



CHARGE READY

CASE STUDY: FINCA SERENA

How Finca Serena deployed electric vehicle charging stations at its new development property through Southern California Edison's New Construction Rebate



Destiny Gonzalez

Regional Property Director,
Finca Serena

- **80 Unit New Construction Development**
- **Porterville, CA**
- **12 charging ports**

FINCA SERENA REGIONAL PROPERTY DIRECTOR EXPLORES THE INSTALLATION OF EV CHARGING STATIONS FOR THEIR NEW MULTIFAMILY DEVELOPMENT

The Finca Serena development is a new-construction, 80-unit service-enriched development near downtown Porterville, CA. The housing development targets mixed-income families and includes a set-aside for households with disabilities or facing homelessness. The housing management team anticipated where the market was heading, observing new CALGreen design codes for EV charging being adopted and that the project required installing wiring for EV charging. They wanted to provide the option for residents to charge their electric vehicles at home. However, they quickly realized they needed to find a financial path to purchase and install the charging stations.

Regional property director Destiny Gonzalez started looking at the possibility of installing charging stations when she learned about SCE's New Construction Rebate. The rebate program targets multi-family new developments and covers expenses that go beyond California's CALGreen code. Destiny was excited to find a potential solution that could help provide the financial bridge they needed to install charging stations. She reached out to SCE's Charge Ready team, who walked her through the available options for the development. She soon decided to take advantage of the rebate program while construction was already in process.

SCE PROVIDES THE TECHNICAL ASSISTANCE NEEDED TO HELP YOU EVERY STEP OF THE WAY

Once Destiny got in touch with the SCE Charge Ready team just over a year ago, she worked with a representative every step of the way to get their application submitted and approved. Any challenges the development encountered, either with paperwork or technical assistance beyond their understanding, were quickly resolved.

"We were required to install the wiring for the chargers per CALGreen design code but could not afford to purchase and install the charging stations in our development budget."

"With California moving toward all electric vehicles as an energy policy, we are excited to offer this feature at our property."

Destiny Gonzalez
Finca Serena
Regional Property Director





EASE OF INSTALLATION

Destiny felt the construction and installation of the EV chargers was very smooth with SCE providing support and answering any questions she had. She was happy the program gave them the ability to use their own construction electrician and other sub-contractors which provided ease in the design and installation of the charging stations.

KEY TAKEAWAYS

- **Electric Vehicles are here and over 7 million are projected in Southern California in the next decade**
- **The New Construction Rebate is great for qualifying new developments to meet EV needs now and to future-proof a property**
- **EV charging stations can be deployed in a cost effective manner with the help of SCE's Charge Ready program.**
- **The rebate program can help provide a financial bridge to help developers go above and beyond CALGreen code requirements**
- **The New Construction Rebate can help offset the costs associated with the purchase and installation of qualifying EV charging equipment at properties required to comply with CALGreen code requirements**
- **Rebates are up to \$3,500 per port for Level 2 EV charging stations.**

"I would absolutely recommend the program to other developers. Having the flexibility to use our own qualified construction team simplified the process. Commit to the installation of the EV chargers and trust the rebate program for support and reimbursement."

Destiny Gonzalez
Finca Serena
Regional Property Director

WE'RE HERE AS YOUR TRUSTED ENERGY PROVIDER

Feel free to **contact us** to discuss how we can help your multifamily property make EV charging a reality.

For more information visit sce.com/ncr
or email chargeready@sce.com

