Rideshare Incentives for Driving Electric (RIDE)

Program Handbook

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Prepared by Center for Sustainable Energy

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Overview

California Senate Bill 1014 (SB 1014), signed by Governor Gavin Newsom on September 13, 2018, established the Clean Miles Standard and Incentive Program (CMS) to reduce transportation greenhouse gas (GHG) emissions caused by operations of Transportation Network Companies (TNCs), referred to as "Clean Miles Standard Regulated Entities" under this program. The bill directs the California Air Resources Board (CARB) to adopt and the California Public Utilities Commission (Commission or CPUC) to implement the CMS program. CARB established annual targets to increase vehicle miles traveled (VMT) by zero-emission vehicles (ZEVs) to 90% and eliminate GHG emissions by 2030.

In accordance with SB 1014, the Commission issued a Phase 1 Decision, (D.)24-03-001, on March 14, 2024, creating the Drivers Assistance Program (DAP). D.24-03-001 established the first set of CMS implementation requirements, including DAP program goals, eligibility requirements, program administration, and program funding, and provided guidance for the selection of a statewide Program Administrator (PA) that would oversee the newly created DAP program.

The Commission directed Uber Technologies, Inc. (Uber) to act as the contracting agent to conduct a Request for Proposals (RFP) process for Commission staff to select a Program Administrator. The RIDE RFP was released on August 9, 2024, and was subsequently awarded to Center for Sustainable Energy® (CSE). Uber and CSE entered into a contract on March 12, 2025.

As described in the accompanying Implementation Plan, the PA is implementing a program name change from Drivers Assistance Program (DAP) to Rideshare Incentives for Driving Electric (RIDE). Henceforth, the program is referred to as RIDE throughout this Rideshare Incentives for Driving Electric Handbook (Handbook) and all program documents.

RIDE program branding guidelines are in development, therefore, the RIDE Implementation Plan, the Marketing, Education & Outreach Plan (Appendix A of the RIDE Implementation Plan) and the Program Handbook are all submitted with brand-neutral formatting. These documents will all be updated with official program branding guidelines once the name change is formally adopted and brand guidelines are developed.

This Handbook lays out the current year incentives and guidelines, eligibility criteria, RIDE supportive services and resources, RIDE guidelines for coordination with Commission and CMS Regulated Entities, and reporting requirements.

Definitions

Alchemer - A survey software tool used to collect, connect, and clarify feedback data.

Alternative Fuels Data Center (AFDC) - an online hub run by the U.S. Department of Energy that provides data, information, and tools on alternative and renewable fuels, advanced vehicles, and fuel-saving strategies.

Americans with Disabilities Act (ADA) - A civil rights law that prohibits discrimination against people with disabilities in all areas of public life, including employment, transportation, public accommodations, and government services.

Applicant – An individual formally applying to receive a RIDE incentive. The Applicant is the individual that purchases or leases the vehicle or on whose behalf the application is submitted.

Automated Clearing House (ACH) – A network that processes electronic, batch-oriented transfers of funds between U.S. bank and credit union accounts.

Autonomous Vehicle Passenger Companies (AV Passenger Companies) – A business that operates or deploys autonomous vehicles to provide pre-arranged passenger transportation, either with or without a human driver, using automated driving technology to navigate and operate the vehicle.

Battery Electric Vehicle (BEV) – A car that runs entirely on electricity stored in a large rechargeable battery pack, which powers an electric motor instead of an internal combustion engine. These vehicles must be plugged in to charge and produce zero tailpipe emissions, making them a cleaner alternative to gasoline-powered cars.

Biennial Unanticipated Barriers and Progress Report – A report, established under D.24-03-001, to be prepared by Commission staff to assess unanticipated barriers to expanding the usage of ZEVs by CMS Regulated Entities and to assess progress made towards CMS Program goals.

Budget Transfer Request (BTR) – A formal document used by a department or organization to move funds from one budget account to another after the original budget has been approved.

Calendar Days – All dates and schedules in the RIDE program are measured in calendar days, which include all days of the week.

CALSTART, Inc. – A nonprofit business advocacy organization that works to accelerate the growth of the clean transportation industry through technology development, market acceleration, and policy advancement and that serves as a subcontractor of the Program Administrator.

CAN-SPAM Act – Controlling the Assault of Non-Solicited Pornography and Marketing Act, a 2003 law that established the first national standards for sending commercial email, including setting rules for recipients to opt-out of future emails and imposing penalties for violations.

California Air Resources Board (CARB) – The state's primary agency for controlling and reducing air pollution, protecting public health from harmful air pollutants, and addressing climate change.

California Code of Regulations (CCR) – The official compilation of administrative regulations adopted by state agencies in California. These regulations have the force of law and implement, interpret, or make specific laws passed by the legislature.

California New Car Dealers Association (CNDCA) – An association representing nearly 1,300 franchised new car and truck dealers throughout California. The primary purpose of the association is to promote and protect the interests of franchised new car dealers in the state.

California Public Utilities Commission (CPUC/Commission) – A state agency that regulates investor-owned utilities, ensuring they provide safe, reliable service at reasonable rates. It has authority over a variety of industries, including electric, natural gas, telecommunications, and water, as well as transportation services like passenger and freight carriers.

Center for Sustainable Energy (CSE) – A nonprofit organization that works to advance sustainable energy solutions by accelerating the adoption of clean transportation and distributed energy through program design and administration and serves as the Program Administrator for RIDE.

Charter Party Carriers (TCPs) – A type of passenger transportation operator that provides chartered service — meaning they transport passengers for the exclusive use of an individual or group under a single contract.

Clean Miles Standard (CMS) – A California regulation that requires ride-hailing companies, like Uber and Lyft, to reduce greenhouse gas (GHG) emissions from their services.

Clean Miles Standard Regulated Entities (CMS Regulated Entities) – In general, CMS Regulated entities are those transportation network companies defined in Section 5431(a) of the Public Utilities Code, charter party carriers regulated by the Commission, and companies providing passenger service for compensation with autonomous vehicles. Under this version of the Handbook, CMS Regulated Entities refer to Uber, Lyft, and HopSkipDrive. Small CMS Regulated Entities, defined as those CMS Regulated Entities with less than five million miles of vehicle miles traveled in all periods of passenger service in a calendar year, are exempt from participating in RIDE and are therefore not considered CMS Regulated Entities for the purpose of this Handbook and RIDE.

CMS Regulatory Fee - a $0.09 fee levied on eligible CMS Regulated Entity trips to fund the CMS program, including RIDE.

CMS Regulatory Fee Account - CMS account managed by the Contracting Agent (Uber) to hold collected CMS Regulatory Fee funds.

Code of Federal Regulations (CFR) – The codification of the general and permanent rules published by executive departments and agencies of the U.S. federal government, published in the Federal Register.

Community-Based Organization (CBO) – A public or private nonprofit organization that provides services and support to a specific community, often reflecting the community's unique needs and background.

Community Partner Network - A group of community-based organizations in California who engage with and educate underserved communities through culturally relevant outreach efforts in partnership with CSE.

Contracting Agent – An entity or body with the authority to enter into contracts on behalf of another party, such as Uber Technologies.

Cost per Mille [thousand] (CPM) – Refers to the average cost an advertiser pays for 1,000 advertisement impressions on a webpage or platform.

Cost Per Unit (CPU) – The average cost to produce one unit of a product or service, calculated by dividing total costs by the number of units produced.

California Clean Vehicle Rebate Program (CVRP) – A concluded California program designed to promote adoption of clean transportation among residents by offering rebates for the purchase or lease of eligible electric vehicles, including BEVs, PHEVs, and FCEVs. Managed by the CARB and administered by the Center for Sustainable Energy.

D.24-03-001 – The Phase 1 Decision to Implement the Clean Miles Standard Program, adopted on March 7, 2024, in the Commission's R.21-11-014 proceeding.

Data Processing Agreement (DPA) – A formal, written contract between two or more parties that legally defines how data can be shared and used.

Dealer Participation Agreement – An enrollment form that a dealership completes to become a vetted dealer under RIDE.

Dealer Portal – A webpage on the RIDE website that houses resources, training links, and tools for dealerships to use when promoting and implementing the RIDE program.

Dealership – A licensed participating dealership that is responsible for submitting application documentation on behalf of the Applicant when the incentive is applied at the time of vehicle purchase or lease.

Depth of Discharge (DoD) – The percentage of a battery's capacity that has been used or depleted.

Direct Current Fast Charger (DCFC) – A high-power electric vehicle charging station that converts alternating current (AC) from the grid to direct current (DC) before sending it to an electric vehicle's battery. Typically offers between 25 kW and 300+ kW of power.

Drivers Assistance Program (DAP) – Established under CPUC D.24-03-001 to provide financial assistance to drivers on CMS Regulated Entity platforms to transition to zero-emission vehicles, under the purview of the Clean Miles Standard. CSE has proposed changing the program name to Rideshare Incentives for Driving Electric (RIDE) to avoid confusion with other similarly titled incentive programs. Accordingly, the term RIDE is used throughout this document, except when referencing language from (D.)24-03-001, in which case Drivers Assistance Program is used.

Driving Clean Assistance Program (DCAP) – A California program that provides grants, financial coaching, and other support to help low-income residents purchase clean air vehicles like BEVs, PHEVs, and FCEVs.

Driver’s License (DL) – A valid form of identification permitting an individual to operate a motor vehicle.

Driver’s Working Group (DWG) – A driver feedback group established under D.24-03-001 of the Drivers Assistance Program that provides opportunities for CMS Regulated Entity drivers to provide feedback and insight into the successes and barriers of the Drivers Assistance Program.

Electric Vehicle Miles Traveled (eVMT) – The total number of miles driven by electric vehicles in a specific geographic area over a set period, typically a year.

Electric Vehicle (EV) – Any vehicle that uses one or more electric motors for propulsion, powered by electricity stored in batteries or from an external power source.

Electric Vehicle Service Equipment (EVSE) – Commonly known as a charging station or charger, it is the system that transfers energy from an electrical power source to a plug-in electric vehicle to recharge its battery.

Equity & Social Justice (ESJ) – Equity is the concept of fairness that recognizes different individuals and groups have different needs based on their circumstances. Social justice is the principle of fair distribution of resources, opportunities, and privileges.

FAQs (Frequently Asked Questions) – A list of questions and answers compiled to provide basic information on a specific subject.

Federal Poverty Level (FPL) – A measure of income used to determine eligibility for federal programs and subsidies.

File Transfer Protocol (FTP) – A standard network protocol used to transfer files between a client and a server on a computer network, such as the internet.

Fuel Cell Electric Vehicle (FCEV) – An electric vehicle that uses a fuel cell to generate electricity from hydrogen, powering an electric motor.

Greenhouse Gases (GHGs) – Gases in the atmosphere that absorb and emit infrared radiation, trapping heat near the surface and causing the greenhouse effect that warms the planet.

Greenhouse Gas Emissions Reduction Plans (GHG Plans) – Plans filed by CMS Regulated Entities which detail their proposals to reduce GHG emissions in alignment with CARB’s annual GHG emissions reduction targets. Small CMS Regulated Entities, defined as those CMS Regulated Entities with less than five million miles of vehicle miles traveled in all periods of passenger service in a calendar year, are exempt from the requirement to file GHG Plans.

HopSkipDrive – A transportation network company registered with the California Public Utilities Commission.

Household – Any person(s) living under the same roof who are related by birth, marriage, or adoption. Income of non-dependents is verified as part of the household income.

Household Summary Form (HSF) – A form detailing the Adjusted Gross Income of all adult household members who are not full-time students, and the most recent tax year's Tax Return Transcript for themselves and all household members aged 18 years or older that are not listed as dependents of the Applicant. Calculations include gross income minus contributions to a traditional IRA, student loan interest, and certain business expenses for the self-employed.

Hybrid Electric Vehicle (HEV) – A vehicle that combines a gasoline engine with an electric motor and battery to improve fuel efficiency and reduce emissions. An HEV's battery is recharged through its gasoline engine and by capturing energy from braking, a process called regenerative braking.

Identification number (ID) – A number that identifies an individual with the application or voucher received.

IHS data – A database maintained by S&P Global providing market intelligence, financial, and industry automotive data. Used by businesses and financial services to gain market insights and make strategic decisions.

Implementation Working Group (IWG) – A stakeholder feedback group established under D.24-03-001 of the Drivers Assistance Program, which provides opportunity for interested parties to provide feedback and insight into the successes and barriers of the Drivers Assistance Program.

