

**Maine's Electric Vehicle Rebate Initiative  
Stakeholder Meeting – Hosted by Efficiency Maine  
9:00 a.m. – 11:00 a.m.  
May 30, 2019**

**Attendees:**

Tom Brown, Maine Automobile Dealers Association  
Lynne Cayting, Maine Department of Environmental Protection  
Heather Deese, Beech Hill Consulting  
Sue Ely, Natural Resources Council of Maine  
Adam Gifford, CLEAResult  
Karen Glitman, Center for Sustainable Energy  
Sophie Janeway, Natural Resources Council of Maine  
Erin Kempster, Energy Solutions  
Ben Lake, Greater Portland Council of Governments  
Larry Pritchett, Independent Consultant  
Larry Simpson, Enervee  
Lisa Smith, Governor's Energy Office  
Ryan Wheaton, Charge Maine  
Barry Woods, ReVision Energy

\*\*

Jennifer Brennan, Efficiency Maine  
Elizabeth Crabtree, Contractor for Efficiency Maine  
Jack Riordan, Efficiency Maine  
Anne Stephenson, Efficiency Maine  
Michael Stoddard, Efficiency Maine

**Meeting Summary**

Mr. Stoddard welcomed the guests to the meeting, provided a brief overview of program goals and priority list of questions that the Trust seeks feedback on for purposes of informing the finalization of the EV Rebate Initiative program design. He then described the draft program outline and moderated a discussion of comments on the elements of the program outline.

Stakeholders provided the following general comments:

1. Incentive Amounts:
  - a. The rebate amount for plug-in hybrid vehicles should be shifted from \$750 to \$1,000.
  - b. Higher incentives might help increase participation beyond early adopters of EV technology.
  - c. Consider incentivizing Level 2 home chargers to further support the inclination of PHEV owners to maximize their use of electric mode (as opposed to ICE mode).
  
2. Eligible Vehicles and Applicants:

- a. Efficiency Maine should consider launching the program without the incentive for electric motorcycles.
  - b. Remaining agnostic towards whether customers choose PHEVs or BEVs would allow the program to incentivize more models that might be a better fit for the Maine climate. PHEVs are also an entry point for many customers who then choose a BEV for their next vehicle.
  - c. Having a \$50,000 MSRP cap (net of delivery charge) has been more successful than an income limit for most programs.
  - d. Consider adding a low-income adder to the incentive in the future.
  - e. Consider allowing for early trade-in of leases if they transition to another EV.
3. Start date / effective date:
- a. Efficiency Maine should consider the expiration/step-down of federal tax incentives when setting the program/eligibility launch date.
4. Inventory:
- a. Some Maine EV owners have bought their vehicles out of state because there is a wider range of models (and options) available for sale outside of Maine. Consider incentivizing dealers with an administrative fee and/or SPIF to increase availability of EV models (and options) offered for sale in Maine.
  - b. Many Maine car buyers are buying vans and trucks and there are few PHEV models currently available. As available models are more in sync with the Maine market, available inventory will shift.
  - c. Dealers are required to meet obligations to be a certified BEV or PHEV dealer, which is a hurdle for many. However, there is already a core number of dealerships that have made the required investments/commitments in Maine that should make EVs reasonably accessible to Maine buyers. Increased market demand will naturally lead more dealerships to take interest and take necessary steps to be able to receive inventory and market EVs.
  - d. Indicating to the manufacturers that we have EV infrastructure and rebate programs, and/or becoming a participant in the ZEV MOU or other EV-related initiatives, may help dealers get more support from their manufacturing partners for the delivery and marketing of EVs in Maine.
  - e. Consider partnering to bring the Plug-in America training to Maine and/or sales partners to that training.
5. Marketing:
- a. Communicating total cost of ownership for EVs vs. conventional cars is critical.
  - b. Tell stories of how people are making EVs work for their families similar to ductless heat pump case studies.
  - c. Consider providing a packet of information, including financial examples and GHG reductions, to dealers.
  - d. Consider setting and communicating a goal of the number of EVs the program hopes to incentivize over the next three years.