

Empower EV

Final Evaluation Report

July 2026



Table of Contents

1. Executive Summary	5
1.1 Key Program Metrics.....	5
1.2 Top Learnings.....	5
2. Program Overview	6
2.1 Background.....	6
2.2 Eligibility	6
2.3 Offering.....	6
2.4 Goals.....	7
2.5 Administration.....	7
2.6 Surveys.....	7
2.7 Timeline.....	8
3. Application and Qualification.....	8
3.1 Process	8
3.2 Participation.....	11
3.3 Volume and Trends.....	12
4. Marketing, Education, and Outreach	13
4.1 Strategies.....	13
4.2 Efforts	14
4.3 Challenges	15
4.4 Successes.....	16
5. EV Charger Distribution	19
5.1 Process	19
5.2 EV Charger Specifications.....	20
5.3 Volume and Trends.....	21
5.4 Charging Data	22
5.5 Geographic Distribution	24
6. Electrical Panel Upgrades	26
6.1 Contractor.....	26
6.2 Eligibility	26
6.3 Site Assessments.....	27

6.4	Quotes and Contracts.....	28
6.5	Completed Upgrades	30
6.6	Participant Feedback.....	31
7.	Additional Participant Data	32
7.1	Participant Satisfaction.....	32
7.2	Homeowners vs. Renters	34
7.3	Vehicle Data	34
7.4	EV Incentive Program Participation.....	35
7.5	Utility Rate Plans.....	35
7.6	Home Energy Usage.....	36
8.	Conclusions	37
8.1	Qualification Barriers.....	37
8.2	EV Charger Distribution.....	38
8.3	Electrical Panel Upgrades	39
Appendix A. Applicant and Participant Surveys.....		41
Appendix B. Public Assistance Programs for Categorical Eligibility		46
Appendix C. Access Clean California Outreach Partner Network.....		47
Appendix D. ME&O Materials		48
Appendix E. ME&O Efforts		56
Appendix F. Geographic Distribution of EV Chargers		58

Table of Figures

Figure 1 - Program Timeline.....	8
Figure 2 - Applicants Approved by Categorical Eligibility vs. Income Qualification	10
Figure 3 - Applicant and Participant Communication Topics	11
Figure 4 - Applicant Experience	11
Figure 5 - Applicant Non-Participation and Ineligibility Reasons	12
Figure 6 - Applications Received vs. Approved by Month.....	13
Figure 7 - How Qualified Applicants Learned About the Program	17
Figure 8 - Applicant Driving and Charging Behavior.....	18
Figure 9 - Top 5 Applicant Counties.....	18
Figure 10 - Participants' EV Charger Ordering Experience	20
Figure 11 - EV Charger Distribution by Brand and Type	21
Figure 12 - EV Charger Distribution by Month	22
Figure 13 - Duration of Charging Sessions	23
Figure 14 - Energy of Charging Sessions.....	24
Figure 15 - EV Charger Distribution by County.....	25
Figure 16 - EV Charger Distribution by City and Zip Code.....	25
Figure 17 - Electrical Panel Upgrade Eligibility	27
Figure 18 - Site Assessment Completion	28
Figure 19 - Electrical Panel Upgrade Quotes	29
Figure 20 - Completed Electrical Panel Upgrades.....	31
Figure 21 - Participant Satisfaction and Experience with Synergy.....	32
Figure 22 - Participant Satisfaction with the Program	33
Figure 23 - Participant Experience with GRID Alternatives	33
Figure 24 - Homeowners vs. Renters.....	34
Figure 25 - Vehicle Data.....	34
Figure 26 - CARB EV Incentive Program Participation.....	35
Figure 27 - Distribution of Utility Rate Plans Among Participants Post-Program	36
Figure 28 - Home Energy Usage Among Participants	37

1. Executive Summary

Empower EV was a Pacific Gas and Electric (PG&E) Pilot Program that served income-qualified participants with a level-2 electric vehicle (EV) charger and/or up to \$2,000 of funding for an electrical panel upgrade. The program was open to applicants from June 29, 2023 to December 31, 2024 and served its final participants in May 2025.

1.1 Key Program Metrics



4,867

Total Applicants

1,969

Qualified Participants

1,750

Participants Served



1,750

EV Chargers Distributed

\$875,000

Incentive Value



12

Electrical Panel Upgrades

\$24,000

Incentive Value



\$4.13 Million

Total Program Budget

\$3.01 Million

Program Budget Spent

1.2 Top Learnings

- The eligibility requirements to own or lease an EV and live in a single-family residence were often prohibitive to the target applicants of the program.
- The exclusion of funding for the installation of the EV charger in the program's offerings was a key weakness of the program.
- The \$2,000 maximum funding for electrical panel upgrades was insufficient for the majority of program participants.
- The restriction to a single program-selected contractor for the electrical panel upgrades was hindering and inadequate given the volume and geographic distribution of participants.

2. Program Overview

2.1 Background

Empower EV was approved for implementation by the California Public Utilities Commission (CPUC) in September 2019 in Decision 19-09-006¹. Empower EV focused on supporting electric vehicle (EV) adoption for eligible PG&E residential customers with low-to-moderate income by reducing 3 key barriers:

- Total cost of EV ownership
- Lack of knowledge about EVs and their benefits
- Access to EV charging infrastructure

2.2 Eligibility

Empower EV was designed to target low-to-moderate income customers in single-family residences throughout PG&E's electric service territory (including those served by Community Choice Aggregators).

To be eligible, participants had to:

- Be a PG&E customer with an active residential Electric Service Agreement living in a single-family residence.
- Have purchased or leased a new or used EV within 6 months prior to applying.
- Have a household income at or below 400% of the Federal Poverty Level (FPL).

2.3 Offering

Empower EV offered a no-cost level-2 EV charger, valued at \$500, for all program participants and/or up to \$2,000 of funding for an electrical panel upgrade for participants whose electrical systems met additional eligibility requirements. Funding for the installation of the EV charger was not included in the program.

Marketing, Education, and Outreach (ME&O) materials were also developed and distributed to engage PG&E customers on the benefits of EV ownership, PG&E's EV rate plans, and the program

¹ Decision (D.) 19-09-006: Decision approving the application of Pacific Gas and Electric Company for the Empower Electric Vehicle Charger Incentive and Education Program, available at: <https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M314/K145/314145047.PDF>

itself. Upon completion of the program, participants were transitioned to PG&E's Home Charging EV2-A Rate Plan, with the option to opt-out.

2.4 Goals

The original goal of Empower EV was to serve up to 2,000 participants with EV chargers and up to 800 participants with electrical panel upgrades. However, due to challenges with the electrical panel upgrades (see: [Section 6](#)) the goal was reduced from 800 to 500.

2.5 Administration

GRID Alternatives, a non-profit organization whose mission is to build community-powered solutions to advance economic and environmental justice through renewable energy, was selected as Empower EV's program administrator in May 2021. The program administration tasks included:

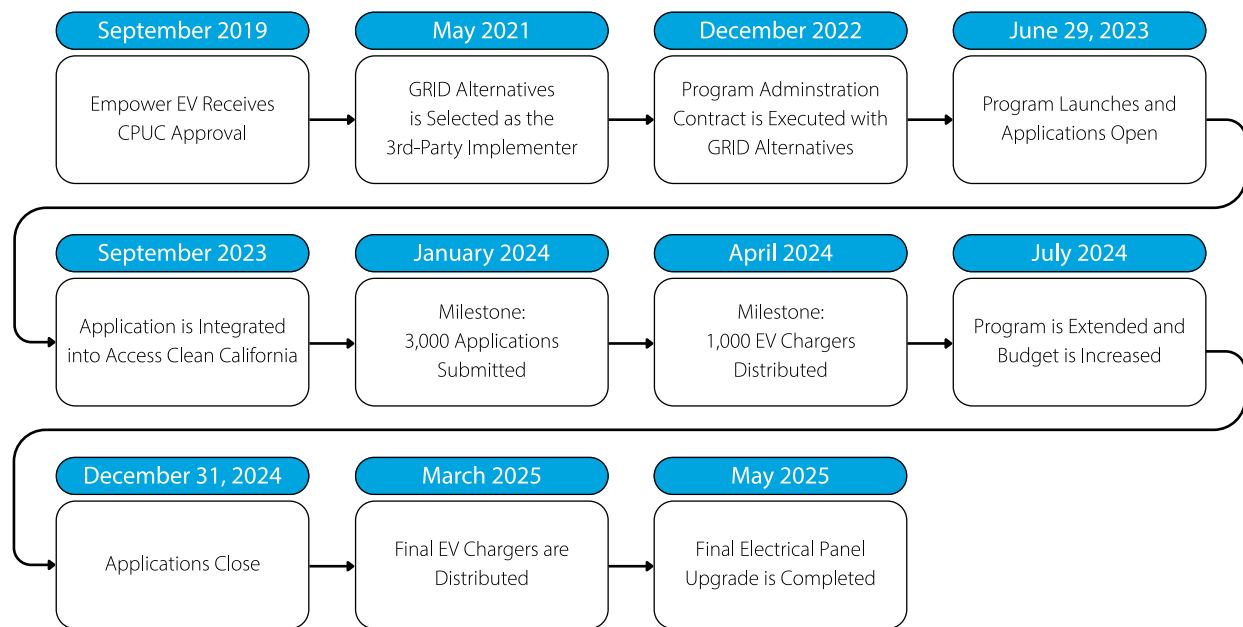
- **Application Processing:** Develop an application system, collect and review applications and supporting documents to verify program eligibility, guide and support applicants through the application and qualification processes.
- **Marketing, Education, and Outreach (ME&O):** Develop ME&O strategies to encourage participation in the program, create and distribute digital and print ME&O materials, perform in-person and online ME&O activities and campaigns, form and coordinate a network of community-based organizations (CBOs) to facilitate these efforts.
- **Issuing Program Offerings:** Partner with an EV charger supplier to distribute EV chargers to participants and collect usage data, partner with an electrical contractor to provide site assessments and electrical panel upgrades to participants, guide and support participants in redeeming the program's offerings.
- **Reporting and Evaluation:** Design and administer applicant and participant surveys, collect and analyze survey data and program metrics in weekly, monthly, quarterly, and final reports to PG&E, synthesizing challenges, strategies, and lessons learned.

2.6 Surveys

Two voluntary surveys were developed to collect and analyze applicant and participant data, and assess the effectiveness of the program (see: [Appendix A](#)). The Applicant Survey was administered in conjunction with the application and the Participant Survey was administered once participants received their EV charger and/or electrical panel upgrade. Key data points from the surveys are included throughout this report.

2.7 Timeline

Figure 1 - Program Timeline



3. Application and Qualification

3.1 Process

The Empower EV program experienced significant delays in its launch. Although the program was originally expected to launch in 2021, several factors contributed to the postponement, such as contracting, regulatory activities, and internal requirements. The process for selecting and finalizing agreements with the third-party implementer and electrician contractor took longer than anticipated. This included negotiations and administrative steps to secure the right support for program delivery. Following Empower EV's approval, the program needed to execute a handful of regulatory activities prior to launch to ensure compliance with the decision's requirements, extending the timeline. Finally, internal processes within PG&E and GRID Alternatives, such as developing application systems and establishing program guidelines, also contributed to the delays. These combined factors meant that the program did not open to applicants until June 29, 2023, despite earlier expectations.

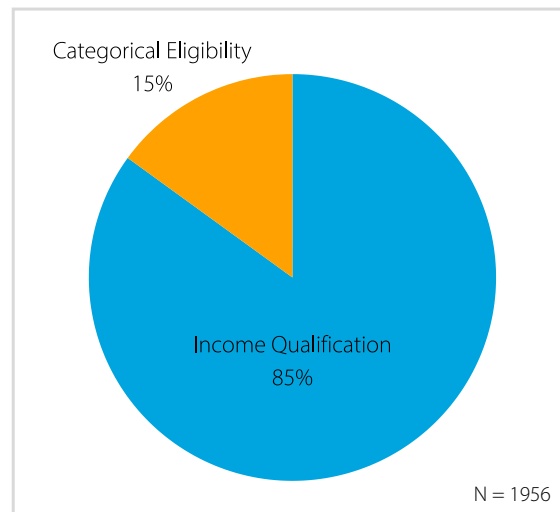
For the first 3 months of program implementation, a stand-alone webform application was used. During this period, applicants accessed the application via a link on the Empower EV homepage on PG&E's website. In September 2023, the application was integrated as planned into the Access Clean California website, which replaced the webform application.

Access Clean California (ACC) is a California Air Resources Board (CARB) program administered by GRID Alternatives, which connects people with low-to-moderate income to clean energy programs. Users enter their zip code and answer some basic questions to receive a list of programs they may qualify for, which included Empower EV if their zip code was in PG&E territory, and they reported living in a single-family residence and having purchased or leased an EV within the last 6 months. This benefit of showing customers additional EV programs they may qualify for as means to further reduce their EV's total cost-of-ownership was an instrumental factor for migrating the program's application to ACC. In addition, the initial screening provided by ACC helped reduce the program's administrative load reviewing applications by automatically disqualifying ineligible participants.

After this initial screening on the ACC website, potentially eligible applicants were emailed an application form to complete as Empower EV had additional requirements to confirm program eligibility. Due to the program's initial implementation timeline (i.e., CPUC decision stated 12 months of implementation following launch), the decision was made to send a separate application through email instead of the portal to avoid attempting to make long-term modifications to ACC, which would require extensive coordination with CARB and lead to further delays in launch. The form required the following documents to be uploaded for GRID Alternatives to verify:

- **EV Purchase or Lease Agreement or Certificate of Title:** used to verify that the applicant purchased or leased an EV within the last 6 months.
- **Latest PG&E Electric Bill:** used to verify that the applicant was a current PG&E residential electric customer. If their name was not on the bill, they were asked to submit an additional proof of residency document that matched the address on the bill, such as another bill, bank or credit card statement, mortgage or deed document, or insurance document.
- **Proof of Income:**
 - **Categorical Eligibility:** if applicants were enrolled in a public assistance program with equal or stricter income requirements (see: [Appendix B](#)), they could submit their current approval letter from the program as proof of income.
 - **Income Qualification:** applicants who did not have categorical eligibility were asked to submit an IRS Form 1040, W-2, or 3 months of paycheck stubs, bank statements, or wage statements.

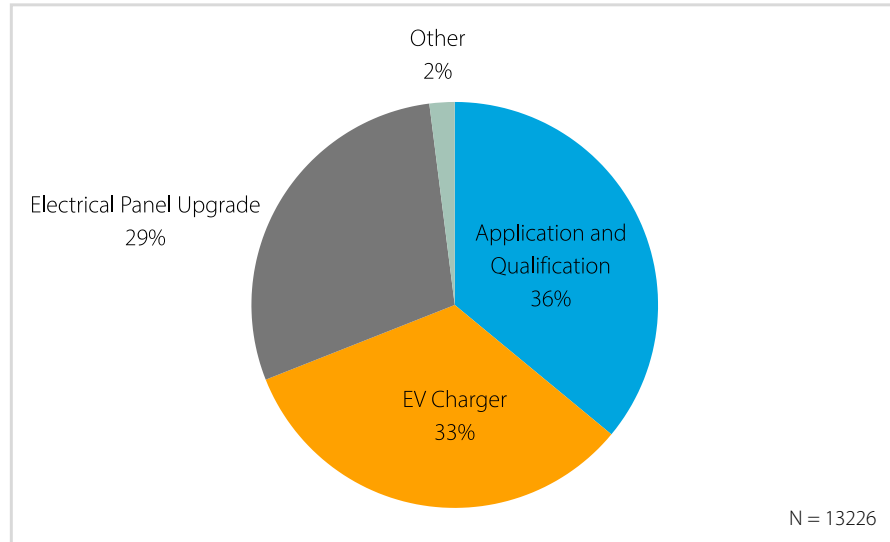
Figure 2 - Applicants Approved by Categorical Eligibility vs. Income Qualification



Upon submission of the application form, the applicant's information was automatically transferred to GRID Alternatives to review. Applicants were followed up with via email and/or phone within 5 business days to approve or deny their applications, or to request additional documentation. Language interpretation services were also provided as needed. In terms of reviewing applications, categorical eligibility applications were usually simpler and quicker to review than income qualification documents, especially if it involved pay stubs and bank statements. However, categorical eligibility was challenging for the applicants, as it was difficult for them to obtain approval letters for some of the programs (in some cases customers had to request letters by phone and/or mail), and in particular, obtaining letters that showed that the applicant was a participant in the program at the time of their EV purchase/lease was arduous. In addition, and as noted later in the report, the open enrollment periods of other EV incentive programs like the Clean Vehicle Assistance Program (CVAP) and Driving Clean Assistance Program (DCAP), did not overlap well with Empower EV, which could have also contributed to the low percentage of categorical eligibility. Overall, applicants found it easier to confirm income eligibility by submitting income qualification documents.