Incentive Transfer Acknowledgement Form – A form signed by both the Applicant or Applicant's representative, and the Dealership representative present at the transaction when the purchase or lease agreement is signed. This form indicates the formal transfer of the pre-qualification voucher from Applicant to dealer and confirms the incentive was deducted from the price of the vehicle. Once the form is signed, the dealer is responsible for submitting the final application documents.

Internal Combustion Engine (ICE) – A heat engine that converts fuel into mechanical energy by burning the fuel inside a combustion chamber.

Internal Combustion Engine Vehicle (ICEV) – A vehicle that uses an engine to generate power through the burning of fuel inside the engine's combustion chambers.

Kelley Blue Book (KBB) – A car pricing and valuation service that provides market value estimates for new and used cars, motorcycles, and other vehicles.

Key Performance Indicator (KPI) – Any quantifiable measures used to evaluate the success of a project in meeting its strategic goals and objectives. KPIs are critical metrics for tracking performance over time and providing data-driven insights for decision-making, often compared against specific targets to determine progress.

Kilowatt (kW) – A unit of power equal to 1,000 watts.

Kilowatt-hour (kWh) – A unit of energy representing the amount of energy used by a 1-kilowatt device running for one hour.

Looker Studio – A cloud-based business intelligence tool from Google that allows users to create interactive dashboards and reports.

Low and Moderate Income (LMI) – A term used to describe individuals, families, or geographic areas with income levels below the median income for their community.

Lyft, Inc. (Lyft) – An on-demand transportation network company that connects passengers with drivers using a mobile app to provide rides.

Manufacturer's Suggested Retail Price (MSRP) – The price a manufacturer recommends for a product to be sold to consumers.

Marketing, Education, and Outreach (ME&O) – A strategic approach that combines promoting a product, service, or idea (Marketing), providing information and building skills (Education), and engaging with a target audience and relevant partners (Outreach) to achieve specific goals.

Marketo – A Software-as-a-Service, data-driven marketing automation platform.

Master Service Agreement (MSA) – A legal contract that outlines the overarching terms and conditions between two parties for ongoing projects.

Minimum Driving Threshold (MDT) – A standard set by the CPUC under D.24-03-001 of the Drivers Assistance Program that clarifies a driver's eligibility to receive incentives under the program.

Muck Rack – A media database software platform that integrates several tools designed to manage public relations workflow.

National Automobile Dealers Association (NADA) – The trade association for franchised new-car and truck dealerships.

National Highway and Traffic Safety Administration (NHSTA) – An agency of the U.S Department of Transportation that works to reduce deaths, injuries, and economic losses from motor vehicle crashes.

Network Service Providers (NSP) – A company that owns and operates the physical and digital infrastructure to deliver electricity via charging stations.

Nondisclosure Agreement (NDA) – A legal contract between two or more parties that establishes a confidential relationship where one party agrees not to disclose specific information they receive from the other.

Nongovernmental Organizations (NGOs) – A nonprofit organization that operates independently of any government.

Ongoing Charging Incentive – RIDE incentive received for up to four (4) years, offering funding for charging and fueling costs for ZEVs incentivized under the RIDE program.

Opportunity Cost Per Hour (OCH) – The value of the next best thing you could have done with that same hour. It is often measured by the wage you would have earned in that hour.

Original Equipment Manufacturer (OEM) – A company that produces components or products that are then sold to another company, which incorporates them into its own final product and sells it under its own brand name. In this context, OEMs refer to national automobile manufacturers such as Ford, General Motors, or Tesla.

Out of Home Advertising (OOH) – A form of advertising that occurs outside the home environment, targeting consumers as they move through public spaces.

Parts per Metric Ton (PMT) – A way to express concentration, meaning one part of a substance per one metric ton (1,000 kg) of another substance.

Personally Identifiable Information (PII) – Any data that can be used to identify a specific individual, either directly or indirectly.

Plug-in Hybrid Electric Vehicle (PHEV) – A vehicle that combines an internal combustion engine with an electric motor and a large battery that can be recharged by plugging into an external power source.

Point-of-Sale (POS) – In this context, refers to a “cash-on-the-hood” sale of a vehicle at a dealership or online retailer, where the incentive is applied at the point of purchase.

Post Purchase – Refers to an incentive that is processed after the purchase of the vehicle is final, processed by the Applicant.

POWER BI – A business analytics service by Microsoft that transforms raw data into interactive visualizations and reports to provide actionable insights.

Primary Contact – Dealership owner, general manager, or sales manager who enrolls the dealership in the RIDE program.

Program Administrator (RIDE PA) – Center for Sustainable Energy (CSE), a nonprofit organization.

Quality Control/Quality Assurance (QA/QC) –Two different but related processes that work together to ensure product and process quality. QA is a proactive process focused on the system and methods used to prevent defects, while QC is a reactive process focused on inspecting and testing the final product to identify and correct defects.

Rebate Processing Specialist (RPS) – A professional who handles the administrative tasks involved in rebate and incentive programs, from receiving and verifying customer claims to processing payments or credits.

Redemption Window – The period in which an Applicant’s pre-qualification voucher is valid (ninety (90) days) or the window in which an Applicant must submit the required documents to receive a Post Purchase Incentive (thirty (30) days).

Request for Proposals (RFP) – An invitation to vendors to bid on a project by submitting a proposal outlining their solution, qualifications, and cost.

Rideshare Incentives for Driving Electric (RIDE) – The proposed name change for the Drivers Assistance Program.

RIDE Implementation Plan – Program document developed by the RIDE PA outlining the program design and key requirements and components of the program, as listed by the Commission in Attachment A of D.24-03-001.

Secondary Contact – Dealership owner, general manager, or sales manager who will act as the second-line contact for any dealership enrolled in the RIDE program.

Senate Bill 1014 (SB-1014) – The legislation that established the Clean Miles Standard in the California State Legislature.

Standard Operating Procedure (SOP) – A detailed, step-by-step written instructions for how to perform routine tasks consistently and efficiently. They are used to ensure quality, safety, and compliance with regulations or requirements.

Statement of Work (SOW) – A formal document that defines the specifics of a project, including the scope, deliverables, timeline, and cost.

Supporting Clean Mobility – A goal defined in D.24-03-011 as supporting the goals of clean mobility for LMI individuals by (a) providing LMI drivers access to ZEVs through ZEV incentive programs, and (b) providing LMI communities access to rides in ZEVs through CMS Regulated Entities.

Sustainable Transportation Equity Project (STEP) – A California pilot program that provides funding to help disadvantaged communities plan for and implement clean transportation solutions to address their needs.

Terms and Conditions (T&Cs) – The Terms and Conditions posted for RIDE [to be posted on the RIDE website [website link]. The most recent version of the Terms and Conditions posted to the RIDE Website will be considered the RIDE Terms and Conditions and will supersede any previous versions.

Tax Return Transcript - A document issued upon request by an individual to the IRS that includes information such as an individual's tax filing status, Adjusted Gross Income, and any tax credits or deductions claimed on a tax return.

Total Cost of Ownership (TCO) – A comprehensive financial assessment that calculates all direct and indirect costs associated with an asset over its entire life cycle.

Transportation Network Companies (TNCs) – Companies that provide prearranged transportation services for compensation using an online-enabled platform, like a smartphone app, to connect passengers with drivers using their personal vehicles.

Uber Technologies, Inc. (Uber) – An American multinational technology company that provides on-demand ride-hailing, food delivery, and freight transport services through a digital platform, the Contracting Agent.

Unique Identifier (UID) – A number, code, or string that uniquely identifies a single entity within a system, such as an individual person.

Upfront (New or Used) ZEV Purchase/Lease Incentive– RIDE incentive offering funding to purchase or lease a ZEV. Can be used for new or used vehicles.

Vehicle Identification Number (VIN) – A unique 17-character serial number for road vehicles.

Vehicle Miles Traveled (VMT) – The total number of miles driven by vehicles in a specific geographic area over a set period, typically a year.

Zero-Emission Vehicle (ZEV) – A vehicle that produces no tailpipe emissions from its onboard power source, utilizing electricity or hydrogen to power motors instead of burning gasoline or diesel.

Current Incentives and Guidelines

Table 1: Available Incentives with Eligibility Requirements

Incentive Type:	**Amount:**	**Required Income Verification:**	**Required MDT Verification:**
Upfront New ZEV Purchase/Lease Incentive	$20,300	Yes	Yes
Upfront Used ZEV Purchase/Lease Incentive	$14,200	Yes	Yes
Ongoing Charging Incentive	$1,170/year	Year 1 ONLY Eligibility lasts for 5 years	Yes, annually

To find further explanation of incentive amounts and methodologies, refer to the accompanying RIDE Implementation Plan.

Upfront New ZEV Purchase/Lease Incentive

The one-time Upfront New ZEV Purchase/Lease Incentive is intended to support the driver in the purchase or lease of a new zero-emission vehicle (ZEV) with the requirement of operating a vehicle on a participating Clean Miles Standard (CMS) Regulated Entity platform.[1] This incentive may be applied at a participating Dealership upon purchase or lease of the vehicle. This is known as a Point-of-Sale (POS) purchase or “cash on the hood.” Alternatively, an Applicant can apply for the incentive Post Purchase and receive an automated clearing house (ACH) payment once driver and vehicle eligibility have been

[1] For Program Year 2026, participating CMS Regulated Entity platforms are Uber, Lyft, and HopSkipDrive.

confirmed.

Per the calculations methodology outlaid and provided in the RIDE Implementation Plan, the Program Year 1 Upfront ZEV Purchase/Lease Incentive for **new** qualified ZEVs is $20,300. This amount is intended to cover the costs of the vehicle purchase, reaching close to cost parity with the purchase of new internal combustion engine vehicles (ICEVs) commonly in use on participating CMS Regulated Entity platforms, such as Uber, Lyft, and HopSkipDrive.

Upfront Used ZEV Purchase/Lease Incentive

The one-time Upfront Used ZEV Purchase/Lease Incentive is intended to support the driver in the purchase or lease of a used ZEV with the requirement to operate on a participating CMS Regulated Entity platform. This incentive is applied in the same manner as described above (Point-of-Sale or Post Purchase).

Per the calculations methodology outlined and provided in the RIDE Implementation Plan, the Program Year 1 Upfront ZEV Purchase/Lease Incentive amount for **used** ZEVs is $14,200. This amount is intended to cover the costs of the vehicle purchase, reaching cost parity with commonly used ICEVs on participating CMS Regulated Entity platforms, such as Uber, Lyft, and HopSkipDrive.

Ongoing Charging Incentive

The Ongoing Charging Incentive may be applied annually, with eligibility renewing every twelve (12) months after the first Ongoing Charging Incentive is approved, beginning in Year 1of the program implementation. The Year 1 Ongoing Charging Incentive is automatically applied upon approval of the Upfront ZEV Purchase/Lease Incentive. Applicants will receive funds within 30 days of such approval. The Ongoing Charging Incentive window will become active once all application materials are submitted by either the dealership applying for the Point-of-Sale incentive or the applicant applying for the Post-Purchase application (i.e., after the vehicle has been purchased or leased) and the application has been approved by the RIDE PA.

This annual incentive is intended to cover the ongoing fueling needs of the driver to continue using the ZEV as their CMS Regulated Entity platform vehicle. The driver must continue to meet the Minimum Driving Threshold (MDT) eligibility requirement to receive the Ongoing Charging Incentive. However, once income eligibility is verified with the Upfront ZEV Purchase/Lease Incentive application, income eligibility will last for five (5) consecutive years, and Applicants will not be required to re-submit income verification documents annually to receive the Ongoing Charging Incentive.

For subsequent program years, twelve (12) months after the approval date of the Upfront ZEV Purchase/Lease Incentive and the Year1 Ongoing Charging Incentive have passed, the driver is notified by email and/or by notification in the application portal that they are now eligible to receive the Ongoing Charging Incentive, pending a trip eligibility check and verification of the driver’s continued and active use of the incentivized vehicle on CMS Regulated Entity platforms. Once the driver is notified, they must log in to the application portal to confirm that they wish to receive the Ongoing Charging Incentive. This action serves as the Applicant’s submitted application request.

