Austin Energy's EV360-
A Residential Subscription Rate Pilot Plan for EV Charging

Lindsey McDougall
Electric Vehicle Program Manager

June 27, 2019
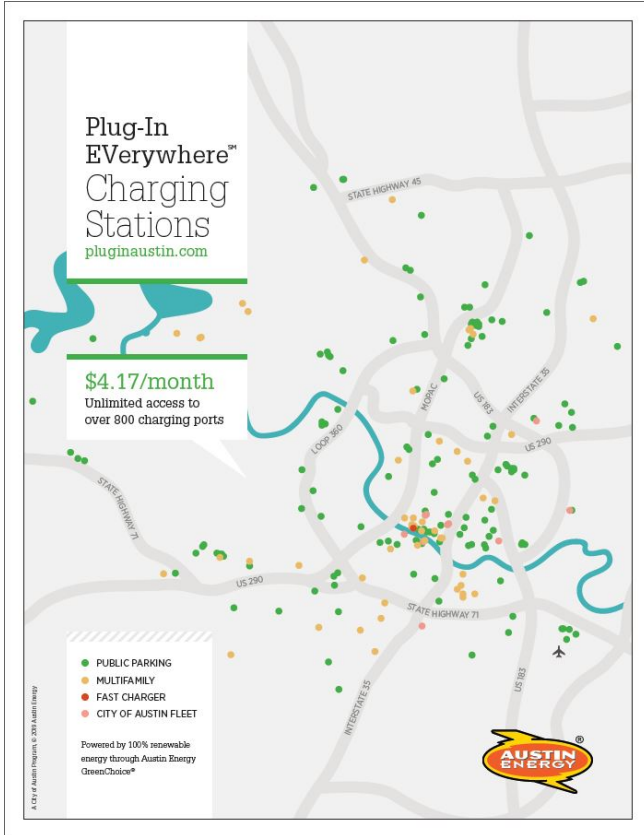
Presentation Roadmap (21 slides)

Austin Energy EV programs overview

EV360 discussion & outcomes

EV360 customer profiles and program recommendations

ELECTRIC > GAS
pluginaustin.com

Plug-In EVerywhere℠ Charging Stations
pluginaustin.com

$4.17/month
Unlimited access to over 800 charging ports

PUBLIC PARKING
MULTIFAMILY
FAST CHARGER
CITY OF AUSTIN FLEET

Powered by 100% renewable energy through Austin Energy GreenChoice®

CITY OF AUSTIN POWER PLANT

DC FAST CHARGER

Austin Energy EV Programs

- **EV360 Pilot-** A Residential Subscription Rate for EV Charging
  - Flat rate of $30/month for home and public charging
- **Plug-In EVerywhere™ Driver Program**
  - Unlimited access to network of 800+ port network
  - $4.17 for _all_
- **Plug-In EVerywhere™ EVSE Rebate Program**
  - Up to $1,200 rebate for home Level-2 charging stations
  - Up to $4,000 rebate for commercial Level-2 charging stations
  - Up to $10,000 rebate for public DC Fast charging stations
    - Fleet and make ready pilots coming soon

GreenChoice®

- **E-Ride Program -** Up to $400 rebate from the purchase of electric bikes, scooters & fleets

- **EVs are for EVeryone** - a new program for our low to moderate income customers

- **EVs for Schools -** EV charging stations for staff, students, parents, and visitors
  Curriculum included
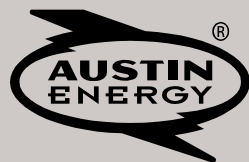
EV360 Program Elements

separate sub-meter

pilot program

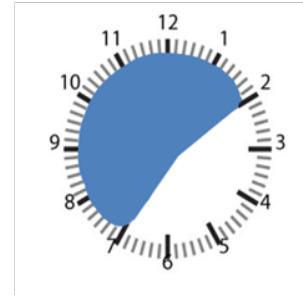$150 enrollment fee

access to public chargers

eligibility requirements

100% renewable energy via GreenChoice®

AUSTIN ENERGY ®

EUCI

EV360 Details

7:00pm   **2:00pm**

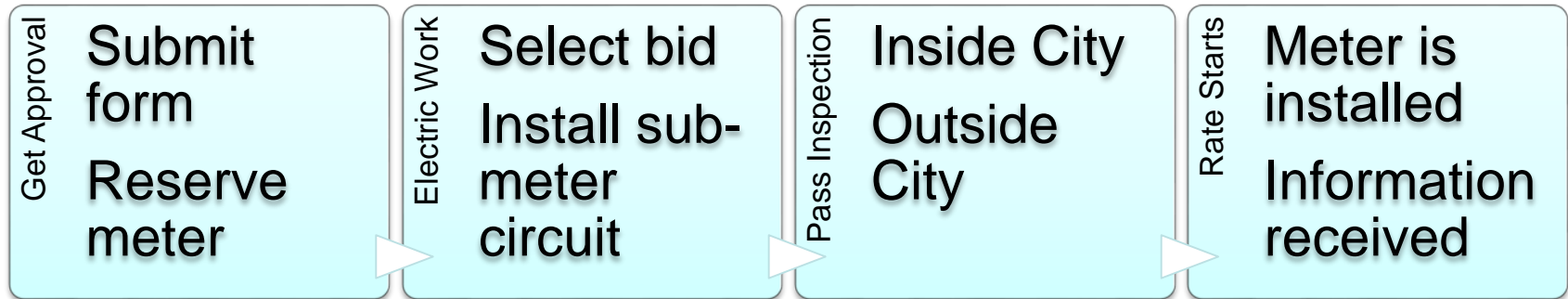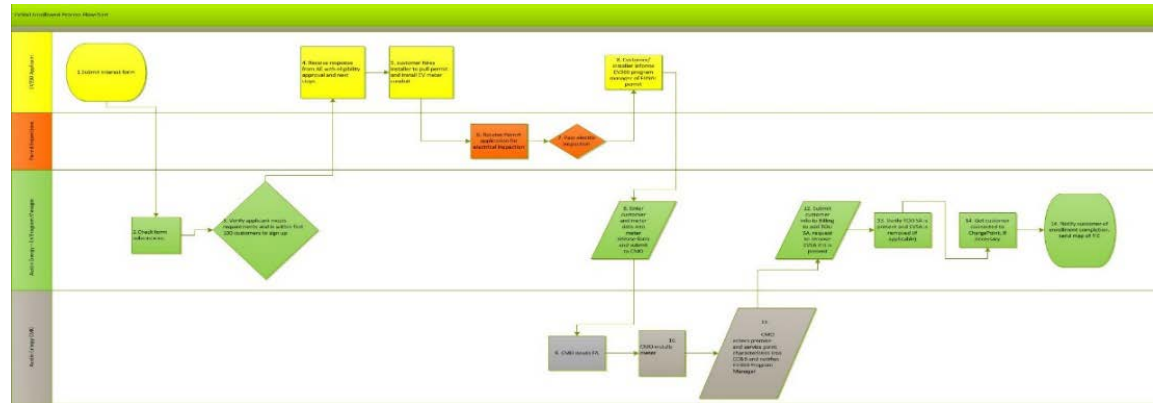| unlimited off-peak charging at home	• off-peak hours are from 7:00 pm - 2:00 pm on weekdays • anytime on weekends • anytime on public chargers
Energy usage is measured by a sub-meter installed at your home	• separates EV charging from other home electrical consumption • a residential sub-meter circuit installed in advance, connected to a charging station
Flat rate may be as low as $30/month*	• *$30 per month applies for EV drivers requiring a demand of < 10kw. • demand of 10kw or more, $50 per month. • potential costs saving

