

**PUBLIC ADVOCATES OFFICE DATA REQUEST
 CAL ADVOCATES-SDG&E DR-09
 SDG&E APPLICATION TO EXTEND AND MODIFY
 THE POWER YOUR DRIVE PILOT– A.19-10-012
 SDG&E RESPONSE**

**DATE RECEIVED: OCTOBER 19, 2020
 DATE RESPONDED: OCTOBER 30, 2020**

REQUEST 1:

In San Diego Gas & Electric Company’s (SDG&E)’s October 16, 2020 Program Advisory Council, SDG&E stated that it has performed a survey to data validate SDG&E’s estimated number of EVs adopted through the Power Your Drive (PYD) Pilot. SDG&E stated that 95% of the survey respondents had their EV purchase decision influenced by the EV charging infrastructure installed in the PYD Pilot. Please provide the following related to the survey question:

- a. The exact question SDG&E asked in its survey.
- b. The answer options respondents could choose from, if the survey question was multiple choice.
- c. The number of respondents.
- d. The percent of respondents who chose each answer option, if the survey question was multiple choice.

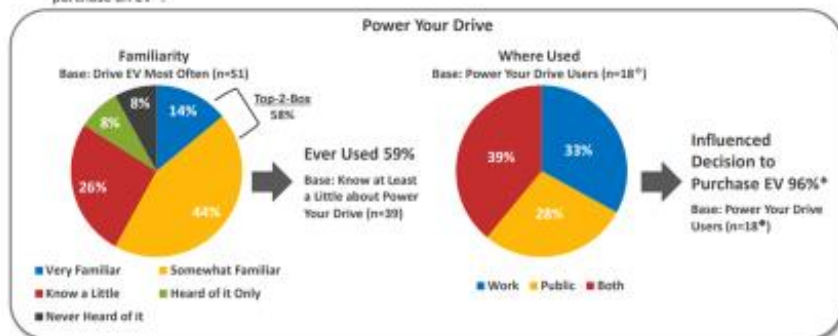
SDG&E RESPONSE:

SDG&E performed a customer survey shared with the Program Advisory Council (“PAC”) on April 7, 2020. Below is the slide relating to PYD 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?
 * Where 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.

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- a. “How much did the availability of SDG&E’s Power Your Drive charging stations positively influence your decision to purchase your electric vehicle?”
- b. Response options were “highly influenced”, “somewhat influenced”, and “did not influence at all”.
- c. 18 of the people surveyed responded to this question. Response percentages are weighted to reflect accurate gender and Hispanic proportions.
- d. 96% of respondents reported that the presence of PYD charging stations highly or somewhat influenced their decision to purchase an EV. Table 1 below breaks down survey results from this question.

Table 1: Survey Responses – Influence of PYD Stations on EV Adoption Decision

	% of Total
Highly Influenced	41.3%
Somewhat Influenced	54.3%
Did Not Influence At All	4.4%
<i>Total Responses</i>	<i>100%</i>

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REQUEST 2:

In SDG&E's PYD Pilot Ninth Semi-Annual Report, SDG&E states that 4,112 EV drivers are enrolled in the Pilot.

- a. Please explain how SDG&E defines an EV driver as enrolled in the Pilot. Would any EV that charges at least once at a PYD site count towards the 4,112 EV drivers?
- b. If the answer to part a. of this question is yes, please provide the % of the 4,112 EV drivers who have had a minimum of 5 charging sessions at PYD sites.
- c. Please explain how SDG&E broke down utilization by quartile.
 - i) Please also specifically answer the following:
 - ii) Do each of the quartiles represent 25% of the sites in Pilot?
 - iii) Are the sites categorized by quartile based on the number of drivers, the number of sessions, the kWh sold, or some other metric?

SDG&E RESPONSE:

- a. A program participant that is enrolled in the pilot is counted as a driver after completing one charging session that lasts at least 5 minutes.

PYD drivers are defined at the most granular level of information available for each site. At Rate-to-Driver sites this is a unique identifier that corresponds to an individual driver. Rate-to-Driver (RtD) sites offer the most detailed driver data because drivers are billed directly. At Rate-to-Host (RtH) sites SDG&E has less visibility into driver behavior because sites are billed for consumption instead of drivers. SDG&E uses customer account names referred to as "credentialed IDs" as a proxy for unique driver identifiers. This is less accurate than unique driver identifiers because a customer may create a new credentialed ID or may have the same ID as another driver. SDG&E assumes that each customer identifier represents one EV.

- b. 78% of drivers have had at least 5 charging sessions. Of those drivers who have had fewer than 5 sessions, 28% had their first session after 1/1/2020.
- c. Appendix A of the PYD semi-annual report provides the facility utilization table which ranks PYD sites by usage and groups them into quartiles. The "Volume" column of the table shows how many drivers charged at the sites in that quartile, or "frequency per

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quartile of drivers.” The “Volume” column of the table also shows how many sessions took place at sites in a given quartile, or “charging sessions volume”. The “kWh sold” column of the table shows how many kWh were used at a group of sites.

Each quartile represents 25% of PYD sites categorized by consumption (kWh).

¹ At p. 14 and p. 24.

END OF RESPONSES