



# Charge Ready Program

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March 29, 2016

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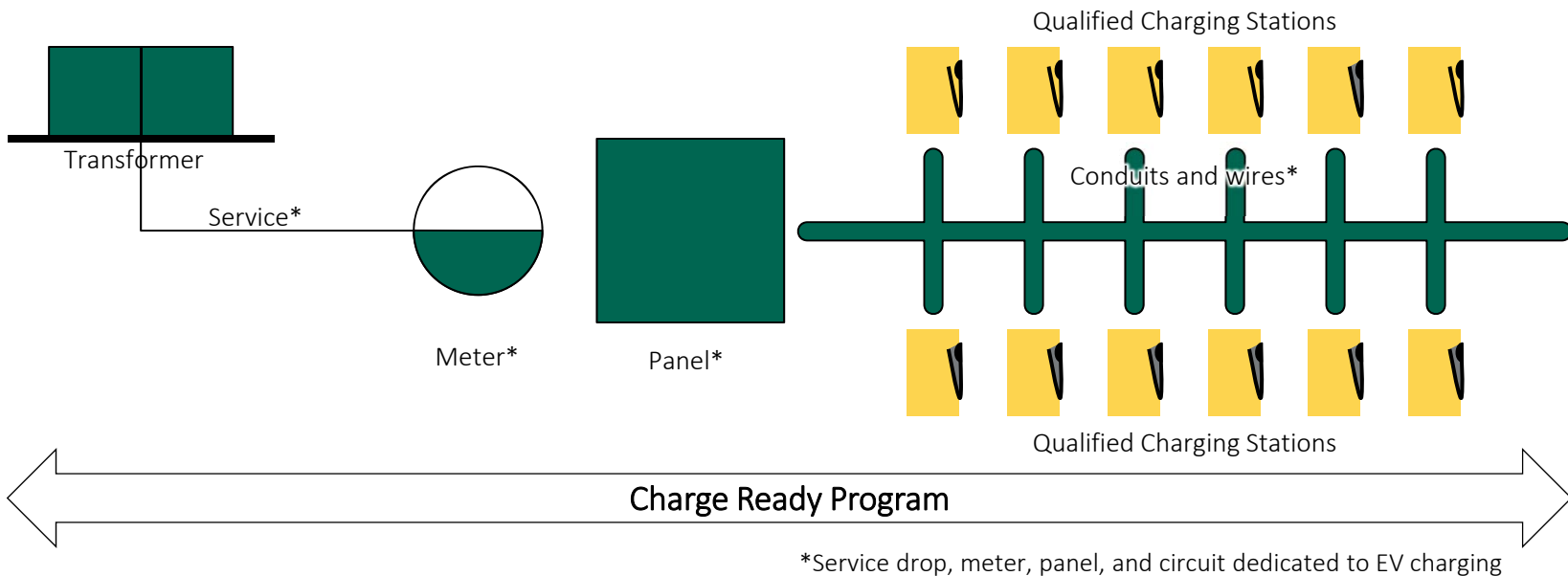
# Charge Ready Program

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- Electrification of the transportation sector is essential to realizing California's bold climate and air quality goals; urgent action is needed now to achieve the goal of 1.5M zero-emission vehicles on California roads by 2025
- SCE's Charge Ready program aims at providing an early boost to this emerging market by addressing key barriers to EV adoption:
  - The program seeks to increase substantially charging capacity and availability in key market segments
  - It also includes a critical market education and outreach (ME&O) effort to improve awareness about EVs and the benefits of fueling from the electric grid
- EV charging load is uniquely flexible and may provide significant grid benefits with effective load management
- Improved system utilization may provide potential downward pressure on rates
- Air quality (pollution reduction) and GHG reduction from EV adoption will benefit customers and entire community at large, especially for disadvantaged communities

# Deployment Overview

Charge Ready aims at reducing the cost and complexity of deploying charging stations for our customers



■ Infrastructure deployed by SCE  
(all costs covered by the Program)

■ Installed, owned and operated by customers  
through qualified vendors (rebate against hardware  
and installation costs)