Making it Happen……How?

- Customer Journey

Get Approval	Electric Work	Pass Inspection	Rate Starts
Submit form Reserve meter	Select bid Install sub-meter circuit	Inside City Outside City	Meter is installed Information received

- Utility
  - EV Team
  - Meter Office
  - Billing

- Installers & Inspectors

Empowering the Installers and Preparing Inspectors

Information for Installers

Local Area Experts Can Help You Charge Forth

Looking for a Charging Station Installer?

We work with charging station installers to ensure plug-in electric vehicle drivers have access to charging stations. Austin Energy can offer expertise, information, tools, and services to ensure a positive experience from beginning to end.

Find an experienced Plug-In Austin charging station installer.

Are You a Charging Station Installer?

If you are a licensed electrician who installs EV charging stations, you will need these documents and helpful links.
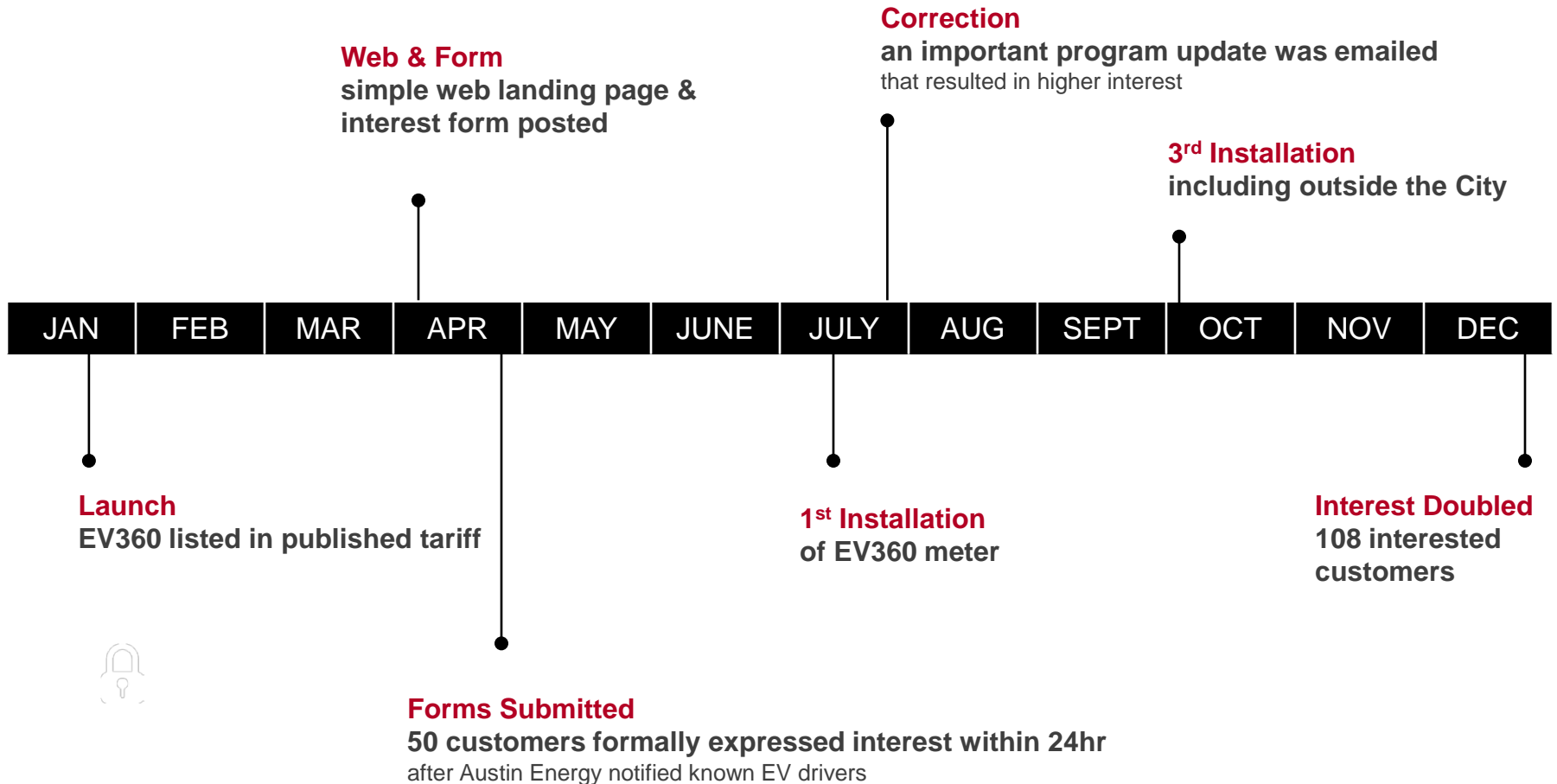
- EV360 Installer Overview (pdf)
- Installer Checklist (pdf)
- EV Meter Wiring diagram (pdf)
- Austin Energy Electric Design Criteria (pdf)
- Austin Energy Interconnection Guide (pdf)

Email Plug-In Austin to reserve a meter and request a jumper plate.

https://austinenergy.com/ae/green-power/plug-in-austin/charging-station-installer/information-for-installers

1ST Year Milestones, 2016

Correction
an important program update was emailed
that resulted in higher interest

Web & Form
simple web landing page &
interest form posted

3rd Installation
including outside the City

JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC

Launch
EV360 listed in published tariff

1st Installation
of EV360 meter

Interest Doubled
108 interested
customers

Forms Submitted
50 customers formally expressed interest within 24hr
after Austin Energy notified known EV drivers

