

SEPTEMBER 10, 2024

# Charge Up+ Incentive Overview



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

## Charge Up+ Incentive



# Overview of Charge Up+

- Charge Up+ is an additional incentive, allowing low-to-moderate-income New Jersey consumers to receive **\$4,000** at the point of sale for their purchase or lease of an eligible vehicle, instead of the regular \$2,000 base incentive.
- Launch date **to be announced soon**, be sure to register with our listserv at the bottom of the Charge Up New Jersey website for relevant information.
- To be eligible for Charge Up+, New Jersey consumers must first prequalify with CSE before the dealership submits a reimbursement application for the order, purchase or lease of an eligible vehicle.
- Dealerships and showrooms will verify that a consumer is prequalified for Charge Up+ and apply the full \$4,000 incentive to the purchase or lease at the point of sale.

Incentive Calculation	Determining Factor
Fixed amount of \$2,000	Eligible EV with an MSRP of up to \$55,000
Additional \$2,000 Charge Up+ incentive	Prequalified low- and moderate-income applicants



# Customer Prequalification



# Customer Prequalification

New Jersey consumers will first prequalify for Charge Up+ by:

1. Submitting an application via the application portal on the Charge Up website, verifying that their modified adjusted gross income (MAGI) does not exceed:
  - **\$75,000** for single tax filers;
  - **\$112,000** for head of household tax filers; or
  - **\$150,000** for joint tax filers

Alternatively, New Jersey consumers enrolled in an approved public assistance program may also prequalify.

2. Upon approval of their prequalification application, customers will receive a unique **prequalification ID** and will present this ID to their participating dealership prior to the order, purchase or lease of their vehicle.



# Customer Prequalification

- Prequalifying for Charge Up+ does not guarantee funding or reserve funds.
- Applicants who order, purchase or lease a vehicle prior to the opening of the income-based incentive will not be eligible to receive it as a retroactive payment post-purchase.
- Prequalified applicants will have up to 120 days after the date their prequalification was approved to purchase or lease an eligible vehicle.





# Dealership Application Process



# Dealership Application Process

Upon approval of their prequalification application, customers will receive a prequalification ID and present this ID to their dealership prior to the order, purchase or lease of their vehicle.

Once the customer presents their prequalification ID to the dealership, the dealer will:

- Use the application submission portal to verify the customer's prequalification ID is valid.
  - If the prequalification ID is not valid, an error message will appear, stopping the dealership from continuing the application.
  - If the customer has forgotten their prequalification ID, they or the dealership may contact the program administrator, CSE.
  - Fill out the prequalification ID on the Terms and Conditions.
- After verifying the prequalification ID, the dealership will apply the \$4,000 incentive to the purchase or lease contract and submit a point-of-sale application using the submission portal.
  - If the dealership intends to reserve funding at the time of order, the customer must prequalify prior to the dealership submitting an application for the ordered vehicle. The \$4,000 incentive will appear in the dashboard and the dealership will apply the incentive upon delivery.



# Preliminary Questions



# Preliminary Questions

- **What happens if the consumer says they were not informed of the CUNJ+ incentive prior to purchase?**
  - The dealership may present a form to the consumer stating that the consumer is forgoing the additional Charge Up+ incentive, and instead deferring to the base \$2,000 incentive. The dealer will keep this form for their records and is not required to upload the form when submitting an application.
- **How does a car buyer qualify for the CUNJ+ incentive?**
  - Consumers must first apply for prequalification via the CUNJ+ application portal on the CUNJ website. The consumer will be required to provide proof of income such as tax return transcripts or proof of participation in a qualifying public assistance program. **It is important to note that prequalification is not instantaneous.** All applications will undergo a review by a rebate processing specialist and are subject to revisions if necessary. Consumers are strongly encouraged to submit their prequalification application as soon as possible. **The Charge Up+ incentive will not be available retroactive to the order, purchase or lease date of the vehicle.**
- **How much time does the car buyer have after prequalification to purchase a vehicle?**
  - The consumer must complete the purchase or lease within 120 days of prequalification approval or before the program funding is exhausted, whichever comes first. **Prequalifying for the Charge Up+ incentive does NOT reserve funds for the car buyer. The prequalification ID is only valid as long as the program is active.**



# Preliminary Questions (cont.)

- **How do I know if a consumer prequalified for the CUNJ+ incentive?**
  - The consumer receives via email a unique code called the prequalification ID upon prequalification approval. The consumer must then present the prequalification ID at the point of sale. The dealer will then validate the prequalification ID via the Dealership Dashboard. The dealer should NOT grant the Charge Up+ \$4,000 incentive without a valid prequalification ID.
- **What role will dealerships play in verifying consumer eligibility for this rebate?**
  - If the consumer mentions that they are prequalified, the dealership may verify by entering the prequalification ID via the Dealership Dashboard at the point of purchase or lease. Dealerships may not refuse to apply the additional incentive if the consumer is eligible.
- **Will dealerships need to process any extra documentation for this rebate?**
  - For prequalified consumers, the dealership will enter in the prequalification ID instead of the driver's license to start the dealership reimbursement application process.
- **How will dealerships be reimbursed for the rebate?**
  - Dealers will be reimbursed in the same way as the base \$2,000 rebate.



# Audience Q&A



# Contact Information

- Website: [chargeup.njcleanenergy.com](http://chargeup.njcleanenergy.com)
- Email: [chargeupnj@energycenter.org](mailto:chargeupnj@energycenter.org)
- Phone Number: 877-426-2474

