashland Electric proposes that BEF support the Empower2020 program with \$50,000 in additional funding. These additional funds will allow the utility to pilot the new \$300 e-bike incentive (\$15,000 total) and boost the Utility's BEV incentive from \$1,000 to \$1,500 (\$35,000 total). These incentives are within the range of industry standards.

- **Project Budget:**

- The Utility has prepared a preliminary budget as detailed below.

Empower2020 Project Budget				
Line Item	Utility funding	Partner funding	Subtotal	Notes
BEV Incentive	\$70,000	\$35,000	\$105,000	(\$1000 Utility incentive + \$500 Booster incentive) x (70 incentives)
E-bike Incentive	--	\$15,000	\$15,000	50 incentives
Project administration	\$10,000 (~0.1 FTE)	--	\$10,000	Promotion, misc. costs, contingency fund
Total	\$80,000	\$50,000	\$130,000	--

- **Match funding:**

- The Utility intends to appropriate an \$80,000 incentive fund, which will provide \$70,000 for BEV incentives (70 incentives at \$1k), and \$10,000 for program promotion,

administration, and contingencies. The Utility does not have funding appropriated for e-bike incentives.

- If the Utility is able to find a funding partner, both incentive programs will advance as planned. If unable to find a funding partner, the Utility will likely implement the BEV incentive at a reduced amount and put the e-bike incentive on hold until additional funding is identified.
- **ZEV planning details:**
 - Summary of ZEV Market
 - Ashland Electric is a full-requirements utility with a long history of innovative utility programs, including participating in the first phase of the West Coast Electric Highway buildout that began in 2012.
 - Our community is a leader in transportation electrification. Per capita EV registration in Ashland Electric territory is 5.6x higher than the Oregon average, and 7.6x higher than the Jackson County average. At the end of 2019, there were 773 electric vehicles registered in Ashland Electric territory.
 - Plans to expand and incorporate ZEV growth
 - Many Ashland Electric customers have shown their commitment to the environment by being early adopters of new ZEVs. However, there are still segments of our community that have not been able to realize the benefits of zero-emission transportation. Ashland Electric seeks to promote additional ZEV adoption among these customers.
 - The City and Utility are committed to wide-spread, long-term electrification of Ashland's building and transportation infrastructure.
- **ZEV programs:**
 - Public charging: The Utility installed four public vehicle chargers in 2012. By mid-2020, the Utility will operate 12 "no-fee" public chargers.
 - Fleet charging: and 11 fleet vehicle chargers.
 - Educational resources: The City offers the [ChooseEV](#) educational webtools to encourage potential buyers and also maintains an [EV resources webpage](#).
 - Previous EV incentives: In 2018, Ashland Electric piloted the [EmpowerEV](#) incentive program. This nine-month pilot program supported more than 34 Ashland families and businesses in the adoption of electric vehicles and chargers. Incentives ranged from \$200-500.
 - Current EV incentives: The utility currently offers a [Commercial charging incentive](#). This \$500 incentive is geared toward fleet, workplace, and temporary lodging applications.
 - Clean fuels: Ashland Electric participates in the [Oregon Clean Fuels Program](#) as a credit generator.

- **Project timeline:**

- The Empower2020 project will require approximately 18 months to complete, including a 12-month program delivery window. Initial planning has already begun and incentive implementation will begin in October 2020. Incentives may open as early as September 2020 if project authorizations are completed ahead of schedule. See chart below for implementation tasks and timeline.

Year		2020								2021											
Month		M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
	DELIVERABLE / Implementation Tasks																				
1	AUTHORIZATIONS																				
1.1	City approval and funding																				
1.2	Partner approval and funding																				
2	PROGRAM DESIGN																				
2.1	Initial program design																				
2.2	Local stakeholder engagement																				
2.3	Final Program Design																				
2.4	Webpage development																				
3	PROGRAM DELIVERY																				
3.1	Promotion																				
3.2	Applications open																				
3.3	Program delivery																				
3.4	Mid-term monitoring																				
3.5	Program Closes																				
4	REPORTING																				
4.1	Mid-term report																				
4.2	Final Report																				

- **Empower2020 project key deliverables:**

- Development of BEV/e-bike incentive programs
- Delivery of BEV/e-bike incentive programs
- Final report

- **DR communication protocol plan:**

- Please see Attachment 3: Communication Needs

- **Operations and maintenance:**

- Not applicable for this project.