# Key Features

- Scope and Duration** Deploy electric infrastructure to serve EV charging stations at long dwell-time locations (workplace, multi-unit dwellings, fleet, and destination centers):
- Phase 1 pilot approved by PUC (January 2016) to serve up to 1,500 charging stations
  - Request for second phase may be filed after deploying at least 1,000 charging stations (plan for up to 30,000 across both phases)

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- Pilot Costs**
- \$22M approved funding (deployment and Education & Outreach)
  - All electric infrastructure costs (utility-side and customer-side of meter) covered by the Program
  - 25%-50% rebate against charging station base costs (hardware and installation)

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- Disadvantaged Communities**
- Charge Ready deployment:
    - At least 10% of stations deployed in disadvantaged communities
    - Minimum of 5 charging stations per site
    - 100% rebate against charging station base cost
  - Targeted education and outreach

# Key Features *(cont.)*

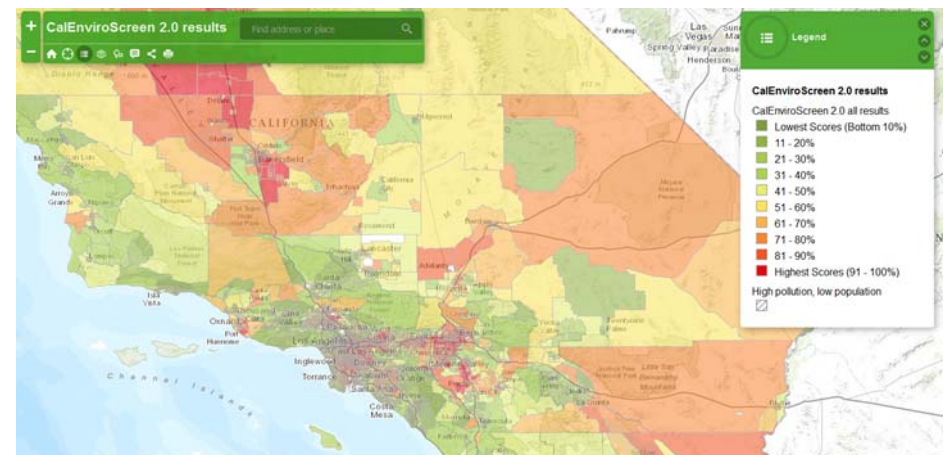
- Charging Stations
- Selected by customer from approved Level 1 or Level 2 models; all Level 2 stations must have DR capability
  - SCE evaluates vendors (commercial qualification) and charging stations (technical qualification)
  - 10 charging stations minimum per site (5 in disadvantaged communities), up to 4% of parking spaces
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- Ownership & Operation
- Participating customers:
- Own and operate charging stations (SCE owns electric infrastructure)
  - Are responsible for related costs (energy, maintenance, network, etc.)
  - Must join future DR programs (Level 2 only)
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- Market Education & Outreach
- Three discrete, but related efforts:
- Charge Ready pilot: Support customer enrollment
  - Broad campaign: Improve awareness about EVs and the benefits of fueling from the grid
  - Transportation electrification advisory services: Help business customers electrify fleets, deploy EV charging, and reduce GHG
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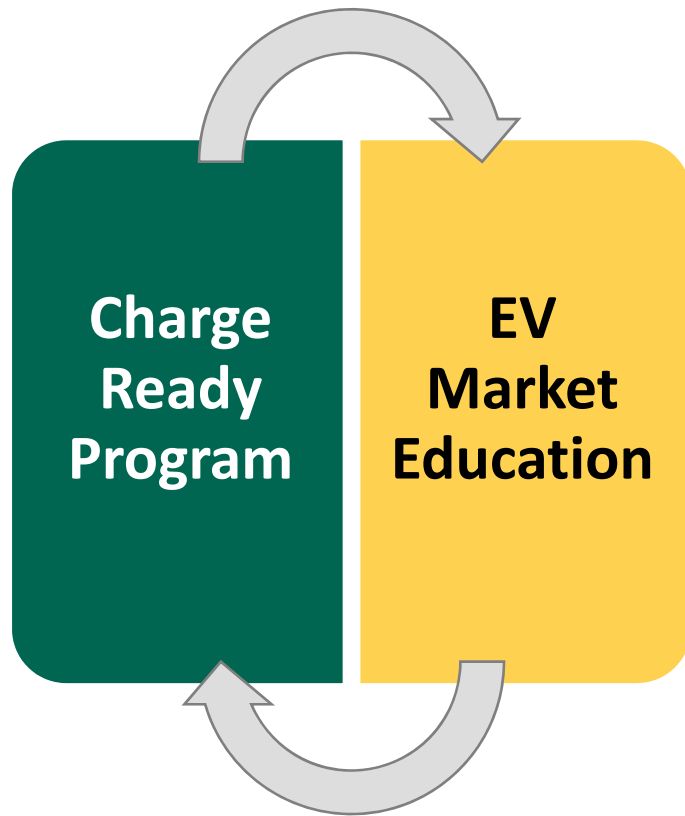
# Disadvantaged Communities

