

Program Advisory Council

Priority Review Program Updates

August 23, 2019



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A photograph taken from the driver's perspective inside a car, looking out over a long, straight road that stretches into the distance. The road has a yellow center line and white edge lines. The surrounding landscape is a mix of green fields and brown hills under a blue sky with white clouds. The car's side mirror and part of the dashboard are visible in the foreground.

**Driving electric
has never been easier.**

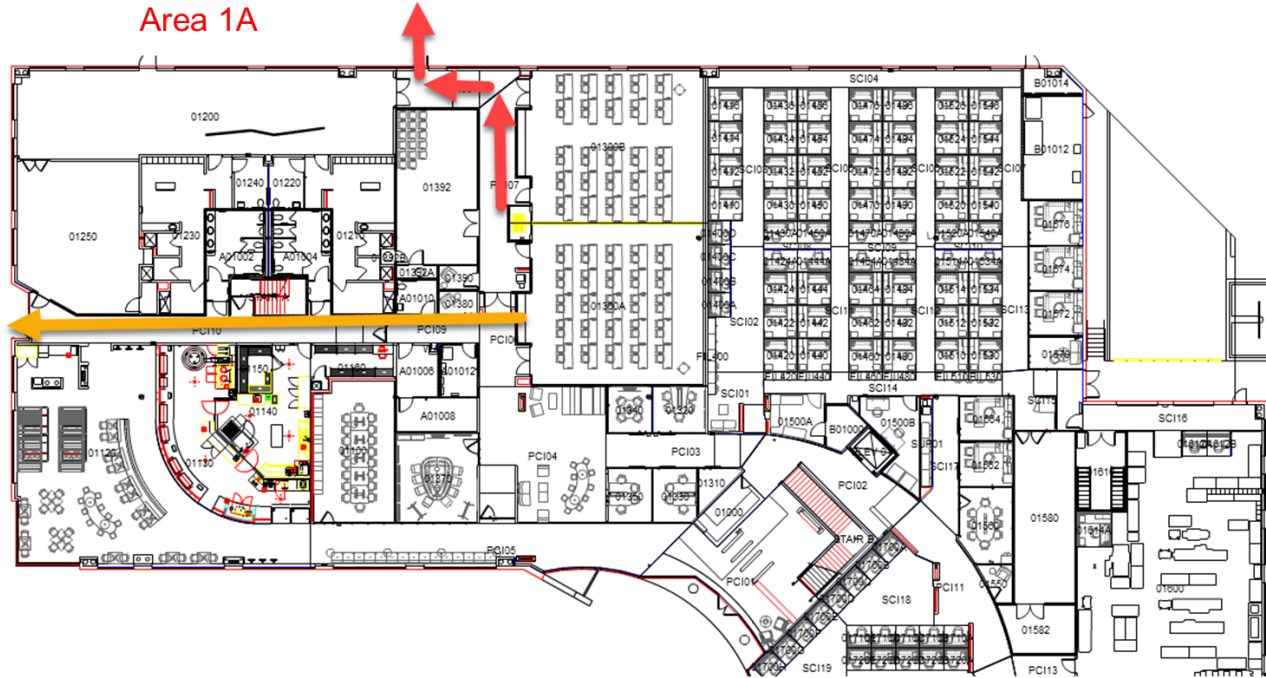


IT'S ON.

Safety Message

Guests in the auditoriums will be evacuated to Area 1A.

The red arrows are the fastest way out of the building. The orange arrow is the 2nd best route out of the building.



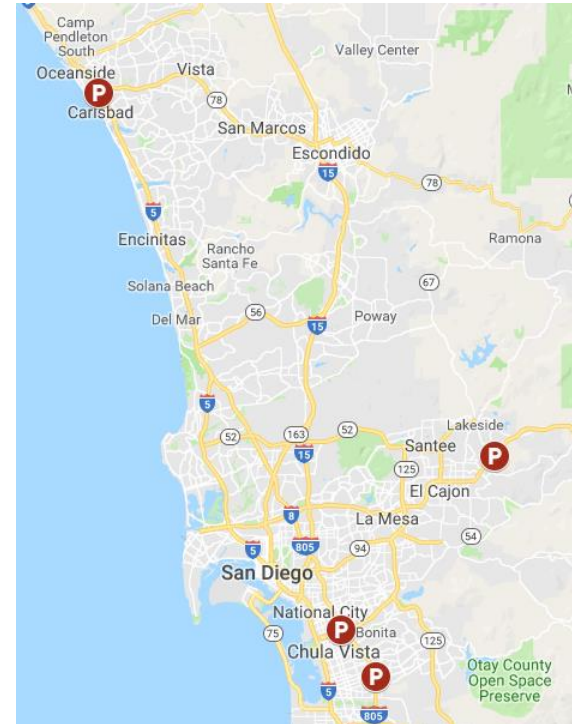
Agenda

Priority Review Projects

1. Electrify Local Highways
2. Fleet Delivery
3. Green Shuttles
4. Airport Ground Support Equipment
5. Port Electrification
6. Dealership Incentives

