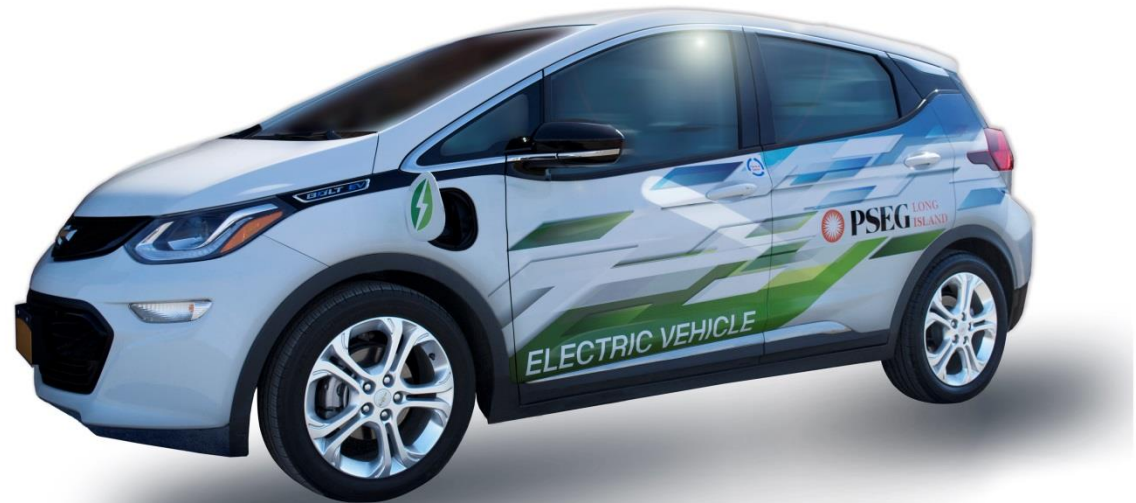




PSEG Long Island: Workplace Charging, Fleet Electrification, and EV Outreach



Jeff Greenblatt
Senior Counsel Regulatory

The 2019 Electric Vehicle-Utility Industry Nexus: *Charging Forward*
June 27-28, 2019 | Washington, DC



Agenda

- Introduce PSEG Long Island with overview of Public Private Partnership Benefits
- Review New York State's Clean Energy Goals
- Review New York State's Zero-Emissions Vehicle Goals
- Discuss Key Findings from a report prepared for PSEG Long Island specific to the Long Island Territory
- Review PSEG Long Island's EV Program in Action

Public Private Partnership Benefits



~ 50 employees

LIPA contracts with PSEG Long Island for Operations Services



(Contractor)

~ 2,400 employees

- PSEG Long Island LLC operates the Long Island Power Authority's (LIPA) electric transmission and distribution (T&D) system under an Operations Services Agreement (OSA)
- LIPA is a not-for-profit electric utility that does not pay dividends to shareholders or corporate income taxes on profits
- Access to government grants and tax-exempt financing



