

AUGUST 13, 2024

# Charge Up New Jersey 2024/25

## Program Updates and Q/A



The Center for Sustainable Energy

# About CSE

## Mission-driven national nonprofit

Center for Sustainable Energy® (CSE) is a national nonprofit that accelerates adoption of clean transportation and distributed energy through effective and equitable program design and administration.

- Administer cutting-edge programs valued at over \$4 billion for governments, utilities and the private sector across the U.S.
- Leader in data-driven incentive program design and administration for:
  - Electric vehicle and EV charging incentive programs
  - Renewable energy incentive programs (solar and storage)
- Collaborator in resources and courses to accelerate EV adoption ([ElectrifiQ](#) - 90 minute, online, dealer certification course and referral network in partnership with National Automobile Dealers Association NADA)

## Objective and trusted

- Governments, utilities and the private sector trust CSE for its data-driven and software-enabled approach, deep domain expertise and customer-focused team.
- CSE's fee-for-service business model frees it from the influence of shareholders, members and donors, and ensures its independence.
- CSE's data and insights have informed policy at the local, state and federal level.



# CSE's Role in Charge Up New Jersey

- CSE began administering Charge Up New Jersey in 2020, when the program was originally a post-purchase initiative (Phase I).
- Since the Phase II: Dealership Point-of-Sale program launched in July 2021, CSE has issued over \$60 million in EV incentives for participating NJ dealerships and showrooms.
- Historically, \$30 million allocated per fiscal year through the NJ Board of Public Utilities.
- Charge Up New Jersey also features a rebate program for NJ residents for the purchase of an eligible level 2 charger, launched as Phase III, in July 2022.



# Introduction

## Program Relaunch



# Overview – Charge Up New Jersey

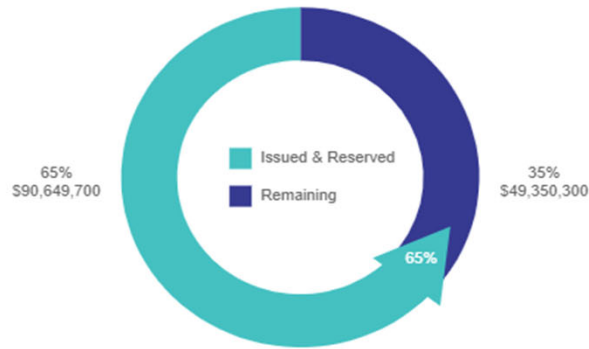
- **EV and Charger Rebates up to \$4,250**
  - New Jersey residents can receive a \$2,000 EV incentive and a \$250 EV charger incentive.
  - Beginning in fall 2024, income-qualifying residents can receive an additional \$2,000 through the Charge Up+ incentive.
- New Jersey residents may receive the EV incentive 3 times throughout the lifetime of the program and 2 Charger incentives.
- Currently, over 320 NJ dealerships are enrolled in the Charge Up New Jersey program





# Available Funding

See real-time total available funding status for EV and charger incentive programs.



Total Funding: \$140,000,000

Vehicle Total Funding Status:  
**Available**



Total Funding: \$5,671,500

Charger Total Funding Status:  
**Available**

Please note: Funding is reserved only for EV and charger applications that are successfully submitted. Funding will be replenished in the event a submitted application is cancelled. The funding amount of \$140 million for EV incentives includes total funding allocated for fiscal years 2022, 2023 and 2024 (\$30 million per year) and 2025 (\$50 million).



# Program Overview

## Additional funding



# Additional Funding

- The FY25 Charge Up New Jersey program launched with an additional \$20 million in funding, totaling around \$53 million.
- In the first month, Charge Up New Jersey has received over 1,800 applications for over \$3,600,000 in rebates.
- CSE will send communications to dealers for funding alerts and end of funding projections.
- Remember to register for our listserv at the bottom of the Charge Up New Jersey website for relevant funding information.





# Program Overview

## Types of Applications



# Point of Sale Application Process

- **For purchase and lease transactions on or after July 10th, 2024**
- **The incentive amount is to be applied on the contract at the point of purchase or lease**
  - The incentive may not be withheld from the customer pending an approved application, nor may the dealership write the customer a check post purchase or lease.
- **Dealerships have fourteen (14) calendar days from the vehicle transaction date that appears on the contract to submit an application**
- **Dealership submits:**
  - Signed FY25 Terms and Conditions form
  - Proof of NJ Residency (valid Driver's License)
  - Vehicle Registration
  - Purchase/Lease Agreement
- **If an incomplete application is not resubmitted within 14 days of the initial incomplete notice, the application will automatically cancel, and the dealership will not be reimbursed**



# Ordered Vehicle Application Process

Dealerships can reserve the rebate at the time of order for vehicles expecting a delayed delivery

- **At the time of order, dealerships have fourteen (14) days to submit initial documentation to reserve funding.**
- **Required Documents to reserve funds upon order:**
  - Signed FY25 Terms and Conditions form
  - Proof of Order (listing customer name, date of order, vehicle information, MSRP)
  - Proof of Residency (valid NJ Driver's License)
- **Dealerships and showrooms will be given a deadline of 365 days to complete the vehicle delivery process.**
- **After delivery of the ordered vehicle, dealerships and showrooms will have fourteen (14) days to submit final documentation to fulfill the application.**
- **Required documents upon delivery and purchase/lease:**
  - Purchase/Lease Agreement
  - Registration



# Program Overview

Common dealership  
submission errors



# Common Dealership Submission Errors

- **Incorrect or Incomplete Terms and Conditions Form**
  - The FY25 form is available for download on our website and within the application portal
  - All signature lines and printed names must be signed, the form must be dated
  - VIN line is not required for ordered vehicle applications
  - MSRP line is required only for ordered vehicle applications
- **Incomplete Purchase/Lease agreement**
  - Please include all pages of agreement to fulfill the document requirement
  - Final signatures must be present from both customer and authorized dealership representative
  - Vehicle price must be listed, even if a lease
- **MSRP Calculation**
  - Included in MSRP calculation: Battery upgrades, autonomous upgrades, interior/exterior color options, weather packages, comfort packages (heated seats/steering wheel, automatic dimmers), etc.
  - Not included in MSRP calculation: Destination fees, taxes and registration fees, floor mats, first-aid kits, cargo nets, maintenance packages
  - As a best practice, we ask dealerships to include the vehicle's Monroney Label (window sticker) in with the purchase or lease agreement
- **Illegible Documents**
  - Make sure documents are readable upon scanning and submitting



# Program Overview

## Dealer FAQs





# Common Dealer FAQs

- **Payment timelines**

- Dealerships can usually expect payment for approved applications via ACH within 30 days. Delays out of our control, although rare, may occur.

- **New vehicle addition**

- New vehicle models and vehicle model years must be approved by the NJ BPU in order to be added to the program eligibility list.
- If the model or model year does not appear on the website or in the application, there is a good chance it has not been approved.
- Vehicles not on the approved list on the CUNJ website are not eligible for the incentive.

- **Charge Up +**

- The additional income-based incentive, Charge Up +, is anticipated to launch in the fall. Details are being finalized.
- NJ Residents must prequalify before going to the dealership to purchase or lease an eligible vehicle.
- The prequalified customer will present a Prequalification ID to the dealership as confirmation that they are to receive the full \$4,000 amount.
- Charge Up + will not be retroactive to its launch date, nor will it be available to customers post-purchase.
- Make sure to sign up for our listserv at the bottom of the Charge Up New Jersey website for updates and additional information prior to launch.



# Audience Q/A



# Contact information

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