Electrify Local Highways

- **Program Design:**
 - 4 Park and Ride locations: National City, El Cajon, Chula Vista and Oceanside
 - 20 L2 & 2 DCFC per location
 - Program Budget: \$4M
- **Updates:**
 - Design complete and delivered to CALTRANS
 - Tier 2 Advice Letter for EV-TOU rate approved
 - DCFC meter testing complete and EVSP selected
- **Next Steps:**
 - Pending contracts/permits with CALTRANS
 - Construction anticipated to begin in September 2019; sites expected to be in service by end of Q4 2019



Fleet Delivery



- **Program Design:**

- Support approximately 90 all-electric delivery vehicles
 - Level 2 chargers
- Program Budget: \$3.7M

- **Updates:**

- **UPS:** 63 L2 chargers at 3 sites
 - Chula Vista and San Marcos sites expected to be in service by end of September 2019
 - San Diego site began construction in June 2019; expected to be in service October 2019
 - Vehicles expected to be delivered in Q2 2020
- **Amazon:** 16 L2 chargers at 1 site
 - Site in service since August 2019
 - Vehicles expected to be delivered September 2019



Green Shuttles

- **Program Design:**

- Up to 5 locations for shuttles operating on a fixed route
- Optional solar array & storage at one site
- Public charging option
- Program Budget: \$3.16M

- **Updates:**

- Advice Letter approved to modify program design to allow 2 DCFCs and up to 6 L2 chargers per site
- **San Diego Airport Parking:** construction in progress; site expected to be in service September 2019
- **Aladdin:** Design complete; construction expected to begin in October 2019; site expected to be in service November 2019
- **Workplace Shuttle:** contract negotiation and site design in progress; construction expected to be complete by Q4 2019
- **San Diego International Airport:** Evaluated multiple locations, no feasible locations found; will not construct site
- Evaluated additional solar array & storage bids; will consider more cost-effective alternative

Airport Ground Support Equipment

- **Program Design Phase 1:**

- Retrofit 16 ports in Terminal 2
- Complete load management plan
 - Airport GSE Survey
 - Alignment with onsite solar generation

- **Phase 2:**

- Collect data from Phase 1 installations for a 6-month period
- Submit Tier 2 Advice Letter

- **Total Program Budget:** \$2.4M

- **Phase 1 Updates:**

- Buy-in from American Airlines to retrofit existing equipment
- Contract finalized

- **Next Steps:**

- Construction anticipated to begin August 2019; site expected to be in service November 2019



Port Electrification

- **Program Design:**

- 30-40 installations to support medium-duty/heavy-duty and electric forklifts within Port Tideland
- Program Budget: \$2.4M

- **Updates:**



- **Port of San Diego Cruise Ship Terminal** construction complete for 9 electric forklifts; site in service March 4, 2019

- **Pasha** construction complete for 3 trucks; site in service on March 4, 2019



- Preliminary design complete for **Dole** for 4 trucks; contract negotiations in progress



- Preliminary design complete for **Four Seasons** for 1 truck; contract discussions in progress