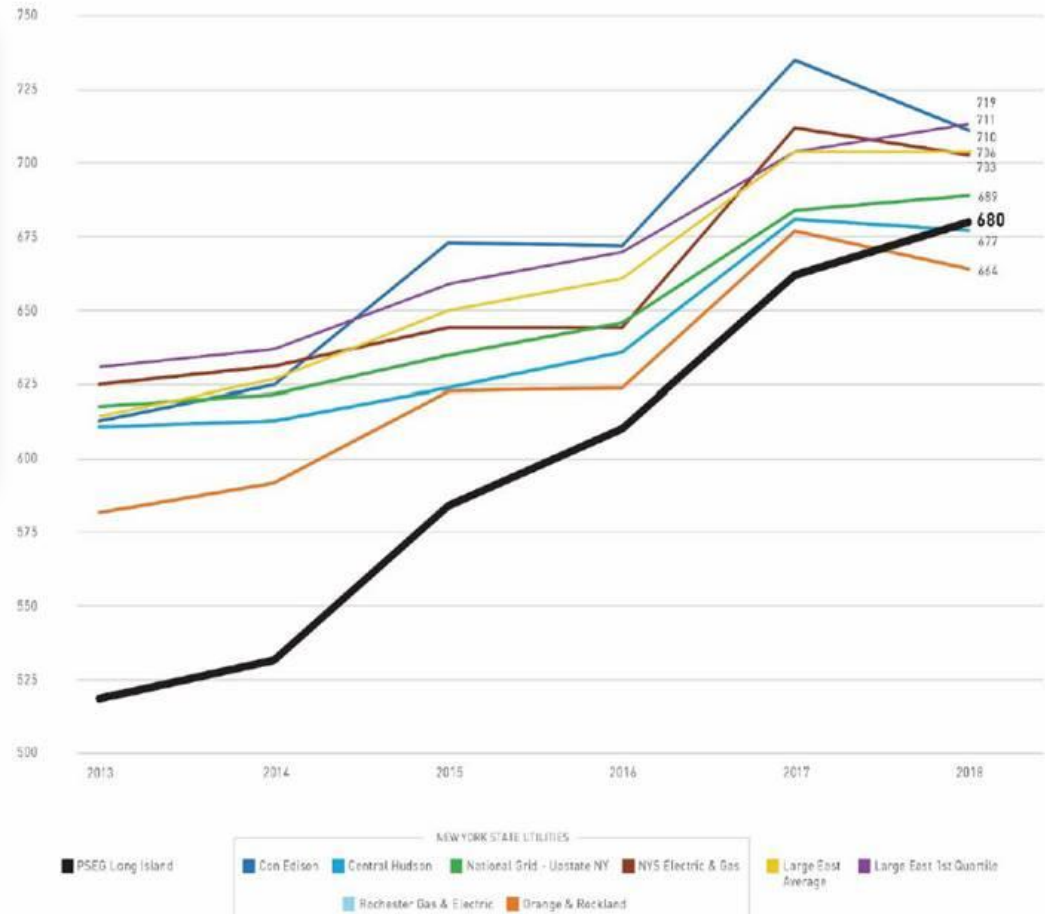
CAUTION Pat yourself on the back slide is here




- PSEG Long Island has improved customer satisfaction by 161 points since 2013
- PSEG Long Island is now the most improved utility in the country for customer satisfaction over the past five years.

PSEG Long Island Ranked as Most Improved Utility in the Nation

J.D. Power Customer Satisfaction – New York State and Large East Utilities



New York State's Aggressive Clean Energy Goals Are Getting Even More Ambitious

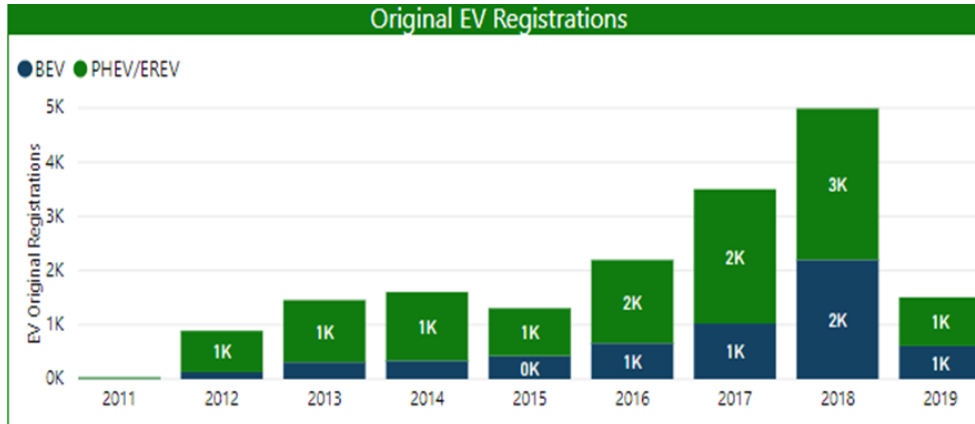
- Increasing renewables to 50 percent of New York's electricity by 2030;
 - Installing 2,400 megawatts of offshore wind by 2030 – enough to power 1.25 million homes;
 - Deploying 1,500 megawatts of storage by 2025; and
 - Decreasing greenhouse gas emissions from all sources by 40 percent by 2030 and 80 percent by 2050.
- 
- Increasing renewables to 70 percent of New York's electricity by 2030;
 - Installing 9,000 megawatts of offshore wind by 2035 – enough to power over 4 million homes;
 - Deploying 3,000 megawatts of storage by 2030; and
 - Clean Energy – 100% electric generation proposed by 2040 (carbon-free electricity)



New York's Zero-Emissions Vehicle Goals:

- 844,000 ZEVs statewide by 2025
- 116,000 ZEVs in Long Island by 2025 (5% of fleet)
- 20,000 new ZEVs per year in Long Island (11% of sales)
- 4.44% of miles electrically fueled

