

**UTILITY CONSUMER ADVOCATES NETWORK (UCAN) DATA REQUEST  
UCAN-SDG&E-DR-02  
SDG&E POWER YOUR DRIVE (PYD) 2.0 (A.19-10-012)  
SDG&E RESPONSE  
DATE RECEIVED: NOVEMBER 9, 2020  
DATE RESPONDED: NOVEMBER 12, 2020**

**UCAN DATA REQUEST**

Please refer to p. 13 (p. 17 of the PDF) of the [Corrected 7<sup>th</sup> Semi-Annual PYD Report](#) where it says that “To assess incremental EV adoption due to the presence of PYD ports, SDG&E calculated the number of drivers that have charged in the Program 90-days after the commissioning of a site.” Please provide the following information:

**Question 1**

Does SDG&E plan to change this calculation method for the PYD Extension?

**SDG&E Response**

SDG&E does not plan to change this calculation method for the PYD Extension Program.

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**Question 2**

Does this metric distinguish between EVs purchased subsequent to the installation of charging for other reasons and EVs purchased because of the addition of new PYD ports?

**SDG&E Response**

SDG&E's incremental driver methodology relies on customer level fuel consumption data to inform incremental vehicle estimates, and as such, does not differentiate between customers' personal reasons for buying EVs. To assess incremental EV adoption due to the presence of PYD ports, SDG&E calculated the number of drivers that have charged in the program 90 days after the commissioning of a site. SDG&E assumes that drivers who charge prior to the 90-day window were likely already on the path to acquire an EV regardless of the presence of PYD charging. The 90-day window is based on SDG&E's best assessment of a reasonable time frame for incremental adoption.

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**Question 3**

Does this metric distinguish between EVs purchased subsequent to the installation of charging and EVs that came from new residents or new employees?

**SDG&E Response**

Please see the response to question two. The incremental driver calculation methodology relies on customer level fuel consumption data and does not distinguish between EVs purchased subsequent to the installation of charging stations and EVs that came from new residents or new employees. SDG&E has not collected this type of information from PYD program participants.

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**Question 4**

Does this metric distinguish between workplace charging by drivers that already had EVs and charged only at home or other places and EVs purchased subsequent to the installation of workplace charging?

**SDG&E Response**

Please see the response to question two. SDG&E assumes that drivers who charge prior to the 90-day window were likely already on the path to acquire an EV regardless of the presence of PYD charging. The 90-day window is based on SDG&E's best assessment of a reasonable time frame for incremental adoption. SDG&E has not collected information from drivers about other charging locations or the timing of their EV purchases.

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**Question 5**

Has SDG&E included in its PYD Extension proposal a survey of drivers to see if they purchased their EV because of the program to verify the results of the pilot and compare to SDG&E’s 90-day metric?

**SDG&E Response**

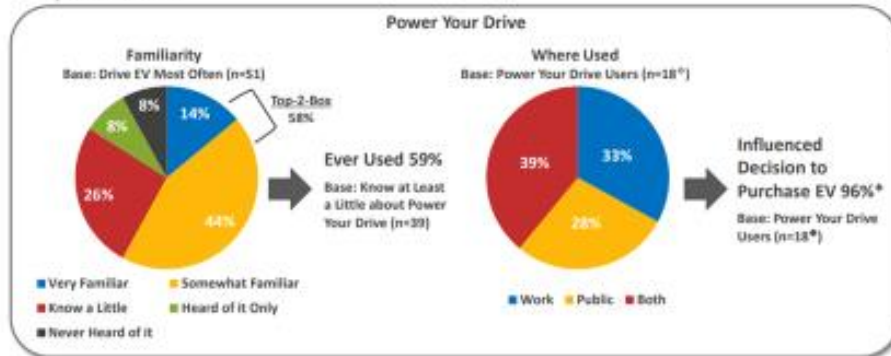
SDG&E performed a customer survey that was shared with the Program Advisory Council (“PAC”) on April 7, 2020. Below is the slide relating to PYD Pilot customer adoption of EVs that was shared with the PAC.

**Power Your Drive - Research Survey Preliminary Results**



Over half of consumers who most often drive a plug-in hybrid/EV are at least somewhat familiar with SDG&E’s Power Your Drive (PYD) program (58%).

- Of these, more than half (59%) have used a PYD charging station at work, in public or both.
- Among the few Power Your Drive users, nearly all (96%) say availability of PYD stations influenced their decision to purchase an EV\*.



? How familiar are you with the SDG&E Power Your Drive program? Have you ever used an SDG&E Power Your Drive charging station?  
\* How have you used the SDG&E Power Your Drive charging station? How much did the availability of SDG&E’s Power Your Drive charging stations positively influence your decision to purchase your electric vehicle?  
Base: Gen Pop base varies by visual. \* % “highly” or “somewhat” influenced decision to purchase EV. \* Caution: Small base size.



96% of respondents reported that the presence of PYD charging stations highly or somewhat influenced their decision to purchase an EV.

**END OF RESPONSE**