

2018 ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS

December 10-11, 2018
Hyatt Regency Orange County
Anaheim, CA

POST-CONFERENCE WORKSHOP

**Electric Vehicle
Education and Outreach
Methodologies for Utilities**

TUESDAY, DECEMBER 11, 2018

CASE STUDIES

Burbank Water & Power

Duke Energy

Pacific Gas and Electric Company

Southern California Edison

“

“An outstanding tour of the cutting-edge issues and policies at the EV public utility nexus.”

Sr. Environmental Policy Analyst,
VTRANS



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EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop

OVERVIEW

The 3rd Annual Electric Vehicle-Utility Industry Nexus conference addresses critical considerations, opportunities and challenges regarding electric vehicles from the utility perspective. The event will include case studies from PG&E, Southern California Edison, Duke Energy, and Burbank Water & Power. Experts will describe policies and regulations related to electric vehicles and their implications for utilities. Duke Energy will provide national and regional overviews of EV adoption. Utilities will discuss charging programs, customer engagement strategies, and load management plans. Join us as EV manufacturers including Tesla, Honda and Kia will participate in a manufacturer's panel, providing insight into the future of electric vehicles.

LEARNING OUTCOMES

- Discuss the current state of electric vehicles, including barriers to EV adoption and utilities' roles in supporting EVs
- Describe policies and regulations related to electric vehicles
- Discuss PG&E's customer engagement strategy
- Evaluate Southern California Edison's Charge Ready Program
- Explain important considerations regarding vehicle-grid integration
- Review utility-EV investment in the Southeast and Midwest
- Assess the benefits and pricing policies of smart charging
- Describe Duke Energy's Charging Station Support Project
- Participate in a panel discussing best practices, trends, key concerns & potential solutions in electric vehicle adoption
- Discuss EV adoption and the future of electric vehicles from the manufacturer's perspective
- Discuss the future of electric vehicles, including: using EVs as DERs, energy storage, vehicle 2 grid, and more
- Explain best practices in regulatory frameworks to facilitate market-friendly utility programs
- Review Burbank Water & Power's EV Charging Program with Workplace Charging Focus

WHO SHOULD ATTEND

- C-level and directors for utilities
- Managers of sustainable technology
- Managers of fleet environmental compliance & electric transportation
- Managers for air & climate
- Managers of clean transportation
- Managers of electric vehicles



“EUCI always offers a great place to learn about charging activities from across the US and to share the latest advancements from our state.”

Air Pollution Specialist, California Energy Commission

AGENDA

MONDAY, DECEMBER 10, 2018

8:00 – 8:30 am Registration and Continental Breakfast

8:30 – 9:15 am The Current State of Electric Vehicles

- Barriers to EV adoption
- Utility role in supporting EVs (including examples from the CA utilities)
- Need to integrate charging with the electric grid
- Considerations/benefits for low-income and disadvantaged communities

Amy Mesrobian, Analyst, Electric Vehicles & Energy Division, California Public Utilities Commission

9:15 – 10:00 am EV Policy & Regulations

This session will discuss current EV policies and regulations and their implications on utilities, including:

- Federal, state, and local regulations and how they interact with one another
- Best practices & FAQs regarding EV regulations
- Moving forward: What to expect from a policy & regulatory standpoint

Nancy Ryan, Partner, E3

10:00 – 10:30 am Networking Break

10:30 – 11:15 am Pacific Gas & Electric: Customer Adoption Strategies



- EV Charge Network program
 - PG&E's EV Charge Network will support the adoption of EVs by increasing access to charging in locations where it has traditionally been limited and where cars often sit for longer periods of time, like workplaces and apartment buildings
 - Partnering with business customers and EV charging companies, PG&E will install 7,500 EV chargers at condominiums, apartment buildings and workplaces across Northern and Central California, including at sites in disadvantaged communities
 - Increasing fast charge locations
- Expanding electrification to new sectors: FleetReady program
- Residential rate plans
- BMW purchase discounts

