



RIDE – Rideshare Incentives for Driving Electric

Auto Dealer Content Kit

Thank you for your participation in the RIDE program and promoting it to eligible Uber, Lyft and HopSkipDrive drivers. Your efforts in highlighting available incentives for electric vehicles will help ensure the state's goal of accelerating the shift to zero-emission vehicles and reducing climate and air pollution in the rideshare industry.

How to use this kit

This content kit contains pre-approved, co-branded marketing materials to help you promote RIDE to eligible drivers across your communication channels. The content is designed to be flexible and can be adapted for email, SMS, in-app messaging, newsletters and web copy while maintaining consistent program messaging. Please use the materials that best fit your channel strategy and deployment schedule.

Before publishing, please:

- Insert the custom UTM tracking links provided.
- Add approved co-branding and imagery where indicated.
- Adapt formatting as needed for your platform while preserving the core messaging.
- Use the recommended calls to action included throughout this guide.
- Where possible, select images that reflect the diversity of California rideshare driver population, including a mix of ages, ethnicities and genders.
- Request translated versions of this kit in Spanish, Mandarin, Cantonese, Russian, Korean, Portuguese, Farsi and Arabic.

If you have any questions, comments or feedback, please contact our RIDE dealership outreach team at RIDEdealerhip@energycenter.org.

Thank you again for supporting transportation electrification in California.



About RIDE

The Rideshare Incentives for Electric Driving (RIDE) program provides cash to certain transportation company network (TNC) drivers to help purchase or lease new and used electric vehicles (EVs).

RIDE is a California statewide program established by the California Public Utilities Commission.

Funding is only available for income-qualified, high-volume drivers who work with Uber, Lyft or HopSkipDrive.

Eligible applicants can qualify for \$20,300 for a new EV and \$14,200 for a used EV.

All EV sales and leases must be made at a licensed dealership, automaker or a licensed third-party retailer.

RIDE incentives can be used at the point of sale at participating dealerships with the amount applied directly to the purchase or lease (if pre-qualified) or post-purchase with payment made to the applicant after purchase or lease.

The requirements to participate in RIDE include:

- California resident with a valid California driver's license
- A household income at or below 400% of the Federal Poverty Level
- Completion of 4,500 passenger trips across TNC platforms in the past 12 months.

RIDE also provides an ongoing incentive of \$1,170 per year to help cover EV charging costs for up to four years as long as the driver maintains program eligibility.

Tracking links and vanity URL

Please use the tracking links provided below when promoting RIDE. These links help the RIDE program understand which outreach channels are driving visits to the website and engagement with program resources.



Digital communications

For digital communications—including email, in-app messages, SMS, newsletters and website content—use the appropriate UTM tracking link below. When possible, hyperlink CTAs using the full UTM link rather than displaying the full URL to drivers.

- **RIDE Homepage**

https://rideca.org/?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

- **Eligibility / Do I Qualify?**

https://rideca.org/eligibility?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

Note: The eligibility page will not be accessible until the full website launches. Please use the URL for the Homepage or the vanity URL (<https://RIDEca.org/shop>) until then.

- **Incentive Finder Tool**

https://www.rideca.org/Incentives?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

Note: The incentive finder tool will not be accessible until the full website launches. Please use the URL for the Homepage or the vanity URL (<https://RIDEca.org/shop>) until then.

Vanity URL

Use the vanity URL when a short, easy-to-remember web address is needed, such as when drivers may need to manually enter the URL or when displaying a link directly in communications. The vanity URL redirects users to a UTM-tagged RIDE URL, allowing traffic to be tracked while providing drivers with a shorter, more user-friendly web address.

- **Vanity URL:** RIDEca.org/shop



Talking Points

- RIDE empowers low- and moderate-income California rideshare drivers to switch to zero-emission vehicles by offering financial incentives for purchasing or leasing an EV.
- Incentives are exclusively for high-volume drivers to ensure the maximum benefits of saving on fuel and vehicle maintenance while helping combat climate change and support California's clean energy future.
- Qualifying California rideshare drivers can follow a simple and easy-to-use process to apply for and receive incentives for EVs at the point of sale or post-purchase.
- Rideshare vehicles log significantly more miles than personal vehicles, contributing disproportionately to transportation-related greenhouse gas emissions.

Newsletter Copy

Electric vehicle incentives for rideshare drivers

If you drive for Uber, Lyft or HopSkipDrive in California, you may be eligible for \$20,300 off a new electric vehicle of your choice or \$14,200 off a used one.

State funding is available now for a wide range of makes and models through the [Rideshare Incentives for Driving Electric](#) (RIDE) program. Both battery electric and fuel cell electric vehicles are eligible for RIDE incentives.