*Key Findings: Long Island Market Conditions



Source: New York State Energy Research and Development Authority, June 2019

BEV

Battery electric vehicle, an all-electric car

PHEV

Plug-in hybrid electric vehicle, an electric car that plugs in and runs on electricity, but has a gasoline engine to power the car if the battery is depleted

EREV

Extended-range plug in hybrid

- LIPA Residents buy about 22% of the Cars in NY State, but own approximately 29% of the Electric Vehicles in NY State (12K of 42K EVs).
 - NY Roadmap Goals for Long Island by 2025
 - 120K PEVs (scaled by population), OR
 - 176K (scaled by vehicle ownership)
- } These Adoption Levels are Achievable if the Growth evident the last two years is sustained, resulting in ~20K PEVs sold in 2025
- Based on benchmarking with other leading states, there is room for growth on Long Island

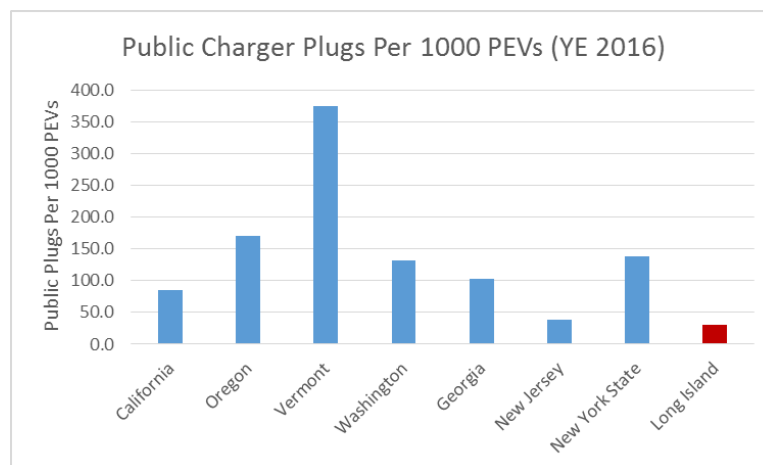
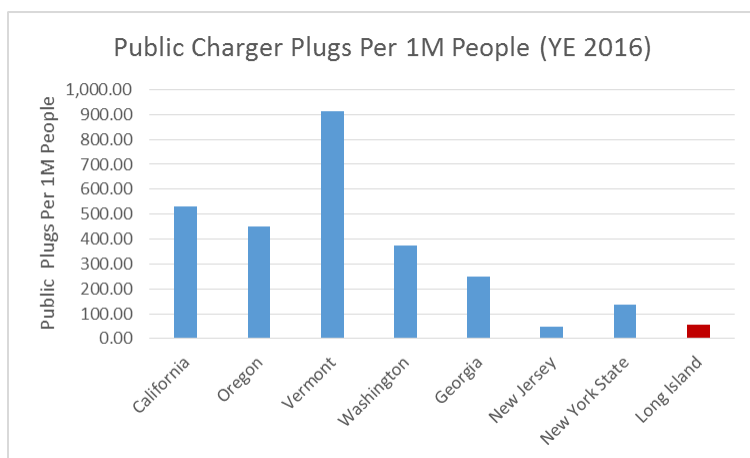
*These findings are from a report prepared for PSEG Long Island by Gabel Associates, Inc. & Energy Initiatives Group, LLC – Electric Vehicles on Long Island Costs and Benefits: The Opportunities and Potential Impact of Widespread Vehicle Electrification on Long Island



*Key Findings: Long Island Market Conditions

Infrastructure deployment particularly weak on Long Island compared with market leaders