EV360 by the Numbers

Charging Times

—⊙— EV360 (Weekday)   **—⊙—** EV360 (Weekend)

100

Meter Cap

participation is limited, EV360 is a pilot program

493

Interested

submitted EV360 interest forms

1.25%

Participation

of known EV Drivers are on EV360

99%

Do not charge

on peak between 2-7PM
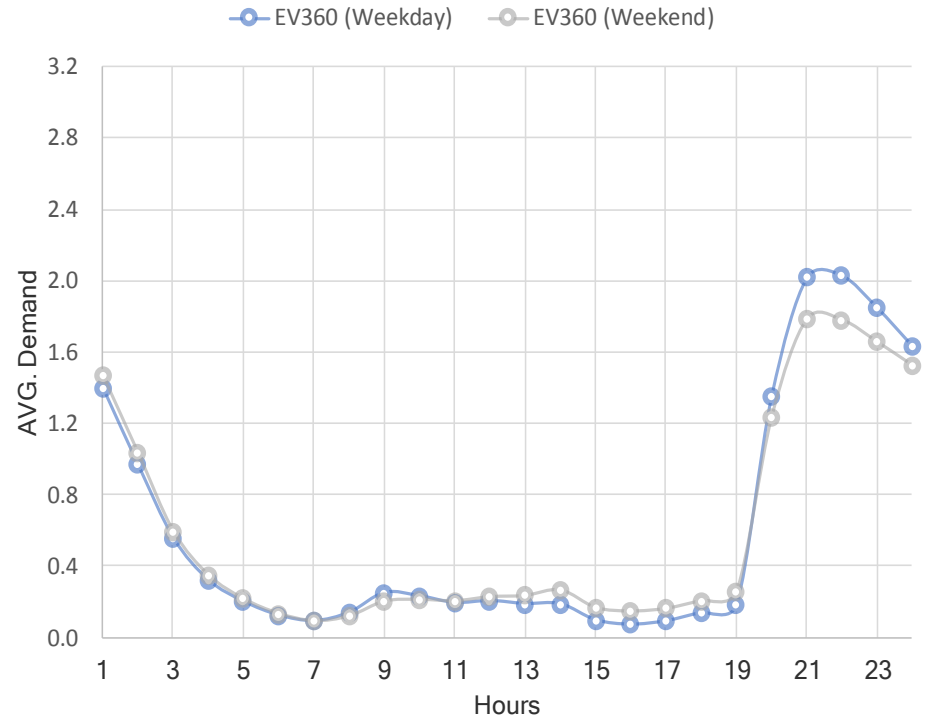
Introducing EV360℠

"The EV360 program cuts my Electric Vehicle energy cost in half."
– Logan Boyd

pluginaustin.com
A City of Austin Program

Introducing Austin Energy's EV360,℠ a program designed to encourage off-peak charging and savings on energy costs.

Enjoy UNLIMITED electric vehicle charging at home from 7pm - 2pm, or anytime on-the-go for as low as $30 per month.

Participation is limited to the first 100 Austin Energy customers. Learn more and sign up at pluginaustin.com

3
Primary benefits

$30
Correctly set price

100%
Unsubsidized

EV360 customers receive a fixed monthly subscription charge that provides them the peace of mind to know what it will cost them to fuel their car, regardless how much they drive.

Questions? There's more……

Customer Data Driven Marketing

Program Recommendations

Electric lover?
Totally *charged.*

ELECTRIC > GAS

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EV360 Marketing

Mail	Email	Web
• 2016 & 2017 • Known EV drivers • Installer Packets	• 3 in 2018 • Targeted EV drivers • Mixed & dedicated messaging	• Initial EV360 & 2017 revamp • Installers pager • Testimonial

"With all the things to worry about managing my family's budget, the affordable fixed cost of the EV360 program makes my job that much easier."

StEVie at an outreach event

EV360 Customer Profiles

LifeMode Group: Affluent Estates
Boomburbs
1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: $113,400

LifeMode Group: Middle Ground
Emerald City
8B

Households: 1,748,600

Average Household Size: 2.06

Median Age: 37.4

Median Household Income: $59,200

LifeMode Group: Affluent Estates
Top Tier
1A

Households: 2,113,000

Average Household Size: 2.84

Median Age: 47.3

Median Household Income: $173,200

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000–$300,000.

SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

SOCIOECONOMIC TRAITS

- *Top Tier* is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 251).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
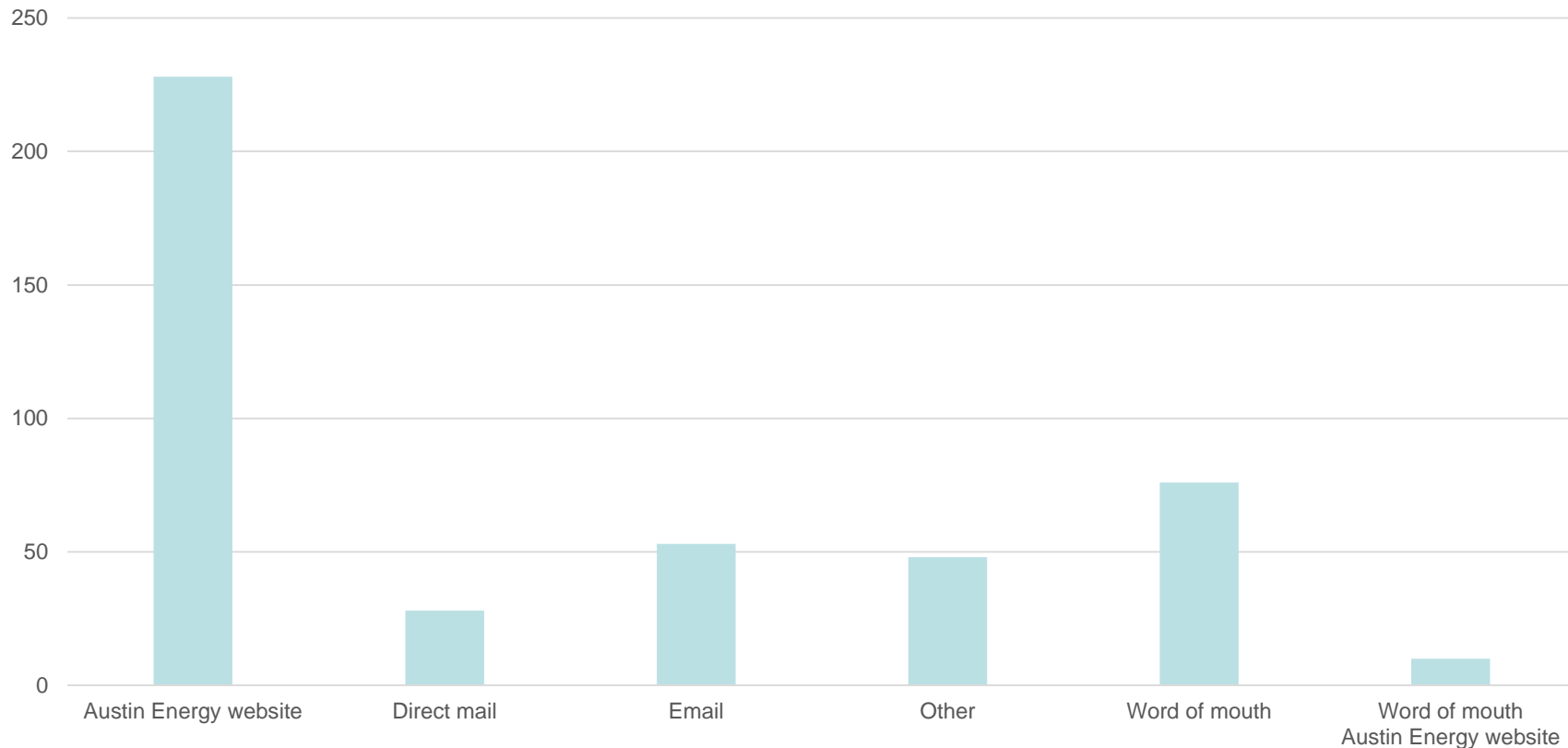
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TAPESTRY SEGMENTATION
esri.com/tapestry

