

**From:** [Alex DiGiorgio](#)  
**To:** [Jody London](#); [Jason Crapo](#)  
**Subject:** EV rebate outreach to the County's low-income electricity customers - OK to communicate MCE's partnership with Contra Costa County?  
**Date:** Friday, January 11, 2019 3:11:09 PM

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Good afternoon, Jody and Jason,

A quick EV-related question for you:

MCE is eager to promote its [low-income electric vehicle \(LI-EV\) rebate program](#) and would like to reach out to qualifying electricity customers in Contra Costa County. May we communicate the County is our partner/co-presenter in outreach emails to low-income CARE residents in the County's unincorporated communities? Attached is a snapshot of the exact outreach email to be sent.

This approach has yielded great results in other communities within MCE's service area. After working with the cities of Richmond, Concord, Walnut Creek, San Rafael, Novato and many more, we have experienced an average email:

- open rate of 44%
- click through rate of 14%
- conversion rate of 1.7%

In addition, a very limited number of individuals have unsubscribed from future email engagement. Our unsubscribe rate is about half a percent (0.05%).

Thanks in advance for your consideration! If you would like to learn more about our LI-EV program, please visit <https://www.mcecleanenergy.org/ev-drivers>

Thanks again,

Alex

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