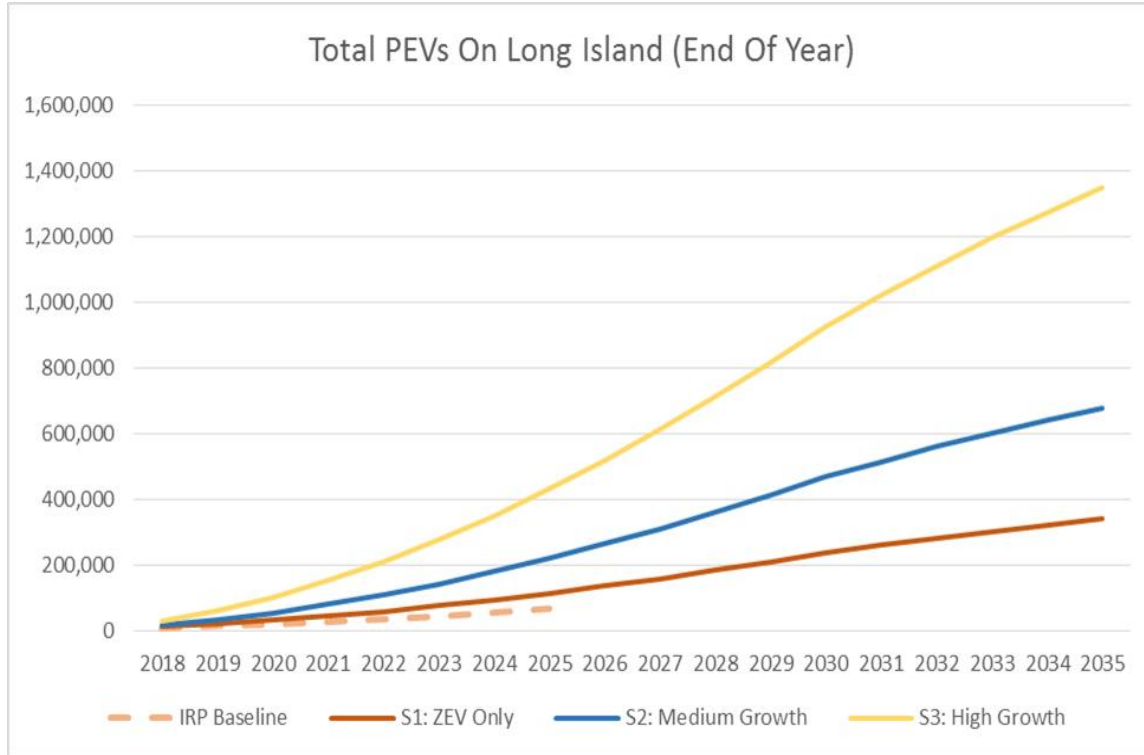
A strong opportunity for market development and utility engagement



*These findings are from a report prepared for PSEG Long Island by Gabel Associates, Inc. & Energy Initiatives Group, LLC – Electric Vehicles on Long Island Costs and Benefits: The Opportunities and Potential Impact of Widespread Vehicle Electrification on Long Island



*Key Findings: Long Island Adoption Scenarios



High Growth: Not Yet Within Reach

Medium Growth: Aggressive, but achievable with market development investment. Parity with market leaders.

ZEV Growth: consistent with Historical trend, State Goals, Already close to achieving

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PSEG Long Island's Electric Vehicle Program

PSEG Long Island is dedicated to helping customers save energy and save the planet by offering programs, information and valuable rebates for electric vehicle drivers in our area.

The Electric Vehicle Program aims to address the following key goals:

- Support the adoption of EVs on Long Island;
- Reduce greenhouse gas emissions;
- Create a widely accessible charging infrastructure; and,
- Balance grid demands while increasing efficiency and reliability.

PSEG Long Island's Electric Vehicle Program

Programs	Offer	Timing
Added EVs and Chargers to PSEG Long Island Fleet		June 2018
Smart Charger Rebate	\$500	Launched April 2019
DC Fast Charging Incentive	\$7,000	Launching June 2019
Off Peak Charging Incentive	\$0.05/kWh Discount	Q4 2019 Implementation
Workplace Charger Rebate	\$4,000	Expires December 31, 2019
Customer EV Outreach and Engagement Campaign		Started 2017 - current

Added EVs and Chargers to PSEG Long Island Fleet

- Completed the purchase of 8 Chevy Bolt electric plug-in light duty passenger vehicles in March 2018.
- The vehicles are being utilized by meter readers and are located at various division offices throughout PSEG Long Island's service territory.
- The vehicles are wrapped and branded in a theme supporting EV adoption throughout PSEG Long Island's service territory.

Smart Charger Rebate Program

Offer: \$500 Incentive for the purchase of Level 2 Smart Chargers by residential customers.

Benefits: It can take 10 to 12 hours to fully charge an electric vehicle with Level 1 charging, but you can charge your car three to four times faster by installing a 240-volt, Level 2 charger.

Progress: 118 of 968 Rebates Paid.

