

THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS

December 11-12, 2017
Hyatt Regency Orange County
Anaheim, CA

CASE STUDIES

Avista

Burbank Water & Power

Duke Energy

Fleetcarma

**Los Angeles Department of
Water & Power**

Puget Sound Energy

Southern California Edison

POST-CONFERENCE WORKSHOP

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

TUESDAY, DECEMBER 12, 2017



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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

Electric vehicles hold significant potential for improving local air quality, reducing carbon emissions, and stimulating electricity demand. According to analysts at Argonne National Laboratory, electric vehicles will make up 58% of the light vehicle market by 2030. Customers with electric vehicles use nearly 60% more electricity than the average customer. For electric utilities, this is an opportunity to increase load.

This conference addresses critical considerations, opportunities and challenges regarding electric vehicles from the utility perspective. This conference will include case studies from Puget Sound Energy, Duke Energy, Los Angeles Department of Water & Power, Southern California Edison, and Avista. Utilities' roles in supporting EVs will be discussed. EV policies and regulations and their implications for utilities will be addressed. Expert speakers will provide national and regional overviews of EV adoption. Utilities will provide information regarding their rebate programs and other incentives to increase EV adoption. Attendees will discuss the benefits, features, and pricing policies of smart charging. The California Energy Commission will explain important considerations regarding vehicle-grid integration. EV manufacturers will provide their perspective regarding the current and future states of EV adoption. Utilities will offer case studies regarding charging options. Finally, attendees will have the opportunity to participate in an expert panel Q&A.

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 Puget Sound Energy's Level 2 Rebate Program
- Review the steps Los Angeles Department of Water & Power have taken to encourage EV adoption
- Explain important considerations regarding vehicle-grid integration
- Assess the benefits and pricing policies of smart charging
- Describe Duke Energy's Charging Station Support Project
- Evaluate Southern California Edison's Charge Ready Program
- Participate in a panel discussing best practices, trends, key concerns & potential solutions in electric vehicle adoption
- Describe Con Edison & Fleetcarma's use of the SmartCharge Ready Program to incentivize customers to charge during off-peak periods
- Discuss EV adoption and the future of electric vehicles from the manufacturer's perspective
- Explain Avista's electric vehicle charging station installation pilot objectives, design, and lessons learned
- Discuss the future of electric vehicles, including: using EVs as DERs, energy storage, vehicle 2 grid, and more
- Review Burbank Water & Power's EV Charging Program with Workplace Charging Focus

WHO SHOULD ATTEND

- Directors for utilities
- Managers of sustainable technology
- Managers of fleet environmental compliance & electric transportation
- Managers for air & climate
- Managers- clean transportation
- Managers- electric vehicles



"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

MONDAY, DECEMBER 11, 2017

7:30 - 8:00 am Registration and Continental Breakfast

8:00 - 8:45 am The Current State of Electric Vehicles

This session will discuss critical aspects of the current state of electric vehicles, including:

- Barriers to EV adoption
- Utility role in supporting EVs (including examples from California 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

8:45 - 9:30 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

Genevieve Cullen, President, Electric Drive Transportation Association

9:30 - 10:15 am

Puget Sound Energy



- Overview & goals of PSE's Level 2 Rebate Program (understanding customer charging behavior and load)
- Data collection and load profile development
- Program feedback & customer research
- Design for next (2018) EV program

Meghan Weinman, Product Development Manager, Puget Sound Energy

10:15 - 10:30

Morning Break

10:30 - 11:15 am

Los Angeles Department of Water & Power



- Overview of Los Angeles city infrastructure development
- Why Los Angeles is investing in EVs: The environmental and business cases for EVs
- Newly launched rebate program
- Mayor's sustainability plan
- Expanding DC fast chargers

Marvin Moon, Director- Power Engineering Division, Los Angeles Department of Water and Power

11:15 am - 12:00 pm

Updates: Vehicle-Grid Integration

- Electric vehicle deployments in the context of state targets and global climate change mitigation goals
- Local considerations for the built environment and the related need to break through the "infrastructure cap"
- Key technologies that enable smart charging, interoperability, and visibility for integrated resource planning
- New policy concepts for financing the installation of charging infrastructure and encouraging private investment

Noel Crisostomo, Transportation Electrification Expert, California Energy Commission

12:00 - 1:00 pm

Group Luncheon

AGENDA

MONDAY, DECEMBER 11, 2017 (CONTINUED)

1:00 - 1:45 pm

Smart Charging in the Real World

- What is an “open” EV Charge management platform, and what are the benefits?
- What is smart charging?
- Features and benefits of smart charging for site hosts, drivers, and utilities
- Examples of pricing policies through smart charging
- Specific customer examples of smart charging in the real world