An Applicant is eligible for the Ongoing Charging Incentive annually for up to four (4) years total, including the Year 1 Incentive. The Applicant will retain eligibility to receive an Ongoing Charging Incentive as normal for up to five (5) years after their Upfront ZEV Purchase/Lease Incentive was approved. If the Applicant does not claim all four (4) available Ongoing Charging Incentives within five (5) years, they are eligible to reapply to claim the remaining Ongoing Charging Incentives, however, they are required to re- verify their income.

Once the request is received, the RIDE PA will then confirm MDT eligibility with the CMS Regulated Entities. Once the application is approved (MDT eligibility and vehicle ownership are confirmed), the RIDE PA will issue the incentive. Once funds are issued, the driver is notified via email and/or by application portal notification that funds are now available for use. Applicants will reapply using the same application portal account they used to apply for the Upfront ZEV Purchase/Lease Incentive each year.

The RIDE PA confirms MDT eligibility directly with each CMS Regulated Entity. The continued requirement to meet the MDT will ensure that drivers are actively participating on the CMS Regulated Entity networks as drivers and will provide verification, via VIN number, that the purchased or leased ZEV is being used for this purpose.

Per the calculations methodology outlined in the RIDE Implementation Plan, the Program Year 1 Ongoing Charging Incentive amount is $1,170 per year for up to four (4) years total.

If the Applicant does not meet the Minimum Driving Threshold over the previous twelve (12) full-month period, they will be notified as such and will be encouraged to reapply later.

The RIDE PA will provide the Ongoing Charging Incentive funds to the Applicant through direct ACH payment or check.

Incentives Budget

The Program Year 1 incentives budget totals $22,650,000, which covers the Upfront ZEV Purchase/Lease Incentive Costs and Year 1 Ongoing Charging Incentive costs for qualified drivers. A public data dashboard is available on the RIDE website **[www.rideca.org]** that provides transparent and clear information about the number of Applicants to the program, the amount of money distributed to date, and remaining funds available to potential Applicants.

Program Eligibility Requirements

Current Incentive Eligibility Criteria (2026)

Table 2: CMS Program Eligibility Requirements

Income Eligibility	MDT Eligibility
At or below 400% FPL	4,500 trips annually

Household Income Requirement

The 2026 established income eligibility requirements are set at four hundred percent (400%) of the Federal Poverty Level (FPL) per household for the driver making the vehicle purchase. For the purposes of RIDE program eligibility, a household is defined as any person(s) living under the same roof who are related by birth, marriage, or adoption. Income of non-dependents is verified as part of the household income. The RIDE program does not assume a single-person household for consideration of the program, the Applicant will self-attest to the household size.

A link to calculate California's 400% FPL per household can be found here and is available on the RIDE website.[2] Federal Poverty Levels are subject to change year over year.

Additional information regarding income verification requirements can be found in the Applicant Eligibility Requirements section.

Minimum Driving Threshold Requirement

The 2025-2026 established MDT for a driver to be eligible to participate in RIDE is set at 4,500 trips in the previous twelve (12) full-month period at the time of application submission. This MDT was set by the California Public Utilities Commission on March 13, 2025.[3] For more information regarding the regulatory history of D.24-03-001, reference the RIDE Implementation Plan.

Current ZEV Ownership Requirement

Per Resolution TL-19156, Applicants are restricted from receiving an Upfront ZEV Purchase/Lease Incentive if the Applicant currently owns a ZEV *and* drives that ZEV on a CMS Regulated Entity's platform. This restriction will remain in place until formal guidance is provided in the CMS Phase 2 Decision.

Upon application submission, the Applicant will be required to disclose their current vehicle and attest via Terms and Conditions, that they do not currently own a ZEV. Those drivers who own a ZEV but do not use this vehicle on a CMS Regulated Entity's platform may be eligible for RIDE incentives, so long as they attest that the incentivized ZEV will be used on a CMS Regulated Entity's platform.

Applicant Eligibility Requirements

Applicants must meet the following requirements to be eligible for the RIDE program:

[2] Poverty Level Calculator – California, (2026).

[3] Passed through the adoption of Resolutions TL-19151, TL-19152, and TL-19153, which approved the Interim Greenhouse Gas Emissions Reduction Plans submitted by Lyft, Uber, and HopSkipDrive, respectively.

- Applicant must be an individual and must be a resident of California. Businesses, nonprofits, public entities, municipalities, and any other non-individual entities are not eligible for the RIDE program.
    - If a vehicle is purchased or leased through a trust, the individual submitting the application is subject to all Applicant eligibility requirements.
- Applicant must have completed a cumulative of at least 4,500 trips with eligible CMS Regulated Entities (Uber, Lyft, and/or HopSkipDrive) over a twelve (12) full-month period prior to submitting an application.
- Applicant may receive one (1) RIDE Upfront ZEV Purchase/Lease Incentive per calendar year or twelve (12) full-month period.
- The individual who purchases or leases the vehicle must be the driver who meets the MDT eligibility criteria on the participating platforms (names and driver's license must match).
- Driver must not currently own a ZEV OR if they do, must attest that the owned ZEV is not used on a CMS Regulated Entity's platform.
- Applicant must have a household income equal to or below 400% of the FPL.[4] Applicants who are claimed or can be claimed as a dependent are not eligible regardless of their income. Household size and annual household income reported on the application should reflect the current size and income. Income verification is completed for the Applicant and all household members aged eighteen (18) years or older not listed as dependents of the Applicant.

Applicant must provide documentation confirming income eligibility either through income verification or proof of participation in an eligible income-qualifying program. If qualifying through income verification, the Applicant must provide a complete Household Summary Form, detailing all household members as defined above, and the most recent tax year's Tax Return Transcript for themselves and all household members aged eighteen (18) years or older that are not listed as dependents of the Applicant. Applicants must request the transcripts themselves and upload the documentation through the secure application portal. If qualifying through proof of participation in an eligible income-qualifying program, the Applicant must provide documentation confirming their current and active participation in an eligible program. The RIDE PA will develop and maintain a list of eligible income-qualifying programs hosted on the RIDE website **[link to EIQ list]**.

To verify income eligibility, Applicants must upload:

1) Household Summary Form
2) Most recent Tax Return Transcript (for all household members not listed as dependents)

The Household Summary Form is available for download on the application portal and RIDE website, and instructions on how to download the most recent Tax Return Transcript are included on the RIDE website **[www.rideca.org]**.

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[4] Poverty Level Calculator – California, (2026).

Maximum Incentives Per Applicant

Applicants are not eligible to receive more than one (1) Upfront New ZEV or Used ZEV Purchase/Lease Incentive either via direct purchase and/or lease in one (1) calendar year or twelve (12) full-month period.

Applicants are eligible to receive up to four (4) Ongoing Charging Incentives, with eligibility renewing every twelve (12) months from the last approval date.

Vehicle Eligibility Requirements

Vehicles must meet the following requirements to be eligible for the RIDE program:

- The vehicle must either be a new or used full battery electric (BEV), or hydrogen fuel cell electric vehicle (FCEV).
    - If the vehicle is a Rollback, Unwind, Floor Model, or Test Drive vehicle and is listed as "New" on the Purchase or Lease Agreement, additional verification from the Dealership may be required.
    - Traditional hybrids (HEVs) and plug-in hybrids (PHEVs) are NOT eligible for the RIDE program.
- The vehicle must be purchased or leased at a licensed Dealership, a licensed third-party retailer, or an OEM. Private sales and private leases are not eligible for the RIDE program.
- Applicants must retain ownership and California registration of the vehicle for a minimum of thirty-six (36) consecutive months from the vehicle purchase date. Resale of the vehicle for financial gain within thirty-six (36) months is prohibited.
    - For leases, the lease term must be at least thirty-six (36) months to be eligible.
    - Rentals are not eligible for the incentive at this time.
- The eligible vehicle must be purchased or leased, and taken possession of, on or after the launch date of the RIDE program, with the following exception:
    - Applicants that purchased or leased an eligible vehicle and took possession of the eligible vehicle, with valid registration, within sixty (60) days prior to the launch of the RIDE program may submit an application within thirty (30) days after RIDE program launch. Any applications that fall under this provision that are submitted more than thirty (30) days after the RIDE program launch will not be accepted.
- Lease buyouts (e.g., an individual purchasing the same vehicle they were leasing at the end of the lease term) are permitted if the vehicle and Applicant meet the eligibility requirements for a used vehicle.
- Lease buybacks (e.g., the Dealership purchasing the vehicle a consumer was leasing prior to the lease term ending) are not permitted if the vehicle has received a RIDE incentive and the thirty-six (36) month lease term has not been completed.
- The vehicle model must be certified by CARB as a ZEV as defined in the California ZEV Regulation Section 1962 and Section 1962.2, Title 13, CCR for 2018 through 2025 model years and Section

1962.4[5], Title 13, CCR for 2026 and subsequent model years.[6] Vehicles in the ZEV category include electric-drive, all-BEVs and FCEVs up to 10,000 pounds gross vehicle weight rating.

- The manufacturer must also certify that the vehicle model complies with all applicable federal safety standards for new motor vehicles and new motor vehicle equipment issued by the National Highway Traffic Safety Administration (NHTSA). Federal Motor Vehicle Safety Standards are found in Title 49 of the Code of Federal Regulations (CFR) Part 571. If a written statement and documentation have been previously provided to CARB while applying for the CARB certification of the vehicle model, no additional written statement is required.
- Applicants must not make or allow any modifications to the vehicle's emissions control systems, hardware, or software calibrations.
    - The vehicle must meet the current California regulations for TNC vehicles, including vehicle age requirements, safety inspection requirements, vehicle seat capacity, etc., found on the Commission website.[7]
    - Individual drivers should reference the appropriate TNC webpage that defines vehicle age restrictions as it applies to the areas in which they drive to ensure they meet the eligibility requirements to drive for that TNC.[8]

The RIDE list of Eligible Vehicles will be updated as needed, or alternatively, at the request of OEMs, dealerships, or individuals directed to the RIDE PA. This list will be made available on the RIDE website. The RIDE program list of Eligible Vehicles is updated as needed, or alternatively, at the request of OEMs, dealerships, or individuals who contact the RIDE PA with such a request. This list is available on the RIDE website **[link to eligible vehicles list]**. Additionally, Applicants will select the ZEV model they are purchasing with the incentive from a drop-down list while completing the application.

- For a new vehicle to be added to the Eligible Vehicles list, an OEM or participating licensed Dealership must provide the RIDE PA with documentation for the vehicle, including, but not limited to, MSRP details, VIN decoder, CARB certification, and press photo for the RIDE website.
- For a used vehicle to be added to the Eligible Vehicle list, the RIDE PA can accept eligibility review requests from the OEM, a licensed Dealership, or a program Applicant.

In addition, the RIDE PA will conduct a review of the eligible vehicles list at least annually, in concurrence with annual updates to the incentive amounts, as is required under D.24-03-001.

There are no MSRP caps or range limits for the purchase of the incentivized vehicle. Applicants are encouraged to purchase a vehicle that fits their individual needs. All vehicles must be eligible to be driven on the participating CMS Regulated Entity platforms, per California regulations.

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[5] Cal. Code Regs. Tit. 13, § 1962.2, (2025)
[6] Cal. Code Regs. Tit. 13, § 1962.4, (2025)
[7] State of California Public Utilities Commission, (2025).
[8] HopSkipDrive, (2024); Uber, (2025); Lyft, (2025).

Vehicle Ownership Provision

Vehicle purchasers and lessees participating in the RIDE program are required to maintain valid registration of the vehicle and meet all applicable project requirements for a minimum thirty-six (36) month period after the vehicle purchase or lease date.

If a manufacturer defect or other unforeseen or unavoidable circumstances occurs within ninety (90) days of receiving the Upfront ZEV Purchase/Lease Incentive and requires the replacement of a RIDE incentivized vehicle with another vehicle of the same technology type (FCEV or BEV) or alternative technology type (e.g., replace FCEV with BEV), the RIDE PA has discretion to review updated information and determine whether a return of the incentive is necessary.

