



2024



ANNUAL REPORT

CALIFORNIA CLEAN FUEL REWARD (CCFR) PROGRAM

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Overview

The California Clean Fuel Reward (CCFR) program, historically a cornerstone initiative to incentivize electric vehicle (EV) adoption through point-of-sale rebates, entered a significant transition in 2024. Following several successful years of operation, the program was effectively sunset in mid-2024, with Maritz (Program Implementer of the CCFR program) shifting from active administration to a minimal support posture. This report outlines the key actions taken to responsibly wind down the program and preserve its assets for potential future reactivation.

Program Wind-Down Timeline and Key Actions

Platform Decommissioning

On September 16, 2024, Maritz executed a comprehensive shutdown of all live infrastructure and platform services that supported rebate processing and analytics for the CCFR program. This included:

- Disabling all operational systems and services tied to <https://cleanfuelreward.com>.
- Archiving all platform data and assets in a secure and recoverable format.
- Taking final backups of third-party application data and configurations.
- Replacing the program homepage with a static message indicating the program's inactive status.

These actions ensured the integrity and recoverability of program data while eliminating unnecessary operational overhead.

Stakeholder Communications

A coordinated communication campaign was launched in August 2024 to inform all stakeholders of the program's discontinuation and the resulting changes in access:

- **August 14, 2024:** Original Equipment Manufacturer (OEM) field teams were notified of the program's closure and advised that retailers would lose access to the Retailer Portal and associated data.
- **August 15, 2024:** All retailer users, including Portal Admins and Users, were formally informed of the shutdown and that they would have access to their data until September 15, 2024, and their data access would be terminated on August 16, 2024.
- **August 15, 2024:** The participating Electric Utilities (EDUs) were notified of the program's end and the loss of access to the EDU Portal, beginning September 16, 2024.

These communications ensured a smooth and transparent transition for all involved parties.

Looking Ahead

While 2024 marked the system closure of the CCFR program, the infrastructure and data have been preserved to allow for a potential future relaunch. Maritz remains committed to supporting CCFR and clean transportation initiatives and stands ready to reactivate the program should the opportunity arise.