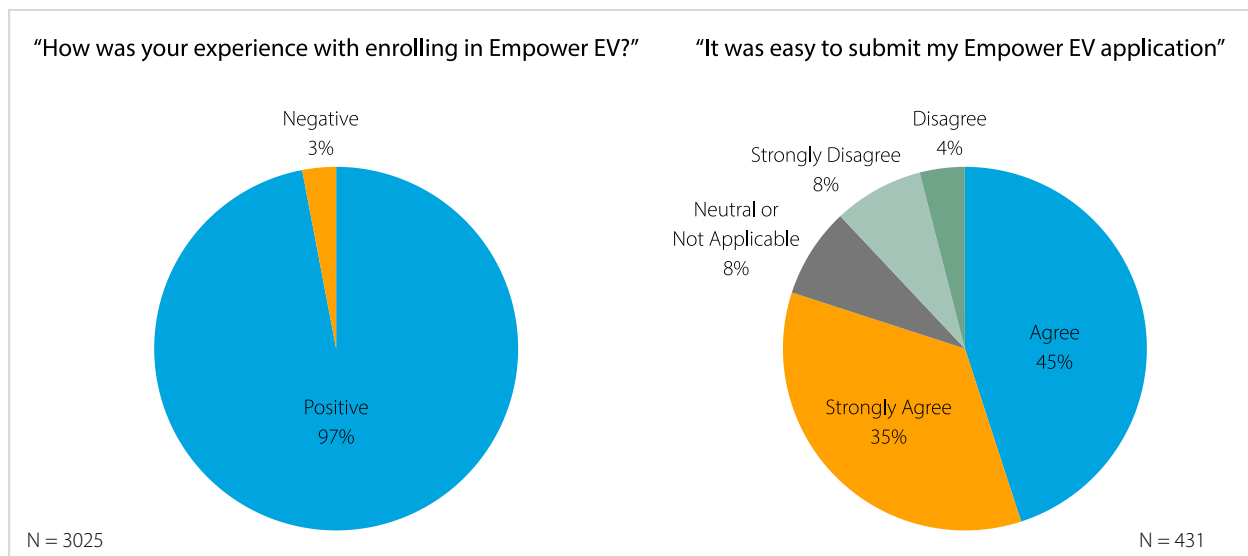
Across all program applicants and participants, 36% of communications (email and phone) were regarding the application and qualification process. Questions regarding the program's eligibility and documentation requirements were common, and one-on-one support was frequently provided to assist applicants with completing the application and submitting the required documentation.

Figure 3 - Applicant and Participant Communication Topics



Of the applicants who answered the questions on the Applicant Survey, 97% said they had a positive experience enrolling in Empower EV and 80% agreed or strongly agreed that it was easy to submit their application.

Figure 4 - Applicant Experience



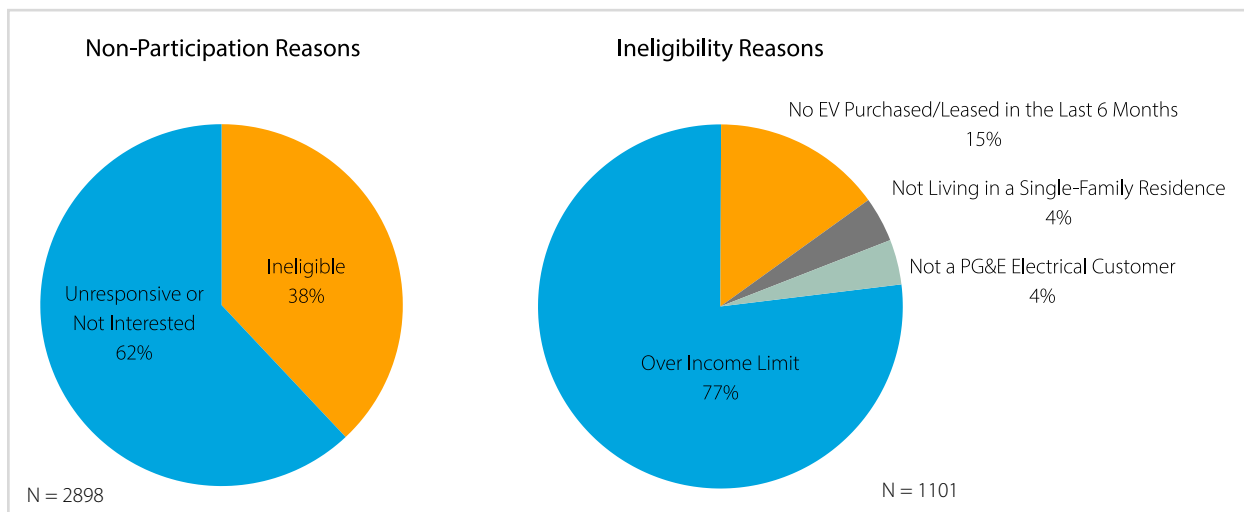
3.2 Participation

The program received 4,867 applications. Of those, 1,969 were verified to be eligible. The primary reason applicants did not become eligible participants was because, despite multiple contact attempts, they were unresponsive to requests for additional documentation to complete the

qualification process, or they pro-actively informed GRID Alternatives that they were no longer interested in the program (62%). Presumably, a portion of these applicants realized themselves that they would not be eligible for the program and decided not to proceed. The secondary reason applicants did not become participants was because they were determined to be ineligible for the program by GRID Alternatives after a review of their complete application and documentation (38%).

The most common reason for an applicant's ineligibility was due to being over the income limit (77%). In the future, it would be beneficial to base a program's income qualification using the Area Median Income (AMI) to expand the eligibility to additional customers who are interested in EVs, but require additional support to make the transition. The three less common reasons were not having purchased or leased an EV in the last 6 months (15%), not being a PG&E residential electric customer (4%), or not living in a single-family residence (4%). This data is consistent with the goal of the initial screening step on the ACC website, which was to filter out potential applicants who would be ineligible due to their self-reported answers to the eligibility questions regarding EV ownership, single-family residence, and PG&E service. Those who were not screened out at this initial step either answered the questions inaccurately, or were early applicants using the initial webform application before the integration with ACC.

Figure 5 - Applicant Non-Participation and Ineligibility Reasons



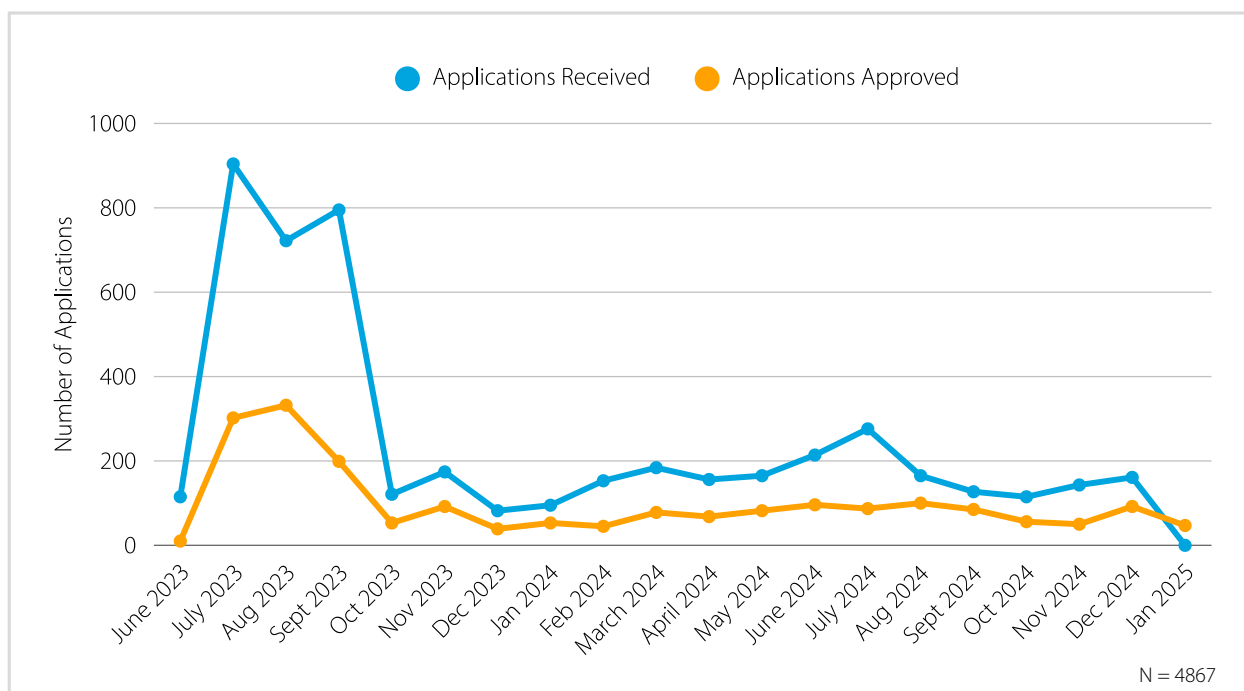
3.3 Volume and Trends

The first three months following the program's opening - July, August, and September 2023 - saw the highest volume of applications by far. This was likely due in part to the program's high anticipation; however, it was also a reflection of the better screening process provided by the application's eventual integration into ACC.

The first webform application did not provide any initial screening, meaning GRID Alternatives had to disqualify a majority of applicants after reviewing their application and documents. Whereas, once the application was integrated into ACC, the self-reporting that applicants had to perform prior to being shown Empower EV as a potentially eligible program, meant that a significant portion of ineligible participants were kept from the applicant pool at the start.

Prior to the application integration with ACC, 36% of applications were approved. After integration with ACC, 50% of applications were approved.

Figure 6 - Applications Received vs. Approved by Month



4. Marketing, Education, and Outreach

4.1 Strategies

GRID Alternatives developed ME&O strategies to encourage participation in Empower EV among PG&E customers, specifically targeting those who would be eligible for the program. These efforts included in-person and online activities and campaigns, with a focus on reaching PG&E customers who had recently acquired or were interested in acquiring an EV with an income at or below 400% of the FPL.

These ME&O efforts spanned PG&E service territory, with a particular emphasis on the following regions determined to be focal geographic areas by PG&E and GRID Alternatives:

- City of San Jose
- City of Fresno
- Corridor spanning Bay Point to Discovery Bay (Contra Costa County)

GRID Alternatives formed and coordinated the following Program Marketing Network of community partners to perform these ME&O efforts:

- **The Access Clean California (ACC) Outreach Partner Network:** composed of a collection of CBOs (see: [Appendix C](#)).
- **Three additional CBOs:** Fresno Metro Black Chamber of Commerce (FMBCC), Mujeres Empresarias Tomando Acción (META), and Peninsula Family Service (PFS).
- **Three GRID Alternatives Regional Affiliates:** GRID Bay Area, GRID Central Valley, and GRID North Valley.

GRID Alternatives created the following ME&O materials for use among the Program Marketing Network (see: [Appendix D](#)):

- Flyer for in-person distribution
- Slides for online presentations
- Messaging guidelines for in-person outreach
- Templates for social media posts and public service announcements

All materials were provided in English, Spanish and Vietnamese, with additional translation services available as needed.

4.2 Efforts

The Program Marketing Network performed a variety of online and in-person ME&O efforts tailored to their particular communities (see: [Appendix E](#)).

ACC's Outreach Partner Network was uniquely positioned to integrate Empower EV into their existing ME&O efforts because Empower EV was not only included in ACC's list of programs, but also had its application hosted through ACC's website - providing a streamlined path to the application. Their online efforts included workshops, webinars, social media posts, and email blasts. In-person activities included tabling at various community events, EV ride and drive events, and college campuses. Targeted mailing and flyering campaigns were also conducted.

The three additional CBOs were contracted to perform similar activities focused in their respective communities. FMBCC serves the City of Fresno, META serves the City of San Jose, and PFS serves

San Mateo and Santa Clara Counties. They promoted Empower EV in their events, presentations, newsletters, neighborhood canvassing, workshops, and one-on-one financial education sessions.

The three GRID Regional Affiliates were contracted to conduct ME&O efforts because they serve communities in PG&E territory and administer programs with eligibility requirements well-aligned with Empower EV. These programs included the Disadvantaged Communities - Single-Family Solar Homes program (DAC-SASH), Clean Cars for All (CC4A), the Driving Clean Assistance Program (DCAP), and the Clean Vehicle Assistance Program (CVAP). These programs provided a steady pipeline of eligible applicants to whom Empower EV could effectively be cross-promoted.

In addition to recommending Empower EV in their one-on-one conversations and consultations with participants of these programs, the GRID Alternatives Regional Affiliates also promoted Empower EV in social media and website posts, online newsletters, in-person events and presentations, and targeted neighborhood canvassing campaigns.

In early 2024, the Program Marketing Network began to report that their ME&O efforts were waning in effectiveness due to the closure of most California's EV incentive programs (see: [Section 4.3](#)), which also coincided with a reduction of available in-person outreach opportunities during the winter months. To address this, GRID Alternatives and PG&E established a new avenue of online ME&O efforts with Community Choice Aggregators (CCAs). The goal was to rely less on in-person activities, as well as to target potential applicants who had an interest in clean energy and may already have an EV or be close to making the decision to acquire one.

Relationships were developed with the following CCAs and digital ME&O materials were provided for them to promote Empower EV in their existing outreach programs to their customers.

- Marin Clean Energy (MCE)
- Peninsula Clean Energy (PCE)
- Silicon Valley Clean Energy (SVCE)
- East Bay Clean Energy (EBCE)
- Sonoma Clean Power (SCP)

4.3 Challenges

GRID Alternatives held monthly group calls with the Program Marketing Network, as well as quarterly calls individually with each of the three contracted CBOs and GRID Regional Affiliates. These calls were used to report progress and challenges related to their ME&O efforts.

The primary challenge they continually noted was that their community members often did not yet have an EV, and with the lack of EV incentive programs open at the time, many did not feel they had the financial resources to purchase or lease one.

Empower EV's open application period from June 29, 2023 to December 31, 2024 overlapped with the closure of most of California's EV incentive programs. The Clean Vehicle Assistance Program (CVAP) and the Clean Vehicle Rebate Project (CVRP) closed to new applicants in March 2023 and November 2023, respectively. The Statewide Driving Clean Assistance Program (DCAP) opened with a regional roll-out schedule that did not see the program open in PG&E territory until November 2024.