Attachment 1: Empower2020 BEV Incentive Program Details

BEV incentive overview

- The Battery Electric Vehicle (BEV) increases equitable access to ZEVs by providing utility customers with a \$1,500 rebate for the registration of an eligible BEV. The specific objective of this program is to incentivize 70 new BEV registrations in the utility territory within 12 months.
- The BEV incentive is important because it focuses on more-affordable electric vehicle options, thereby making BEVs more attainable to utility customers. The program supports affordable BEV adoption using several strategies:
 - Focus on vehicles priced less than \$30,000;
 - Both used and new vehicles are eligible;
 - Early and focused promotion to low- and moderate-income customers;
 - Encourage participation with State of Oregon incentive programs; and
 - Provide more generous rebates to incentivize behavior change.

BEV incentive delivery process

- Utility formally authorizes new incentive program and funding.
- Utility finalizes incentive design and develops on-line application.
- Utility opens BEV incentive program.
 - Online applications open. Promotion begins.
 - Utility customers purchase and register electric vehicle then submit online applications.
 - Utility staff process applications as received. Utility issues rebates to eligible utility customers. The Utility provides a \$1,000 rebate for the first 70 BEV registrations. The Utility passes through a \$500 “booster” rebate to increase the value proposition for utility customers (pending partnership and funding from BEF).
- Periodic reporting as determined by project partners.
- Program closes. Final BEV incentive reporting.

BEV incentive eligibility requirements

1. Program availability

The BEV incentive program is made available with the following direction:

 - a. The Empower2020 BEV incentive is available to Ashland Electric customers with an active account.
 - b. Only one Empower2020 BEV incentive may be issued per utility account.
2. Vehicle standards

The BEV purchased or leased meets the following minimum standards:

 - a. Vehicle is registered at the utility service address.
 - b. Vehicle purchase price is \$30,000, or less.
 - c. Vehicle is listed on the "State of Oregon Clean Vehicle Rebate Program [Charge Ahead Vehicle Eligibility List](#).
 - d. Vehicle is purchased from a DMV-licensed car dealership in Oregon (for a list of dealers, click [here](#)).

- e. Vehicle is purchased (used or new) OR leased (new) for a period of at least 24 months.
 - f. Vehicle is registered or purchased during the incentive program implementation period (to be announced, likely September 2020 – Sept 2021).
3. Documentation
- a. Specific BEV documentation requirements include, at minimum:
 - i. Utility customer information (name, account number, service address, and contact information)
 - ii. Bill of sale (must clearly show vehicle price and date of purchase)
 - iii. Oregon Vehicle registration (registered address must match utility account)
 - b. Submissions that do not meet the program eligibility criteria will not be considered.
 - c. Incomplete documentation may result in incentive ineligibility.
 - d. The City is not responsible for documents lost or destroyed in transit or misdirected applications.
 - e. Submitted program application and accompanying documents becomes the property of the City.
 - f. The City reserves the right to request additional information or documentation to process an application.

BEV incentive additional info

- The Utility may provide additional funding for low-income applicants (pending funding and evaluation criteria).
- Once the program nears to completion, the Utility will evaluate the feasibility of extending the BEV incentive program.

Attachment 2: Empower2020 E-bike Incentive Program Details

E-bike incentive overview:

- The electric bicycle (e-bike) incentive increases equitable access to ZEVs by providing Ashland utility customers with a \$300 rebate for the purchase of an eligible electric bicycle.
- The specific objective of this program is to incentivize 50 new e-bike purchases in the utility territory within 12 months.
- The e-bike incentive is important because it increases access to affordable, zero emission e-bikes. This program also supports City of Ashland's commitment to transportation electrification and multi-modal transportation options.
- The program supports affordable e-bike adoption using several strategies:
 - Focus on e-bikes priced less than \$3,000.
 - Allow incentive flexibility: voucher may be redeemed by local bike shop or utility customer.
 - Early and focused promotion to low- and moderate-income customers.
 - Support and enable local bike shops to promote e-bikes.
 - Provide more generous rebates to incentivize behavior change.

