

DOCKETED

Docket Number:	15-ALT-02
Project Title:	Lead Commissioner Workshop: State, Regional, and Local Electric Vehicle Infrastructure Planning and Investment
TN #:	206853
Document Title:	Presentation - SCE's Charge Ready and Market Education Application
Description:	N/A
Filer:	Courtney Smith
Organization:	Southern California Edison/Dean Taylor
Submitter Role:	Other Interested Person
Submission Date:	12/4/2015 5:25:49 PM
Docketed Date:	12/7/2015



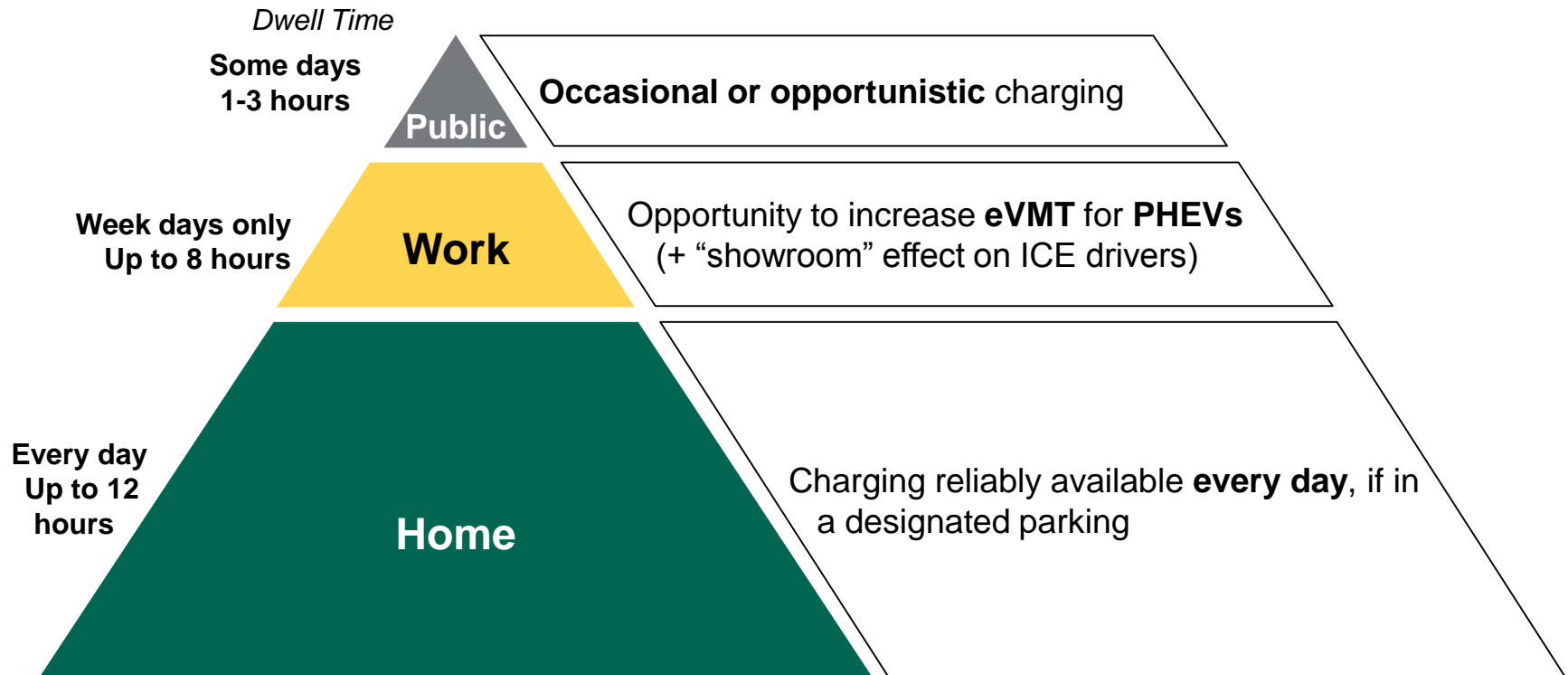
SCE's Charge Ready and Market Education Application

December 7, 2015

CEC Workshop on State, Regional, and Local EV Infrastructure
Planning and Investment