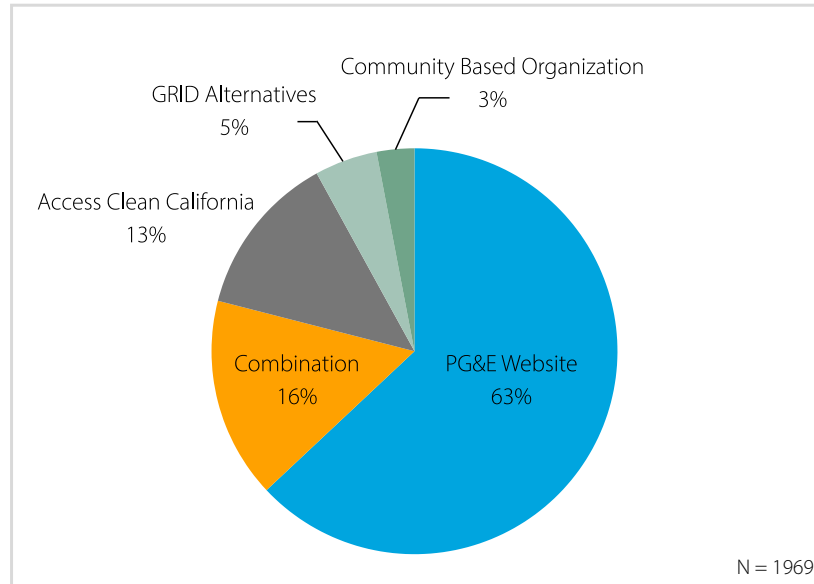
Another challenge commonly cited by the Program Marketing Network when engaging with their community members was that the program did not provide funding for the installation of the EV charger, which is the greater cost than the EV charger itself. Confusion was often cited related to this point, especially in conjunction with the program's electrical panel upgrade funding, as many community members were not familiar with the difference between electrical panel upgrades and EV charger installations, nor how the former can sometimes be required for the latter.

4.4 Successes

Despite the challenges, the Program Marketing Network managed to bring a significant portion of the qualified applicants into the program. Of those who answered the question on the Applicant Survey, "How did you learn about the program?":

- 25% included ACC as one of the ways and 13% said ACC was the single way.
- 5% included a local CBO as one of the ways and 3% said a local CBO was the single way.
- 11% included GRID Alternatives as one of the ways and 5% said GRID Alternatives was the single way.
- 22% of respondents did not identify PG&E's website as a discovery channel, suggesting Program Marketing Network outreach was critical to reaching these customers.

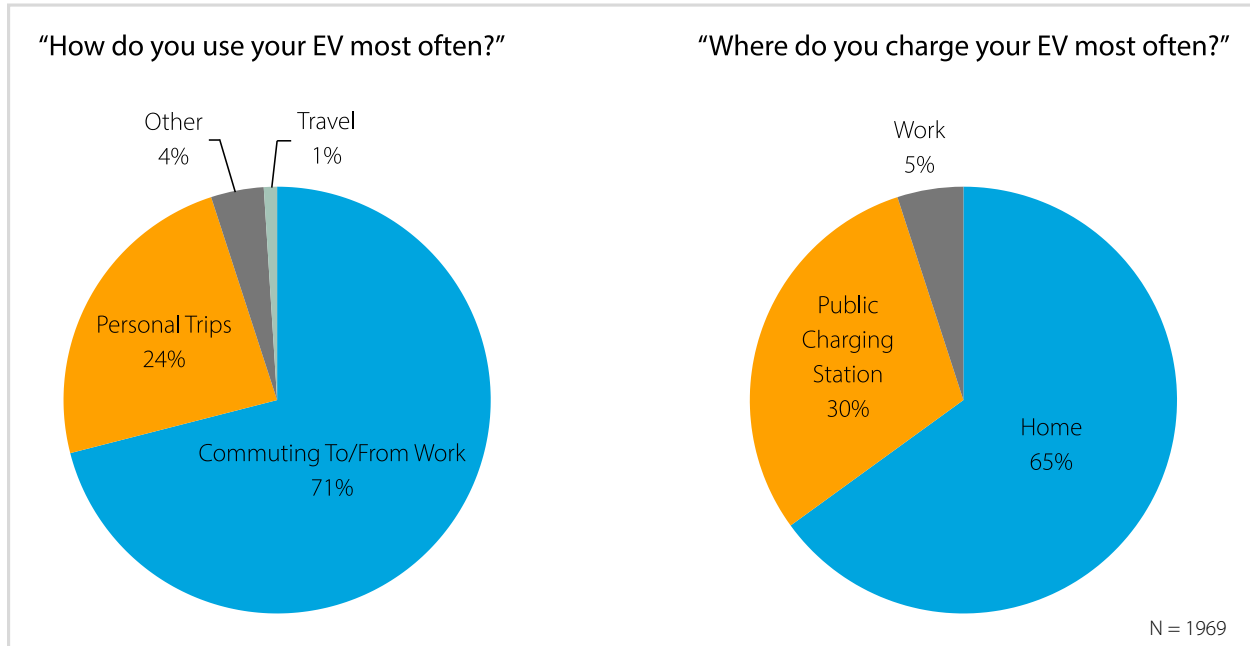
Figure 7 - How Qualified Applicants Learned About the Program



Qualified applicants with primarily cost-saving reasons for EV ownership were also successfully brought into the program. Of those who answered the question on the Applicant Survey, 76% listed “Saving money on fuel” or “Saving money on maintenance”, as the most important factor in their decision to purchase or lease their EV.

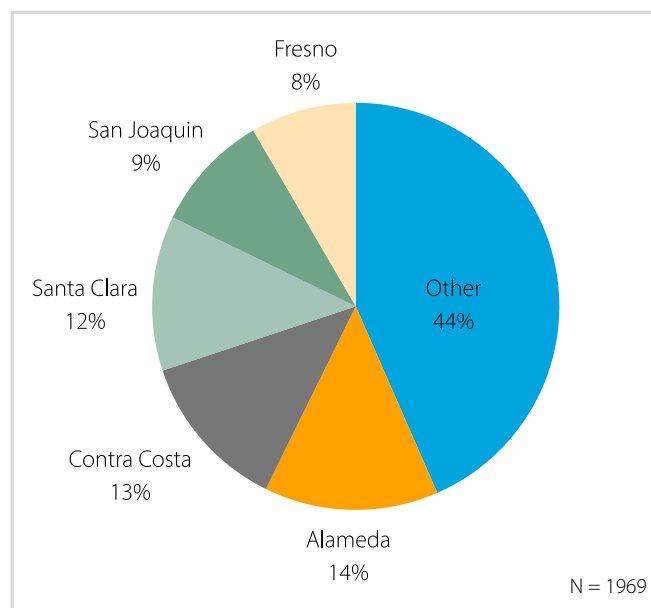
Additionally, 71% said that commuting to/from work was how they used their EV most often and 65% said they charge their EV most often at home, presumably usually using a level-1 EV charger prior to participating in the program. These data points indicate the importance of accessible EV charging to participants’ livelihoods and the primary preference for home charging.

Figure 8 - Applicant Driving and Charging Behavior



The ME&O efforts were also geographically successful, as qualified applicants spanned 40 out of the 48 counties in PG&E territory (see: [Section 5.5](#) and [Appendix F](#)). Additionally, the 3 focal areas of the city of Santa Clara (Santa Clara County), the city of Fresno (Fresno County), and the corridor between Bay Point and Discovery Bay (Contra Costa County), are all located in the top 5 represented counties.

Figure 9 - Top 5 Applicant Counties



5. EV Charger Distribution

5.1 Process

GRID Alternatives initially partnered with Enel X to supply and distribute EV chargers for Empower EV. Enel X was contracted to create a webstore for participants to order an EV charger at no-cost using a unique coupon code supplied by GRID Alternatives upon qualification for the program. Enel X then shipped the EV chargers to participants. Enel X distributed EV chargers for the program from its opening in June 2023 to July 2024.

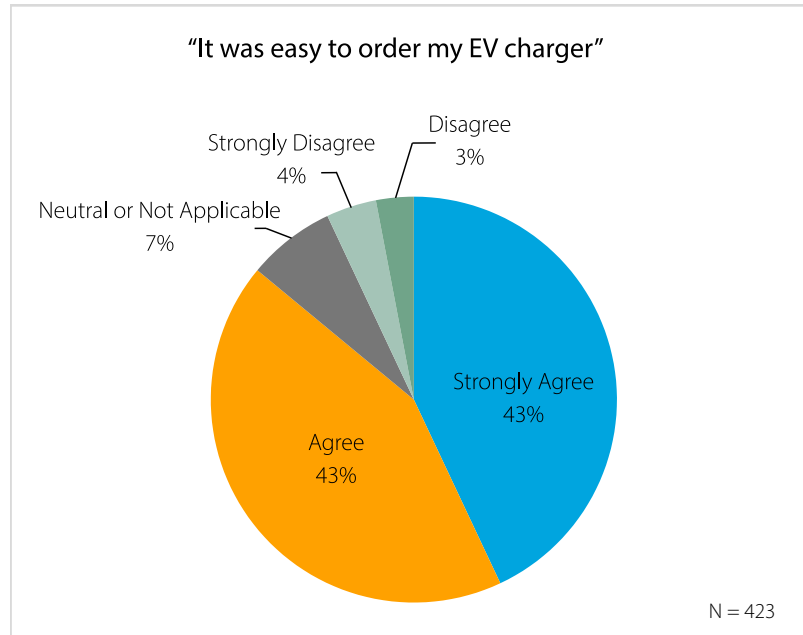
In July 2024, Enel X unexpectedly informed GRID Alternatives and PG&E that it would be closing its EV charging businesses in North America, including the manufacturing and selling of the EV chargers used for Empower EV.

GRID Alternatives began ordering Grizzl-E EV chargers on behalf of participants from Amazon as a temporary solution while searching for a new EV charger supplier, but then paused orders entirely in August 2024 when Grizzl-E was not able to provide the required data services (see: [Section 5.4](#)).

In September 2024, PG&E selected Emporia to supply and distribute EV chargers for the remainder of the program, partnering with GRID Alternatives. In the interest of time, a webstore and coupon code system was not re-created. Instead, GRID Alternatives ordered the EV chargers from Emporia on behalf of participants. While this meant more time spent communicating with participants, it resulted in a more streamlined process for participants and a quick work-through of the backlog of orders.

Of the participants who answered the question on the Participant Survey, 86% agreed or strongly agreed that it was easy to order their EV charger.

Figure 10 - Participants' EV Charger Ordering Experience



5.2 EV Charger Specifications

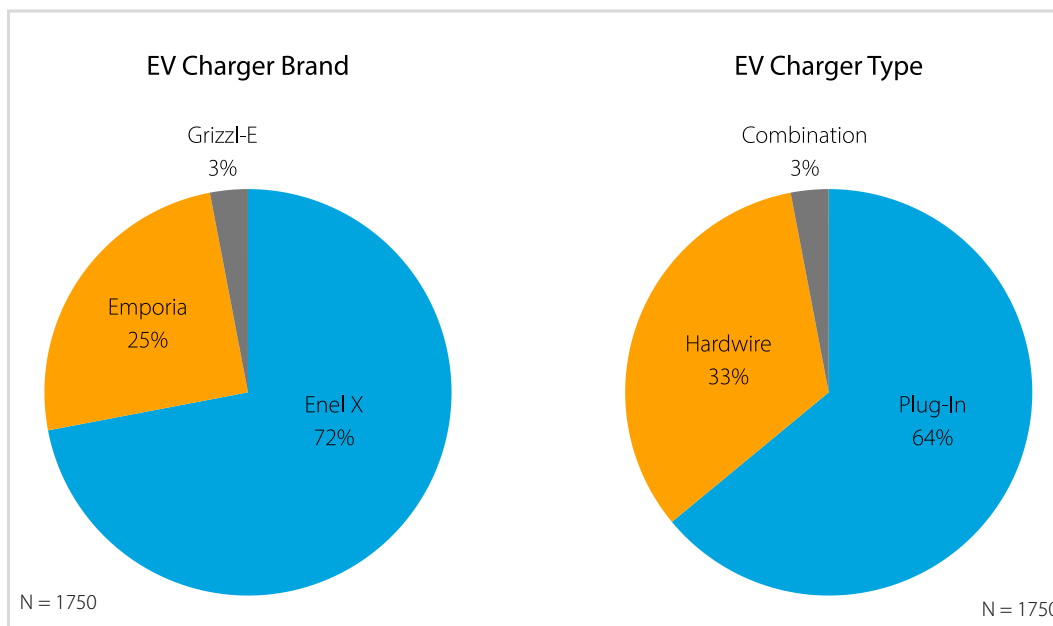
The 3 models of EV chargers distributed were the Enel X Juicebox 32, the Grizzl-E Smart, and the Emporia Classic. These EV chargers met the following program requirements:

- SAE J1772 connector type
- Compliant with NEC Article 625
- UL or ETL/Intertek safety certified
- Rated for outdoor usage, NEMA 3R or better
- Wi-Fi enabled
- 32 amps minimum
- Adjustable amperage
- Plug-in and hardwire options

Participants were given the option to receive either a hardwire or plug-in EV charger. The Enel X Juicebox 32 and Emporia Classic have separate hardwire and plug-in models, which the participant selected when ordering their charger. The Grizzl-E Smart is a single combination model, which is configured to be hardwired or plugged-in at the time of installation. Therefore it is unknown whether the participants who received the Grizzl-E Smart ended up installing the EV charger as hardwire or plug-in. Based on GRID Alternatives' communication with participants when assisting them with deciding between a hardwired vs. plug-in EV charger, participants' decisions were often guided by the typical pros and cons: hardwired EV charger can offer more

reliable charging, particularly when installed outdoors, while plug-in chargers can offer more flexibility by being easier to remove and reinstall if a participant moves. Overall, the program did not have a preference to which charger type participants chose as long as it met their charging needs.

Figure 11 - EV Charger Distribution by Brand and Type

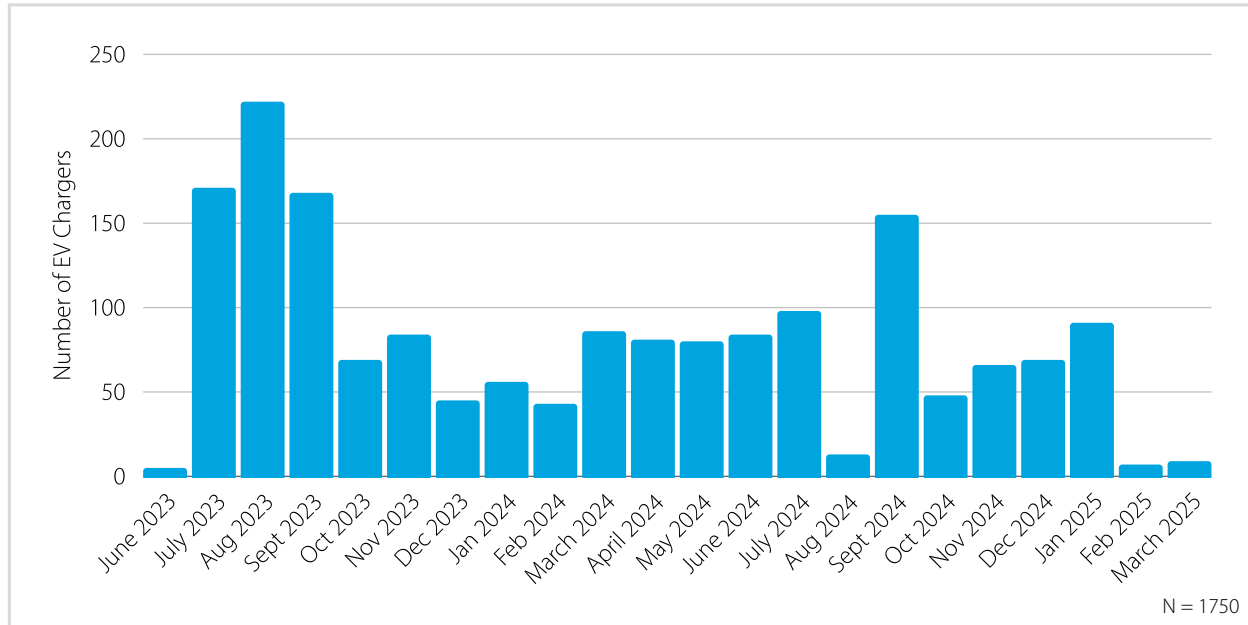


5.3 Volume and Trends

The highest volume of EV charger orders occurred in the program's first 3 months, July, August, and September 2023, which coincided with the highest volume of applications and qualifications.