To be considered, the replacement vehicle must be on the current list of eligible vehicles at the time the replacement is made or be the exact same vehicle make and model that was originally incentivized. Lease transfers or lease assumptions are not allowed. Resale of a vehicle or return of a leased vehicle to a dealer may be allowed within this thirty-six (36) month period if necessitated by unforeseen or unavoidable circumstances. To apply this provision, contact the RIDE PA to initiate this process **[contact@rideca.org]**. If the vehicle is resold or returned, the vehicle purchaser or lessee must refund promptly to the RIDE PA a prorated portion of their incentive, in an amount equivalent to the original incentive

amount divided by thirty-six (36) months and then multiplied by the number of months remaining in the original 36-month period (rounded to the nearest month):

(Original Incentive Amount ÷ 36 Months) x (36 – months since vehicle purchase or lease date)

The RIDE PA will follow specific procedures when managing vehicles that received an incentive at the time of original purchase or lease and have since been sold or returned to the dealer prior to the 36-month ownership commitment.

Purchasers or lessees who must resell a vehicle or return a leased vehicle to a dealer due to unforeseen or unavoidable circumstances, such as military relocation outside of California, death of an Applicant, or confirmation by the RIDE PA that the incentivized vehicle was totaled, may be exempt from returning the prorated incentive amount.

Application Process

Upfront ZEV Purchase/Lease Incentive Application Process

Applicants have multiple pathways to receive the RIDE Upfront ZEV Purchase/Lease Incentive. Applicants can either receive their Upfront ZEV Purchase/Lease Incentive:

1. At the Point-of-Sale at a participating/enrolled California Dealership, a licensed third-party retailer, or an OEM.
    - **a.** Approved pre-qualification is required prior to the purchase or lease of an eligible vehicle.
    - **b.** The incentive is applied directly to the purchase or lease agreement, and the Dealership is reimbursed.

<u>OR</u>

2. Post Purchase after purchasing or leasing an eligible vehicle at a licensed Dealership, OEM, or a licensed third-party retailer, such as CarMax.
    - **a.** Approved pre-qualification is highly encouraged but is not required prior to the purchase or lease of an eligible vehicle**. IF THE APPLICANT APPLIES FOR QUALIFICATION POST PURCHASE, THE APPLICANT MAY BE AT RISK OF INELIGIBILITY. APPLICANTS WHO DO NOT PRE-QUALIFY HAVE A SIGNIFICANT RISK OF DENIAL DUE TO INCOME OR MDT VERIFICATION. IF THE APPLICANT IS DENIED ELIGIBILITY, AN INCENTIVE PAYMENT WILL NOT BE PROCESSED.**
    - **b.** Incentive is paid directly to the Applicant after the purchase or lease via ACH transaction or check.

Pre-qualification Process

The following documentation must be submitted by the Applicant for the RIDE PA to verify pre-qualification Applicant eligibility:

- **Proof of California Residency**:
    - a. A valid California Driver's License; OR
    - b. For active-duty military members or their dependents stationed in California, but with permanent residency in another state, military orders may be used as proof of residency, along with a valid out-of-state driver's license.

- **Applicant Household Income Eligibility Documentation:**
    - a. Tax Return Transcript <u>and</u> Household Summary Form
        - ▪ Instructions on how to access or download required documents are available in the application portal and on the RIDE website.

  <u>OR</u>

    - b. Proof of Participation in Income-Qualifying Assistance Program.

In addition to meeting individual Applicant eligibility requirements, as supported by the above documentation, Applicants must also meet MDT requirements. To meet the MDT, Applicants must complete at least 4,500 rides, in aggregate, across all participating CMS Regulated Entities within the previous full twelve (12) month period, as of the date of complete application submittal. To be considered an eligible trip, the ride must meet the following criteria:

- The trip must be a passenger trip. Trips transporting packages or deliveries do not qualify.
- The trip must begin in California, as determined by ZIP code.

The RIDE PA will coordinate with the participating CMS Regulated Entities to determine if Applicants meet the MDT eligibility criteria. The Applicant does not need to submit any additional documentation to satisfy this eligibility criteria. The MDT verification process will take up to twenty (20) business days to complete.

Upon application submission, the Applicant will be required to disclose their current vehicle and attest, via Terms and Conditions, that they do not currently own a ZEV. Those drivers who own a ZEV but do not use this vehicle on a CMS Regulated Entity's platform may be eligible for RIDE incentives, so long as they attest that the incentivized ZEV will be used on a CMS Regulated Entity's platform.

If the RIDE PA determines that an application or accompanying required documents are incomplete or ineligible, the RIDE PA will notify the Applicant of the error via email and/or by notification in the application portal. The Applicant then shall have an additional ten (10) calendar days from the date of notification to correct any errors or omissions. If the Applicant fails to correct the errors or omissions within the additional ten (10) calendar days, the RIDE PA reserves the right to cancel the application and will not issue an approved pre-qualification ID number.

If the RIDE PA determines an application is ineligible for the incentive, the RIDE PA will cancel the application and notify the Applicant via email and by notification in the application portal. Applicants are responsible for ensuring that they receive and review all email communications sent by the RIDE PA. If incentive funds are still available, Applicants may reapply before the purchase or lease of the vehicle if the incentive application was canceled for reasons other than Applicant eligibility criteria or if the reason for the ineligible application was insufficient trips completed, and the Applicant reaches the required MDT in later months or years.

For applications that the RIDE PA has determined are complete, the RIDE PA will send the Applicant an approved pre-qualification ID number via the online portal and an approval email. Applicants must bring that ID number to a participating Dealership to begin the Dealership incentive redemption process, or the Applicant must submit an application themselves Post Purchase. **The vehicle date of purchase or lease must be within ninety (90) days after the date of pre-qualification approval.** Dealerships must apply the RIDE incentive at the time of purchase or lease as described in the *Applicant Process for Dealerships* section.

If the Applicant does not purchase or lease an eligible ZEV within ninety (90) days of pre-qualification voucher approval, the Applicant will need to reapply including re-submitting income verification documents and re-validating MDT verification OR apply for a Post Purchase incentive without pre-qualification.

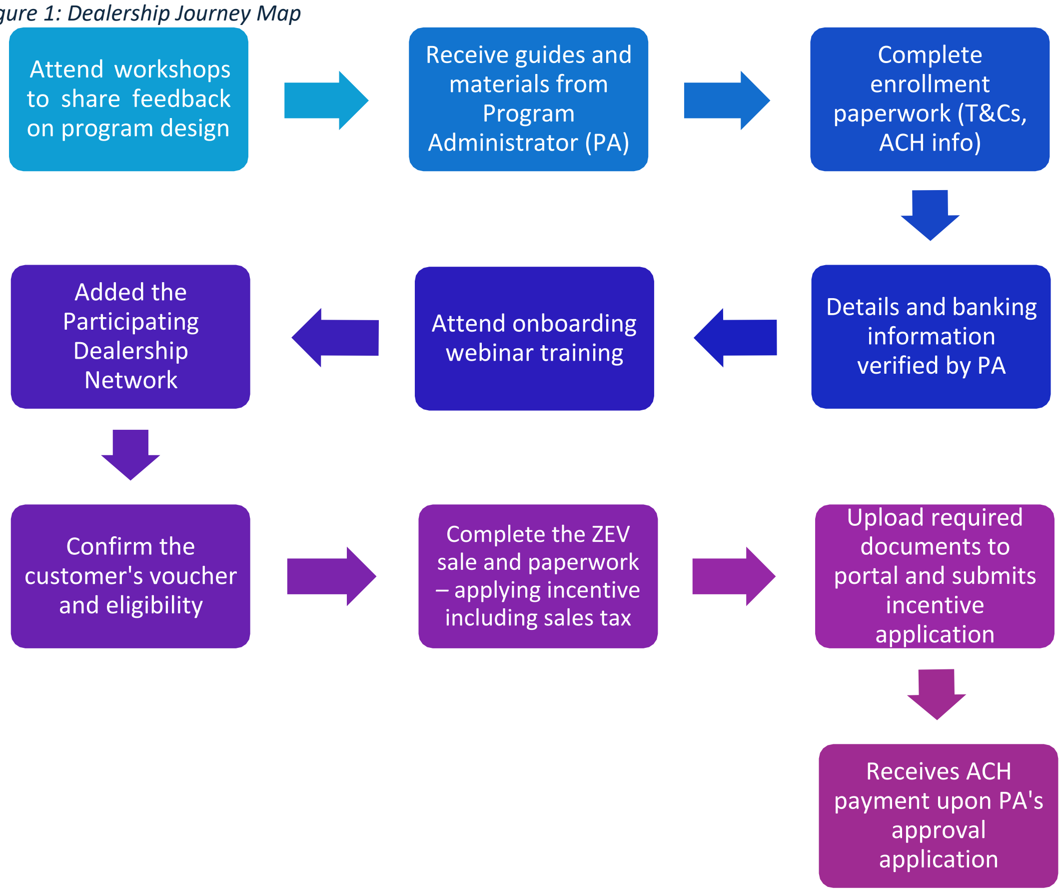
If the Applicant opts to apply for a Post Purchase incentive without an active pre-qualification voucher, the Applicant will submit income verification documents, proof of CA residency, and request the MDT verification at the time they complete the application with confirmation of their purchase or lease transaction. The MDT verification process will remain the same as under the pre-qualification approval process and will take up to twenty (20) business days to complete.

Dealership Training, Enrollment, and Participation Training

Dealerships are trained to properly submit information for reimbursement for pre-qualified Applicants. Specialized dealer training and a dealer enrollment platform are available for RIDE-enrolled Dealerships on the RIDE website. For pre-qualified, Point-of-Sale purchases, dealers facilitate the incentive process on behalf of the Applicant, unless the Applicant indicates otherwise. Dealers will assist Applicants to apply for any additional federal, state, local, utility, or other incentive opportunities for which the Applicant may be eligible, to maximize financial benefits for CMS Regulated Entity drivers through stackable incentives.

The RIDE PA works with Dealerships to continually improve industry knowledge and expertise of available state, federal, and local ZEV incentive programs. Dealerships enroll in the RIDE program with an online registration form, available on the RIDE website's Dealer Portal, which houses dealer-specific resources and tools. Dealers have access to an online Dealer Portal, available on the RIDE website, where they submit required documents including the finalized Purchase or Lease Agreement. The Dealer Portal provides online training videos and marketing tools to better facilitate dealer incentive processing. Promotional guides and visual displays are also available for dealers within the Dealer Portal, which offer comprehensive guides detailing program benefits, application processes, required documentation, and sales tips to assist dealers in discussion with drivers. These resources are available in multiple languages, most spoken by California TNC drivers.

Figure 1: Dealership Journey Map



Dealership Enrollment Process

Dealers interested in participating in the RIDE program, by providing the incentive at the Point-of-Sale, must first enroll their Dealership in the RIDE program through the online Dealer Portal (see steps in graphic above). The individual that fills out the enrollment form is the Primary Contact for the Dealership and is responsible for managing the account and updating Dealership ACH payment information. Therefore, it is recommended that the Primary Contact be a Dealership owner, general manager, or sales manager.

Once the enrollment is completed and the RIDE PA has received a signed copy of the Dealer Participation Agreement, the Dealership will receive a unique identifier (UID) for the program, along with a link to create a contact account. This UID is used to link the Primary Contact account and up to two (2) Secondary Contact accounts to the Dealership's account. Employees must create their own accounts in order to access the Dealership portal dashboard.

This dashboard portal is where applications are created and submitted, where Primary Contacts can submit and update Dealership ACH information, and where employees can access application status updates. Once the Dealership ACH information has been uploaded and verified, the Dealership's enrollment is considered complete. Dealerships may submit applications after ACH information has been submitted, but applications cannot be approved until ACH information is verified and approved.

Dealership Program Participation

By enrolling in the program, the participating Dealership agrees to participate in good faith and uphold the guidelines of the RIDE program. It is the Dealership's responsibility to apply the incentive to qualifying Applicants and vehicles, and to maintain a properly trained Dealership staff. The RIDE PA will continue to be a resource for Dealerships that require or request additional training throughout the program duration. Dealerships that fail to faithfully engage with customers may be at risk of participation review and/or removal from the program.

Application Process for Dealerships

Step 1: Gather required Dealership redemption application documents:

- Proof of CA Temporary or Permanent Vehicle Registration
- Fully executed and signed Purchase/Lease Agreement
- Signed Incentive Transfer Acknowledgement Form
- Applicant signed Terms & Conditions

Step 2: Access application portal through RIDE website. Log in to Dealership application portal and start application to redeem the approved pre-qualification ID number.

- Fill out the application and upload the required supporting documents.

Step 3: If the application is approved, the Dealership contact will receive an approval email with additional information regarding payment timelines.