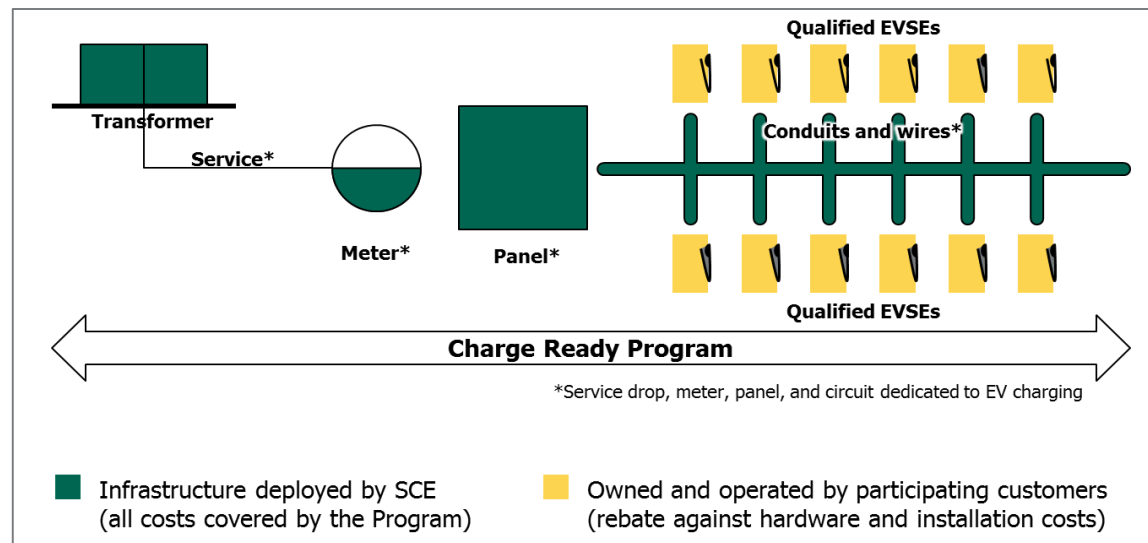
Dean Taylor, SCE, Principal Advisor

EV adopters need reliably available charging on a daily basis



As most PHEVs can only charge at Level 1 or Level 2, the required charging time makes it impractical to use public charging (other than opportunistically, if charging costs less than at home). DC fast charging connection is for BEVs, only

The proposed Charge Ready Program is opened to all customers meeting eligibility requirements (demand-based)



- Application filed on 10/2014; motion for approval of a nearly-all-party settlement on pilot filed on 7/2015 (awaiting PUC decision)
- Support pilot and phase 2 deployment of up to 30,000 charging stations (1/3 of projected charging demand in SCE territory in 2020):
 - Program deploys and pays for “make-ready” infrastructure; rebate issued to participants to alleviate charging station costs
 - Participants own, operate and maintain charging stations (Level 1 or Level 2 with DR capability)
- At least 10% in disadvantaged communities (CalEPA’s CalEnviroScreen 2.0)
- Five-year program:
 - Pilot: \$22 million pilot for up to 1,500 stations and market education (2015-2016)
 - Phase 2: \$333 million for up to 28,500 stations (2016-2020)
- Eligibility: Non-residential customers at long-dwell time sites, including workplace, multi-unit dwellings, fleet, and destination centers

SCE's proposed ME&O efforts target key segments of the market (also included in Charge Ready application)

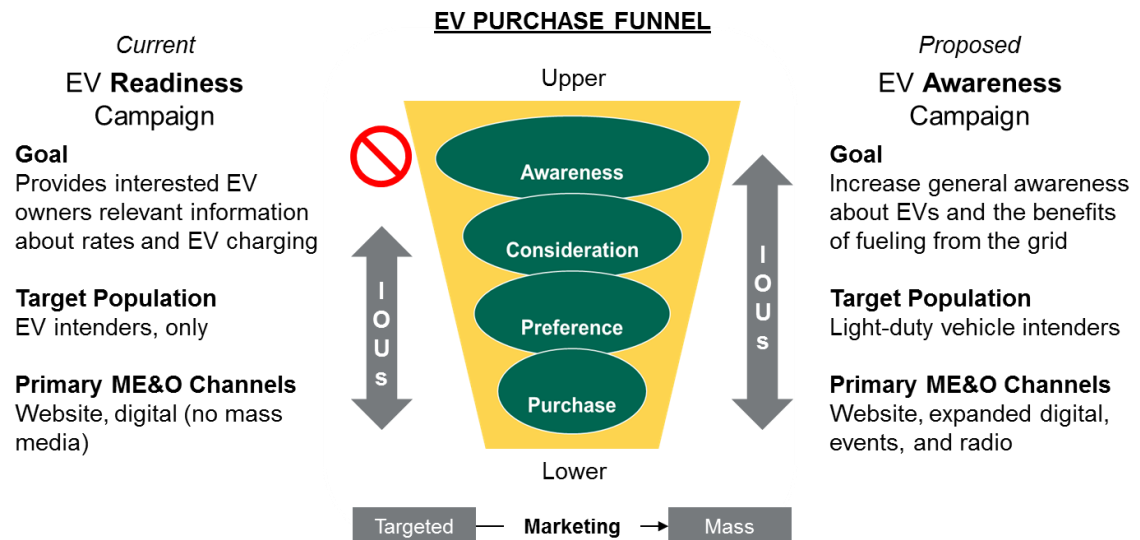
Charge Ready Pilot

Program awareness development with a goal to drive enrollment in the Pilot

Transportation Electrification Advisory Services

Dedicated “one-stop shop” for business customers to receive specialized TE education, awareness, and information (e.g., government incentives, and vehicle/charging installation programs)

EV Broad Market Education



In Closing

- The need for charging infrastructure is huge: CARB's recent draft Mobile Source strategy calls for 4.3 million ZEVs and PHEVs by 2030
- SCE's Charge Ready program is complementary to the state's goals and is designed to support accelerated **EV adoption** and increase **electric miles**: **Long-dwell** time locations (e.g., workplace, MUDs and fleets) provide **useful** and **reliable** charging options to EV adopters
- SCE plans to leverage **multiple channels** to develop awareness and enroll customers:
 - EV stakeholders (e.g., EV charging vendors, NGOs, government agencies)
 - SCE's M&EO efforts (website, fact sheet, targeted outreach, etc.)
 - SCE's Account Managers
- SCE plans to enroll customers on a **first-come, first-served** basis. We will deploy make-readies in a cost-effective manner by following best practices such as:
 - Minimum number of stations (5 in disadvantaged communities, 10 everywhere else)
 - Close proximity to existing transformer
 - Grouped stations (no spreadout)
- If approved, SCE will leverage efforts by EV readiness plans, counties, cities and state agencies to:
 - Help **spread the word** about the new utility programs - especially for disadvantaged communities
 - Further encourage best practices for cities to **streamline** permitting and inspection processes for both residential and commercial customers
 - Develop **complementary** future funding/incentives to avoid redundancies (e.g., state grants could help fund small sites that need only a few stations)