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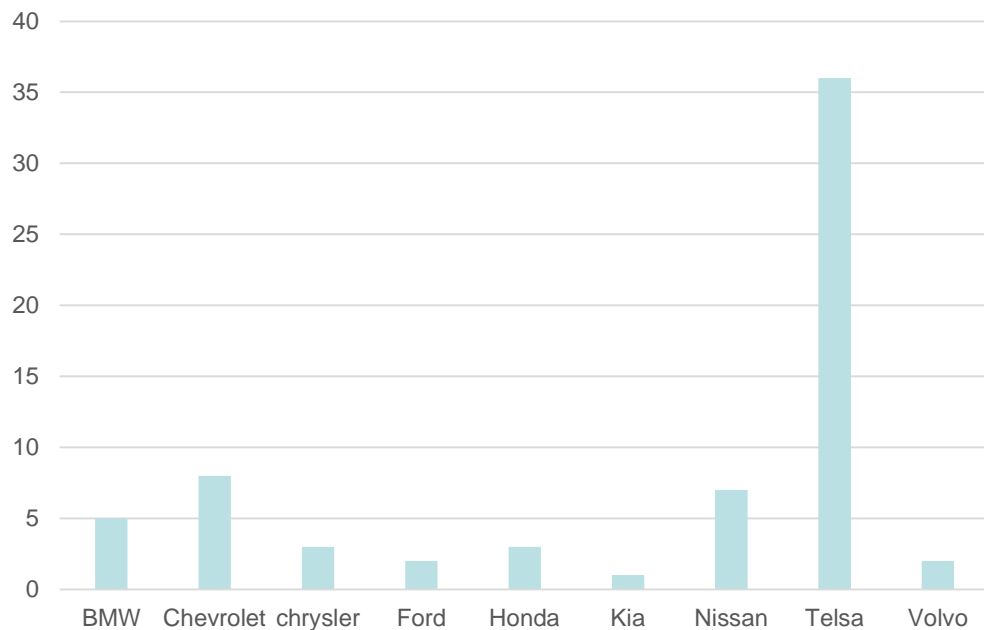# EV360 Customer Information

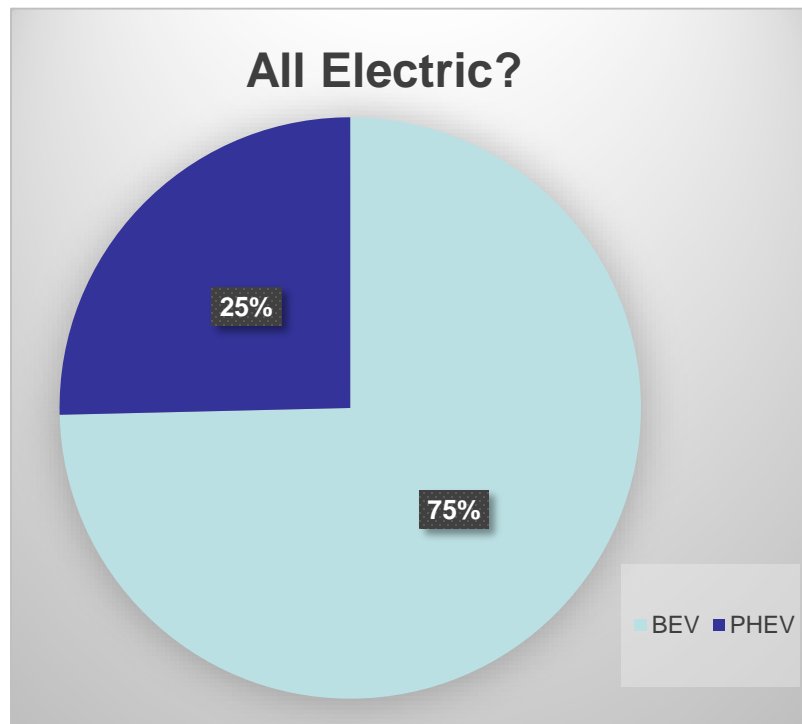How did customers hear about the rate?

What are they driving?

Type of Car?

All Electric?

Recommendations to EV Program Managers

Staff Champion

Adaptability

Engagement

Dedicated staff

Improvements to EV360

Permits

- Develop specific permit
- Enable workflows & create data

Installers

- Strengthen & define group
- In person meetings

Rate

- Additional demand price
- Widen eligibility requirements

DEVELOPMENT REVIEW, PERMITTING and INSPECTION Software Application System is commonly referred to as 'AMANDA' (Application Management and Data Automation)

With this software application, the public can research development information, apply for permits, schedule inspections, and track information, all from the internet. The URL for the site is www.austintexas.gov/devreview/a_queryfolder_permits.jsp . Clicking on this link or typing the address into an internet browser will bring up the screen below:

What's next?

Pilot Results	Demand Response	EV360 Program
Rate analysis	Pilot launch	Support pilot meters
Survey	Meter vs. EVSE	Sustainable operations
White Paper	Comparison	More inclusive

Quiz!