RIDE is designed to help income-qualified rideshare drivers who complete a high volume of trips each year switch to electric vehicles and reduce transportation-related fossil fuel emissions.

The program also provides an ongoing EV charging incentive worth \$1,170 per year for up to four years, as long as the driver continues to meet program eligibility requirements.

Among the benefits of EVs is a smoother, quieter ride for both drivers and their passengers.

Rideshare drivers can pre-qualify online and receive a voucher to apply toward the purchase or lease of an eligible EV at a participating dealership. Drivers may also purchase or lease a vehicle first and apply for the incentive afterward, but pre-



qualification provides greater certainty about eligibility before making a vehicle decision.

Overseen by the California Public Utilities Commission, RIDE supports the state's [Clean Miles Standard](#), which seeks to reduce greenhouse gas emissions from passenger ridesharing services.

[DEALERSHIP NAME] is ready to help you find the right EV for your rideshare business and take advantage of available RIDE incentives.

Email Copy

Audience #1: Rideshare Drivers

Customers who may be rideshare drivers

Subject Line: Rideshare drivers: Save \$20K+ on an EV

Preheader: Exclusive incentives for high-volume drivers

Drive for Uber, Lyft or HopSkipDrive?

You may qualify for substantial incentives for a new or used EV through California's Rideshare Incentives for Driving Electric (RIDE) program.

Income-qualified drivers who complete a high volume of rides may get:

- **\$20,300 toward a new EV**
- **\$14,200 toward a used EV**

Eligible drivers can also receive **\$1,170 per year** in charging support for up to four years.

Pre-qualify online, then use your incentive toward an eligible EV at a participating dealership. Or you can buy or lease first and apply later.

[DEALERSHIP NAME] is ready to help you find the right EV for your rideshare business.

CTA: SEE IF YOU QUALIFY

UTM options:

- **RIDE Homepage**



https://rideca.org/?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

- **Eligibility / Do I Qualify?**

https://rideca.org/eligibility?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

Audience #2: Rideshare Drivers

Customers who may know rideshare drivers

Subject: Know a rideshare driver? Tell them about RIDE

Preheader: They may qualify for \$20K+ toward a new EV

Know someone who drives for Uber, Lyft or HopSkipDrive?

California's RIDE program can help eligible rideshare drivers switch to electric with:

- **\$20,300 toward a new EV**
- **\$14,200 toward a used EV**
- **Up to \$1,170 a year** in charging support for four years

If you know a rideshare driver who may qualify, send them our way.

[DEALERSHIP NAME] is ready to help eligible drivers find the right EV and make the most of available RIDE incentives.

CTA: LEARN MORE ABOUT RIDE

UTM: RIDE Homepage:

https://rideca.org/?utm_source=outreach&utm_medium=promokit&utm_campaign=dealer

Social Media Posts

Post 1

Calling all **RIDESHARE DRIVERS**! You may be eligible for sizeable incentives for the purchase or lease of an electric vehicle. California's new Rideshare Incentives for



Driving Electric (RIDE) program offers **\$20,300 for eligible new EVs** and **\$24,200 for used EVs**. See if you qualify: RIDEca.org/shop

Post 2

Drive for Uber, Lyft or HopSkipDrive? You can get a lot of money to buy or lease a new or used EV for your business — and pump up your bottom line. California's new Rideshare Incentives for Driving Electric (RIDE) program offers **\$20,300 for eligible new EVs** and **\$24,200 for used EVs**. Check out how to apply: RIDEca.org/shop

Post 3

Spending long hours driving lots of trips across your TNC platforms? Well, if you work with **Uber, Lyft or HopSkipDrive**, you may be able to get more comfortable and save \$\$ big time by switching to driving electric. EVs offer lower fueling costs, less maintenance and a smoother, quieter ride for you and your passengers. The RIDE program offers **\$20,300 for eligible new EVs** and **\$24,200 for used EVs**. See if you qualify: RIDEca.org/shop

Branding Guidelines

Naming Convention Best Practices

- Use the full program name with abbreviation once – Rideshare Incentives for Driving Electric (RIDE) – and then use only RIDE. It is an abbreviation, so never call the program Ride.
- Describe the offers as being incentives, not rebates. Do not use terms such as cash back, discounted or cash on the hood.
- Refer to the two redemption methods as point of sale and post-purchase. Note that point of sale is only hyphenated as an adjective, such as point-of-sale incentive or point-of-sale transaction. RIDE always hyphenates the term post-purchase, even when it functions as an adverbial phrase after a noun.
- RIDE is overseen by the California Public Utilities Commission (CPUC or the Commission) and administrated by the Center for Sustainable Energy (CSE).



Approved images

A library of approved images for use across your communications is provided at the end of this document. Please use these images when adding visuals to email, in-app, newsletter and web content.





