Residential

Electric Vehicle (EV) & EV Charger Incentives

Making the switch to electric vehicles more affordable.

Driving electric is one of the easiest ways to reduce your greenhouse gas emissions, but for many Humboldt County residents, the cost of an electric vehicle (EV) and charger can be a barrier. The good news: there are several incentives available that make owning an EV more affordable.

Below is a list of incentives currently available to Humboldt County residents.

Important Information

When available, all incentives in this list can be combined with Redwood Coast Energy Authority's (RCEA's) self-funded Transportation Community Choice Energy incentive programs.

This list is compiled by Redwood Coast Energy Authority (RCEA) staff to provide a valuable resource to Humboldt County residents who own or are interested in purchasing an EV. Although RCEA staff members extensively research incentive information to create this list, it is **not** a complete list of *all* available EV and EV charging incentives.

The incentives listed below are **not** offered by or associated with Redwood Coast Energy Authority (RCEA) unless otherwise specified. Some of the listed incentives can be combined with each other. If you have questions about a specific incentive, please use the link included in the incentive's description to find more information.

The availability and value of all incentives are subject to change. Before making a purchase, we recommend you check with the associated organization to verify incentive availability and eligibility. RCEA makes no guarantees about customer eligibility or program availability.

Electric Vehicle (EV) Incentives

MyFirstEV Program

Incentive Type: Incentive at Point-of-Sale
Incentive Source: California Air Resources Board
More Information: MyFirstEV

There is a new California state program for first time buyers of a new or used EV. This means you must have never registered or been on the registration of an EV. Thirteen manufacturers are participating in the program. Participants must purchase from participating dealerships that will apply the incentive at time of purchase. For more information, please go to website to see eligibility, forms and what vehicles qualify. **This is a point-of-sale incentive, meaning it must be used at time of purchase at the dealership.** This is for zero emission vehicles (ZEV) only – no hybrids. Stackable with other rebates and incentives.

Driving Clean Assistance Program (DCAP)

Incentive Type: Grant / Financing Assistance
Incentive Source: Driving Clean Assistance Program (DCAP)
More Information: drivingcleanca.org

An expansion of the Clean Cars 4 All program (CC4A), DCAP offers a variety of incentives:

- Up to $12,000 for purchasing an EV and a charging support grant up to $2,000.
- Up to $7,500 Clean Mobility Option for public transit, car sharing, bike sharing, and electric bicycle (e-bike) passes
- Financing Assistance Grant – up to $7,500 towards the purchase of a new or used EV + a $2,000 Charging Incentive for income-eligible applicants residing in a low-income community

Eligibility and awards are based on income status and whether you plan to scrap a vehicle before getting the incentive. **DCAP is not a rebate program; California residents must apply and be approved before ordering, purchasing, leasing, or scrapping a vehicle.** See the DCAP website and the DCAP Customer Guide for more information. Stackable with other rebates and incentives.

Pre-Owned EV Rebate Program

Incentive Type: Rebate
Incentive Source: Pacific Gas & Electric (PG&E)
More Information: EV Rebates PGE.com

PG&E is providing two rebates for pre-owned EVs. The rebates include a $1,000 standard option and a $4,000 income-qualified option. These PG&E rebates are available to RCEA customers. See list of program requirements on the PG&E website. Applications must be submitted within 90 days of vehicle purchase or lease date. After September 1, 2026, only income-qualified customers will be eligible for the rebate.

GM Educator Appreciation Program

Incentive Type: Grant at Point-of-Sale
Incentive Source: General Motors
More Information: GM Education Appreciation program

The General Motors Educator Appreciation Program provides eligible participants residing in the United States with the opportunity to receive $500 towards the purchase or lease of new General Motors EVs from a participating dealer. Eligible vehicles include Chevrolet and Cadillac EVs, see full list here. Eligible participants are active employees of a Pre K-12 public school, private school, as well as University or College Professor and Faculty. See website for more information. Stackable with other rebates and incentives.

Costco Members-Only-EV-Incentive

Incentive Type: Incentive Certificate at Point-of-Sale
Incentive Source: Costco Auto Program
More Information: Costco-Members-Only-EV-incentive

Executive Costco members can access a point-of-sale incentive for specific EV models at the dealership. Incentive values range from $1,000 to $2,000 depending on the selected vehicle and customer membership level. Register on the website for a certificate to receive a member-only incentive code. Current program expires November 2, 2026. Stackable with other rebates and incentives. See website for more details.

Electric Vehicle (EV) Charging Incentives

RCEA Discount Public EV Charging Program

Incentive Type: Discounted EV charging
Incentive Source: RCEA & Grid Alternatives
More Information: RCEA Discount EV Charging program

RCEA recently launched a new program to make public electric vehicle (EV) charging more affordable for income-qualified residents in Humboldt County. Through a partnership with the nonprofit GRID Alternatives, eligible RCEA customers can receive a 40% discount on charging at RCEA's REVNet public EV charging stations. A map of RCEA's charging network can be found here. The program is designed to help reduce transportation costs for households that rely on public charging access.

