

MISSOURI DEPARTMENT OF ECONOMIC DEVELOPMENT
DIVISION OF ENERGY
DATA REQUEST

UNION ELECTRIC COMPANY d/b/a AMEREN MISSOURI,
CASE NO. ET-2016-0246

Requested From: ChargePoint, Inc.
Requested By: Alex Antal; alexander.antal@ded.mo.gov
Parker Tinsley Parker.tinsley@ded.mo.gov
Date of Request: November 10, 2016
Information Requested:

FILED²

FEB 3 2017

Missouri Public
Service Commission

- 1.) In Missouri, are there non-utility charging station owners/operators in the Chargepoint network that charge customers for energy consumption? If so, please provide a list of those non-utility charging station owner/operators.**

To clarify terminology: ChargePoint sells its charging stations to property owners and utilities ("Hosts") and these owners of ChargePoint charging stations are ChargePoint's customers. The EV drivers that use these charging stations are the customers of the station owners/operators who set pricing of their choice using ChargePoint software. ChargePoint provides billing services to the charging station owners. ChargePoint does not set pricing to EV drivers since we do not own the charging stations in Missouri.

There are no ChargePoint customers in Missouri that are charging drivers a per kWh fee for energy consumption.

There are however a few Hosts that charge an hourly or per charging session fee for use of the charging service. These public charging station pricing policies are listed below.

Station Owner	Address	Pricing Policy
St Charles Nissan	5625 Veterans Memorial Pkwy, St Peters, MO 63376	\$5 per hour for charging service for drivers that are not dealership customers or employees
BMW Plaza Motors	11858 Olive Blvd Creve Coeur, MO 63141	\$2 per hour for charging service for drivers that are not dealership customers or employees
Lou Fusz Motor Company	925 N Lindbergh Blvd St Louis, MO 63141	\$5 per charging session for drivers that are not dealership customers or employees

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Autohaus BMW of Maplewood	3015 S Hanley Rd Maplewood, MO 63143	\$1.50 per hour for charging service for use by general public
ABECU	1001 Lynch St St Louis, MO 63118	\$1.50 per hour for charging service for use by general public
Laurel Apartments	620 Lucas Avenue St Louis, MO 63101	\$1 per hour, max \$5 per hour for charging service

2.) Please list the payment options available to customers (Chargepoint account, credit card, or cash at the point of purchase).

Payment options available to drivers include through a ChargePoint account, the terms of which are described below and in the attachment, or by using a credit card by calling a 24/7 customer support phone number clearly displayed on the charging station.

If the charging station does not charge a fee, which is the case for the majority of charging stations in Missouri, the driver may call the 24/7 customer support number to unlock the station for use if they do not have a ChargePoint account. No fee will be collected by the Host or by ChargePoint for use of a free station.

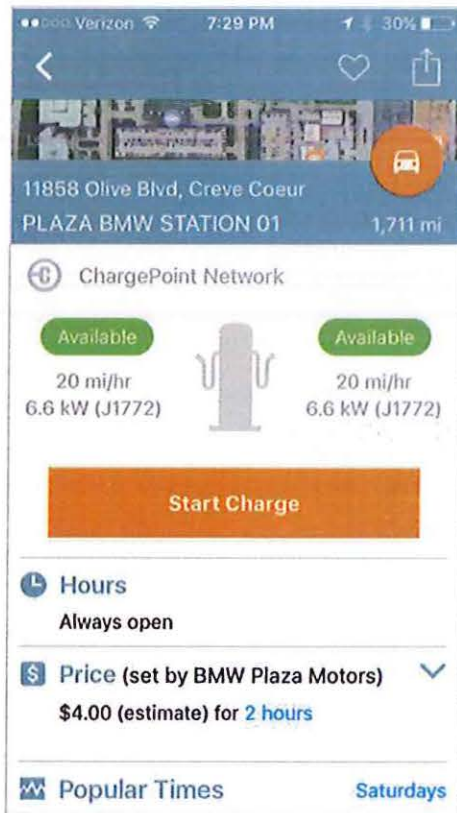
3.) Do charging prices fluctuate between different charging stations within a service area? If so, please list and explain the factors considered in establishing different prices.

Hosts may set an hourly or per session fee for EV drivers to use a charging station as service. These pricing policies, as listed above, vary by site. Factors considered for establishing pricing include station utilization and the need to have drivers move once fully charged to allow other drivers to use that station, parking policies, and indirect benefits of attracting EV drivers to that site. For example, an auto dealership may offer free charging for potential customers of the dealership and charge an hourly fee for general public use to encourage non-customers to move their vehicles as soon as they have completed charging.

4.) Are prices for charging indicated at charging stations? If so, please describe the manner in which prices are indicated.