Steve Bloch, Vice President of Partnership Development, EV Connect

1:45 - 2:30 pm



Duke Energy’s Charging Station Support Project

- Overview: Duke Energy’s Charging Station Support Project
- How Duke Energy is funding over 200 charging stations across North Carolina
- Duke Energy’s broader role in supporting EV charging infrastructure

Lang Reynolds, Commercial Associate, Duke Energy

2:30 - 3:00 pm

Networking Break

3:00 - 3:45 pm



Southern California Edison’s Charge Ready Program

Southern California Edison, recently received approval from the California Public Utilities Commission to begin a pilot project to support installation of as many as 1,500 electric vehicle charging stations within its service territory. The Charge Ready program will help move California closer to its objective of putting 1.5 million zero-emission vehicles on the road by 2025, which will in turn support the state’s goal to reduce greenhouse gases and meet deadlines for federal clean air standards. This session will include:

- Overview of workplace charging program
- Overview of Charge Ready pilots
- What worked, what didn’t, why
- Recommendations to move things along

Dean Taylor, Senior Scientist, Southern California Edison

3:45 - 5:00 pm

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

This panel of experts will discuss important considerations regarding electric vehicle adoption, including best practices, trends, key concerns, and potential solutions. This is an interactive Q&A panel, so please come with questions ready!

Panelists:

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

Dean Taylor, Senior Scientist, Southern California Edison

Lang Reynolds, Commercial Associate, Duke Energy

Noel Crisostomo, Transportation Electrification Expert, California Energy Commission

Steve Kosowski, Product Planning, Kia Motors



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

General Engineer, DOE

AGENDA

TUESDAY, DECEMBER 12, 2017

8:00 - 8:30 am

Continental Breakfast

8:30 - 9:15 am



Motivating Consumers to Charge During Off-Peak Periods

This case study will provide a different perspective on how to motivate off-peak charging through the use of loyalty and rewards programs. The speaker will discuss Con Edison's use of the SmartCharge Rewards Program, including:

- Introduce the program to audience and the technology used for monitoring EV charging
- Talk about Con Edison program
- Talk about how the program is unique and more scaleable than changes in rates or using sub-meters to disaggregate load
- Talk about different data and information the utility can leverage through this program to enhance their operations and grid stability with increasing EV adoption
- Lessons learned from other pilot programs

Mark Goody, Manager- Electric Vehicle Programs, Fleetcarma

9:15 - 10:00 am

EV Adoption: Manufacturers' Perspective

This session will provide insight on EV adoption from the electric vehicle manufacturers' perspective, including the current state of electric vehicles, where we're headed, and what the future looks like from an EV product standpoint.

Steve Kosowski, Product Planning, Kia Motors

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

Max Loynes, Marketing Specialist, Ford Motor Company

10:00 - 10:30 am

Networking Break

10:30 - 11:15 am



Avista: Electric Vehicle Charging Station Installation

- Electric transportation strategy at Avista
- Preliminary impact study
- EVSE Pilot
 - o Objectives
 - o Design
 - o Lessons learned

Rendall Farley, Manager- Electric Vehicles, Avista

11:15 am - 12:00 pm



Burbank Water & Power

- BWP EV Charging Program, with Workplace Charging Focus
- Funding Sources – Public Benefits funds, grants, LCFS credits
- Workplace Charging Level 1 Pilot Program
- Other Initiatives, including Curbside Charging

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

12:00 pm

Conference Adjourns

POST-CONFERENCE WORKSHOP

Electric Vehicle Education and Outreach Methodologies for Utilities

TUESDAY, DECEMBER 12, 2017

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 EV
- 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 10-11, 2017. Room rates are US \$99 plus applicable tax. Call **1-714-750-1234** for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is November 10, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***

REGISTRATION
to register [CLICK HERE](#) or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com
web: <http://pmaconference.com/>
Mail: POB 2303 Falls Church Va 22042

Please make checks payable to: "PMA"

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PLEASE REGISTER

- THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE AND WORKSHOP**
 DECEMBER 11-12, 2017: US \$1795
 Early bird on or before November 22, 2017: US \$1595

- THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE ONLY:** DECEMBER 11-12, 2017: US \$1395
 Early bird on or before November 22, 2017: US \$1195

- POST-CONFERENCE WORKSHOP ONLY**
 DECEMBER 12, 2017: US \$595
 Early bird on or before November 22, 2017: 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 10, 2017 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.