The next highest month for EV charger orders was September 2024, which was due to the re-starting of charger orders after the brief pause in August 2024, while a new supplier was identified.

Figure 12 - EV Charger Distribution by Month



219 or 11% of qualified participants chose not to redeem the EV charger offering. Most were unresponsive to attempts to reach them via email and phone, however of those that provided reasons, some noted that they already had an EV charger prior to applying to the program and were only interested in the electrical panel upgrade or thought that the program would fund the installation of their EV charger, while others decided that they preferred a different type of EV charger than the one offered by the program and would purchase one separately, such as a Tesla Wall Connector or another EV charger with a North American Charging Standard (NACS) connector.

Across all program applicants and participants, 33% of communications (email and phone) were regarding the EV charger offering (see: Figure 3). Common questions included whether Tesla or another EV charger with an NACS connector was offered, how to decide between the plug-in and hardwire options, and how to install the EV charger in the absence of program funding, as well as specific ordering/delivery inquiries.

5.4 Charging Data

Enel X and Emporia were contracted to provide activation and session data from the EV chargers that were distributed. The activation data showed the date and time the EV charger was first connected to the manufacturer's mobile app via Wi-Fi for initial commissioning, indicating when the EV charger was installed. The usage data showed the date and time charging sessions began and ended, as well as the total energy (kilowatt-hours) delivered during the session.

The activation data showed that 455 EV chargers were activated during the program's reporting timeframe of June 2023 - July 2025, however, this number was under-reported because Enel X stopped providing data after August 2024. There were undoubtedly additional Enel X EV chargers that were activated after that point.

With charging sessions less than 5 minutes or 0.5 kilowatt-hours removed from the dataset as they were likely set-up and testing sessions, the session data showed that the average charging session duration was 6.33 hours and the median was 3.12 hours, with the average energy delivered 18.75 kilowatt-hours and the median 13.17 kilowatt-hours. However, the charging session data was also incomplete for the same reason as above.

Figure 13 - Duration of Charging Sessions

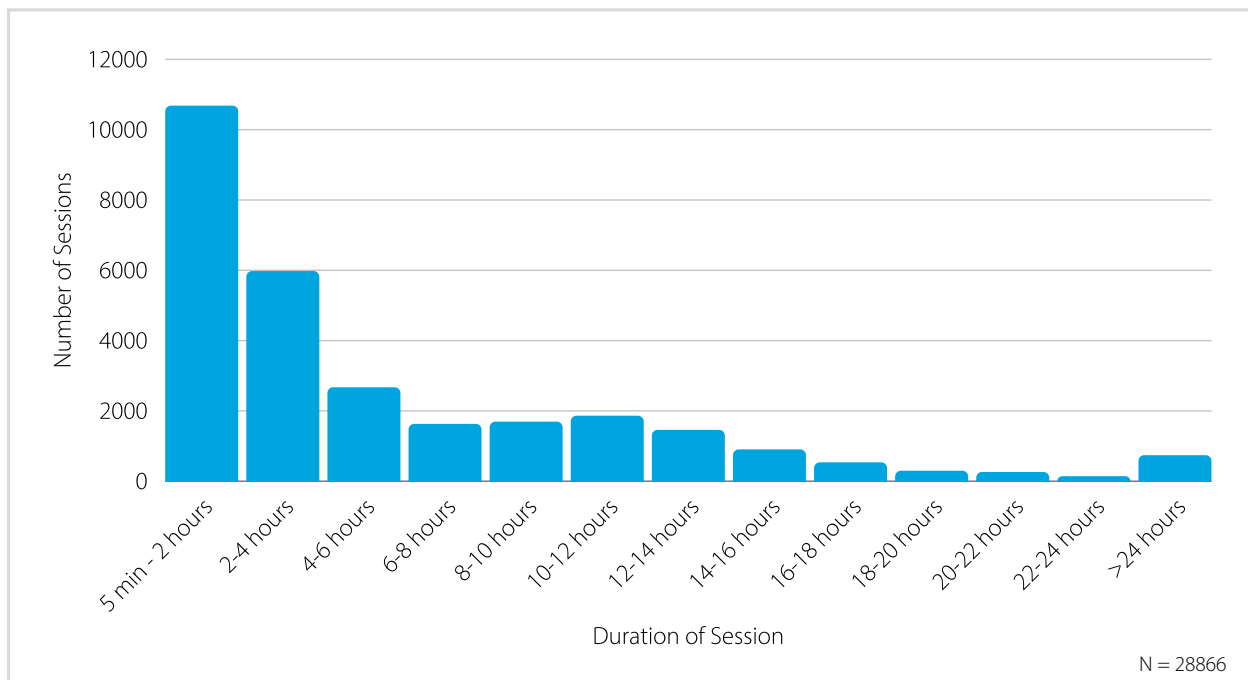
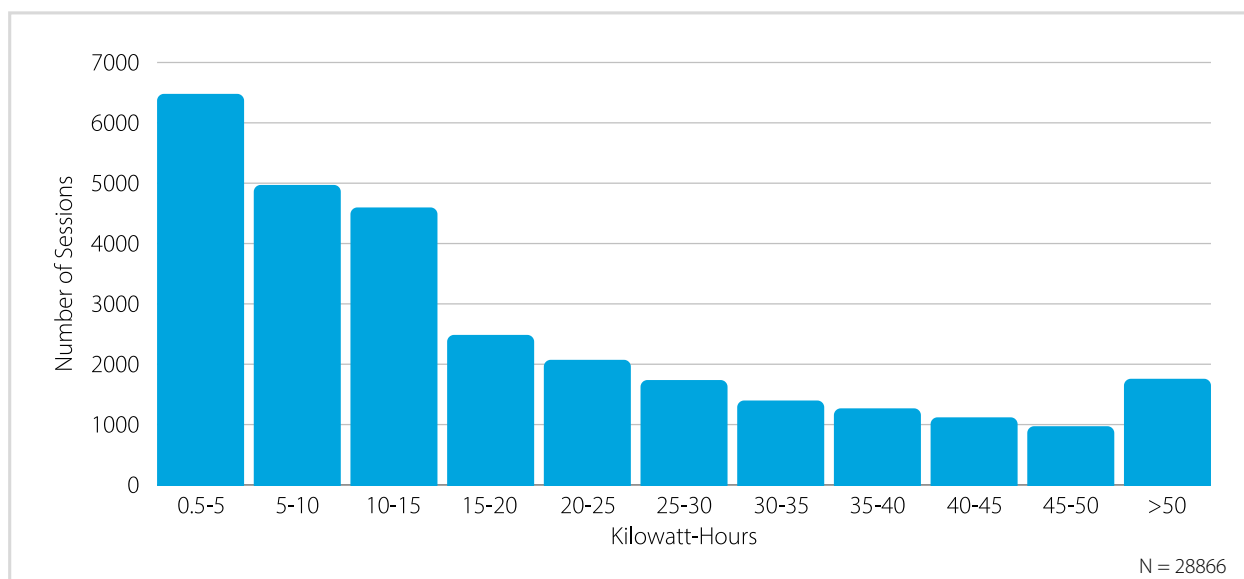


Figure 14 - Energy of Charging Sessions



5.5 Geographic Distribution

Participants who received EV chargers spanned 40 counties and 246 cities (see: [Appendix F](#)). The top 5 counties, in order of most to least represented, were Alameda, Contra Costa, Santa Clara, San Joaquin, and Fresno. The top 5 cities, in order of most to least represented, were San Jose, Fresno, Bakersfield, Stockton, and San Francisco.

Figure 15 - EV Charger Distribution by County

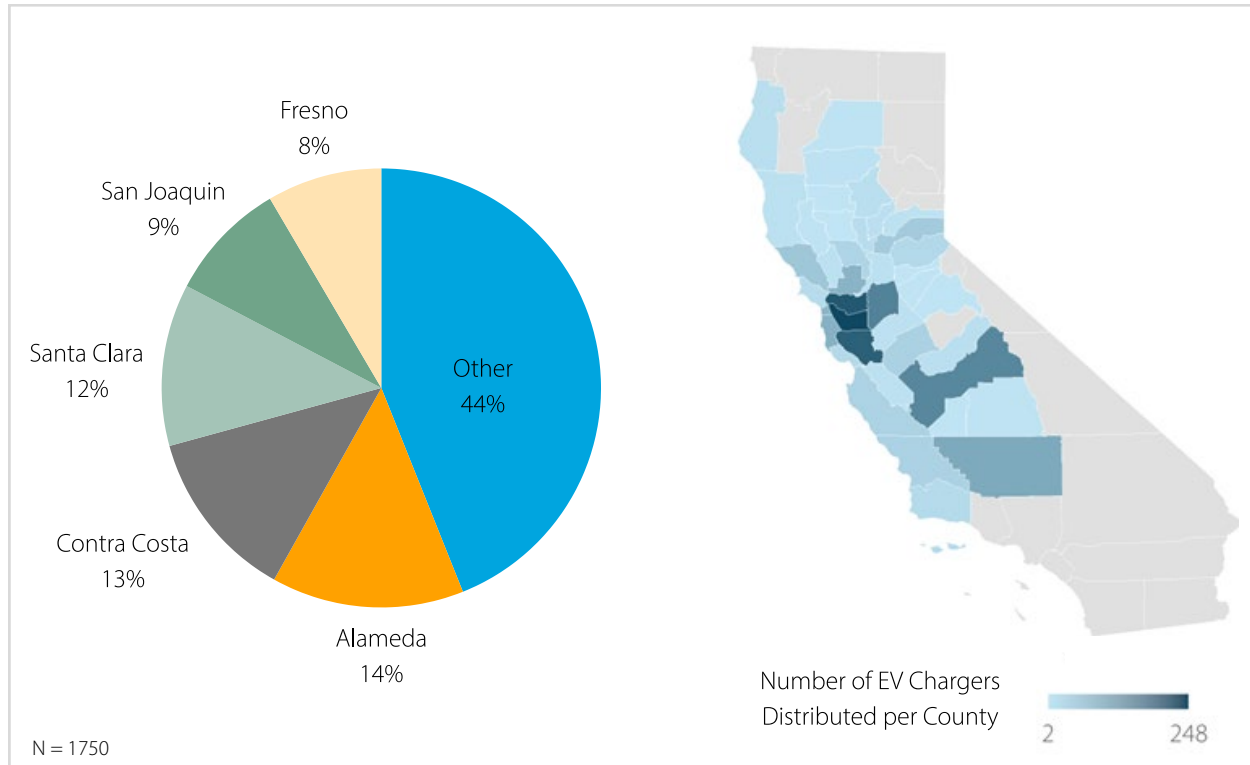
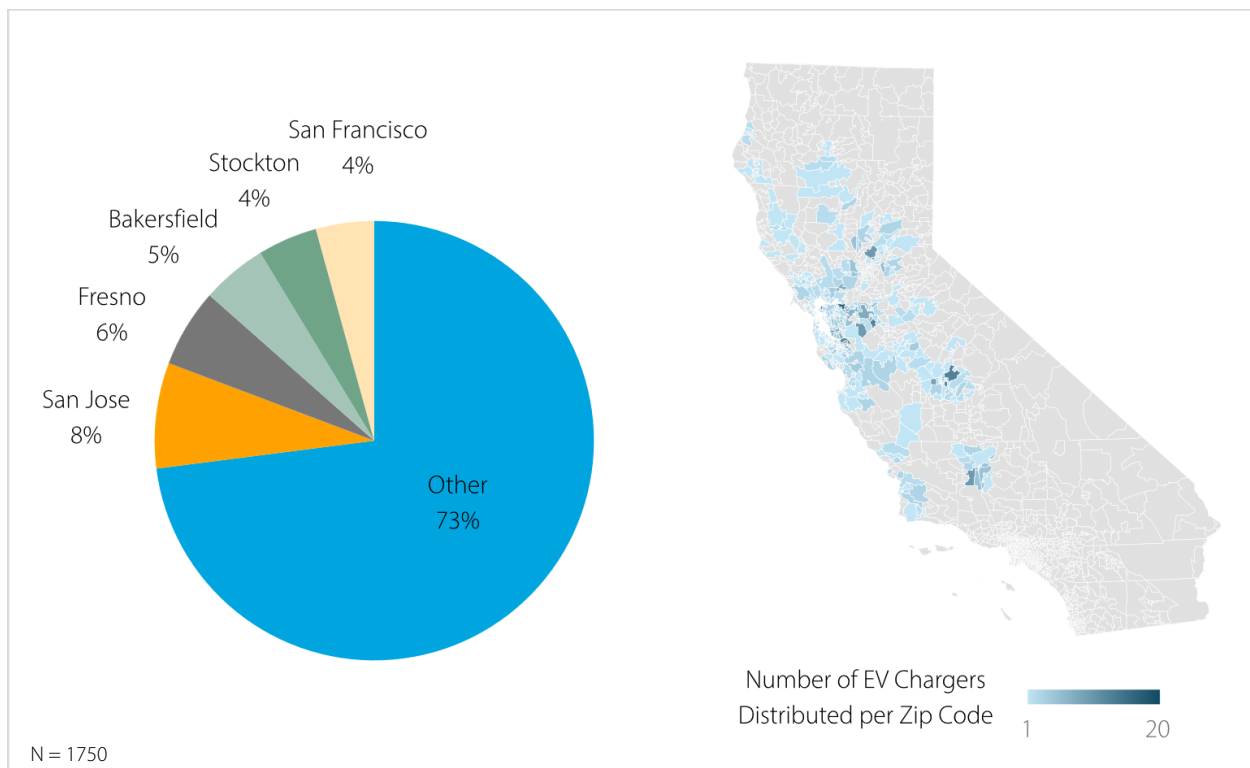


Figure 16 - EV Charger Distribution by City and Zip Code



6. Electrical Panel Upgrades

6.1 Contractor

PG&E selected Eagle Systems International dba Synergy Companies (Synergy) as the electrical panel upgrade contractor for Empower EV. PG&E originally selected Enel X as the primary electrical contractor, who backed out of this role 3 months before the program's original launch date. Enel X chose to move from a primary to a subcontractor under GRID Alternatives when it was confirmed that the program was not eligible to cover EV charger installations, only electrical panel upgrades. Due to the change in direction, the vendor no longer wanted to oversee the electrical portion of the program, and instead act in a traditional EVSP/EVSE capacity, delivering chargers and networking and software services. PG&E then selected Synergy based on their experience supporting income qualified utility programs. Their role was to perform in-person site assessments for interested participants, provide quotes following the assessments, contract with participants who accepted the quotes, and then perform the electrical panel upgrades. They were responsible for communicating with participants throughout this process to schedule site assessments and installations, explain the work required and details of their quotes and contracts, and provide updates during the planning, permitting, and installation stages. However, Synergy's selection process was rushed and did not provide enough time to perform a more thorough evaluation on their ability to successfully support the program. In the future, it would be beneficial for the program team to keep a backup vendor, identified through the formal solicitation, on retention in case the original vendor suddenly drops out as this ensures the backup contractor is fully equipped to handle the program's scope. In addition, having more candid conversations about how a change in scope could impact a vendor's decision to move forward in the program prior to executing a contract can help save time and resources for both parties as the process is quite extensive.