- Areas disproportionately burdened by and vulnerable to multiple sources of pollution, as designated by CalEPA
- Identified with CalEnviroScreen 2.0 (<http://oehha.ca.gov/ej/ces2.html>) – Top quartile of all census tracts in California
- Charge Ready deployment in Disadvantaged Communities:
  - At least 10% of all charging stations deployed by the pilot
  - Minimum of five charging stations per site (instead of ten)
  - 100% base cost rebate
  - Follows state incentives and grants supporting electric transportation for business customers in disadvantaged communities
- Targeted education and outreach



# Marketing Approach: Overview

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- Charge Ready and EV Market Education marketing efforts complement each other
  - Charge Ready installs the infrastructure and charging stations that help overcome barriers to EV adoption (range anxiety)
  - EV Market Education fuels the demand for electric vehicles, and thus, more charging stations
- Taken individually, these efforts require different marketing approaches, as the audiences and messages differ.

# Charge Ready Approach

## Objective

Generate interest that leads to deployment of at least 1,000 charging stations for Charge Ready program

## Target Audience

Long dwell-time locations, including those within disadvantaged communities

## Key Message

We're working with businesses and government organizations to deploy charging stations across the territory

## Tactics:

### Email



#### Purpose

Drive customers to charge ready enrollment site

#### Key Tactics

- Invitation
- Follow-up comms

### Account Manager Interaction



#### Purpose

Targeted outreach, solutions support

#### Key Tactics

- Customer Meetings
- Webinars
- Power Bulletin

### Website



#### Purpose

Central location for information and enrollment

#### Key Tactics

- Landing page
- Enrollment portal
- FAQs

### Social Media



#### Purpose

Provide a platform for dialog and learning

#### Key Tactics

- Twitter
- Facebook
- LinkedIn

### Collateral



#### Purpose

Provide materials to educate customers and partners

#### Key Tactics








- Enrollment package