David Almeida, Senior Program Manager- Electric Vehicles, PG&E

11:15 am – 12:00 pm Southern California Edison's Charge Ready Program



Over the past two years, Southern California Edison has supported the expansion of electric vehicle charging throughout its service territory through its innovative suite of Charge Ready infrastructure programs. This program is helping move California closer to its objective of putting 5 million zero-emission vehicles on the road by 2030, which in turn supports the state's goals to reduce greenhouse gases and improve local air quality. This session will include:

- Overview of Charge Ready programs
- Successes and challenges
- What's Ahead: Expansion of Charge Ready
- Other SCE transportation electrification programs and pilots underway

Laura Renger, Principal Manager of Air and Climate Policy, Southern California Edison

12:00 – 1:00 pm Group Luncheon

AGENDA

MONDAY, DECEMBER 10, 2018 (CONTINUED)

1:00 – 1:45 pm

Charging Infrastructure Deployment and Vehicle-Grid Integration

- Assessment of charging infrastructure needs in support of electric vehicle deployment and emission reduction goals
- Key technologies that enable interoperability and smart charging
- Updating the California Vehicle-Grid Integration Roadmap
- New policy concepts encouraging cost-effective infrastructure buildouts and mechanisms to finance the installation of charging infrastructure while encouraging private investment

Noel Crisostomo, Transportation Electrification Specialist, California Energy Commission

1:45 – 2:30 pm



Utility-EV Investment in the Southeast and Midwest

- Electric Transportation in the Southeast and Midwest – it’s about the economy, not the environment
- Electrification = Economic Development
- Transition to EVs is not inevitable – Market growth outside CA is slow – all participants need to work together to drive adoption
- Utilities can lead investment but need sound arguments on the benefits of Transportation Electrification to all utility customers in order to convince regulators
- Program features we are concentrating on: rebates to drive EV sales, infrastructure to provide foundational level of charging availability

Lang Reynolds, Manager of Electric Transportation, Duke Energy

2:30 – 3:00 pm

Networking Break

3:00 – 3:45 pm

Smart Charging in the Real World

- What is smart charging? The smart charging value chain
- Features and benefits of smart charging for site hosts, drivers, and utilities
- Specific customer examples of smart charging in the real world
- The future of smart charging

Brad Juhasz, Vice President of Technology and Product Management, EV Connect

3:45 – 5:00 pm

Panel: Best Practices, Trends, Key Concerns & Potential Solutions in Electric Vehicle Adoption

Moderator:

Amy Mesrobian, Analyst, Electric Vehicles & Energy Division, California Public Utilities Commission

Lang Reynolds, Manager of Electric Transportation, Duke Energy

Noel Crisostomo, Transportation Electrification Expert, California Energy Commission

Steve Kosowski, Product Planning, Kia Motors

Dave Packard, Vice President- Utility Solutions, ChargePoint



“It was a fantastic opportunity to learn about the climate of the industry and to network with experts from every sector involved.”

Student, MIT

AGENDA

TUESDAY, DECEMBER 11, 2018

8:00 – 8:30 am

Continental Breakfast

8:30 – 10:00 am

Electric Vehicles Moving Forward: Manufacturer’s Perspective

Francesca Wahl, Business Development and Policy, Tesla

Steve Kosowski, Product Planning, Kia Motors

Ryan Harty, Manager of Environmental Business Development, American Honda Motor

10:00 – 10:30 am

Networking Break

10:30 – 11:15 am

Best Practices in Regulatory Frameworks to Facilitate Market-Friendly Utility Programs

- A year-long open, Commission-led stakeholder workgroup in Maryland resulted in a \$104 million suite of EV programs spanning 4 utility territories, in a filed proposal which included 14 diverse signatory parties
- The open, transparent PC44 process in Maryland resulted in over 70 stakeholders engaging in one of the largest EV charging proposals in the country
- Commission-led workshops can increase participation and allow for robust dialogues about the direction of the utility space, from abstract concepts to real-world programs
- Commission Staffs should remain open to education from a wide variety of stakeholders to better moderate and facilitate as programs materialize
- Commissions should hold regular roundtables on the rapidly changing EV space to better understand trends in technology and markets, inviting industry experts to present openly