6.2 Eligibility

Based on Synergy's recommendation, it was determined that participants who had an electric service panel within 4 feet of their gas meter or who had underground electrical service would not be eligible for electrical panel upgrades due to the added complexity and costs of such projects. Specifically, relocating the gas meter or electrical service panel to meet current Building Codes and/or trenching to access service wires, would far exceed the \$2,000 incentive amount. Therefore, applicants were asked 3 questions on the application to determine their eligibility for an electrical panel upgrade:

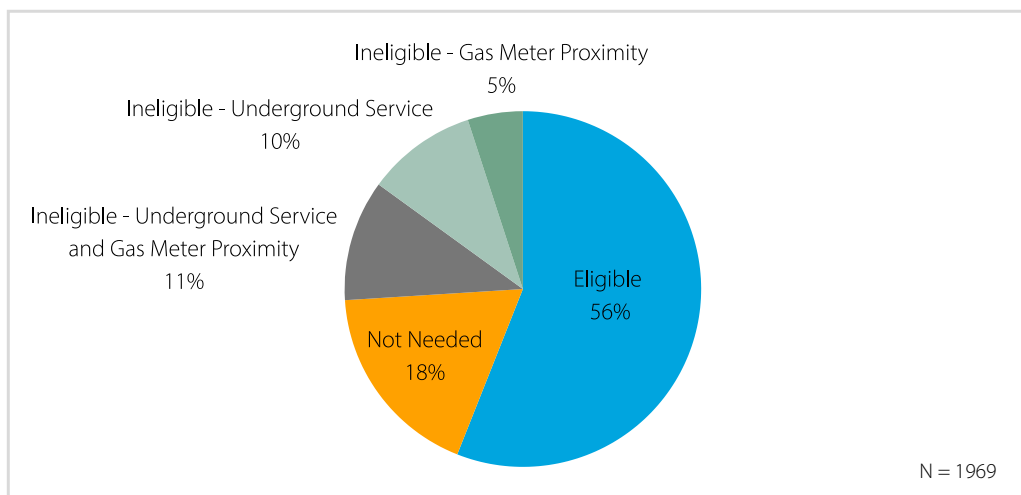
- Does your home need a new or upgraded electric service panel? [Yes/No/Unsure]
- Is your current electric panel within 4 feet of your gas meter? [Yes/No/Unsure]

- Does your home have underground or overhead electric service?
[Underground/Overhead/Unsure]

If participants indicated that they did not need an electrical panel upgrade, their panel was within 4 feet of their gas meter, or they had underground electrical service, they were not passed onto Synergy for a site assessment and received an email from GRID Alternatives explaining why they were not eligible for the electrical panel upgrade. All other participants, including those that answered “Unsure”, were passed onto Synergy for a site assessment.

18% of participants answered that their home did not need an electrical panel upgrade, 10% of participants were ineligible for the electrical panel upgrade because they had underground service, 5% because their electrical panel was within 4 feet of their gas meter, and 11% because of both.

Figure 17 - Electrical Panel Upgrade Eligibility



6.3 Site Assessments

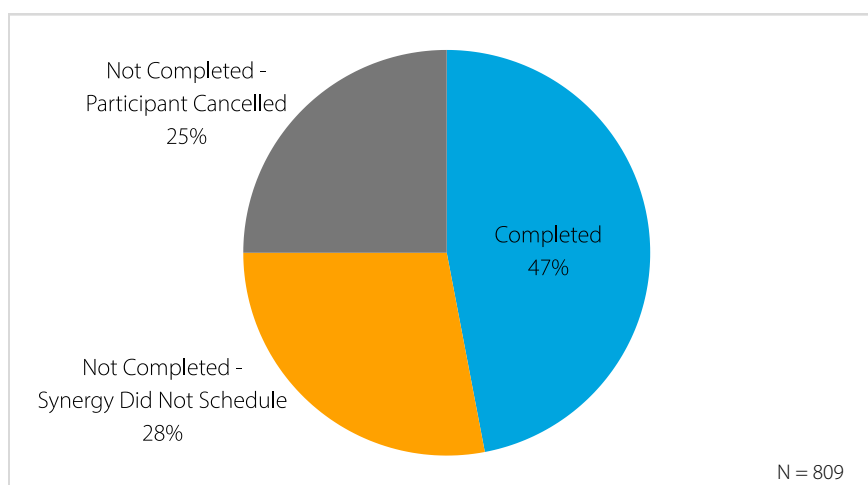
Participants who were eligible for an electrical panel upgrade were added to a Customer Relationship Management (CRM) Portal for Synergy to access. Synergy was then responsible for contacting participants via phone and/or email to schedule their site assessments.

This proved to be one of the main challenges of the program, as Synergy did not manage the volume and geographic spread of site assessments. Of the 1,083 participants who were eligible for the electrical panel upgrade, 274 cancelled their site assessments. While Synergy did not provide reliable data on the reasons behind the cancellations, GRID Alternatives’ communication with participants, as well as data from the Participant Survey, indicated that many did not want to endure the long wait times. The average time to receive a site assessment was over 8 weeks.

Of the 809 participants who did want a site assessment, 304 did not receive one by the end of the program. This was either because Synergy refused to serve the participant due to their geographic location or simply because they did not get to them in time.

After applications closed on December 31, 2024, Synergy was given a four-month window to complete as many site assessments as possible. While the final participants to receive site assessments in April 2025 did not have a chance to receive an electrical panel upgrade due to the program's close-out, the information they received from their site assessment was still valuable, and they were given the option to still receive a quote, as well as to contract with Synergy to perform the electrical panel upgrade outside of the program. 505 site assessments were completed by the end of the program.

Figure 18 - Site Assessment Completion



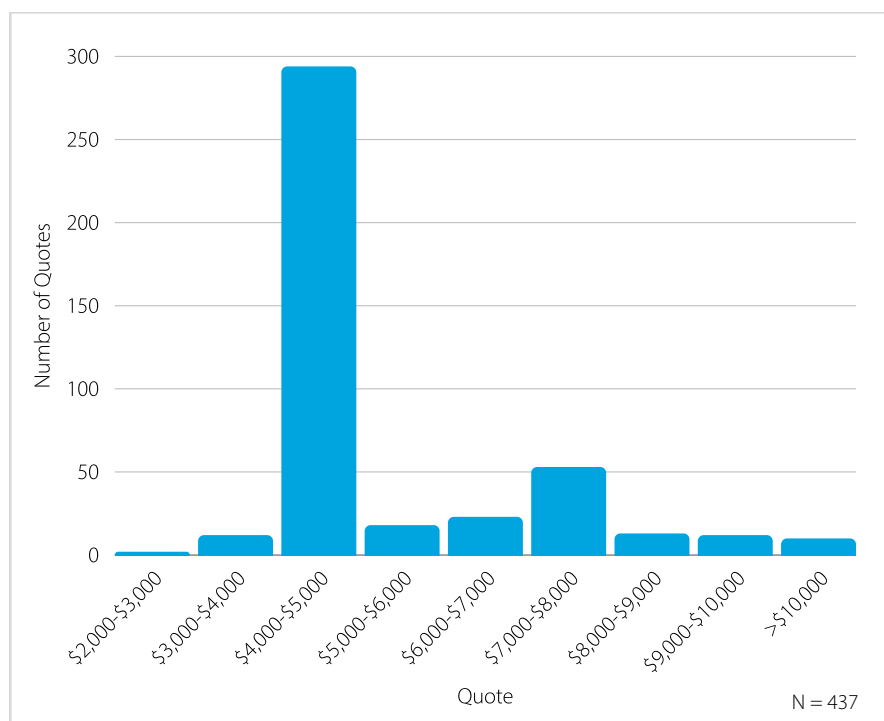
6.4 Quotes and Contracts

Of the 505 participants who received a site assessment, 68 did not receive a quote. While Synergy did not provide reliable data on why quotes were not provided, GRID Alternatives' communication with participants, as well as data from the Participant Survey, indicated that some simply never received a quote from Synergy after their site assessment (often despite attempts to contact Synergy), while others were told by Synergy that they did not need an electrical panel upgrade or that their project would be prohibitively complex and expensive due to reasons beyond the two that were screened during the application process (underground service and gas meter proximity).

Of the 437 quotes that were issued by Synergy, the average was \$5,378 and the median was \$4,375. Meaning after the \$2,000 program incentive, the average quote's out-of-pocket cost for the participant was \$3,378 and the median quote's out-of-pocket cost was \$2,375. No quotes

were at or below \$2,000 with the program incentive fully covering the quote. 97% of quotes were over \$4,000 with the program incentive covering less than half. 25% of quotes were over \$6,000 with the program incentive covering less than a third. Panel upgrade project quotes included standard costs associated with this type of electrical work, including permitting, labor, and equipment. Unfortunately, the delay in program launch, which was due to numerous factors, including the unprecedented COVID-19 Pandemic, changes in vendors, and regulatory challenges, meant the original incentive amount was no longer sufficient to fully fund panel upgrade projects. Once the program was launched in 2023, material costs for panel upgrades and labor rates, including installation and permitting fees, increased due to the COVID-19 Pandemic. The pandemic caused disruptions to the global supply chain, contributing to higher living and materials costs across every sector, and therefore, led to higher project costs. Unfortunately, the program was unable to adjust the incentive amount to better align with the current costs. However, the program did offer free electrical assessments to any interested program participant to allow the full \$2,000 amount to be allocated towards the panel upgrade.

Figure 19 - Electrical Panel Upgrade Quotes



403 participants who received quotes did not proceed to sign contracts with Synergy for the electrical panel upgrade. While Synergy did not provide reliable data on why participants chose not to proceed, GRID Alternatives' communication with participants, as well as data from the Participant Survey, indicated that the primary reason was that the quoted cost, even with the \$2,000 incentive amount, was prohibitively expensive for the participant.

34 participants signed contracts with Synergy, with an average out-of-pocket cost of \$4,123 and a median out-of-pocket cost of \$3,150. However, 22 of the signed contracts did not produce a completed electrical panel upgrade. While Synergy did not provide data on every project that was not completed, some information received from Synergy, as well as from GRID Alternatives' communication with participants, and the Participant Survey, indicated that the unexpected cost of PG&E engineering deposits and potential PG&E infrastructure/equipment upgrades was a primary reason participants cancelled their projects post-contract. Some participants also reported quote increases from Synergy post-contract, as well as delays with moving their projects forward with Synergy, PG&E service planning, and/or the Authority Having Jurisdiction's (AHJ) permitting process.

6.5 Completed Upgrades

12 electrical panel upgrades were completed, located in 12 cities and 10 counties. The average out-of-pocket cost was \$3,162. The average time from participant approval (the date that GRID Alternatives added the participant to the CRM Portal for Synergy) to project completion (the date the project passed the AHJ's inspection) was 407 days. The average time from site assessment to project completion was 326 days. The average time from contract execution to project completion was 249 days. Many factors contributed to the long panel upgrade completion timelines, including challenges with PG&E service planning and infrastructure upgrades, AHJ permitting, and scheduling inspections.

Figure 20 - Completed Electrical Panel Upgrades

Completion Date	City	County	Total Cost (pre-incentive)	Out-of-Pocket Cost (post-incentive)
5/15/2024	Castro Valley	Alameda	\$4,050.00	\$2,050.00
9/18/2024	Placerville	El Dorado	\$4,050.00	\$2,050.00
9/25/2024	Stockton	San Joaquin	\$3,850.00	\$1,850.00
10/3/2024	Yuba City	Sutter	\$4,050.00	\$2,050.00
1/23/2025	Richmond	Contra Costa	\$6,050.00	\$4,050.00
1/23/2025	Fremont	Alameda	\$5,050.00	\$3,050.00
1/24/2025	Fairfield	Solano	\$8,250.00	\$6,250.00
1/27/2025	Sunnyvale	Santa Clara	\$6,220.00	\$4,220.00
4/3/2025	Monte Rio	Sonoma	\$6,000.00	\$4,000.00
4/18/2025	Merced	Merced	\$3,750.00	\$1,750.00
4/29/2025	San Rafael	Marin	\$4,770.00	\$2,770.00
5/7/2025	San Jose	Santa Clara	\$5,850.00	\$3,850.00

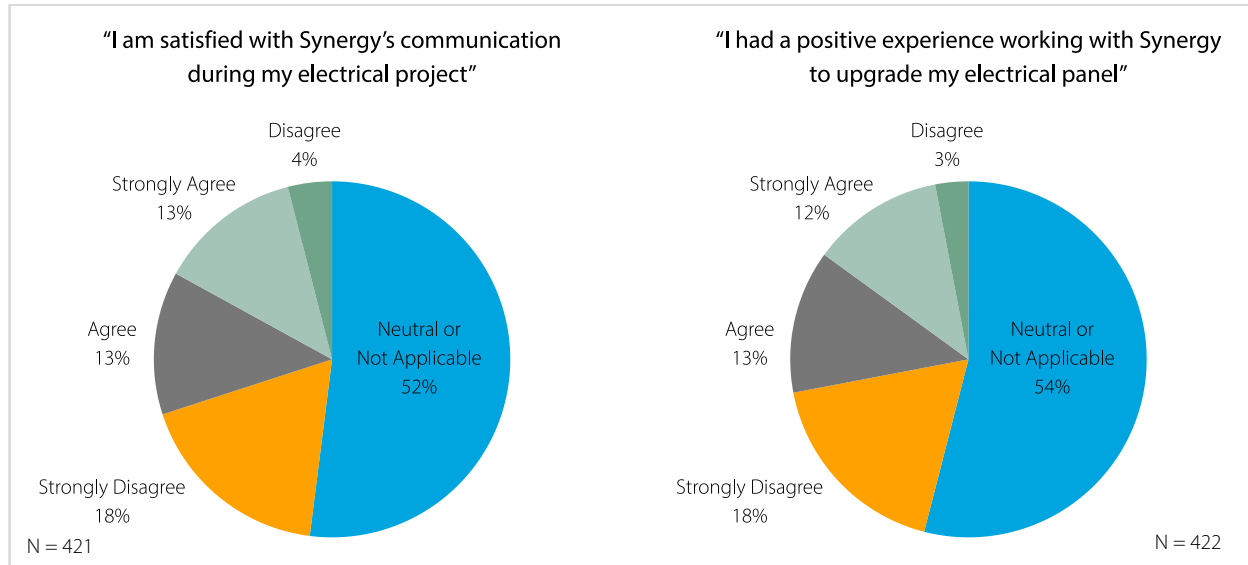
6.6 Participant Feedback

Across all program applicants and participants, 29% of communications (email and phone) were regarding the electrical panel upgrades (see: Figure 3). The majority were from participants who were trying to get in contact with Synergy to schedule their site assessment, receive a quote following their site assessment, or get more information about their quote or project in general. Many participants expressed complaints that Synergy had been unresponsive to them, cancelled their site assessment at the last minute, or missed scheduled site assessments without notice.

If a participant informed GRID Alternatives of issues they were having with Synergy, GRID Alternatives reached out to contacts at Synergy to attempt to resolve the issue. However, GRID Alternatives was often met with the same unresponsiveness or lack of follow-through that participants experienced.