- When should you NOT charge your car with EV360?
- Why is it called EV360?
- Who is StEVie?

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Contact Us

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 https://www.facebook.com/AustinEnergyElectricVehicles/

Web

 pluginaustin.com
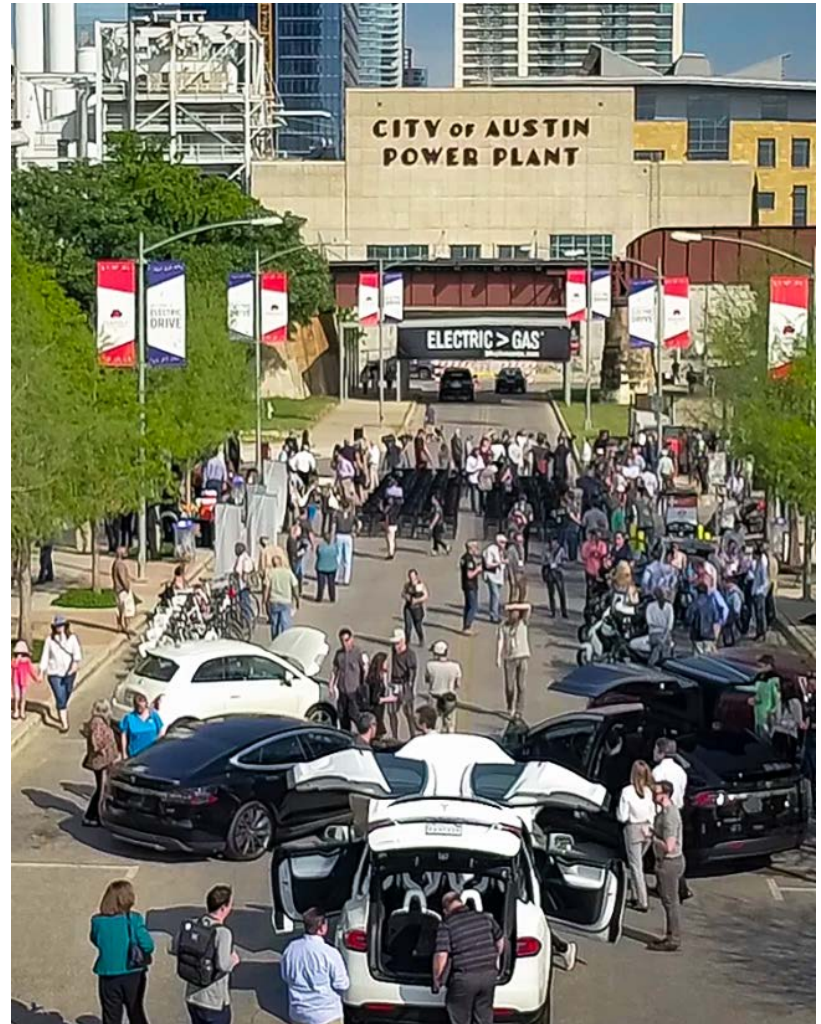
Thank You!

Supplemental Slides

Managed Charging

- Need
- Landscape
- Austin Energy's Managed Charging:
  - Plug-In EVerywhere Network
  - Tiered Home EVSE Rebate & Demand Response
  - EV360

Sources: SEPA's A Comprehensive Guide to Electric Vehicle Charging; ESource

Electric Drive

City Council Resolutions

- Plug-In EVerywhere rate
- Climate / Clean Air "Community Net Zero"
- Shared, Autonomous, & Electric Mobility Plan
- City EV Fleet Leadership
- Action Plan to meet carbon neutrality goal

Community and Utility Goals:

- Supports DER storage goals
- Grid reliability
- Positive community feedback
- Economic impact
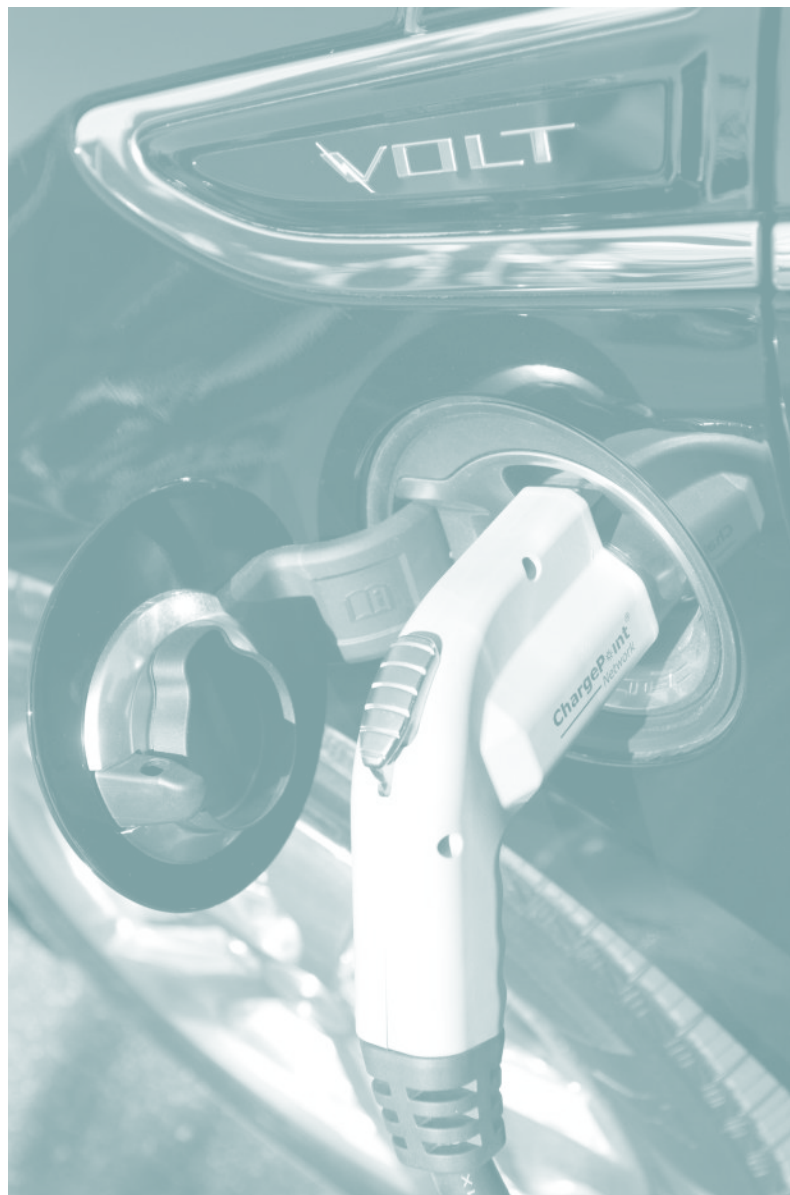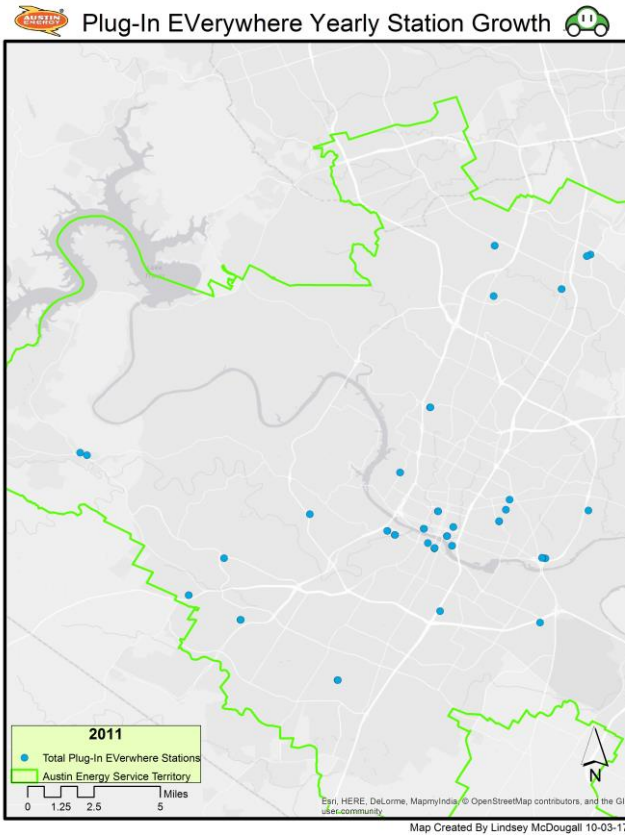- New revenue stream for the utility/city