E-bike incentive delivery process:

1. Utility formally authorizes new incentive program and funding.
2. Utility finalizes incentive design. City develops numbered voucher forms and online application. Utility finalizes local bike shop participation.
3. Utility opens e-bike incentive program.
 - a. Incentive program opens for initial 12 month application period. Promotion begins. Online applications accepted. City distributes numbered incentive vouchers to local bike shops.
 - b. Utility customers purchase electric bicycle from local bike shop. Each sale will be accompanied by a numbered incentive voucher.
 - c. Local bike shop and Utility customer work together to fill out the voucher.
 - d. Either the Utility customer or the local bike shop may submit completed voucher for reimbursement. An online submission process will be made available for convenience.
 - e. Utility staff process applications as received. Utility issues rebates to eligible Utility customers. The Utility issues a \$300 rebate for the first 50 e-bike registrations (pending partnership and funding).
4. Periodic reporting as determined by project partners.
5. Program closes. Final e-bike incentive reporting.

E-bike incentive eligibility criteria:

1. Program availability
The Empower2020 e-bike incentive program is made available with the following direction:

- a. The Empower2020 e-Bike incentive is available to Ashland Electric customers with an active account.
 - b. Only one Empower2020 e-Bike incentive may be issued per utility account.
- 2. E-bike Standards

The e-bike purchased must meet the following minimum standards

 - a. Only new e-bikes are eligible.
 - b. E-bike purchase price is \$3,000, or less.
 - c. E-bike must be purchased at participating local bike shop.
 - d. E-bike must meet Oregon definition of “Electric assisted bicycle”. ([2017 ORS 801.258](#))
 - e. E-bike must be intended for use by utility customer household.
- 3. Documentation
 - a. Specific e-bike documentation requirements include, at minimum:
 - i. Utility customer information (name, account number, service address, and contact information)
 - ii. Bill of sale (must clearly show e-bike price and date of purchase)
 - iii. Local bike shop information (shop name, sales agent)
 - iv. Voucher number
 - b. Submissions that do not meet the program eligibility criteria will not be considered.
 - c. Incomplete documentation may result in incentive ineligibility.
 - d. The City is not responsible for documents lost or destroyed in transit or misdirected applications.
 - e. Submitted program application and accompanying documents becomes the property of the City.
 - f. The City reserves the right to request additional information or documentation to process an application.

E-bike incentive additional info:

- Once the program is close to completion, the Utility will evaluate the feasibility of extending the e-bike incentive program.

Attachment 3: Communication Needs

Empower2020 communication and messaging:

- The Empower2020 incentives will require promotion to Utility customers. Promotional messages will focus on the benefits to utility customers, including:
 - Save money through reduced maintenance and fuel costs;
 - Improve local air quality;
 - Reduce carbon emissions; and
 - Support locally-owned electric utility.

Empower2020 communication tasks:

During the 12 month program delivery window the Utility will, at minimum:

- Promote program incentives on the City of Ashland website.
- Advertise program incentives in at least 2 bill inserts during the 12-month implementation window.
- Conduct dedicated, early promotion to income-limited households and advocacy groups.
- Conduct direct outreach to local ZEV stakeholders, such as car dealerships, electric vehicle organizations, and climate advocacy groups.

Utility demand reduction (DR) protocol and outreach:

- Ashland Municipal Electric Utility is a small utility whose full requirements are served by Bonneville Power Administration. As such, the Utility has rarely implemented demand reduction protocols. Our community has high electric vehicle adoption and the Utility recognizes the significant benefits of demand management.

DR communication tasks:

- During the 12 month program delivery window the utility will:
 - Add educational DR information to the City's electric vehicle resource webpage.
 - Publish at least two articles in City newsletter to educate utility customers about the benefits of off-peak charging.

Attachment 4: Additional Project Information

Constraints:

- **Quality**
 - Empower2020 incentives are designed to ensure Utility customers purchase quality ZEVs. For the BEV incentive, eligible vehicles are constrained to those approved for the Oregon electric vehicle incentives. For the e-bike incentive, Utility customers will interface with local bike shops to find a product that meets their needs.
- **Other Risks:**
 - The Utility's prior experience suggests that these incentives will be well received by Utility customers. At current time, there is ample inventory of vehicles in Oregon priced less than \$30,000. There is a risk that vehicle availability will decrease in the future, although that is not expected.
 - There is an additional risk that COVID-19 will disrupt Utility and City activities. Potential disruptions are difficult to factor into this project, but deserve acknowledgement.

Approvals:

- Final approval from the following stakeholders is necessary for the project to advance.
 - City sponsor approval: Interim City Administrator
 - Utility sponsor approval: Utility Director
 - Project Partner approval: BEF