GRID Alternatives also heard from participants who reported receiving quotes from Synergy for an EV charger installation, separate from, or in lieu of, an electrical panel upgrade. This confused many participants with some thinking that the quote was for an electrical panel upgrade and others thinking that the \$2,000 program incentive could go towards the EV charger installation quote.

Figure 21 - Participant Satisfaction and Experience with Synergy



7. Additional Participant Data

7.1 Participant Satisfaction

Of the participants who answered the questions on the Participant Survey, 77% agreed or strongly agreed that they would recommend the Empower EV program to a friend, 67% agreed or strongly agreed that they had a positive experience working with GRID Alternatives (with 21% answering "neutral or not applicable"), and 54% agreed or strongly agreed that GRID Alternatives was helpful in answering questions and assisting them (with 34% answering "neutral or not applicable").

Figure 22 - Participant Satisfaction with the Program

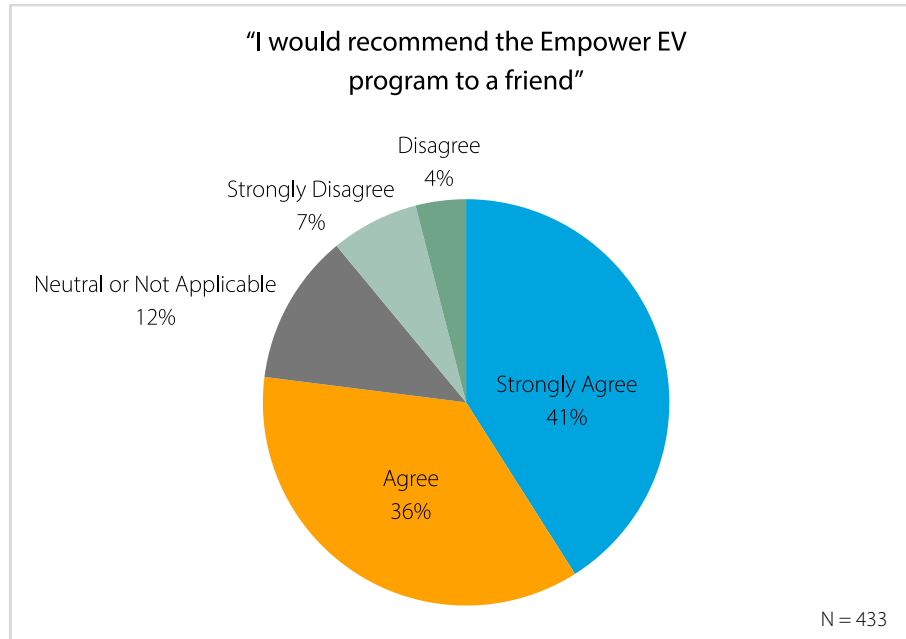
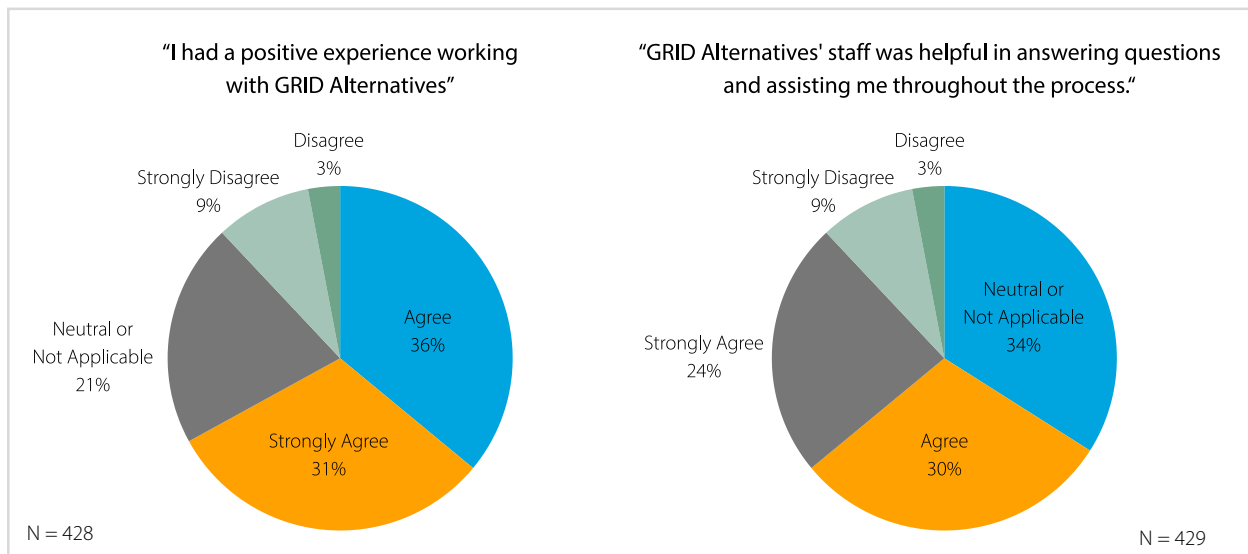


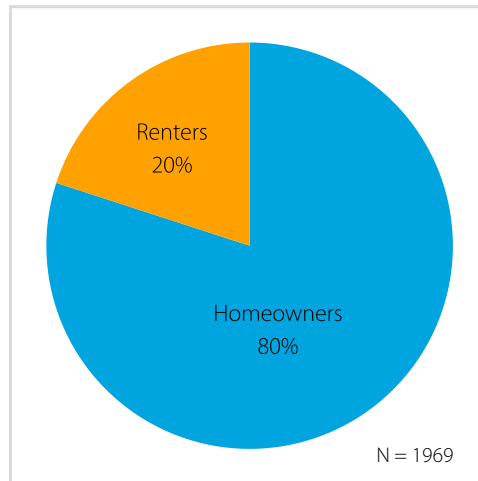
Figure 23 - Participant Experience with GRID Alternatives



7.2 Homeowners vs. Renters

80% of program participants were homeowners and 20% were renters.

Figure 24 - Homeowners vs. Renters

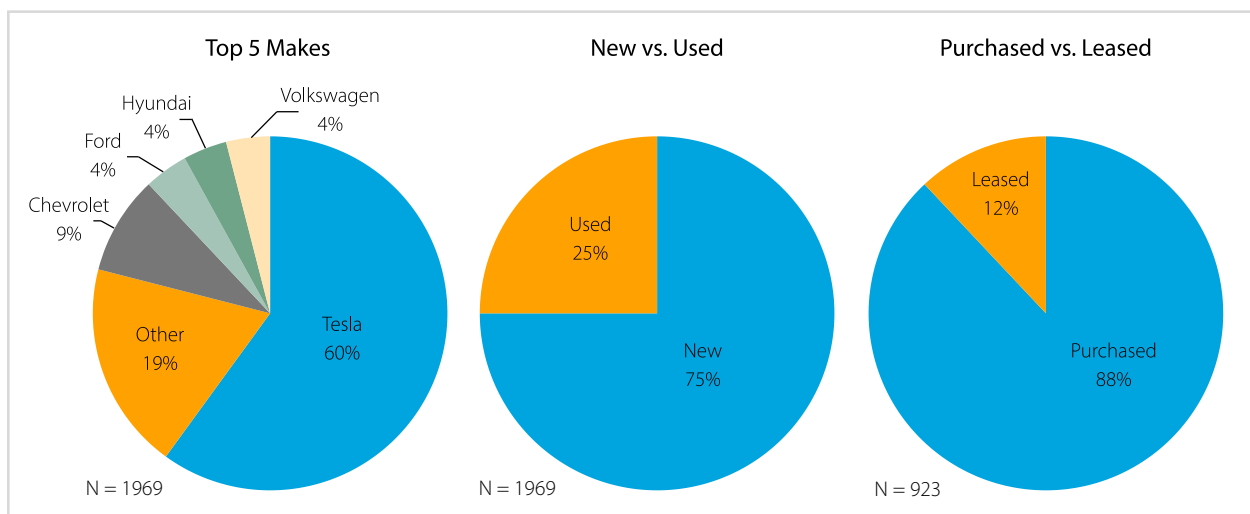


7.3 Vehicle Data

Tesla was the most common make of participants' EVs by far at 60%. 75% of participants' EVs were new and 25% were used. 88% were purchased and 12% were leased.*

**This final data point was not collected from all participants and has been extrapolated from a set of 923.*

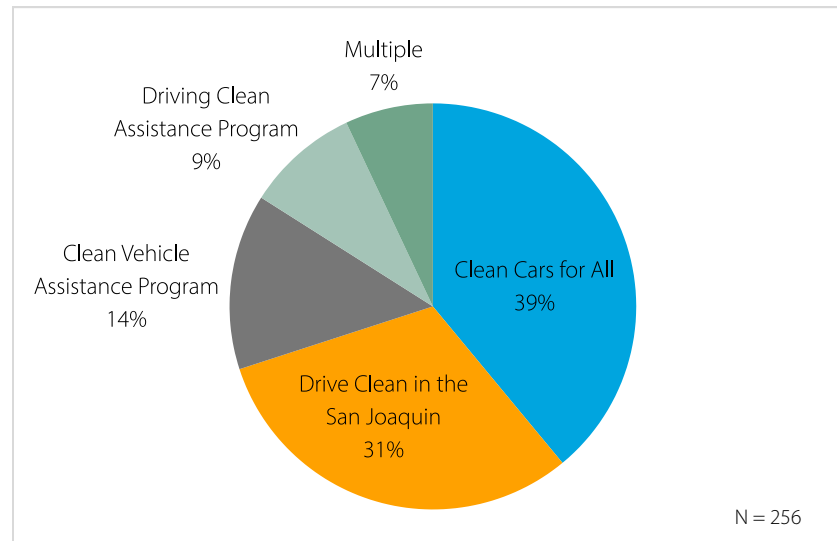
Figure 25 - Vehicle Data



7.4 EV Incentive Program Participation

13% of Empower EV participants reported also participating in one or more of CARB's EV incentive programs. Among those, 39% reported participating in Clean Cars for All, 31% in Drive Clean in the San Joaquin, 14% in the Clean Vehicle Assistance Program, 9% in the Driving Clean Assistance Program, and 7% in more than one of those programs.

Figure 26 - CARB EV Incentive Program Participation



7.5 Utility Rate Plans

PG&E offers a range of residential electric rate plans tailored to different usage patterns, lifestyles, and technologies. These include:

1. Tiered Rate Plan (E-1): Charges increase as usage exceeds a baseline allocation. Ideal for households with consistent, moderate energy use.
2. Time-of-Use (TOU) Rate Plans (E-TOU-C and E-TOU-D): Encourages shifting energy use to off-peak hours. Ideal for households that can shift energy use to mornings, late evenings, or weekends.
3. EV Rate Plans (EV2-A and EV-B): Designed for EV owners to optimize charging costs. Ideal for EV owners who can schedule charging during off-peak hours.
4. Electric Home Rate Plan (E-ELEC): Homes with multiple electric applications, EVs, battery storage, or heat pumps. Ideal for electrified homes with flexible energy usage.

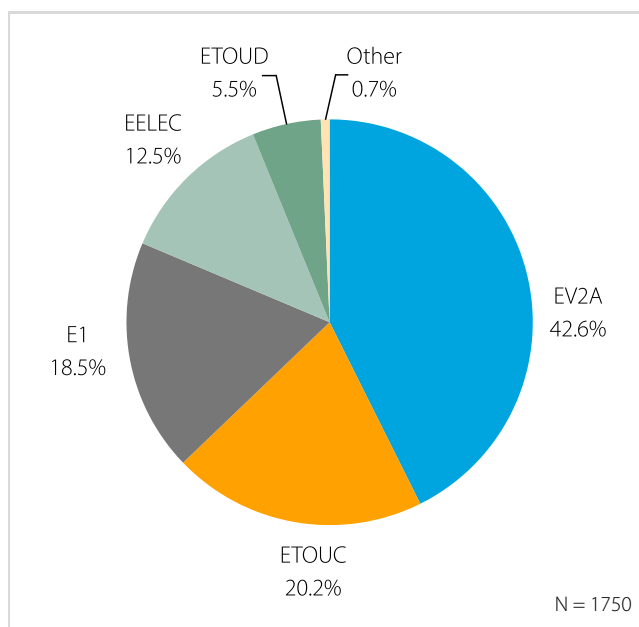
As part of the Empower EV, participants had their electric rate transitioned to PG&E's EV2-A rate plan which combines both home and vehicle electricity usage and offers lower prices during off-peak hours (12 a.m. to 3 p.m.). While the EV2-A rate plan is designed to help participants save

money on EV charging costs, internal rate analysis revealed that not all participants benefit financially from this transition. In fact, some participants would experience higher energy bills under EV2-A due to their usage patterns or existing rate plans. Customers who are unable to shift most of their electricity usage, including EV charging, to off-peak hours could likely end up paying higher rates during peak times. In addition, customers on existing rates, such as E-1 and E-TOU-D, offer lower electrical costs for their specific usage patterns and have been on those rate plans for many years; therefore, transitioning them to EV2-A could also result in higher bills. Not all households have the flexibility to schedule EV charging or other high-energy activities during off-peak hours, which is necessary to maximize savings under the EV2-A rate plan.

Participants were allowed to opt-out of the rate transition and were notified via email with a clear call-to-action to indicate they would like to remain on their current electric rate plan.

After the completion of the rate transition, 42.6% of Empower EV participants were on the EV2-A rate plan, followed by 20.2% on the E-TOU-C, and 18.5% on the E-1. The remaining participants were either on E-ELEC, E-TOU-D, or another electric rate plan.

Figure 27 - Distribution of Utility Rate Plans Among Participants Post-Program



7.6 Home Energy Usage

As part of the final report, PG&E analyzed Empower EV participants' home energy use data to compare the changes in consumption of kilowatt-hours one year prior to charger installation and one year post charger installation. Due to the same data limitations mentioned above in the charger activation section, the program did not have direct charger installation dates. Instead,

PG&E identified a period that accounted for the highest number of charger rebates redeemed, and as such, the following time period was used to pull home energy use data:

- Prior to charger installation: September 1, 2023 – September 1, 2024; and
- Post charger installation: September 1, 2024 – September 1, 2025.

Based on the evaluated Service Agreement IDs tied to one's electrical services, 78% of participants showed a net increase in electricity consumption, indicating active EV charging behavior and program effectiveness to increase access to residential charging. For the remaining 22% of participants, that did not show a positive effect, a few potential causes could be due to behavioral factors or technical constraints. In terms of behavioral factors, participants may charge infrequently or primarily use public charging stations, leading to minimal home electricity impact. Technical constraints may include delayed panel upgrades and/or charger installations due to home infrastructure limitations, electrician costs, or other factors.

On average, participants experienced a 31% increase in daily kilowatt-hour (kWh) usage post EV charger installation based on a 12-month pre- and post-comparison. The aggregated data shows the average kilowatt-hour one year prior to installation was 16.83 kWh per day and one year post installation was 22.03 kWh per day; a 5.20 kWh increase in daily consumptions.

Figure 28 - Home Energy Usage Among Participants

	Prior to Installation	Post Installation	Changes in Energy Usage	Percentage Change in Usage
Aggregated Data	16.83 kWh/day	22.03 kWh/day	5.20 kWh/day	31%

8. Conclusions

8.1 Qualification Barriers

With 1,750 EV chargers distributed, Empower EV met 87.5% of its goal of 2,000 participants served. While 1,969 total qualified applicants is very near the 2,000 participants served goal, the program would have benefited from more qualified applicants brought into the program to account for those who did not end up redeeming the offering. Two of the program's eligibility requirements – to have purchased or leased an EV within 6 months prior to applying and to live in a single-family residence - were particularly prohibitive, and without them, a significantly higher number of applicants could have qualified, while still fulfilling the program's intended purpose.