To receive the RIDE incentive at the Dealership Point-of-Sale, the Applicant must have received an approved pre-qualification ID number prior to the purchase or lease of an eligible vehicle at a participating Dealership. The vehicle date of purchase or lease must be within ninety (90) days after the date of pre-qualification approval.

The participating Dealership must apply the RIDE incentive at the time of purchase or lease. The incentive must be applied to the fully executed and signed purchase or lease agreement, inclusive of sales tax. Dealer applications must be submitted within thirty (30) days of the vehicle date of purchase or lease. The following documentation is required for the dealer to complete the incentive application:

- **Proof of CA Vehicle Temporary or Permanent Registration**: The Applicant's name must match the Registered Owner or Lessee on the registration document.
- **Fully executed and signed final Purchase or Lease Agreement**: The Applicant's name must match the Buyer, Co-Buyer, or Lessee. All vehicle information must be present and legible, including, but not limited to, vehicle status; make and model; sales price; itemization of credits, discounts, and incentives received; and both buyer/lessee and dealer representative signatures. All pages must be present and legible. The RIDE incentive must be itemized on the Purchase or Lease Agreement or listed on a supplemental itemized incentive form.
- **Incentive Transfer Acknowledgement Form:** The form must be signed by both the Applicant or Applicant's representative and the Dealership representative present at the transaction.
- **Applicant Terms & Conditions:** Must be signed by the Applicant or Applicant's representative at the Dealership.

If the RIDE PA determines an application or accompanying required documents are incomplete or ineligible, the RIDE PA will notify the Dealership of the error via email and by portal notification. The Dealership then shall have an additional ten (10) calendar days from the date of notification to correct any errors or omissions. If the Dealership fails to correct the errors or omissions within the additional ten (10) calendar days, the RIDE PA reserves the right to cancel the application and will not release the funds to the Dealership.

If the RIDE PA determines an application is ineligible for the incentive, the RIDE PA will cancel the application and notify the Dealership via email and/or application portal notification, and the application will be updated on the portal accordingly. Dealerships are responsible for ensuring that they receive and review all email communications sent by the RIDE PA. Dealerships may reapply within thirty (30) calendar days of the date of purchase or lease if the incentive application was canceled for reasons other than Applicant and/or vehicle eligibility criteria. As an enrolled RIDE dealer, the Dealership takes on financial risk on behalf of the Applicant when an incentive is applied at Point-of-Sale. Dealerships are hereby prohibited to request reimbursement of incentives applied at the Point-of-Sale from the RIDE-eligible Applicant after the Applicant takes possession of the vehicle, regardless of whether the application is approved.

For applications that the RIDE PA has determined are complete, the RIDE PA will send the Dealership an ACH payment within thirty (30) calendar days of approval. Incentives are paid in the order that complete incentive applications are approved by the RIDE PA prior to exhaustion of available incentive funds.

Pre-qualification Application Process for Individual Applicants

Step 1: Gather required pre-qualification application documents:

- **Proof of California Residency**
    a. A valid California Driver's License; OR

b. For active-duty military members or their dependents stationed in California, but with permanent residency in another state, military orders may be used as proof of residency, along with a valid out-of-state driver's license.

- **Income Verification Documents**: Applicants must provide either:
  a. Tax Return Transcript and Household Summary Form: The household income must be less than or equal to 400% of the FPL.
     - Instructions on how to access or download required documents are available in the application portal and on the RIDE website.

OR

  b. Proof of Participation in an eligible Income-Qualifying Program, as determined by the RIDE PA.[9]

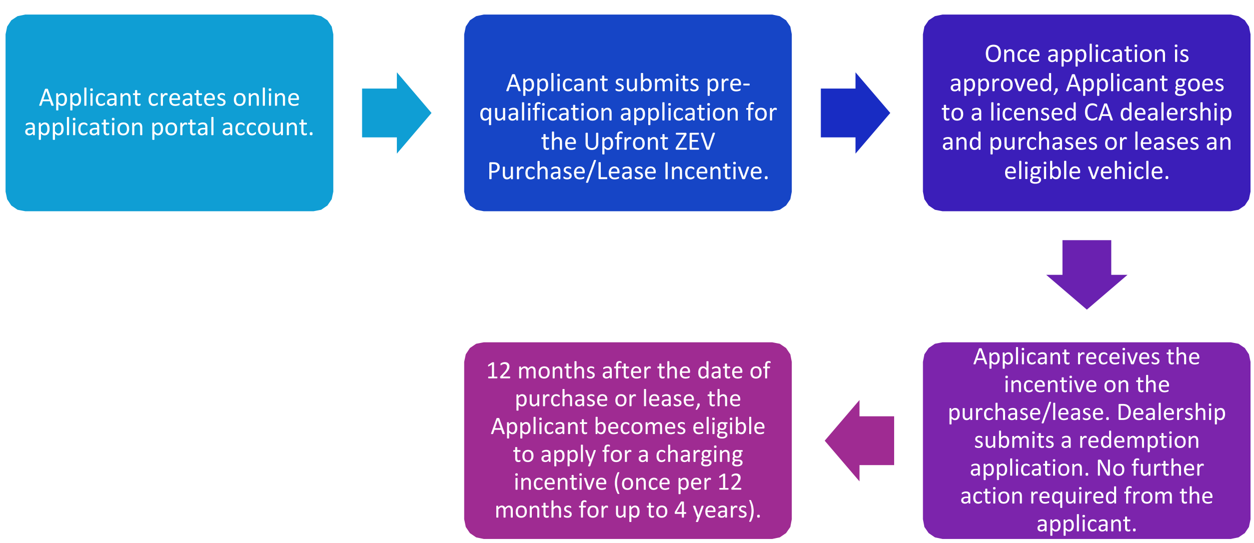
Step 2: Access application portal through RIDE website. Create application portal account and submit pre-qualification application.

- Fill out the application and upload the required supporting documents.
- Confirm current ZEV ownership status and provisions.

Step 3: If the application is approved, the Applicant has the option to either:

- Bring their pre-qualification approval ID number to a participating Dealership. The Upfront ZEV Purchase/Lease Incentive is applied at the Point-of-Sale **OR**
- Applicants can redeem their approved pre-qualification voucher Post Purchase through the application portal. The Applicant's Upfront ZEV Purchase/Lease Incentive will not be applied at the Point- of-Sale, and the Applicant will receive the incentive directly after they have purchased or leased an eligible vehicle within two (2) to eight (8) weeks.

Figure 2: Consumer Pre-qualification to Dealer Point-of-Sale Redemption Journey Map



[9] A comprehensive list of eligible Income-Qualifying Programs is available on the RIDE website prior to program launch and is accessible by link within the application portal.

Eligible Applicants must apply online through the application portal, accessed via the RIDE website, and then bring the pre-qualification ID number to a participating Dealership or apply Post Purchase to receive a RIDE incentive. Pre-qualification ID numbers must be redeemed within ninety (90) days of the date of approval. ID numbers not redeemed within ninety (90) days of approval will expire, and the funds reserved upon pre-qualification approval released back into the program. Applicants must reapply or submit a Post Purchase application if eligible. Pre-qualification ID numbers are non-transferable between individuals; therefore, the only person who can redeem the ID number is the Applicant who is listed on the approval. If the vehicle is purchased or leased prior to the pre-qualification application approval, the Applicant will become ineligible to receive the incentive at the Point-of-Sale, and the Applicant must apply Post Purchase, if still eligible.

Post Purchase Application Process for Individual Applicants

Step 0 (Optional - Highly Encouraged): Complete the pre-qualification steps listed above in the *Pre-qualification Application Process* section.

Step 1: Once an eligible vehicle has been purchased or leased and the Applicant has taken possession of the vehicle, gather required Post Purchase application documents:

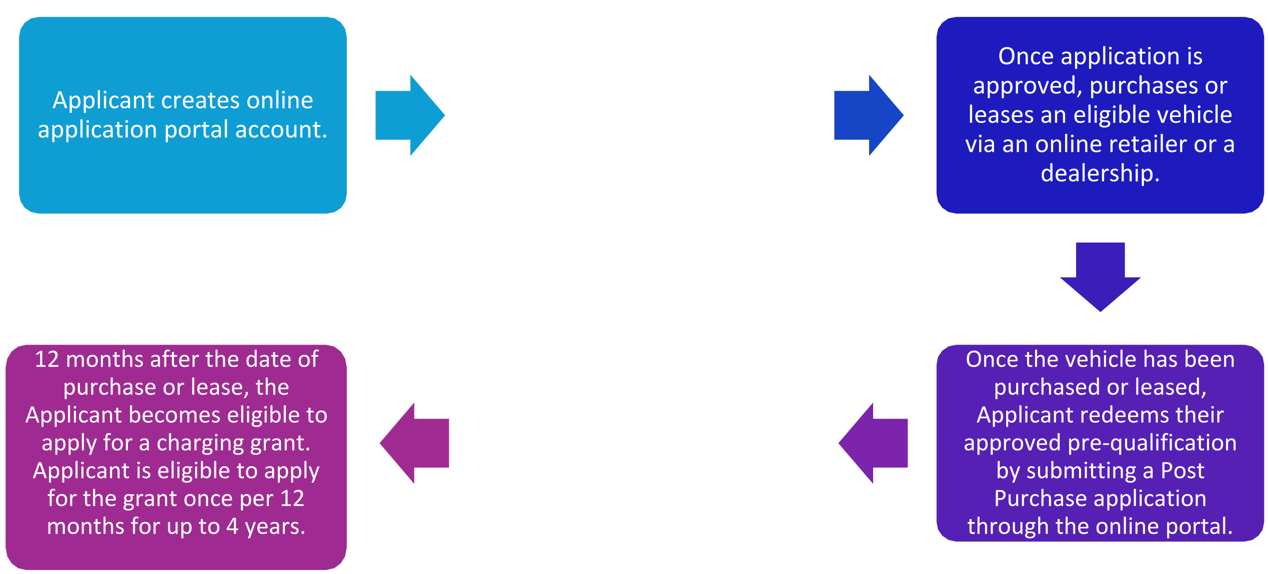
- Proof of CA Temporary or Permanent Vehicle Registration
- Fully executed and signed Purchase or Lease Agreement
- Proof of California Residency (if no pre-qualification application submitted)
- Income Verification Documents (if no pre-qualification application submitted)

Step 2: Access application portal through RIDE program website. Log in to the application portal using the same login information you used for your pre-qualification application to redeem your approved pre-qualification ID number, or, if you did not submit a pre-qualification application, create an application portal account and start a Post Purchase application.

- Fill out the application and upload the required supporting documents.
- Confirm ZEV ownership status and provisions prior to current purchase, if not previously completed.

Step 3: If the application is approved, you will receive an approval email and portal notification with additional information regarding payment timelines.

Figure 3: Consumer Pre-qualification to Post Purchase Redemption Journey Map



To receive the RIDE incentive Post Purchase, the Applicant must have purchased or leased an eligible vehicle from a licensed Dealership, OEM, or third-party retailer, and taken possession of the vehicle, as detailed in the *Vehicle Eligibility* section. Applicants have the option to either pre-qualify prior to the purchase or lease of the vehicle or forego pre-qualification and apply Post Purchase or lease.

If the Applicant chooses to pre-qualify, the Post Purchase application will redeem the pre-qualification voucher ID through the existing application portal account. The vehicle date of purchase or lease must be within ninety (90) days after the date of pre-qualification approval.

If the Applicant chooses to forego pre-qualification, the Applicant will need to create an application portal account to submit a Post Purchase application. **APPLICANTS WHO DO NOT PRE-QUALIFY HAVE A SIGNIFICANT RISK OF DENIAL DUE TO INCOME OR MDT VERIFICATION**. **POST PURCHASE QUALIFICATION LEAVES THE APPLICANT OPEN TO FINANCIAL RISK, AS THEY MAY BE DEEMED INELIGIBLE FOR THE RIDE PROGRAM UPON SUBMITTAL OF ALL REQUIRED DOCUMENTS.**

Applications must be submitted within thirty (30) days of the vehicle date of purchase or lease. The following documentation is required for the Applicant to complete a Post Purchase application:

- **Proof of CA Vehicle Temporary or Permanent Registration**: The Applicant's name must match the Registered Owner or Lessee on the registration document.
- **Fully executed and signed final Purchase or Lease Agreement**: The Applicant's name must match the Buyer, Co-Buyer, or Lessee. All vehicle information must be present and legible, including, but not limited to, vehicle status; make and model; sales price; itemization of credits, discounts, and incentives received; and both buyer/lessee and dealer representative signatures. All pages must be present and legible.
    a. If the RIDE incentive is itemized on the Purchase or Lease Agreement, the RIDE PA will cancel the application as the incentive was applied at the Point-of-Sale.