Yes, price details for charging are displayed on the charging station on a screen. It is also indicated for each site on the ChargePoint mobile app and our website. Notifications are also sent to the driver through their mobile phone, if they have registered a phone number with their ChargePoint account, to indicate if a pricing policy is going to change while they are plugged in (for example, if the pricing will increase after 2 hours, the driver will get a notification) and to notify the driver when their vehicle is drawing little power, indicating they may be fully charged and should move their vehicle.

Here is a screenshot of the information on the mobile app:



5.) Please provide a copy of the offerings, including rates and terms of service applicable to customers charging at Chargepoint facilities within Ameren’s electric service area from 11/01/2015 to 10/31/2016.

The Terms of Service for the ChargePoint Account Agreement for drivers using stations on the ChargePoint Network is attached and described below.

6.) To what extent do Chargepoint subscriptions by individual consumers require term commitments, minimum purchase requirements, automatic renewal, Chargepoint website or application access?

ChargePoint does not offer subscriptions. ChargePoint is in the business of, among other things, collecting, on behalf of owners (“Hosts”) of charging stations, fees charged to users by such Hosts for access to their charging stations. ChargePoint has a ChargePoint Account Agreement with ChargePoint drivers that allows them to have one or more radio frequency identification (RFID) card(s) known as “ChargePoint Cards” that will permit access to those charging stations on ChargePoint’s Network that the driver is authorized to use. Drivers have access to all public

charging stations and may have access to private stations depending on access controls set by the charging station owner.

There are no minimum purchase requirements. The first time a driver uses a ChargePoint Card, their account will be charged \$25 and any fee associated with that charging session will be deducted from the balance. ChargePoint will replenish the account each time it falls below the replenishment threshold of \$10. This is not a fee to ChargePoint but rather a minimum balanced used to pay the charging station owner or Host for the charging service if a pricing policy has been set.

The ChargePoint Account Agreement, also posted on our website, is attached.

- 7.) Please provide a detailed description of how Chargepoint markets services to customers (television, radio, billboard, general mailings, direct mailings to EV owners). Please provide a sample of typical marketing materials and advertisement scripts that might be used to reach potential customers for charging services within Ameren's service area.**

As stated above, ChargePoint customers are the owners of the ChargePoint stations and our marketing is primarily to sell charging stations. ChargePoint does sell home charging stations and may market to EV drivers to purchase this product. Marketing is done through websites, web ads, social media, and direct sales through sales persons employed by ChargePoint or through partners.

To educate drivers about the availability of charging stations on the ChargePoint Network, our website includes a map of charging stations and information on the benefits of owning an electric vehicle. We have created educational videos on how to use a charging station and how to use the ChargePoint app (<http://www.chargepoint.com/mobile/>). ChargePoint stations are also listed on in-vehicle and hand-held navigation systems in partnership with BMW, Fiat, Nissan, Airbiquity, SiriusXM, TomTom and MapQuest.

- 8.) Does Chargepoint have agreements with auto manufacturers, auto retailers, or other commercial enterprises to identify potential customers? If so, please list the information that those entities provide to Chargepoint, including such information as customer name, address and/or type of automobile.**

ChargePoint partners with auto manufacturers and dealerships to provide EV drivers with information about how and where to charge their new cars. Auto manufacturers and dealerships may provide drivers with ChargePoint RFID cards and website information, which would allow the EV driver to contact ChargePoint, however we do not receive customer names, addresses, or types of automobiles unless an EV driver registers a ChargePoint account on their own accord.

9.) How does Chargepoint address accessibility issues for potential customers, including language selections, and physical impairments including, but not limited to, hearing impairment, sight impairment, and wheelchair access?

The use of language is not required to operate a ChargePoint Station, although the use of language can enhance the user experience by providing additional features and information. ChargePoint stations provide multilingual support through the driver interface which allows access to English, Spanish, and French. The default language is configurable.

The equipment has been designed to be operated by physically challenged persons without assistance and to meet the requirements of ADA per the 2010 ADA Standards for Accessible Design. For example, the operable controls have been placed within the reach ranges described in 309 and 205. The connector has been designed to be operated without any twisting forces or greater than 5 lb force being applied to the latching mechanism. The sense of hearing is not required to use the station.

The information provided in response to the enclosed data information request is accurate and complete, and contains no material misrepresentations or omissions, based upon present facts of which the undersigned has knowledge, information or belief. The undersigned agrees to promptly notify the requesting party if, during the pendency of Case No. ET-2016-0246 before the Missouri Public Service Commission, any matters are discovered which would materially affect the accuracy or completeness of the attached information.

Response Provided By: *Annexmart* Date: Nov 20, 2016