Feedback from the Program Marketing Network partners on their ME&O efforts, as well as GRID Alternatives' direct communication with interested PG&E customers, revealed that the eligibility requirement to already have an EV was a major barrier to entry into the program. Interested customers frequently noted that they wanted to be assured of access to home charging before making the financial commitment to purchase or lease an EV.

While Empower EV guaranteed an EV charger to qualified participants, it did not guarantee an electrical panel upgrade if a participant's panel did not meet certain requirements or if the post-incentive cost was still prohibitively expensive for a participant. Many customers did not yet know if they needed an electrical panel upgrade to be able to install an EV charger, and therefore were not willing to purchase or lease an EV without a guarantee that they could receive an electrical panel upgrade at an affordable cost to them. Additionally, without funding for the installation of the EV charger included in the program, interested customers were even more hesitant to purchase or lease an EV to become eligible for the program.

The lack of open EV incentive programs in PG&E territory during Empower EV's open application period (see: [Section 4.3](#)) exacerbated this barrier, as interested customers frequently reported that they were not in a financial position to purchase or lease an EV without an incentive program. This highlights the importance of EV incentive program stacking opportunities, if having an EV is to be an eligibility requirement, as well as the inclusion of funding for the installation of the EV charger in future programs.

Additionally, applicants who did have an EV were still frequently ineligible for the program because they had not purchased or leased it within 6 months prior to applying. Some even reported having made the decision to purchase or lease their EV in part based on the program's announcement, only to be ineligible by the time applications opened. It is recommended that such timeframe restrictions be loosened or removed from future programs.

Lastly, the single-family residence requirement kept interested customers who lived in multi-family housing from being eligible for the program. While it made sense for the electrical panel upgrade offering, it could have been removed from the EV charger offering, especially since there were already additional requirements to be eligible for the electrical panel upgrade. As with the EV requirement, its removal from future programs would mean increased participation from lower-income customers.

8.2 EV Charger Distribution

The distribution of EV chargers was largely successful, despite the challenges related to the closure of Enel X (see: [Section 5.1](#)). However, more EV charger options, particularly one with an

NACS connector, would have resulted in higher redemption rates. This will be increasingly important for future programs as more EV manufacturers are switching from J1772 to NACS.

Additionally, the inclusion of funding for the installation of the EV charger would have not only increased program participation, as noted above, but would also have better served the program's stated goal of reducing barriers to EV charging infrastructure access. It would also have provided more usage data, as more participants would have been able to install their EV charger during the program period. Without the continuation of activation data beyond the program period and/or a follow-up post-program survey, it's unknown how many participants have installed or will install their EV chargers. However, based on the current Participant Survey (administered soon after a participant received their EV charger) and existing activation data (incomplete due to Enel X's closure), it's possible that more than half of participants had not yet installed their EV chargers as of July 2025.

8.3 Electrical Panel Upgrades

For participants who did successfully qualify for the program, the electrical panel upgrade offering was often still beyond reach due to insufficient funding and the restriction to a single program-selected contractor.

With the \$2,000 program funding covering less than half of the electrical panel upgrade's cost 97% of the time, the out-of-pocket costs proved to be prohibitive for the majority of participants. Additionally, unexpected costs in the form of PG&E engineering deposits and infrastructure/equipment upgrades also caught participants by surprise and were cited as a reason contracted projects did not proceed to completion. As highlighted, the increased material, labor, and living costs due to the disruption of the global supply chain caused by the pandemic was unprecedented, impacting each part of the panel upgrade process, including utility equipment upgrade costs, and the program was unable to adjust the incentive amount to account for these higher costs. In the future, it would be beneficial for newly proposed programs to include language to allow for the adjustment of the incentive amounts should unprecedented, real-world circumstances drastically impact the market. In addition, changing the incentive structure from a flat amount to a percentage of project costs would provide additional flexibility to adjust to increased living costs and support more customers with these types of electrical projects.

Being restricted to using Synergy as the single program-selected contractor, meant that participants could not "shop around" for cheaper quotes, or search for a contractor who could serve them sooner and more reliably. The volume and geographic distribution of participants was a challenge for a single contractor, with delays, lack of communication, and/or outright refusals to

serve due to location, frequently reported. Utilizing a network of approved contractors for future programs would mitigate such issues by allowing participants to search for a local contractor to meet their individual needs.

Appendix A. Applicant and Participant Surveys

Empower EV Applicant Survey

The following questions are part of a consumer behavior survey to help GRID and PG&E better understand consumer needs. These questions are completely optional and will not impact your application status. Any data collected from this survey will be reported anonymously and used to inform future program designs.

1. How did you learn about Empower EV? (select all that apply)
 - a. GRID Alternatives
 - b. PG&E Website
 - c. Access Clean California
 - d. A local community-based organization
2. How was your experience with enrolling in Empower EV?
 - a. Positive
 - b. Negative
3. Please share any additional comments
4. How do you use your EV most often?
 - a. Commuting to/from work
 - b. Personal trips
 - c. Travel
 - d. Other
5. Please rank how important each of the following factors were in your decision to purchase/lease your EV. (1 is most important, 5 is least important)
 - a. Saving money on fuel
 - b. Saving money on maintenance
 - c. Available incentives
 - d. Reducing emissions
 - e. I like the technology
6. Where do you charge your EV most often?
 - a. At home
 - b. At work

- c. At public charging stations
7. When do you plan to charge your EV most often? (select all that apply)
- a. Morning
 - b. Midday
 - c. Afternoon
 - d. Evening
 - e. Overnight
 - f. I'm not sure
8. How confident do you feel about EV charging? (including charger availability, cost, apps to use, etc.)
- a. Confident
 - b. Not confident
 - c. Unsure
9. Would you like to receive more information about other EV incentive programs?
- a. Yes
 - b. No
10. Which genders do you identify with? (select all that apply)
- a. Female
 - b. Male
 - c. Non-binary/third gender
 - d. Transgender
 - e. Cisgender
 - f. Agender
 - g. Genderqueer
 - h. A gender not listed
 - i. Prefer not to say
11. What's your age?
- a. 16-20
 - b. 21-30
 - c. 31-40
 - d. 41-50
 - e. 51-60
 - f. 61-70
 - g. 71-80

- h. 80+
 - i. Prefer not to say
12. How would you describe your racial and ethnic identity? (select all that apply)
- a. American Indian or Alaskan Native
 - b. Asian
 - c. Black or African American
 - d. Native Hawaiian or Other Pacific Islander
 - e. Hispanic or Latino/a/x
 - f. White
 - g. Some other race, ethnicity, or origin
 - h. Prefer not to say
13. What language(s) other than English do you speak at home? (select all that apply)
- a. Spanish
 - b. Tagalog
 - c. Vietnamese
 - d. Korean
 - e. Cantonese
 - f. Mandarin
 - g. Russian
 - h. Other
14. What is your nationality?
15. Do you have any additional feedback you'd like to share with the Empower EV staff?

Empower EV Participant Survey

The following questions are part of a consumer behavior survey to help GRID and PG&E better understand consumer needs. These questions are completely optional and will not impact your participation in this or other incentive programs. Any data collected from this survey will be reported anonymously and used to inform future program designs.

1. Have you successfully installed your EV charger?
- a. Yes
 - b. No

2. Did you consider upgrading your electric service panel in order to install your EV charger?
 - a. Yes, I had to have my panel upgraded to install EV charging
 - b. No, I had enough electrical capacity to install EV charging
 - c. Unsure
3. If you upgraded your electric service panel outside of the Empower EV program, how much did it cost you to upgrade your panel?
4. When do you plan to charge your vehicle most often (pick up to 3)?
 - a. Morning
 - b. Midday
 - c. Afternoon
 - d. Evening
 - e. Overnight
5. On average, how much are you spending to charge your electric vehicle (per month)?
6. On average, how much were you spending to fuel your old vehicle (per month)?
7. On average, how many miles do you drive in one week?
8. When did you decide to enroll in the Empower EV Program?
 - a. Before my EV purchase/lease
 - b. After my EV purchase/lease
9. If the Empower EV Program did not exist, how would you charge your EV?
 - a. Use the standard EV charger that came with my EV (120V "Level 1")
 - b. Hire an electrician to install a different EV charger (240V "Level 2")
 - c. Hire an electrician to upgrade my home's service panel and install an EV charger (240V "Level 2")
 - d. Use my work's chargers or public charging stations to charge my EV
 - e. Other
10. What were the three most important factors in your decision to participate in the Empower EV Program? (pick up to 3)
 - a. Electrical service panel didn't have capacity and required an upgrade
 - b. Rebate amount
 - c. Convenience of charging at home
 - d. Increased charging speed

- e. Reduce charging costs
- f. Increased energy independence
- g. To avoid applying for a PG&E building and renovation service project yourself
- h. Other

11. Please rate the degree to which you agree or disagree with the following statements (strongly disagree, disagree, neutral or not applicable, agree, strongly agree):

- a. It was easy to submit my Empower EV application.
- b. It was easy to order my EV charger.
- c. I am satisfied with the electric panel upgrade I received from Synergy Companies.
- d. I had a positive experience working with Synergy Companies to upgrade my electric panel.
- e. I am satisfied with Synergy Companies' communication during my electrical project.
- f. GRID Alternatives' email reminders were helpful in reminding me to redeem my rebate.
- g. GRID Alternatives' phone call reminders were helpful in reminding me to redeem my rebate.
- h. GRID Alternatives' staff was helpful in answering questions and assisting me throughout the process.
- i. I had a positive experience working with GRID Alternatives to redeem my Empower EV rebate.
- j. I would like to receive more information on EVs and EV Rates from PG&E.
- k. I would recommend the Empower EV Program to a friend.

12. Please let us know of any additional feedback you may have regarding the Empower EV Program.

Appendix B. Public Assistance Programs for Categorical Eligibility

- Bureau of Indian Affairs General Assistance
- CalFresh/SNAP (Food Stamps)
- CalWORKs (TANF) or Tribal TANF
- Clean Cars for All (CC4A)
- Clean Vehicle Assistance Program (CVAP)
- Drive Clean in the San Joaquin
- Driving Clean Assistance Program (DCAP)
- Head Start Income Eligible (Tribal only)
- Low Income Home Energy Assistance Program (LIHEAP)
- Medi-Cal for Families (Healthy Families A & B)
- Medicaid/Medi-Cal (under age 65)
- Medicaid/Medi-Cal (age 65 and over)
- National School Lunch Program (NSLP)
- Replace Your Ride (RYP)
- Supplemental Security Income (SSI)
- Women, Infants, and Children (WIC)

Appendix C. Access Clean California Outreach Partner Network

- Central California Asthma Collaborative/Clean Vehicle Empowerment Collective
- Comite Civico del Valle
- Community Environmental Council
- Ecology Action
- Foundation for California Community Colleges
- Groundwork San Diego
- Healthy Active Streets
- ICAN
- Latino and Latina Roundtable
- MAAC Project
- Native American Environmental Protection Coalition
- People for Mobility Justice
- Redeemer Community Partnership
- SEIU California
- Social Justice Learning Institute
- South Kern Sol

Appendix D. ME&O Materials

Flyer



Ready to
charge.

Right at
home.

Receive a
free EV
charger.



Get a free electric vehicle (EV) charger for your home

Whether you rent or own your home, you may qualify for PG&E's Empower EV Program. Eligible PG&E electric customers can receive a free EV charger and up to \$2,000 in electrical panel upgrades through the PG&E Empower EV Program. Empower EV participants will automatically be enrolled in the EV2-A Time-of-Use (TOU) rate plan.

Convenience and savings

- Plug in and charge your car at home, whenever you need to
- Save even more with the EV2-A TOU rate from PG&E

Eligibility

- You are a PG&E electric customer
- You have purchased or leased an electric vehicle in the past six months
- You meet income requirements

Learn More

Contact evs@gridalternatives.org
or call 855-283-4638



See if you qualify for
a free EV charger
and panel upgrade
through Empower EV

Visit pge.com/empower-ev to
learn more and apply.

Ready to apply?

Follow 3 easy steps:

1. Visit pge.com/empower-ev to complete and submit an application.
2. Check your email inbox for instructions on submitting supporting documentation.
3. Use the link in the email to submit your documents, including your utility bill, purchase/lease agreement or Certificate of Title for your EV, and proof of income eligibility.



Don't have an EV yet?

Buying or leasing an electric vehicle is more affordable than ever. Get up to \$4,000 back with PG&E's Pre-Owned EV Rebate Program. Visit evrebates.pge.com to learn more.

Access Clean California brings together state and regional clean transportation and energy programs to make sure you get all the benefits you qualify for. These programs are supported by California state funds to reduce air pollution.

Get started today at
pge.com/empower-ev

"PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2023 Pacific Gas and Electric Company. GRID Alternatives serves as Third Party Implementer for the Empower Electric Vehicle (EV) Charger Incentive & Education Program on behalf of Pacific Gas and Electric Company. Empower EV is overseen by the California Public Utilities Commission (CPUC). "PG&E" is a registered trademark of PG&E Corporation. PG&E is not responsible for any other content, names or marks in these program materials. Material ID-CEV-0921-4080

Presentation Slides

pge.com/empower-ev

Ready to charge.
Right at home.

Get a free electric vehicle
(EV) charger for your home



Whether you rent or own your home, you may qualify for
PG&E's Empower EV Program.

Empower EV will cover the costs of an EV charger and up to \$2,000 in
electrical panel upgrades for eligible PG&E electric customers.



How you'll benefit

- Plug in and charge your car at home, whenever you need to
- Get automatically enrolled in an EV rate from PG&E

Are you eligible?

- You are a PG&E electric customer
- You have purchased or leased an electric vehicle in the past six months
- You meet income eligibility requirements

Learn More

Email evs@gridalternatives.org
or call 855-283-4638



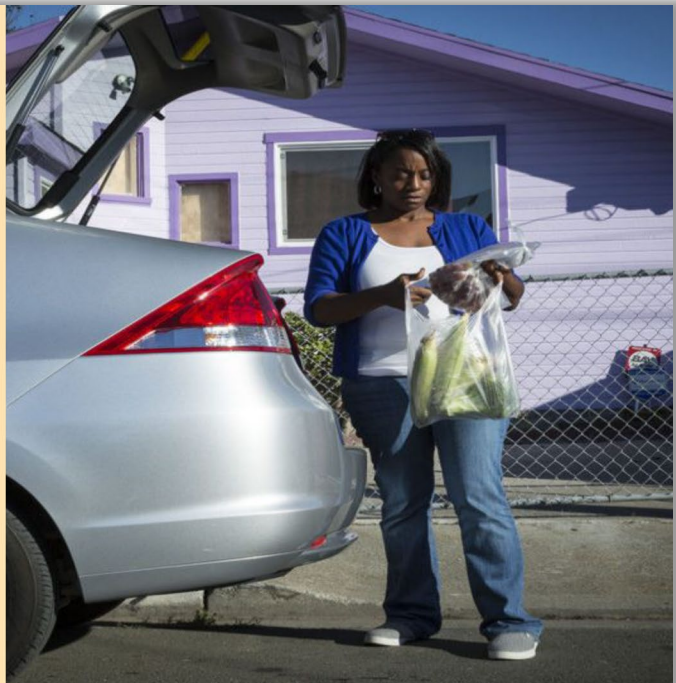
See if you qualify for a
free EV charger and
panel upgrade through
Empower EV

Visit pge.com/empower-ev
to learn more and apply.

Ready to apply?