If no pre-qualification application was submitted:

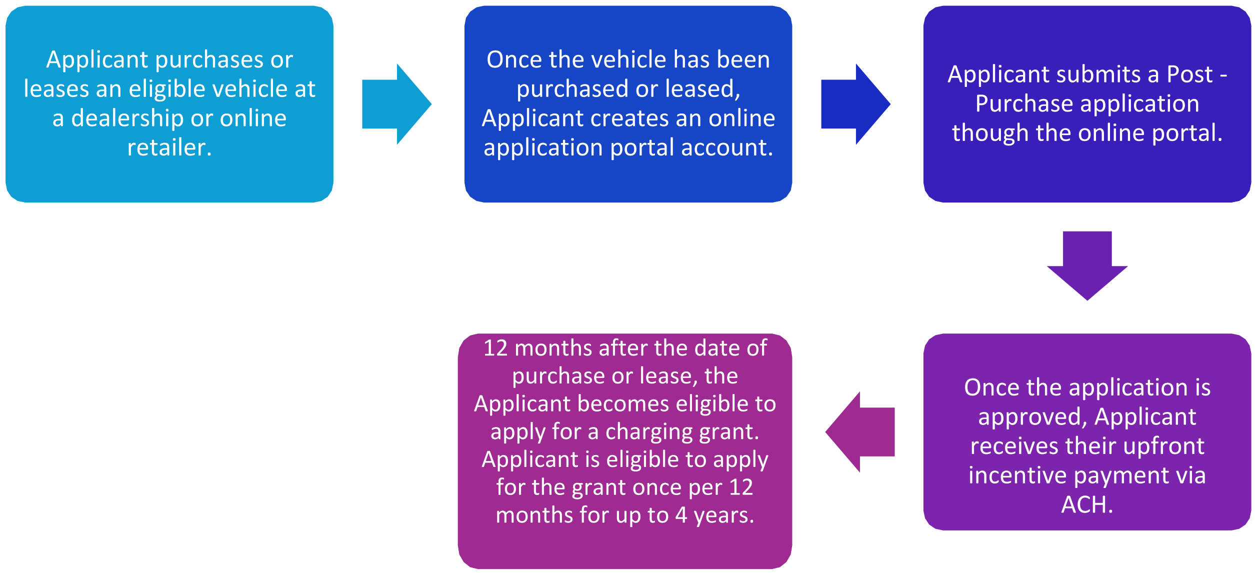
- **Proof of California Residency**:
    a. A valid California Driver's License; OR
    b. For active-duty military members or their dependents stationed in California, but with permanent residency in another state, military orders may be used as proof of residency, along with a valid out-of-state driver's license.

- **Applicant Household Income Eligibility Documentation:**
    a. Tax Return Transcript and Household Summary Form
        - Instructions on how to access or download required documents are available in the application portal and on the RIDE website.

  OR

    b. Proof of Participation in Income-Qualifying Assistance Program.

Figure 4: Consumer Post Purchase Redemption Journey Map



If the RIDE PA determines an application or accompanying documents are incomplete or ineligible, the RIDE PA will notify the Applicant of the error via email and by portal notification. The Applicant then shall have an additional ten (10) calendar days from the date of notification to correct any errors or omissions. If the Applicant fails to correct the errors or omissions within the additional ten (10) calendar days, the RIDE PA reserves the right to cancel the application and will not release funds to the Applicant.

If the RIDE PA determines an application is ineligible for the incentive, the RIDE PA will cancel the application and notify the Applicant via email and/or by portal notification. Applicants are responsible for ensuring that they receive and review all email communications sent by the RIDE PA. Applicants may reapply within thirty (30) calendar days of the date of purchase/lease if the incentive application was canceled for reasons other than Applicant and/or vehicle eligibility criteria.

For applications that the RIDE PA has determined are complete and comply with the program requirements, the RIDE PA will send the Applicant an ACH payment or payment by check within thirty (30) calendar days of approval. Incentives are paid in the order that complete incentive applications are approved by the RIDE PA prior to exhaustion of available incentive funds.

Ongoing Charging Incentive

In addition to the Upfront ZEV Purchase/Lease Incentive, Applicants may also be eligible to receive an Ongoing Charging Incentive. The Applicant will become eligible for an Ongoing Charging Incentive immediately upon the Upfront ZEV Purchase/Lease Incentive application approval, and every twelve (12) months thereafter for up to four (4) years total. Applicants must meet the following requirements, on an annual basis, to be eligible for the Ongoing Charging Incentive:

- Applicant must be an individual resident of California. Businesses, nonprofits, public entities, municipalities, and any other non-individual entities are not eligible for the RIDE program.
- Applicant must have received an approved Upfront ZEV Purchase/Lease Incentive.

  - The Year 1 Charging Incentive is approved in tandem with the Upfront ZEV Purchase/Lease Incentive approval. An ACH payment or check will be issued to the Applicant within thirty (30) days after the Upfront ZEV Purchase/Lease Incentive is approved.
- Applicant must have completed a cumulative of at least 4,500 trips with eligible CMS Regulated Entity platforms (Uber, Lyft, or HopSkipDrive) over the previous twelve (12)-month period, prior to submitting an Ongoing Charging Incentive application.
  - Once the incentivized vehicle is put into service, rides must be completed in the vehicle that received the approved Upfront ZEV Purchase/Lease Incentive.
  - If the Applicant is unable to satisfy the MDT requirement due to unforeseen circumstances after receiving the Upfront ZEV Purchase/Lease Incentive, the Applicant willbe ineligible for the Ongoing Charging Incentive. See Applicant Eligibility section for additional information regarding ownership exemptions.
  - Applicants will not be required to submit additional documentation for the MDT asthis is verified with the RIDE PA and the applicable CMS Regulated Entities.

Ongoing Charging Incentive Application Process

For the Year 1 Ongoing Charging Incentive, Applicants will be approved for an Ongoing Charging Incentive application alongside the Upfront ZEV Purchase/Lease Incentive. Once approved, Applicant may apply again on an annual basis every twelve (12) months for up to four (4) years or until income eligibility expires [after five (5) years]. In the case that income eligibility expires and the Applicant has not received all four (4) Ongoing Charging Incentives, the Applicant is eligible to reapply with income verification documents to receive the remaining allotment of Ongoing Charging Incentives available to the Applicant.

Step 0: Applicant will be approved for the Year 1 Charging Incentive at the same time as the Upfront ZEV Purchase/Lease Incentive application is approved and will receive payment for the Year 1 Charging Incentive within thirty (30) days of approval. No separate application is required.

Step 1: Twelve (12) months after the Upfront ZEV Purchase/Lease Incentive and Year 1 Ongoing Charging Incentive are approved, the Applicant will be notified of eligibility to apply for the Year 2 Ongoing Charging Incentive. The Applicant will log into their pre-existing application portal that was used to submit the Upfront ZEV Purchase/Lease Incentive application to submit their MDT verification request and apply for the Ongoing Charging Incentive.

Step 2: Start an Ongoing Charging Incentive application via the application portal accessed through the RIDE website. Fill out all application steps and upload supporting documentation.

- Proof of current year’s permanent vehicle registration.

Step 3: If the application is approved, the Applicant will receive an approval email and/or portal notification with additional information regarding the approved funding that will become available with thirty (30) days via ACH payment or check that is to be used solely toward EV charging or hydrogen refueling needs.

Step 4: Steps 1-3 are repeated every twelve (12) months from the previous approval date, until Applicant has received a maximum of four (4) Ongoing Charging Incentives.

The Applicant will have access to the Ongoing Charging Incentive funds via an ACH payment or check. If funds are approved upon re-application, an additional ACH payment or check will be issued to the Applicant upon re-approval of the Applicant's eligibility.

Example Timeline for Ongoing Charging Incentive:

Year 1: Receive Upfront ZEV Purchase/Lease Incentive AND first Ongoing Charging Incentive
Year 2: Receive second Ongoing Charging Incentive
Year 3: Receive third Ongoing Charging Incentive
Year 4: Receive fourth, and final, Ongoing Charging Incentive
Year 5: Income eligibility expires
Applicant receives a total of four Ongoing Charging Incentives (maximum allowed).

If an Applicant skips a year either due to MDT ineligibility or any other reason, they may still be eligible to receive an Ongoing Charging Incentive in Year 5. However, the Applicant will be ineligible to receive an Ongoing Charging Incentive in Year 6, as the income verification will have expired. If an Applicant still has years of Ongoing Charging Incentive eligibility (e.g., only received two (2) Ongoing Charging Incentives in five (5) years, the Applicant would be required to reapply for the Ongoing Charging Incentive complete with income verification to access their remaining years of eligibility.

Alternative Example Timeline for Ongoing Charging Incentive:

Year 1: Receive Upfront ZEV Purchase/Lease Incentive AND first Ongoing Charging Incentive
Year 2: Not eligible, did not meet MDT requirement
Year 3: Receive second Ongoing Charging Incentive
Year 4: Not eligible, did not meet MDT requirement
Year 5: Receive third Ongoing Charging Incentive, income eligibility expires
Applicant receives a total of three (3) Ongoing Charging Incentives.
(OPTIONAL) Year 6: Applicant reapplies for income verification and is approved; Applicant receives fourth and final Ongoing Charging Incentive.

Applicants who receive the Ongoing Charging Incentive are requested to complete an annual survey, which will provide insight into charging behavior, expenses, and satisfaction with the incentivized vehicle in order to help the RIDE PA make improvements to the RIDE program.

Distribution of Incentives

Incentives are distributed on a first-come, first-served basis contingent upon funding availability. Available incentive funds are reserved by the RIDE PA following submission of an online application through the RIDE application platform. Applicants who need assistance applying to the RIDE program should contact the PA Operations team through the customer service help lines, available on the RIDE website **[www.rideca.org / contact@rideca.org]**.

Ongoing Charging Incentive funds are reserved at the beginning of each program year, accounting for all approved Applicants who are eligible to receive an Ongoing Charging Incentive in that program year. For more information regarding reservation of funds, see Appendix B.

After pre-qualification is approved or a Post Purchase application is accepted by the RIDE PA, the required supporting documentation must be submitted by the purchaser or lessee to the RIDE PA within thirty (30) calendar days. The supporting documentation should be scanned and submitted through the RIDE application portal.

Ownership of the vehicle is demonstrated by providing documentation as approved by the RIDE PA. Owned and leased vehicles must be operated and registered in California for a minimum of thirty-six (36) consecutive months from the purchase or lease date. For all Upfront ZEV Purchase/Lease Incentives issued, the incentive for an eligible vehicle is issued to the qualified recipient in a single allotment. The distribution of this incentive will be made within thirty (30) calendar days of application approval, contingent upon availability of funds.

Incentive checks must be cashed within six (6) months of the date on the check. Checks not cashed within this time frame will be canceled, and the incentive amount returned to the RIDE program.

Any funds issued to the Applicant remaining unclaimed thirty (30) days before the close of the program, will be forfeit. Any funds remaining from uncashed checks thirty (30) days before the close of the program will be returned to the CMS program.

Appeals Process

The RIDE PA will consider appeals to the denial of an incentive application in full or in part, on a case-by-case basis. To request an appeal, a participating Dealership, licensed dealership, or Applicant must contact the RIDE PA and initiate the appeals process within thirty (30) days following the denial of the Upfront ZEV Purchase/Lease Incentive or Ongoing Charging Incentive. The appeal must include all facts and required supporting documents that form the basis for the appeal.

Dealers are expected to inform consumers about the RIDE program accurately. However, a dealer's failure to do so, or the provision of incorrect or misleading information, does not constitute valid grounds for an appeal. Appeals submitted by Applicants who do not meet the income eligibility criteria, or the MDT will be denied. Additionally, appeals will not be considered based solely on disagreement with the policies outlined in the Handbook, Terms and Conditions, any relevant guidelines, or other RIDE program rules.

Appeals directly considering the denial of an incentive application due to a dispute over the MDT will be escalated to the relevant CMS Regulated Entity for review, where appropriate.

