

## **Southern California Edison Charge Ready Infrastructure Deployment and Plug-In Electric Vehicle Market Education Programs**

Southern California Edison (SCE) has applied to the California Public Utilities Commission (CPUC) for approval to undertake a plug-in electric vehicle (PEV) infrastructure deployment program and complementary market education effort that offers significant benefits to all SCE customers. SCE intends to focus on market segments where cars park for a long time, including work places and multi-unit dwellings. The proposed education and outreach programs will target both residential and commercial customers, and will place special emphasis on serving disadvantaged communities.

### **Key Features**

#### Charge Ready

- SCE has proposed a \$355 million, five-year initiative aims to *provide a one-time, targeted boost to the PEV market* in Southern California by accelerating the build-out of charging infrastructure and ensuring its availability to a broad spectrum of prospective PEV purchasers.
- The initiative provides the supporting infrastructure up to the wiring “stub” for up to 30,000 charging stations in SCE’s service area, approximately one-third of the stations needed in the region.
- SCE’s investment provides a temporary boost to key infrastructure market segments by deploying supporting infrastructure at workplaces, multi-unit dwellings, fleets, and destination centers where vehicles are usually parked for at least four hours.
- SCE would offer a full-service, turn-key solution for customers that act as charge hosts. SCE will deploy the supporting electric infrastructure needed to serve the charging stations, up to and including the “make-ready” stub, and will offer customers a rebate for the charging stations.
- Customers can choose between Level 1 chargers and Level 2 equipment with integrated or external network capabilities; all Level 2 charging stations must be able to support demand response. For each category the rebate amount will cover the cost of charging equipment with basic functionality; customers may choose equipment with increased capabilities but will be responsible for the additional cost.
- SCE will own, maintain and rate-base the supporting electrical infrastructure and “make-readies.” Customers will own the charging stations and may operate and maintain them or outsource these responsibilities to a third party.
- SCE plans to install up to 10% of the infrastructure in disadvantaged communities.

### Education and Outreach Programs

- The programs will target prospective car buyers in SCE's service territory. The effort (including ads, ride-and-drives, and social media) will expand awareness about PEVs and their benefits, including increased utilization of utility assets, reduced GHG emissions, and low cost off-peak charging.
- Efforts focused directly on minority, low-income, and pollution-impacted customers, will emphasize the potential environmental and public health benefits of PEVs and build awareness that the total cost of ownership of a PEV can be less than that of a gasoline-powered equivalent. SCE will also inform buyers of incentives that make PEVs more affordable.
- The Transportation Electrification Advisory Services program will provide business customers with a dedicated "one-stop shop" for specialized education, awareness, and support on such issues as federal, state, and local incentives, electrifying fleets, vehicle/charging equipment financing opportunities, vehicle types, and charging installation programs.

### **Benefits**

- Helps to accelerate PEV adoption in order to meet the state goal to reduce greenhouse gas emissions and federal requirements to improve air quality.
- Provides savings to *all customers* by spreading SCE's fixed costs over more kilowatt-hour sales.
- Enhances demand response capability and improves SCE's ability to accommodate variable renewable energy with flexible PEV charging loads.
- Increases energy security and creates local jobs.
- Promotes innovation and new business models by stimulating the market for third party charging equipment and service providers.

### **Status**

SCE's October 2014 application asks the CPUC to consider the program in two stages:

- Phase 1 would be a one-year pilot to deploy up to 1,500 charging stations and initiate market education efforts, at a total cost of approximately \$22 million. Phase 1 is designed to validate assumptions and refine program design prior to full implementation. SCE requested expedited review with a final decision by Spring 2015.
- Phase 2 would include deployment of the remaining charging stations (up to 28,500 over the life of the program) and complementary Market Education efforts, at a projected cost of \$333 million. SCE requested that the CPUC start regulatory review of Phase 2 in early 2016.
- The CPUC has set a schedule for consideration of Phase 1, with a proposed decision planned for the 4<sup>th</sup> quarter of 2015. The scope and schedule for Phase 2 will be addressed in that decision.

**Link to SCE's CPUC Application:** [http://bit.ly/SCE\\_EV\\_App](http://bit.ly/SCE_EV_App)