Follow 3 easy steps:

1. Complete and submit the online application form.
2. Check your email inbox for instructions on submitting supporting documentation.
3. Use the link in the email to submit your documents, including your PG&E bill, purchase/lease agreement or Certificate of Title for your EV, and proof of income eligibility.



Don't have an EV yet?

Buying or leasing an electric vehicle is more affordable than ever. Get up to \$4,000 back with PG&E's Pre-Owned EV Rebate Program. Visit evrebates.pge.com to learn more.

Access Clean California brings together state and regional clean transportation and energy programs to make sure you get all the benefits you qualify for. These programs are supported by California state funds to reduce air pollution.

Get started today

pge.com/empower-ev

Messaging Guidelines for In-Person Outreach

Top-Line Messages:

- With PG&E's Empower EV program, customers can receive a free charger that allows them to charge their EV at home.
- PG&E's Empower EV program also offers up to \$2,000 for main service panel upgrades
- Renters and homeowners can participate in Empower EV

Key Benefits:

- Receive a free charger
- Plug in and charge your car at home, whenever you need to.
- Save even more with an EV rate from PG&E

To qualify, you must meet all of the following criteria:

- You're a PG&E electric customer
- You've purchased or leased an EV in the past six months
- You meet income eligibility requirements
- You live in a single-family residence

How to get started:

- Visit pge.com/empower-ev to learn more and complete the easy online application.

Don't have an EV yet?

- Buying or leasing an electric vehicle is more affordable than ever. Get up to \$4,000 back with PG&E's Pre-Owned EV Rebate Program.

Templates for Social Media Posts and Public Service Announcements

Facebook:

Ready to charge your EV right at home? Get a free #EV charger for your home. Whether you rent or own your home, you may qualify for PG&E's #EmpowerEV program. Empower

EV will cover the costs of electric vehicle chargers and up to \$2,000 in electrical panel upgrades for eligible PG&E electric customers. Plug in and charge your car at home, whenever you need to. Learn more at pge.com/empower-ev

Twitter:

Charge your EV at home. Get a free #EV charger with PG&E's #EmpowerEV program. Empower EV covers the charger and up to \$2,000 in electrical panel upgrades for eligible PG&E electric customers. Learn more at pge.com/empower-ev

Instagram:

Charge your EV at home. With PG&E's #EmpowerEV program, eligible PG&E customers can receive a free EV Charger and up to \$2,000 in electric panel upgrades. Learn more at pge.com/empower-ev

Public Service Announcement:

Charge your electric vehicle (EV) at home, whenever you need to.

With PG&E's Empower EV program, you can get a free EV charger so you can charge your car at home. Empower EV also offers up to \$2,000 for electrical service panel upgrades. Renters and homeowners can participate in the program.

Empower EV allows you to plug in and charge your car at home. The charger is free, and you can save even more with an [EV rate from PG&E](#). Plus, you may qualify for other EV rebates and incentives.

You may be eligible for Empower EV if you're a PG&E electric customer, you've purchased or leased an EV in the past six months, you live in a single-family residence, and you meet income eligibility for the program.

Visit pge.com/empower-ev to learn more and apply today.

Appendix E. ME&O Efforts

Access Clean California Outreach Partner Network

- Articles
- Bike rides
- Book clubs
- Car shows
- Career fairs
- Church events
- City Council Meetings
- Clean energy fairs
- College campus events
- Community events
- Community Festivals
- County fairs
- Earth day festivities
- Email blasts
- Farmer's markets
- Flea Markets
- Flyering
- Focus groups & surveys
- Food distribution events
- Health fairs
- In-person workshops
- Large employer outreach
- Mailers
- Motorcycle workshops
- Multifamily housing complexes
- Music festivals
- Newspaper posts
- Online workshops
- Parent school presentations
- Pow-wows
- Resource centers
- Ride & drive events

- Social media posts
- Student in-class presentations
- Text campaigns

Three Additional CBOs (FMBCC, PFS, META)

- 1:1 financial education sessions
- Community newsletters
- Financial education workshops
- Flyering
- Neighborhood canvassing
- Presentations
- Social media posts
- Tabling at community events
- Website posts

GRID Regional Affiliates (Bay Area, Central Valley, North Valley)

- 1:1 clean energy/clean mobility consultations
- Community newsletters
- Direct cross-programmatic promotion
- Flyering
- Neighborhood canvassing
- Presentations
- Social media posts
- Tabling at community events
- Website posts

Appendix F. Geographic Distribution of EV Chargers

Counties (alphabetical)

County	EV Chargers Distributed
Alameda	248
Amador	2
Butte	12
Calaveras	4
Colusa	2
Contra Costa	221
El Dorado	21
Fresno	148
Glenn	4
Humboldt	12
Kern	95
Kings	3
Lake	5
Madera	11
Marin	16
Mendocino	9
Merced	32
Monterey	30
Napa	9
Nevada	7
Placer	43
Sacramento	9
San Benito	8
San Francisco	77
San Joaquin	155
San Luis Obispo	31
San Mateo	82
Santa Barbara	18
Santa Clara	209
Santa Cruz	20
Shasta	5
Solano	78

Counties (by count)

County	EV Chargers Distributed
Alameda	248
Contra Costa	221
Santa Clara	209
San Joaquin	155
Fresno	148
Kern	95
San Mateo	82
Solano	78
San Francisco	77
Sonoma	49
Placer	43
Merced	32
San Luis Obispo	31
Monterey	30
Yolo	27
El Dorado	21
Santa Cruz	20
Santa Barbara	18
Marin	16
Sutter	15
Humboldt	12
Butte	12
Madera	11
Yuba	10
Sacramento	9
Mendocino	9
Napa	9
San Benito	8
Stanislaus	8
Nevada	7
Tehama	6
Tulare	5

Sonoma	49
Stanislaus	8
Sutter	15
Tehama	6
Tulare	5
Tuolumne	4
Yolo	27
Yuba	10

Lake	5
Shasta	5
Tuolumne	4
Calaveras	4
Glenn	4
Kings	3
Colusa	2
Amador	2

Cities (alphabetical)

City	EV Chargers Distributed
Albany	3
American Canyon	5
Anderson	2
Antelope	1
Antioch	28
Arbuckle	1
Arcata	2
Arroyo Grande	4
Arvin	1
Atascadero	3
Atwater	3
Auburn	3
Bakersfield	84
Bay Point	8
Belmont	2
Belvedere Tiburon	1
Benicia	5
Berkeley	8
Bethel Island	2
Boulder Creek	2
Brentwood	14
Brisbane	1
Browns Valley	1
Buellton	2

Cities (by count)

City	EV Chargers Distributed
San Jose	136
Fresno	101
Bakersfield	84
Stockton	77
San Francisco	76
Oakland	46
Fremont	45
San Leandro	37
Hayward	32
Manteca	31
Tracy	29
Fairfield	29
Pittsburg	29
Antioch	28
Clovis	28
Richmond	24
Santa Rosa	21
Daly City	21
Rocklin	18
Vacaville	18
Milpitas	18
Vallejo	17
Sunnyvale	17
San Ramon	17

Burlingame	2
Cambria	1
Cameron Park	2
Campbell	3
Camptonville	1
Capitola	2
Carmel	2
Carmel Valley	1
Caruthers	1
Castro Valley	12
Chico	11
Chowchilla	2
Clayton	2
Cloverdale	1
Clovis	28
Coalinga	1
Colfax	1
Colma	1
Colusa	1
Concord	11
Copperopolis	2
Corning	1
Cotati	1
Cottonwood	2
Cupertino	7
Daly City	21
Danville	10
Davis	6
Davis Davis	1
Del Rey	1
Delhi	1
Diamond Springs	1
Dinuba	4
Discovery Bay	1
Dixon	3
Dos Palos	3
Dublin	11

Union City	16
San Pablo	15
Yuba City	15
Brentwood	14
Lincoln	14
Salinas	13
Lathrop	13
Castro Valley	12
Santa Maria	11
Concord	11
Dublin	11
Chico	11
Petaluma	10
Danville	10
West Sacramento	10
San Lorenzo	10
Livermore	10
Oakley	8
Woodland	8
Bay Point	8
South San Francisco	8
Pleasanton	8
Merced	8
San Mateo	8
Millbrae	8
Berkeley	8
Morgan Hill	8
El Dorado Hills	7
Santa Cruz	7
Madera	7
Martinez	7
Cupertino	7
Novato	7
Walnut Creek	7
Suisun City	6
Newark	6
Hollister	6

East Palo Alto	1
El Cerrito	5
El Dorado	1
El Dorado Hills	7
El Sobrante	5
Elk Grove	3
Eureka	5
Fairfax	1
Fairfield	29
Felton	1
Foresthill	1
Foster City	5
Fowler	2
Fremont	45
French Camp	1
Fresno	101
Friant	1
Garberville	1
Garden Valley	1
Gilroy	6
Gonzales	1
Granite Bay	1
Grass Valley	4
Grover Beach	2
Guadalupe	3
Gualala	1
Guerneville	1
Gustine	2
Half Moon Bay	1
Hamilton City	1
Hayward	32
Hercules	4
Hollister	6
Jackson	2
Jamestown	2
Kelseyville	1
Kensington	1

Pinole	6
Shafter	6
Davis	6
San Bruno	6
Gilroy	6
Lafayette	5
American Canyon	5
Saratoga	5
El Sobrante	5
El Cerrito	5
San Luis Obispo	5
Pleasant Hill	5
Benicia	5
Los Banos	5
San Rafael	5
Eureka	5
Menlo Park	5
Sacramento	5
Foster City	5
Pacific Grove	4
Pismo Beach	4
Pacifica	4
Redwood City	4
Los Gatos	4
Napa	4
Hercules	4
Rohnert Park	4
Dinuba	4
Arroyo Grande	4
Placerville	4
Grass Valley	4
Los Osos	4
Orinda	4
Paso Robles	4
Soledad	3
Ripon	3
Atwater	3

Kerman	2
Kingsburg	1
Lafayette	5
Lakeport	2
Lathrop	13
Laytonville	2
Le Grand	2
Lemoore	3
Lincoln	14
Livermore	10
Livingston	3
Lodi	2
Lompoc	1
Loomis	2
Los Altos	3
Los Altos Hills	2
Los Banos	5
Los Gatos	4
Los Molinos	1
Los Osos	4
Lucerne	2
Madera	7
Manchester	1
Manteca	31
Marina	3
Martinez	7
Marysville	3
Mc Farland	3
McKinleyville	3
Meadow Vista	1
Menlo Park	5
Merced	8
Mi Wuk Village	1
Millbrae	8
Milpitas	18
Modesto	2
Monte Rio	2

Guadalupe	3
Windsor	3
Reedley	3
Atascadero	3
Nevada City	3
Los Altos	3
Auburn	3
Watsonville	3
Marysville	3
Shingle Springs	3
Plumas lake	3
Lemoore	3
Sanger	3
San Carlos	3
Mc Farland	3
Livingston	3
Piedmont	3
Dos Palos	3
Dixon	3
Campbell	3
McKinleyville	3
Albany	3
Sebastopol	3
Riverbank	3
Elk Grove	3
Rodeo	3
Marina	3
Seaside	2
Jamestown	2
Cottonwood	2
Buellton	2
Le Grand	2
Burlingame	2
Sonoma	2
Modesto	2
Arcata	2
Monte Rio	2

Monte Sereno	1
Moraga	1
Morgan Hill	8
Mountain View	1
Murphys	1
Myers Flat	1
Napa	4
Nevada City	3
Newark	6
Newman	1
Nipomo	2
Novato	7
Oakdale	2
Oakhurst	1
Oakland	46
Oakley	8
Olivehurst	2
Orinda	4
Orosi	1
Oroville	1
Pacific Grove	4
Pacifica	4
Paso Robles	4
Penngrove	1
Penryn	1
Petaluma	10
Piedmont	3
Pinole	6
Pismo Beach	4
Pittsburg	29
Placerville	4
Planada	2
Pleasant Hill	5
Pleasanton	8
Plumas lake	3
Portola Valley	1
Potter Valley	1

Lakeport	2
Cameron Park	2
Sausalito	2
Nipomo	2
Selma	2
Oakdale	2
Squaw Valley	2
Capitola	2
Lucerne	2
Olivehurst	2
Winters	2
Carmel	2
Kerman	2
Fowler	2
Laytonville	2
Planada	2
Anderson	2
Belmont	2
Scotts Valley	2
Red Bluff	2
Copperopolis	2
Redding	2
Lodi	2
Redwood Valley	2
Loomis	2
Rescue	2
Los Altos Hills	2
Chowchilla	2
Bethel Island	2
Grover Beach	2
Boulder Creek	2
Clayton	2
Willows	2
Jackson	2
Winton	2
San Juan Bautista	2
Gustine	2

Princeton	1
Red Bluff	2
Redding	2
Redwood City	4
Redwood Valley	2
Reedley	3
Rescue	2
Richmond	24
Ripon	3
Riverbank	3
Rocklin	18
Rodeo	3
Rohnert Park	4
Roseville	1
Royal Oaks	1
Sacramento	5
Salinas	13
San Bruno	6
San Carlos	3
San Francisco	76
San Jose	136
San Juan Bautista	2
San Leandro	37
San Lorenzo	10
San Luis Obispo	5
San Mateo	8
San Miguel	1
San Pablo	15
San Rafael	5
San Ramon	17
Sanger	3
Santa Clara	1
Santa Cruz	7
Santa Maria	11
Santa Rosa	21
Saratoga	5
Sausalito	2

Garberville	1
Carmel Valley	1
Foresthill	1
Murphys	1
Templeton	1
Myers Flat	1
Potter Valley	1
Gonzales	1
Penryn	1
Cambria	1
Caruthers	1
Granite Bay	1
Los Molinos	1
El Dorado	1
Willits	1
Mi Wuk Village	1
Monte Sereno	1
Newman	1
Corning	1
Brisbane	1
Lompoc	1
Gualala	1
Soquel	1
Guerneville	1
French Camp	1
Delhi	1
Arbuckle	1
Diamond Springs	1
East Palo Alto	1
Royal Oaks	1
Manchester	1
Half Moon Bay	1
Davis Davis	1
Hamilton City	1
Princeton	1
Cloverdale	1
Felton	1

Scotts Valley	2
Seaside	2
Sebastopol	3
Selma	2
Shafter	6
Shasta Lake	1
Shingle Springs	3
Snelling	1
Soledad	3
Solvang	1
Sonoma	2
Sonora	1
Soquel	1
South San Francisco	8
Squaw Valley	2
Stockton	77
Suisun City	6
Sunnyvale	17
Templeton	1
Tollhouse	1
Tracy	29
Ukiah	1
Union City	16
Vacaville	18
Vallejo	17
Valley Springs	1
Walnut Creek	7
Wasco	1
Watsonville	3
West Sacramento	10
Willits	1
Willows	2
Windsor	3
Winters	2
Winton	2
Woodland	8
Yuba City	15

Belvedere Tiburon	1
Penngrove	1
Coalinga	1
Shasta Lake	1
Antelope	1
Snelling	1
Meadow Vista	1
Solvang	1
Oakhurst	1
Sonora	1
Kelseyville	1
Moraga	1
Kensington	1
Cotati	1
Camptonville	1
Arvin	1
San Miguel	1
Tollhouse	1
Kingsburg	1
Ukiah	1
Colfax	1
Friant	1
Discovery Bay	1
Valley Springs	1
Colma	1
Wasco	1
Santa Clara	1
Garden Valley	1
Browns Valley	1
Mountain View	1
Fairfax	1
Portola Valley	1
Colusa	1
Del Rey	1
Orosi	1
Oroville	1
Roseville	1