Reimbursement Requirement

If it is determined that the Applicant provided false, misleading, or incomplete information during the application or eligibility verification process or otherwise failed to comply with the Terms and Conditions of the program, the RIDE PA reserves the right to revoke the Applicant's participation and seek repayment of the full value of any incentives or benefits received under this agreement.

The Applicant agrees to repay the full amount of incentives received (within thirty (30) days) of receiving written notice from the RIDE PA. Repayment may be required in circumstances including, but not limited to:

- Failure to meet income eligibility requirements at the time of application.
- Purchased a vehicle that does not meet eligible criteria for the RIDE incentive.
- Failure to retain ownership of the purchased vehicle for the required minimum period of thirty-six (36) months.
- Falsification or misrepresentation of a driver's license or unique identifier.

Failure to repay the requested amount may result in legal action, including reporting to appropriate authorities, and pursuit of any remedies available under law.

Waiting List

The RIDE PA regularly assesses the progress of the RIDE program and monitors the balance of the Regulatory Fee Account to determine if a program pause is necessary due to insufficient funds. If a program pause is required, a notification will be posted on the RIDE website and on the application portal at least thirty (30) days in advance of the pause date.

Applicants with approved pre-qualification applications must complete their vehicle purchase or lease before the earlier of:

- The end of their redemption window, which is the period in which an Applicant's pre-qualification voucher is valid [ninety (90) days] or the window in which an Applicant must submit the required documents to receive a Post Purchase incentive [thirty (30) days].
- The RIDE program pause date.

Upon announcement of the RIDE program pause, the RIDE PA will stop accepting new pre-qualification applications. Applicants must instead pursue the Post Purchase application offering. Applicants who choose to receive their Upfront ZEV Purchase/Lease Incentive Post Purchase must also complete their vehicle purchase or lease and take possession of the vehicle prior to the RIDE program pause date. To allow for processing of purchases or leases made just before the pause, Dealership Point-of-Sale and Post Purchase applications must be submitted within fourteen (14) days following the program pause date, provided the transaction occurred on or before the pause date. Any application submitted with a purchase or lease date on or after the RIDE program pause date will be rejected without exception.

Once the RIDE program pause has gone into effect, the RIDE PA will disable the ability to start new applications. Dealerships and Applicants will still have the ability to manage their existing applications, including submitting any required documentation. Applications will continue to be reviewed in the order received, and incentives will be distributed based on the order of approval until available funding is exhausted.

When the RIDE program reopens, Applicants may submit new applications if they meet all current program requirements and accept updated Terms & Conditions, as required. The RIDE PA will not accept applications for vehicles purchased or leased during the program pause, even if the application is submitted after the pause ends and the Applicant is still within their original application window.

During the program pause, the RIDE PA will continue to accept applications and pay out the Year 2-4 Ongoing Charging Incentive, as these funds have been reserved for all eligible Applicants at the beginning of the program year. For more information regarding reservation of funds, see Appendix B.

Combining (Stacking) Vehicle incentives with other Incentives

Participation in the RIDE program does not prevent a vehicle purchaser or lessee from combining RIDE incentives with most other available incentive opportunities. Eligible incentives could be combined with federal, state, utility, or local government incentives, if available, to further reduce the upfront cost of a qualifying vehicle or lower ongoing charging expenses. Applicants are encouraged to use the tools and resources available on the RIDE website, including the Incentive Finder Tool to identify additional incentives for which they may qualify **[www.rideca.org]**.

Research and Data Sharing

The RIDE PA reserves the right to request participation from incentive recipients in ongoing research efforts that assist the RIDE PA and the Commission in support of Clean Miles Standard goals. The RIDE PA shall disperse vehicle owner surveys to incentive recipients to collect data and other information pertaining to RIDE-eligible vehicle ownership and charging needs.

Ongoing Charging Incentive Applicants also agree to have specific information from their application shared with RIDE's project partners, as required. These Applicants agree to all the terms and conditions surrounding payment mechanisms for Ongoing Charging Incentives.

Additional details, including the terms and conditions for approved Applicants, can be found on the RIDE website and in the Terms and Conditions document **[www.rideca.org]**.

RIDE supportive services and resources

The program website will provide rideshare drivers with easy access to decision-making tools so that potential Applicants can understand the true costs of purchasing and operating ZEVs. The RIDE website is under development at the time of this Handbook's submission; the RIDE PA will publish the website URL as soon as it is available here **[www.rideca.org]**.

Educational Resources

The RIDE website offers comprehensive EV guidance, including links to charging station locators and various educational materials. The site includes an incentive finder that will allow users to find state, utility or other incentives for EVs or charging they may be eligible for. Additionally, the California Dealer Referral Network Finder tool is fully integrated into the RIDE website, to support Applicant's vehicle selection. This tool enables users to easily locate dealerships that are enrolled in the RIDE network, specialize in ZEVs, and offer tailored purchase or lease options, including assisting with stacking all available incentives to support ZEV adoption in California.

The RIDE website includes several tools customized to the needs of vehicle-for-hire drivers, based on their distinct vehicle usage patterns. One available tool is the Total Cost of Ownership (TCO) Calculator. This calculator allows users to filter and compare ZEV options based on their financial situation, including factors such as down payment, interest rate, loan term, and vehicle usage (e.g., miles driven and charging behavior).

By leveraging best available market data, the TCO Calculator helps drivers make informed financial decisions regarding their ZEV purchases and optimize their ownership costs, including charging costs, which are updated with the most recently available public charging and residential electricity costs. Additionally, the TCO tool incorporates estimated ZEV maintenance expenses, insurance premiums, and vehicle depreciation rates to provide a holistic understanding of the long-term costs of owning a ZEV relative to an ICEV. All assumptions and sources are clearly documented and available for download on the TCO Calculator website **[www.rideca.org]**.[10]

The RIDE website also includes a ZEV Incentive Finder Tool, which provides the Applicant with information regarding additional cost reductions, inclusive of all available incentive programs for a CMS Regulated Entity Applicant. By connecting users with all available federal, state, and local incentives based on their location, vehicle type, and personal details, drivers can access the maximum available financial support for their ZEV purchase or lease.

The TCO Calculator and ZEV Incentive Finder are incorporated into a rideshare driver hub on the RIDE website, with clear instructions on how to use the tools **[www.rideca.org]**. The rideshare driver hub provides infographics, flyers, testimonials, and stories from ZEV ambassadors for educational purposes and offers support content such as guides, videos, and FAQs to assist users in understanding the benefits of ZEV ownership. The rideshare driver hub includes services designed for EVSE support such as understanding how charging works, learning how chargers interact with the vehicle, understanding charging costs and installation resources, and connecting drivers to charging networks and home-charging resources. These materials are provided in multiple languages, including the top languages spoken on TNC platforms in California.

[10] The TCO Calculator draws from databases such as:

- FuelEconomy.gov for vehicle efficiency specifications
- Manufacturer websites for new vehicle MSRPs
- Market databases like Kelly Blue Book for pricing and cost estimates for both new and used vehicles
- Government incentive databases
- State and regional incentive program websites

Additionally, the RIDE website offers a resource hub for partners, a dedicated section within the website for community-based organizations (CBOs) and dealerships. These resources provide program partners with training materials, promotional collateral, and up-to-date program information, enabling them to effectively support drivers in promoting the program and applying for incentives.

Additionally, once enrolled in the RIDE program, the RIDE PA may assist the Applicant with accessing charging station route planners and finders through third-party partners, including, but not limited to, the participating CMS Regulated Entity platforms.

Ride and drive educational events may be scheduled throughout the program to provide experiential opportunities for rideshare drivers to experience ZEVs prior to making a purchase or signing a lease.

Application Assistance & Customer Service

The RIDE PA is available during regular business hours Monday – Friday 9:00 AM – 5:00 PM Pacific Time, except holidays. The RIDE PA will respond within two (2) business days or less for emails and voicemails received. Ineligible drivers who contact the RIDE PA will be directed to the resources on the RIDE website.

The RIDE website offers clear and concise program documents and a range of participant support options to ensure an efficient and seamless application process. To meet these goals, the RIDE PA:

- Supplies comprehensive program documents, including guidelines, terms and conditions, implementation manuals (e.g., handbooks), and website FAQs, ensuring that all documents are easy to understand and accessible.
- Implements clear standard operating procedures (SOPs) for application review, ensuring that all applications are evaluated equitably and consistently.
- Provides multiple channels for participant support, including a dedicated toll-free customer service line staffed with trained incentive processing specialists, as well as a program email inbox for detailed inquiries.
    - Applicants can find the toll-free customer service line number here **[www.rideca.org or (858) 429-5159]**.
    - Applicants can find the email inbox address here **[www.rideca.org or contact@rideca.org].**
- Provides a clear process for Applicants to dispute or appeal incentive application denials.
- Provides ample opportunities for feedback to help the RIDE PA improve the RIDE program, outreach, and implementation. Feedback opportunities range from invitations to participate in ongoing working groups to feedback forms on the RIDE website **[www.rideca.org]**.
- Offers multilingual support to ensure inclusiveness for diverse participants across different languages and backgrounds, including the top languages spoken on the participating rideshare platforms in California.[11]
- The RIDE website hosts integration into a dedicated rideshare driver hub, including access to the

[11] Identified by TNCs as the following: English, Spanish, Russian, Chinese (Mandarin and Cantonese), Farsi, Arabic, Korean.

Total Cost of Ownership Calculator, the Incentive Finder Tool, and the Dealer Network Finder Tool.

Partnerships and Collaboration with Stakeholders

Using trusted voices enhances the credibility and effectiveness of program outreach. The RIDE PA leverages California media and collaborates with CBOs, participating rideshare companies and dealerships to raise awareness of the program and build credibility and trust.

Partnering with Dealerships

The RIDE PA operates a dedicated Dealership and Fleets team, structured to work collaboratively with dealerships and fleets to administer various zero-emission transportation programs. This team provides hands-on, interactive training modules that prepare dealerships to communicate and engage with target audiences. The RIDE PA's Dealership team works closely with OEMs, dealer associations such as NADA and CNCDA, as well as individual dealerships across the state. Our dealer resources include scripts, EV incentive training presentations, and outreach development.

Presented in the RIDE PA's workshops in September 2025 and outlined further in Appendix E of the Implementation Plan, the RIDE PA team has created and shared "Dealer Journey Maps," which present the steps required by the dealers to participate in and facilitate implementation of this program, ensuring smooth operations and seamless interactions with Applicants.

The RIDE PA team provides comprehensive promotional guides detailing program benefits, application processes, and sales tips to assist dealers in discussions with drivers leveraging the RIDE PA's prior experience working with dealership organizations. Additionally, outreach collateral is available, including, but not limited to, visual displays and in-store materials. The RIDE PA provides accessible training opportunities including webinars and in-person training sessions to educate dealership staff on program details, ensuring they are prepared to assist rideshare drivers effectively. To see a list of dealership resources, refer to the Dealership Training section of this Handbook.

Partnering with Community-Based Organizations (CBOs)

The RIDE PA partners with CBOs, who are uniquely positioned to support rideshare drivers, particularly those from low-income and underserved communities, by providing trusted, culturally relevant outreach and guidance. The RIDE PA's Community Partner Network, which consists of CBOs throughout California, leverages connections within local communities to reach and engage drivers who may face barriers to accessing information about ZEVs, incentives, and programs.

Through tailored support, CBOs help drivers navigate the often complex application processes for incentives, rebates, and assistance programs, making the path to ZEV ownership more accessible.

The RIDE PA funds partnerships with CBOs in identified highest rideshare rider regions that have expertise in assisting residents of low- to moderate-income communities. These partners educate rideshare drivers about the benefits of ZEVs and EV infrastructure, such as lower fuel and maintenance costs and enhanced performance, and guide them through the application process for the RIDE program.

The RIDE PA offers outreach materials in multiple languages for CBO use, including presentations for use in workshops and community meetings, promotional guides, and advertisements.

Working with EV Ambassadors and Influencers

The RIDE PA may identify and engage existing rideshare influencers who have successfully transitioned to ZEVs to attract attention to the RIDE program. Through live streams, recorded videos, "Ask Me Anything" sessions, and testimonials, these influencers will share their journeys, build trust, and encourage widespread participation in the program. The RIDE website may offer a library of driver testimonials and ambassador profiles for Applicants to access on the RIDE rideshare driver hub. The RIDE PA will consider appropriate compensation for EV ambassadors and influencers, depending on the level of engagement required.