StEVie

- https://austinenergy.com/ae/green-power/plug-in-austin/ev-video

#EVsAreBetter

- [seriously fast and fun](#)
- [traditional car selling technique](#)
- [local](#)

Network Growth 2011-2018

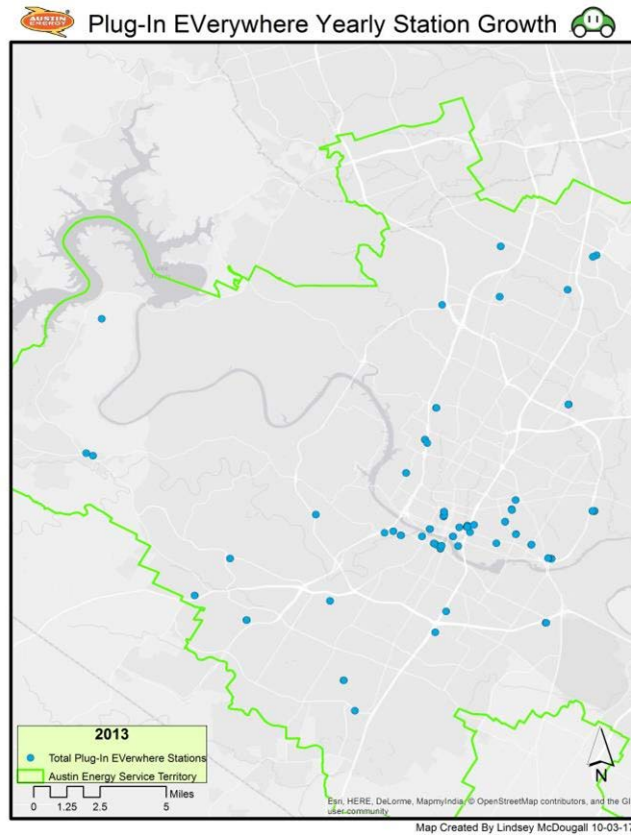2011
2012
2013
2014
2015
2016
2017
2018

Plug-In EVerywhere Yearly Station Growth

2011
- Total Plug-In EVerwhere Stations
- Austin Energy Service Territory

Miles
0 1.25 2.5 5

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Map Created By Lindsey McDougall 10-03-17

Network Growth 2011-2018

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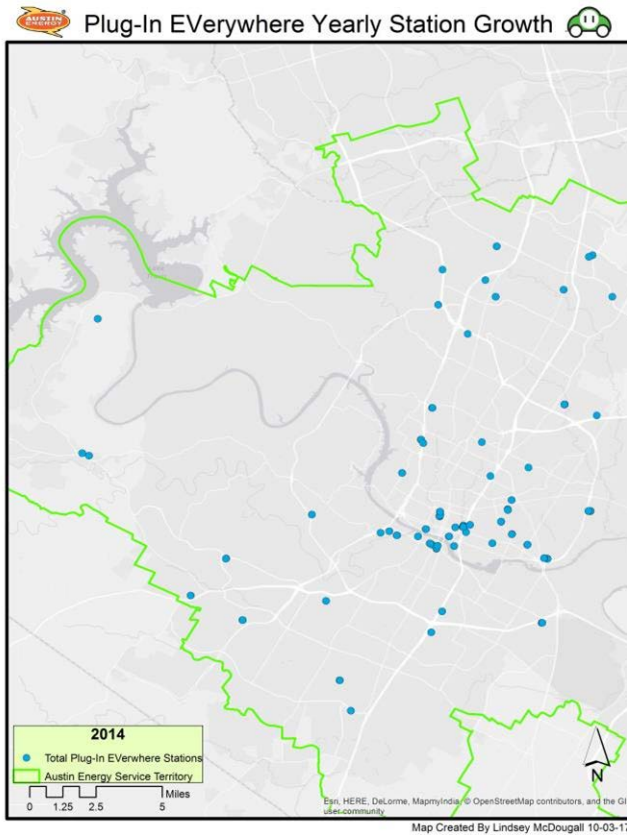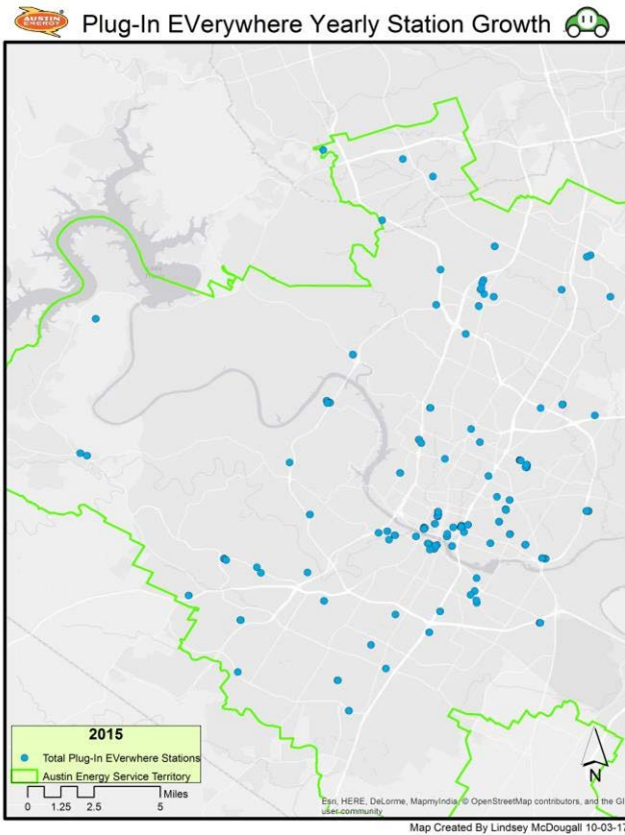# Network Growth 2011-2018