Residential Charging Solutions Program

Incentive Type: Rebate
Incentive Source: Pacific Gas & Electric (PG&E)
More Information: PG&E Residential Charging Solutions Program

PG&E is offering two types of rebates for approved charging equipment installed in a customer's home:

1. **Standard Option**: Eligible applicants may receive a rebate valued at 50% of the total cost of the charging equipment.
2. **Rebate Plus Option**: Available to income-qualified applicants only. Eligible applicants may receive a rebated valued at 100% of the total cost of the charging equipment.

Rebates are administered on a first-come first-serve basis. This PG&E rebate is available to RCEA customers.

Vehicle-to-Everything (V2X) Program

Incentive Type: Rebate
Incentive Source: Pacific Gas & Electric (PG&E)
More Information: PG&E Vehicle-to-Everything Program

New bidirectional charger technology enables the use of power from electric vehicles manufactured with this capability. PG&E's Vehicle to Everything (V2X) Program offers incentives to help customers access this technology. Incentive values for residential customers are $2,500 - $3,000 depending on income eligibility. An additional $1,500 available to the first 250 applicants who enroll (e.g., early adopters).

- Temporary power for a building when there is an electrical outage.
- Charge your vehicle when electricity is less expensive and use vehicle power when it's more expensive (4–9 p.m.).
- Ability to earn additional incentives by sending electricity to the grid during times of high demand.

Download the application checklist to find everything you need to apply for the rebate. Before making any purchase, check out PG&E's key question guide to discuss V2X readiness with an electrician.

Electricity Rates

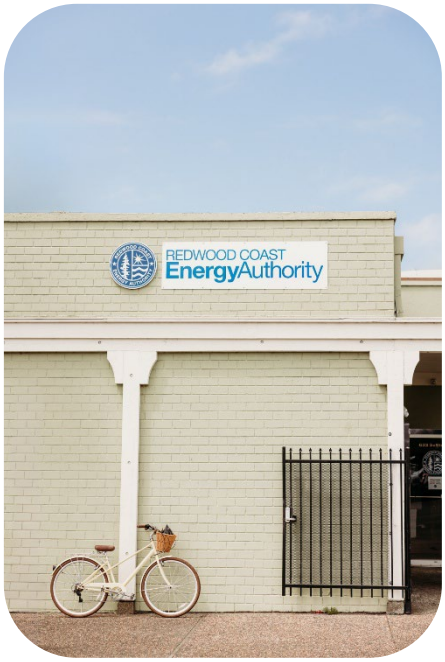
RCEA Residential EV Rates

Incentive Type: Residential Electricity Rates for EV Owners
Incentive Source: Redwood Coast Energy Authority (RCEA)
More Information: redwoodenergy.org

For our RCEA customers! EV owners can take advantage of lower rates for electricity. For customers under a Community Choice Energy (CCE) program like RCEA's, cheaper nighttime charging is available through the special EV-A and EV2-A (CARE) rates. To determine potential cost savings and compare different rate plans, take a look at redwoodenergy.org or give us a call at 707-269-1700. Since PG&E manages all billing and account information, you will have to contact PG&E at 877-660-6789 to change your rate.

About Redwood Coast Energy Authority

As your local electricity provider, Redwood Coast Energy Authority (RCEA) is invested in the energy future of Humboldt County. By being our customer, not only do you save on your electric bill with our lower rates, but you also help support your community. All revenue generated by RCEA is reinvested into the community in the form of money-saving customer programs and local energy projects. Learn more about RCEA on our website: redwoodenergy.org.



Contact Us

Our office is located in downtown Eureka! Come by or call us if you have any questions.

Phone: (707) 269-1700
Address: 633 3rd Street, Eureka, CA 95501
Email: info@redwoodenergy.org

Other EV Resources

Want to learn more about electric vehicles? Check out these useful resources!

- Check out RCEA's Learn & Connect: Electric Vehicles page to learn about the benefits of EVs and some common misconceptions about owning an EV.
- Looking for the best place to charge your EV? RCEA is proud to own the largest public EV charging network in Humboldt County! Find the nearest RCEA charger by visiting our Public EV Charging Stations page or visit the PlugShare website to see every available public EV charger in Humboldt County.
- Curious how many EVs are on the road in Humboldt today? Check out this resource from the California Energy Commission: Light-Duty Vehicle Population in California
- Are you a commercial entity looking to electrify your fleet in Humboldt County? See our list of Commercial Electric Vehicle (EV) & EV Charger Incentives.