Collaborating with Transportation Network Companies

The RIDE PA collaborates with TNCs to deliver timely, relevant, and credible program information directly within the TNC platforms drivers use daily. TNCs maintain direct, trusted communication channels with their driver networks, making them essential partners for reaching the RIDE program's audience.

With co-branded materials, TNCs can seamlessly integrate program promotions into their existing communications. This approach ensures consistency with TNC branding, increases message credibility, and maximizes reach through channels drivers are already familiar with.

Supporting the Commission's Working Groups

The RIDE PA supports services and resources for the Implementation Working Group (IWG) and the Driver's Working Group (DWG), as well as additional working group meetings that support the CMS. The RIDE PA provides support services for each quarterly or biannual working group meeting and two (2) public Commission transportation electrification workshops. For additional information on the timing, frequency, and content of these working groups or how to get involved, see the RIDE website **[www.rideca.org]**.

Guidelines for Coordination with CMS Regulated Entities and Commission

Coordination Meetings

The RIDE PA connects with project partners via coordination meetings on a regular cadence, including CMS Regulated Entities and the Commission staff. The RIDE PA plans, schedules, and facilitates these coordination meetings, as determined by program needs and stakeholder availability.

The RIDE PA is responsible for developing clear agendas, objectives, and supporting materials for each meeting, focusing on key program updates, challenges, opportunities, and decision points. The RIDE PA fosters open and collaborative dialogue during meetings, documents key outcomes and action items, and ensures timely follow-up and completion of agreed-upon tasks.

Coordination meetings are used to provide regular status check-ins but also to identify bold actions and to set and assess near- and long-term goals. The RIDE PA supports CMS Regulated Entities and the Commission by prompting all parties to commit to and follow through on actionable tasks during coordination meetings and to follow up on progress in consequent meetings and between meetings as needed. The RIDE PA reviews previously identified action items and takes stock of progress in each meeting toward goals, identifying where support is needed if applicable.

The RIDE PA continually assesses the effectiveness of the coordination meetings, solicits stakeholder feedback, and implements improvements to maximize the value and impact of these meetings in supporting program success. Specific timeline objectives are established within these coordination meetings, including, but not limited to, dispersal of the annual surveys and annual survey results reporting.

Working Group Meetings

The RIDE PA collaborates closely with Commission staff and the CMS Regulated Entities to define what a successful IWG should accomplish, which stakeholders should be involved, and how to ensure that participants are representative of impactful stakeholders and are engaged, enabled group members.

Similarly, the RIDE PA coordinates on an ongoing basis with Commission staff to establish expectations and responsibilities in support of the DWG, including working with CMS Regulated Entities to define what a successful DWG should accomplish, what constitutes a representative group of drivers, and fair compensation levels for DWG participants.

The RIDE PA coordinates with Commission staff to establish expectations and responsibilities in support of additional Transportation Electrification Program events, as needed.

Data Coordination

The RIDE PA provides a notification system for stakeholders, including Commission staff and the Contracting Agent. This notification system provides frequent updates on payment and funding statuses of program expenditures.

Per D.24-03-001, each CMS Regulated Entity is required to track and provide confidential driving-based eligibility data to the RIDE PA to facilitate driver eligibility verification. The RIDE PA retains Data Processing Agreements with each CMS Regulated Entity and provides an accessible, secure system for data sharing. Subject to such DPAs, Applicants must provide written consent for CMS Regulated Entities to disclose applicants' Personally Identifiable Information (PII) to the RIDE PA in order to verify compliance with the MDT, which is a condition of receiving RIDE incentives. The RIDE PA coordinates with Commission staff and the CMS Regulated Entities to receive new data at the agreed-upon frequency and perform a thorough quality control (QC) review before integrating it into the dashboard. For more information, reference the data sharing plan as outlined in the accompanying RIDE Implementation Plan.

Marketing Coordination

The RIDE PA coordinates with Commission staff and the CMS Regulated Entities to conduct outreach, education, and marketing effectively to the target audiences. CMS Regulated Entities make available marketing standards, branding guidelines, and logo use to promote RIDE faithfully alongside the RIDE PA.

Reporting requirements and formats

Financials and Accounting

The RIDE PA will develop templates for consistent financial and accounting reporting. The following is a list of the comprehensive reporting requirements, cadence, and oversight for financial reporting.

Table 3: Financial and Accounting Reporting

Report Name:	Description:	Cadence:	Oversight:
Quarterly Financial Reporting	Comprehensive financial reports, detailing administrative spending, incentive payouts, and remaining program funds, distributed to the contracting agent and Commission.[12]	Quarterly	Contracting Agent, Commission
Alerts for Fund Management	Automatic alerts integrated into the tracking dashboard to notify the PA, Contracting Agent, and Commission when incentive funds are running low.	As needed	Contracting Agent, Commission
Incentive Recipients Report	Point-in-time report from Application Portal of all program applications and their status (submitted, in-process, approved, paid, canceled) and other non-PII application information.	Monthly	Contracting Agent, Commission
Power BI Reporting Dashboard	Track monthly incentive issuance to assess available funding and ensure the sustainability of program operations.	Monthly	Contracting Agent, Commission

Regular Reporting

The RIDE PA will develop templates for consistent program reporting. The RIDE PA will gather continual feedback of RIDE program implementation through several means, including, but not limited to, working groups, workshops, surveys, website feedback, and customer service interaction. The following is a list of the comprehensive reporting requirements, cadence, and oversight for the RIDE program.

[12] RIDE PA will report detailed administrative spending as it pertains to the Program Administrator but may not include the Contracting Agent, Evaluation or Audit Contractor’s administrative budgets.

Table 4: Regular Reporting

Report Name:	Description:	Cadence:	Oversight:
Comprehensive Annual Program Reports	Annual reports covering KPI trends such as program participation rates, incentives disbursed, charging data, survey feedback, summaries of driver incentives, qualification data, CMS fee account status, and administrative spending tailored to align with Attachment F of D.24-03-001.[13]	Annual	Commission
Quarterly Program Reports (RIDE Program Summary)	Quarterly reports summarizing program participation, incentive disbursements, and charging data, delivered every three (3) months, tailored to align with Attachment F of D.24-03-001.[14]	Quarterly	Commission
Public Data Dashboards	Reporting and tracking tools for program transparency and accountability – a live Public Data Dashboard hosted on the RIDE website.	Biannual (2x a year)	Commission

Survey Reports

The RIDE PA will develop a baseline questionnaire and two (2) annual surveys to provide implementation feedback, identify barriers, and improve on future program implementation. The following is a list of the survey reporting to be completed throughout the RIDE program.

Table 5: Survey Reporting

Report Name:	Description:	Cadence:	Oversight:
Survey Plan	Survey design will be reviewed annually to ensure alignment with best practices and delivery of statistically significant insights. Data collected will be summarized annually into a report covering the methodology, findings, and recommendations.	Annual, incorporation into Annual LMI Driver Impact Report prepared by Commission	Commission, CARB, additional stakeholders

[13] RIDE PA will report on charging data as it's available to the PA, which may include incentive dispersal and issue rates and/or survey reports and feedback. RIDE PA will report on program data as it's available and detailed administrative spending as it pertains to the Program Administrator but may not include the Contracting Agent, Evaluation or Audit Contractor's administrative budgets.

[14] RIDE PA will report on charging data as it's available to the PA, which may include incentive dispersal and issue rates and/or survey reports and feedback.

Annual Stakeholder Workshop & Survey Report	Summarizes feedback and proposed updates to the RIDE Implementation Plan and Handbook from annual driver and industry working group meetings and annual surveys.	Annual	Commission
Final Survey Report	A final report with executive summary, providing summary findings, insights, and recommendations for program improvement.	Submitted at the closure of the program	Commission

The RIDE PA will provide the Commission with any additional data or information requested to support program oversight, evaluation, and planning.

Appendices

Appendix A: Additional CMS Reporting Requirements

A description of additional reports described in Attachment F of D.24-03-001 required for CMS Regulated Entities and the Contracting Agent, outside the purview of the RIDE PA.

Table A-1: Other Reporting

Report Name:	Description:	Cadence:	Oversight:	Reporting Entity:
Greenhouse Gas Emissions Reduction Plan	A proposal on how to meet the targets and goals for reducing emissions of greenhouse gases established pursuant to subdivision (b) of Section 5450(c) of the Pub. Util. Code.	Every two years	Commission	CMS Regulated Entities
TNC Annual Report	Existing required data reporting for TNCs, which will be leveraged to inform CMS compliance and tracking of goals including Clean Mobility, ESJ, and Exemptions.	Annual	Commission	CMS Regulated Entities
Compliance Summary	Compliance data required by the CARB CMS Order in Section 2490.3(b)(6) to assess progress toward CMS Annual Targets. These are summary data fields to be reported by each CMS Regulated Entity.	Quarterly and Annual	Commission	CMS Regulated Entities
Qualifying Trips Key	Compliance data that will enable Commission staff to identify the trips in the TNC Annual Reports that qualify to be included in the calculation of CMS annual target.	Annual	Commission	CMS Regulated Entities
Driver Summary	Driver summary data required in CARB's CMS Order Attachment 2 and includes data fields not already captured in TNC Annual Reports.	Annual	Commission	CMS Regulated Entities
Charging	Charging data to be provided by CMS Regulated Entities and the RIDE PA. This data will help with tracking goals including Clean Mobility and ESJ.	Annual	Commission	CMS Regulated Entities and RIDE Administrator (CSE)
Fee Collection Report	Data on the CMS fee collection from CMS Regulated Entities.	Quarterly	Commission	Contracting Agent (Uber)

Admin Spend Tracking Report	Data on the administrative spending of the RIDE PA, Evaluation Contractor, Financial Auditor, and Contracting Agent.	Quarterly	Commission	Contracting Agent (Uber)

Appendix B: Funds Reservation Process

The RIDE PA will maintain a “reservation” system to reserve funds for each approved Applicant.

When an Applicant is approved for a pre-qualification voucher, the RIDE PA will reserve the appropriate Upfront ZEV Purchase/Lease Incentive amount plus one (1) year of the Ongoing Charging Incentive ($1,170). In Year 1, the Applicant is automatically allocated a Year 1 Ongoing Charging Incentive in the amount of $1,170, with the pre-requisite that they have been approved for and received the Upfront ZEV Purchase/Lease Incentive.

Their eligibility for the Upfront ZEV Purchase/Lease Incentive indicates the Applicant has met the required MDT for a Year 1 Ongoing Charging Incentive. Similarly, the Applicant has met the income verification requirements, which are verified on a one-time basis, and eligibility will last up to five (5) years.

The RIDE PA will then issue the Year 1 Ongoing Charging Incentive amount of $1,170 per approved Applicant within thirty (30) days of the approved Upfront ZEV Purchase/Lease Incentive application. The Applicant may apply for the second Ongoing Charging Incentive twelve (12) months after the approval date of the Upfront ZEV Purchase/Lease Incentive and the Year 1 Ongoing Charging Incentive. The RIDE PA will confirm MDT eligibility and will issue the payment for Year 2. An Applicant is eligible for the Ongoing Charging Incentive annually for up to four (4) years total, including the Year 1 Incentive. The Applicant will retain eligibility to receive an Ongoing Charging Incentive as normal for up to five (5) years after their Upfront ZEV Purchase/Lease Incentive was approved. If the Applicant did not claim all four (4) available Ongoing Charging Incentives within five (5) years, they would be eligible to reapply to claim the remaining Ongoing Charging Incentives; however, they would be required to be re-verified for income qualification.

To ensure that enough funds are held for Applicants who wish to claim the Ongoing Charging Incentive; while also maintaining adequate funds for Upfront ZEV Purchase/Lease Incentives, the RIDE PA will reserve Ongoing Charging Incentive funds at the beginning of each program year by calculating how many individuals are eligible to receive an Ongoing Charging Incentive in each program year. To do this, the RIDE PA will calculate (a) the number of Upfront ZEV Purchase/Lease Incentives approved in the previous year (b) the number of Year 2-3 Ongoing Charging Incentives approved in the previous year. This will not be a comprehensive estimate (as it does not account for anyone who skipped an Ongoing Charging Incentive year) but would likely project accurate estimates of charging spending.

The RIDE PA will track funding reservations and spending in regular Financial Reports.

The RIDE PA will re-evaluate funding toward the end of the program (within one (1) year of closure). The RIDE PA will work with Commission staff to ensure unallocated funding is appropriately addressed.