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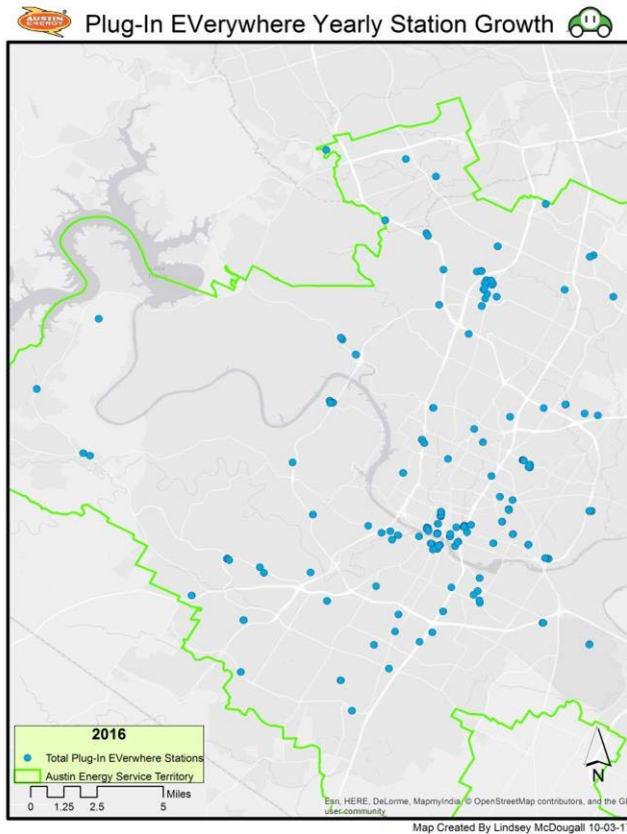2016
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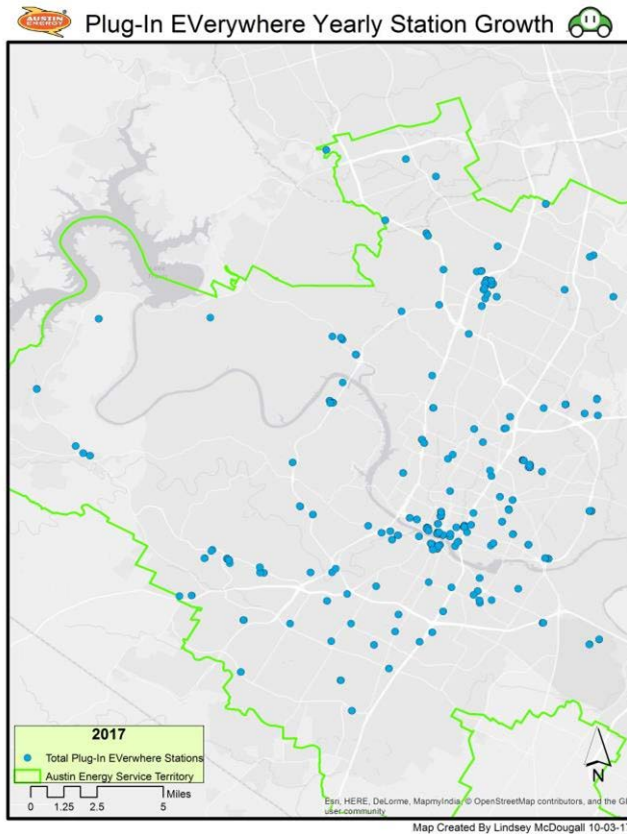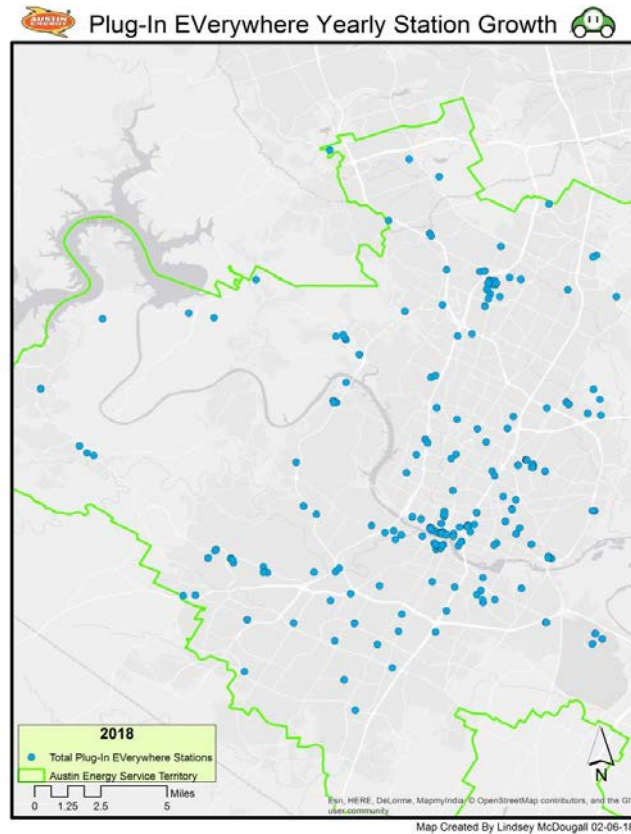# Network Growth 2011-2018