Website Homepage



Bill Insert



Workplace Charging Rebate Program

**Expires
12/31/2019**

Offer: \$4,000 maximum per Level 2 port (charging equipment only) or 80% of the invoice price for up to 10 Charging Stations ports maximum per location.

Benefits:

Designed for companies looking to offer workplace charging options as a benefit to employees, to enhance a company's "green" image, to gain points toward LEED certification, or as a valuable component of corporate sustainability efforts.

Progress:

76 of 100 Committed

How to Qualify:

Designed for large corporations, hospitals, universities and municipalities with available space to install charging units.

The rebate is paid in stages with a large percentage paid upon installation, and the rest after receipt of future years charging port data



Off-Peak Charging Incentive

Offer: \$0.05/KWH off peak charging incentive

Benefits

EV owners receive “cash back” for charging during off-peak time periods.

How to Qualify

- EV owners charge their vehicles during off-peak hours:
 - 10PM to 8AM Weekdays
 - All Day Saturday
 - All Day Sunday
- Permit PSEG Long Island to view/access charging data



Direct Current Fast Charging



Offer: \$7,000 Annual incentive per Direct Current Fast Charging (Level 3) port installed

Benefits:

Encourage the installation of DCFC portals throughout the service territory to:

- Mitigate “range anxiety” concerns
- Support New York State EV penetration targets
- Allow EV owners to charge away from home

How to Qualify:

- Rebate starts at \$7,000 in the first year and declines by \$1,000 each year thereafter. Chargers must be publicly accessible
- Incentive is per plug/portal capable of providing \geq 75 KW of charge simultaneously.
- Payments made upon receipt of annual operations reporting.



Year Application Deemed Complete	Maximum Incentive Payment*
2019	\$7,000
2020	\$6,000
2021	\$5,000
2022	\$4,000
2023	\$3,000
2024	\$2,000
2025	\$1,000

* Annual Incentive Payment will be capped at the lower of: the station's aggregate per-plug incentive amount; OR the total delivery costs for the twelve month billing period for this the incentive is being calculated.

Launched Customer EV Outreach and Engagement Campaign

Email Campaign



PSEG LONG ISLAND
We make things work for you.

Ready, set, charge!

Install a smart charger, get \$500.
With electric vehicles, it's all about the charge. Now for every Level 2 smart charger you purchase, PSEG Long Island is offering a \$500 rebate. All you need is a scanned or electronic copy of your receipt. Just follow the instructions below - easy as that!

How it works

- 1) Purchase and install a qualified network-enabled electric vehicle charging device.
Qualified devices include:
 - ChargePoint Home, CP1H-2S
 - Clipper Creek HCS40 (AjuceNet enabled)
 - Juicebox Pro (32 or 40)
 - Siemens Versicharge (VCS30SRVJW)
 - EvoCharge EVO32-321-002
- 2) Activate your qualified, network-enabled device and provide the network identifier.
- 3) Allow PSEG Long Island to access usage data so we can better understand how our customers are using electric vehicles and charging. (While protecting your confidentiality, of course!)

[GET ALL THE DETAILS!](#)

Sent by PSEG Long Island - 13 Park Drive, Melville, NY, 11747
Questions? Click here to contact us.
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Direct Mail



PSEG LONG ISLAND
We make things work for you.

GET CHARGED UP - AND SAVE

When you purchase and install a qualified Level 2 smart charger, you could be eligible for a \$500 rebate.

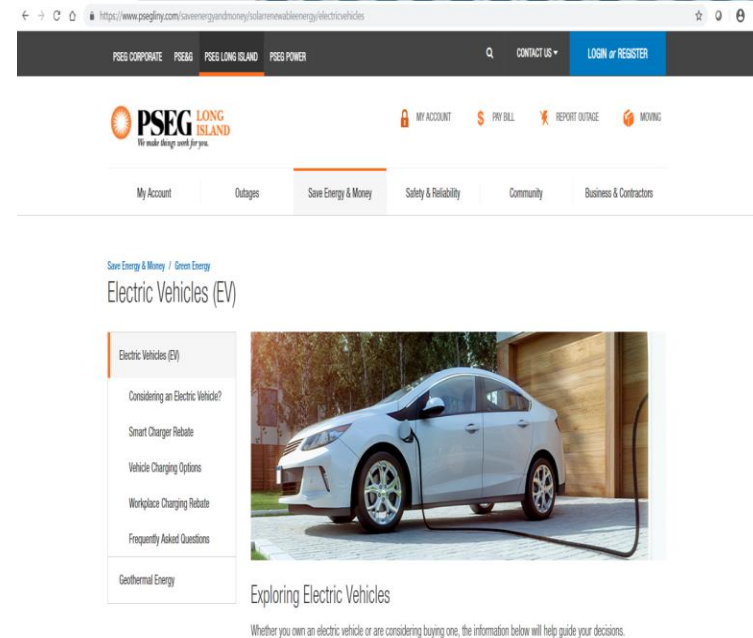
A Level 2 charger charges your electric vehicle three to four times faster! Electric vehicle owners can all agree - the faster the charge, the better.