David Schatz, Director of Public Policy, ChargePoint

11:15 am – 12:00 pm

Burbank Water & Power’s EV Charging Program

- BWP EV Charging Program, with Workplace Charging Focus
- Funding Sources
 - Public Benefits and other internal funds
 - National and regional grants
 - LCFS credit sales revenue
- Workplace Charging
 - Level 1 Pilot Program for City Departments and Small Businesses
 - Managed Charging Pilot Program for Large Customers
- Other Initiatives, including Residential Smart Charging

Kapil Kulkarni, Electric Vehicle Program Manager, Burbank Water & Power



12:00 pm

Conference Adjourns



“Great conference for anyone interested in the future of EVs!”

General Engineer, DOE

POST-CONFERENCE WORKSHOP

Electric Vehicle Education and Outreach Methodologies for Utilities

TUESDAY, DECEMBER 11, 2018

1:00 – 1:30 pm Registration

1:30 – 5:00 pm Workshop Timing

OVERVIEW

Based on recent focus group studies conducted by electric vehicle industry associations, the average consumer knows very little about electric vehicles. Educating your customers on the cost savings and the environmental benefits of electric vehicles is a significant opportunity for utilities across the United States. This workshop will outline the challenges and the opportunities for utilities that want to educate their customers on the value of electric vehicles and provide a variety of strategies that can be deployed cost effectively by the utility through local partnerships to increase customer adoption of electric vehicles.

LEARNING OUTCOMES

- Analyze survey tools to better understand the EV opportunity in your service territory
- Create EV marketing campaigns that attract, inform, and engage
- Review local resources/partners to keep utility costs low
- Describe the EV bulk buy model
- Explain EV ride and drive events
- Discuss how to make the business case for customer adoption of DV
- Describe the environmental advantage of EV adoption
- Coordinate with local municipalities that have committed to sustainability goals
- Explain the industry partner model: regional utility coordination to attract manufacturer dollars

WORKSHOP AGENDA

- Survey Tools to Better Understand the EV Opportunity in your Service Territory
- EV Marketing Campaigns
 - o Attract
 - o Inform
 - o Engage
- Local Resources/Partners to Keep Utility Costs low
- EV Bulk Buy Model
- EV Ride and Drive Events
- EV Adoption – The Environmental Advantage
 - o Coordination with local Municipalities that have committed to Sustainability Goals
- EV Adoption – Smart Load Building: Making the Business Case for Customer Adoption of EV
- Industry Partner Model-Regional Utility Coordination to Attract Manufacturer Dollars

WORKSHOP INSTRUCTORS



John Morris
Vice President Market Development, D+R International



Ben Yenter
Director, Yenter Group

INSTRUCTIONAL METHODS

Case studies and expert Q&A will be used at this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

A room block has been reserved at the Hyatt Regency Orange County, 11999 Harbor Blvd, Garden Grove, CA 92840, for the nights of December 9-10, 2018. Room rates are US \$129 plus applicable tax. Call **1-714-750-1234** or [click here](#) for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is November 19, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***



Please make checks payable to "PMA"

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PLEASE REGISTER

- THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE AND POST-CONFERENCE WORKSHOP**
 DECEMBER 10-11, 2018: US \$1795
 Early bird on or before November 23, 2018: US \$1595
- THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE ONLY:** DECEMBER 10-11, 2018: US \$1395
 Early bird on or before November 23, 2018: US \$1195
- POST-CONFERENCE WORKSHOP ONLY**
 TUESDAY, DECEMBER 11, 2018: US \$595
 Early bird on or before November 23, 2018: US \$495

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name Job Title

Company

What name do you prefer on your name badge?

Address

City State/Province Zip/Postal Code Country

Phone Email

List any dietary or accessibility needs here

CREDIT CARD INFORMATION

Name on Card Billing Address

Account Number Billing City Billing State

Exp. Date Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) Billing Zip Code/Postal Code

OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before November 9, 2018 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCL event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCL's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.