Dealership Incentives



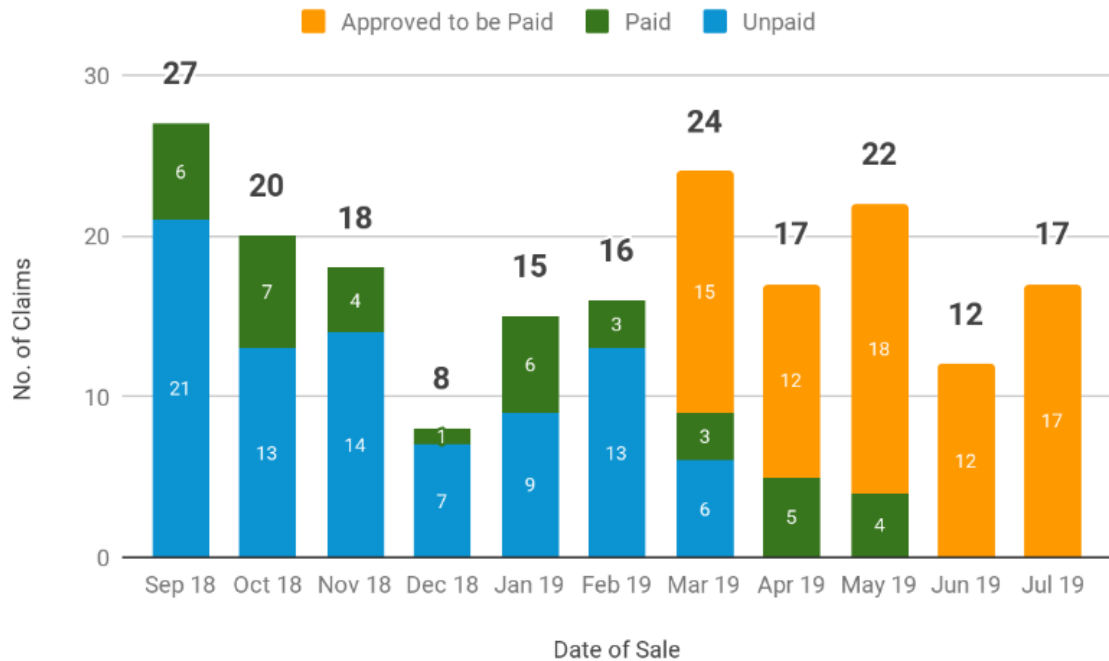
- **Program Design:**

- Provide EV training, sales tactics, and cash incentives to local car dealerships and their salespeople to increase EV Adoption
- SDG&E will provide 1,500 incentives - \$250 to salesperson and \$250 to dealership – for sale of EVs to customers who enroll in an EV rate
- Program Budget: \$1.8M

- **Updates:**

- 65 salespeople representing 15 dealerships trained
- Policy updated in January of 2019 to accept claims from untrained salespeople (at 50% of full incentive)
- Tier 2 AL Final Resolution adopted on August 1, 2019; allows claims to be paid out without having to meet EV rate requirement starting March 14, 2019
- 196 dealer claims have been received since August 31, 2018; \$731,250 of incentive funds remaining
- Dealership competition launched in June among 15 participating dealerships; will run through end of year

Dealer Claims Submitted



Program Enhancements:

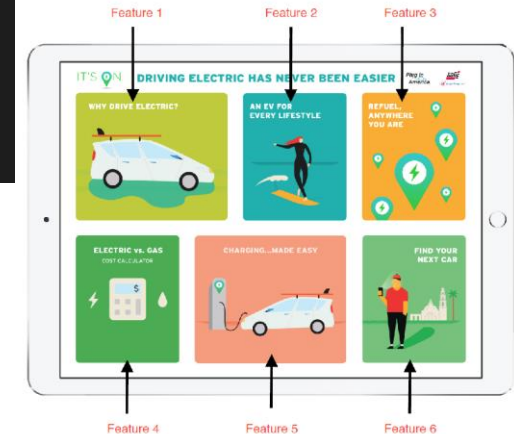
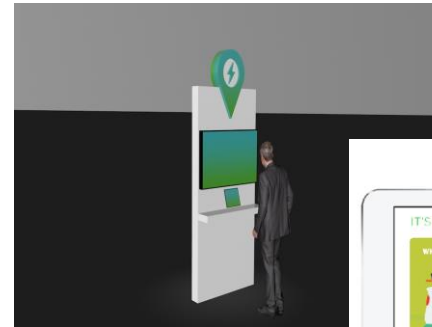
- Continue to run the program as modified and gather information on how to improve communicating TOU and EV rate information to dealerships and their customers
- Continue collecting KPIs and obtain data to compare EV sales from trained PlugStar dealerships to dealerships that are not enrolled
- In addition, continue collecting data on trained vs. untrained salespeople

Dealership Marketing

Glovebox kits developed to be provided to all new EV customers to educate customers about the benefits of driving electric, charging and EV rates



Informational kiosks placed at several of the participating dealerships to educate customers about benefits of driving electric, charging, EV rates, and provide access to the Plugstar shopping tool



Dealership Incentives Next Steps

- Program to run through December 31, 2019
- Continue to emphasize the cost difference of charging on an EV rate vs other rate options through:
 - Salesperson training
 - Updating language on the Customer Release Form
 - Comparison tools of online resources (SDGE.com and PlugStar.com)
 - Glovebox EV Welcome Kit
 - Phone/email support
- Continue to track and report data on why customers chose not to, or are ineligible to, enroll in EV TOU rates
- Continue executing Ride and Drive events
 - 7 events completed: American Lung Association walk, Illumina, UCSD Global Summit, Port of San Diego, Kyocera, San Diego County Fair, Auto Heritage Day
 - 2 upcoming events: General Atomics (private) and City of Chula Vista (public)