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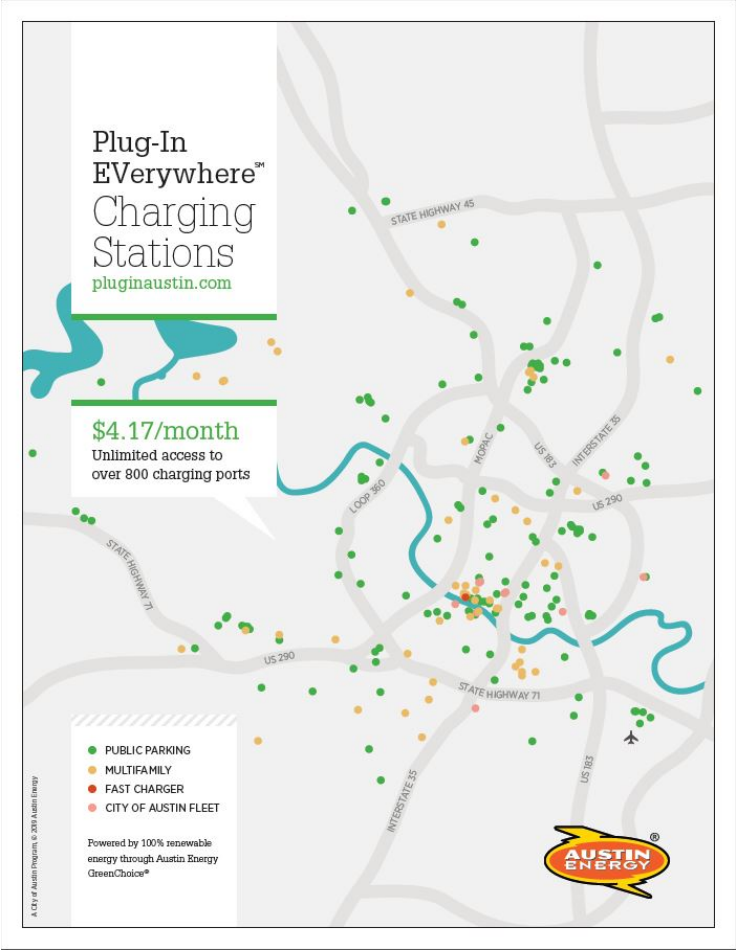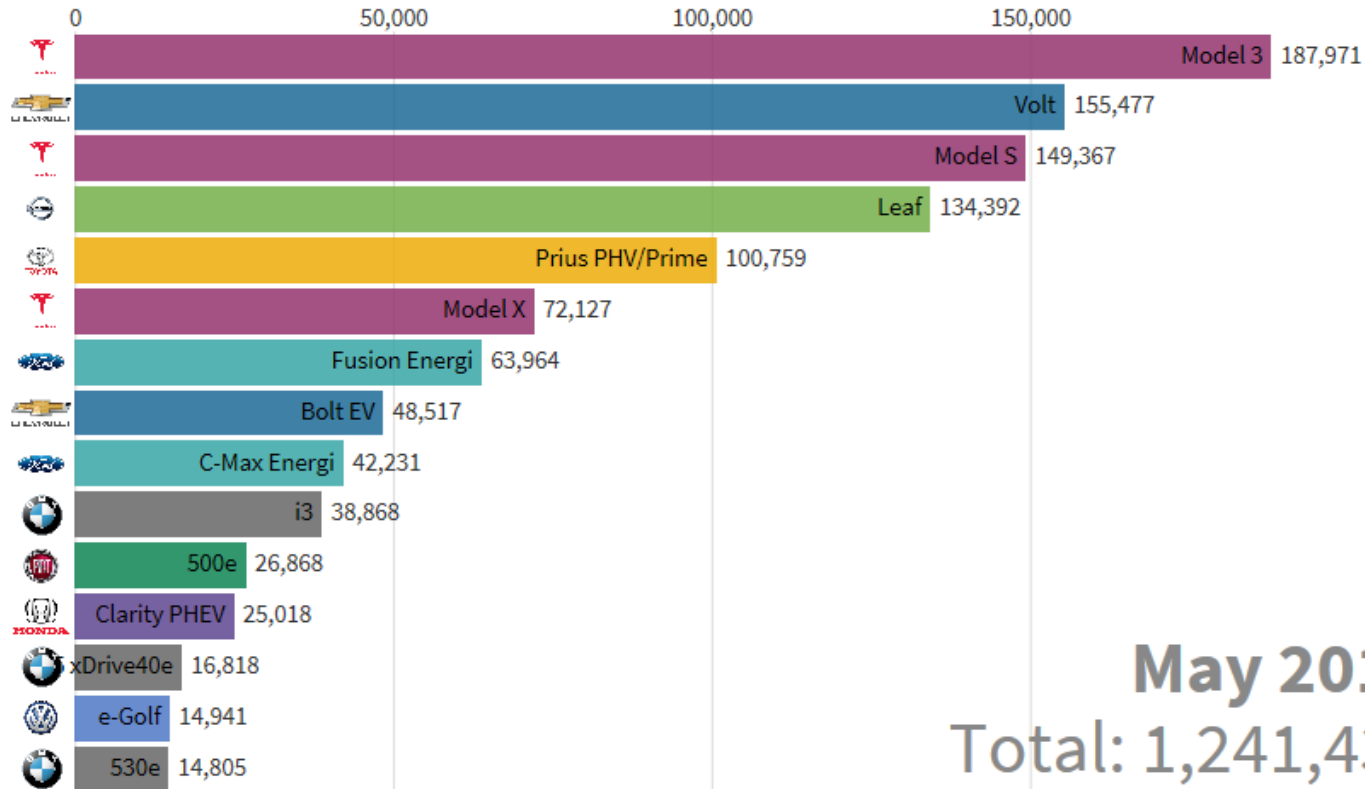
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• Total Plug-In EVerwhere Stations
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Miles
0   1.25   2.5   5

Map Created By Lindsey McDougall 10-03-17

Network Growth 2011-2018

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2019 Map

Visualizing U.S. EV Sales

https://www.visualcapitalist.com/animation-u-s-electric-vehicle-sales-2010-19/

Model 3	187,971
Volt	155,477
Model S	149,367
Leaf	134,392
Prius PHV/Prime	100,759
Model X	72,127
Fusion Energi	63,964
Bolt EV	48,517
C-Max Energi	42,231
i3	38,868
500e	26,868
Clarity PHEV	25,018
xDrive40e	16,818
e-Golf	14,941
530e	14,805

May 2019
Total: 1,241,437

Source: • *Some values are estimates. Please visit InsideEvs for details. Dec 2010 - Dec 2011 include estimates interpolated from Wikipedia. Prior to Dec
InsideEVs   2010 includes 1,379 Tesla Roadsters as a baseline starting point.