

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 4th 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