READY, SET, CHARGE!

You may be eligible to GET \$500 for installing a SMART CHARGER

PSEG LONG ISLAND
13 Park Drive
Melville, NY, 11747

Website



https://www.psegny.com/saveenergyandmoney/learnmoreaboutenergy/electricvehicles

PSEG CORPORATE PSEG PSEG LONG ISLAND PSEG POWER

MY ACCOUNT PAY BILL REPORT OUTAGE MOVING

My Account Outages **Save Energy & Money** Safety & Reliability Community Business & Contractors

Save Energy & Money / Green Energy

Electric Vehicles (EV)

- Electric Vehicles (EV)
- Considering an Electric Vehicle?
- Smart Charger Rebate
- Vehicle Charging Options
- Workplace Charging Rebate
- Frequently Asked Questions
- Geothermal Energy

Exploring Electric Vehicles

Whether you own an electric vehicle or are considering buying one, the information below will help guide your decisions.

Twitter



PSEG Long Island @PSEGLI · Apr 17

Charge your electric vehicle faster and save! Purchase and install a Level 2 smart charger and you could receive \$500 - it's that simple. Apply for the Smart Charger Rebate: psegny.com/smarcharger.



PSEG Long Island
Apr 17 2:41 PM

Hit the highway faster with your electric vehicle! With our Smart Charger Rebate, you could get \$500 for purchasing and installing a Level 2 smart charger. Learn how to apply: psegny.com/smarcharger

You may be eligible to GET \$500 for installing a SMART CHARGER from PSEG Long Island

PSEG Long Island
Energy Company

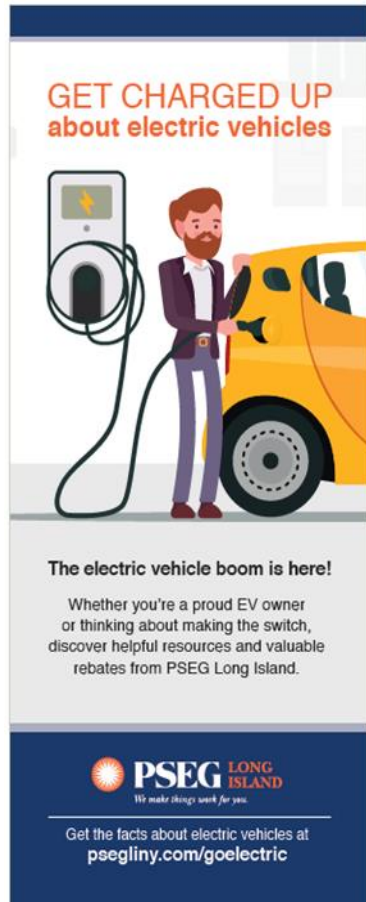
28 8 Comments 6 Shares

Facebook

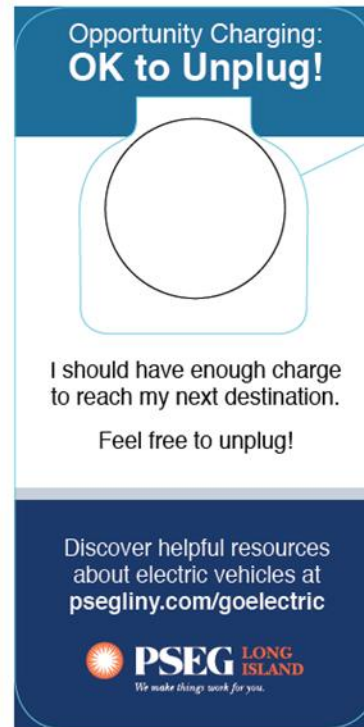


Launched Customer EV Outreach and Engagement Campaign

Retractable Banner



Courtesy Hangers



Window/Windshield Clings



Best Selling EVs on Long Island