- Fact sheets
- Bus. Connection



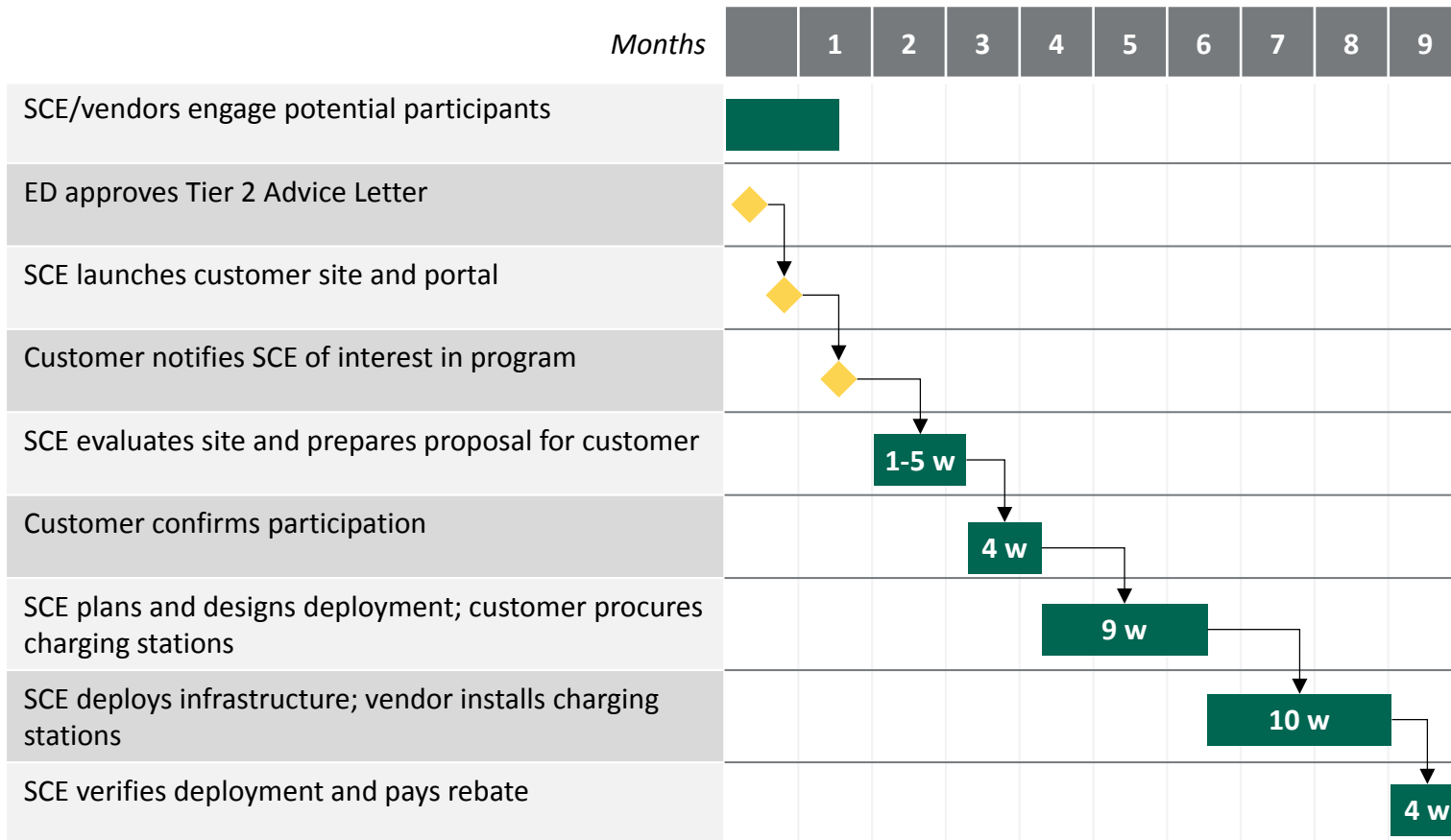
# EV Market Education Approach

**Objective:** Build awareness and educate consumers on the benefits of electric vehicles and the advantages of fueling from the grid  
**Target Audience:** Potential car buyers in SCE territory, including those in disadvantaged communities  
**Positioning:** SCE as an unbiased advocate for and educator about EVs and clean, electric power

## Tactics:

<p><b>Digital</b></p>  <p><b>Purpose</b> Drive customers to EV website</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Display/Mobile</li> <li>• Content Marketing</li> <li>• SEM</li> </ul>	<p><b>Radio</b></p>  <p><b>Purpose</b> Messaging about EV benefits during key drive times</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Traffic/weather sponsorships</li> <li>• :15/:30 recorded messages</li> </ul>	<p><b>Website</b></p>  <p><b>Purpose</b> Central location for EV learning</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Landing page</li> <li>• Interactives</li> </ul>	<p><b>Social Media</b></p>  <p><b>Purpose</b> Provide a platform for dialog and learning</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> </ul>	<p><b>Events &amp; Outreach</b></p>  <p><b>Purpose</b> Raise awareness and provide education at key electric vehicle venues and with dealers</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Sponsorships</li> <li>• Ride &amp; Drives</li> <li>• Dealer Outreach</li> </ul>
<p><b>Collateral</b></p> <p><b>Purpose</b> Materials to educate customers</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Customer Connection</li> </ul> 		<p><b>Direct Marketing</b></p> <p><b>Purpose</b> Targeted 1:1 communications</p> <p><b>Key Tactics</b></p> <ul style="list-style-type: none"> <li>• Email/eneews</li> <li>• Direct mail</li> </ul> 		

# Next Steps



Best-case scenario of 32 to 36 weeks to complete first customer site from approval of Tier 2 Advice Letter by Energy Division (assumes timely completion of all milestones, including activities requiring customer participation and issuance of construction permits, and no unforeseen construction conditions)



# Q&A