

# Committed to Progress

Leading the way in clean transportation

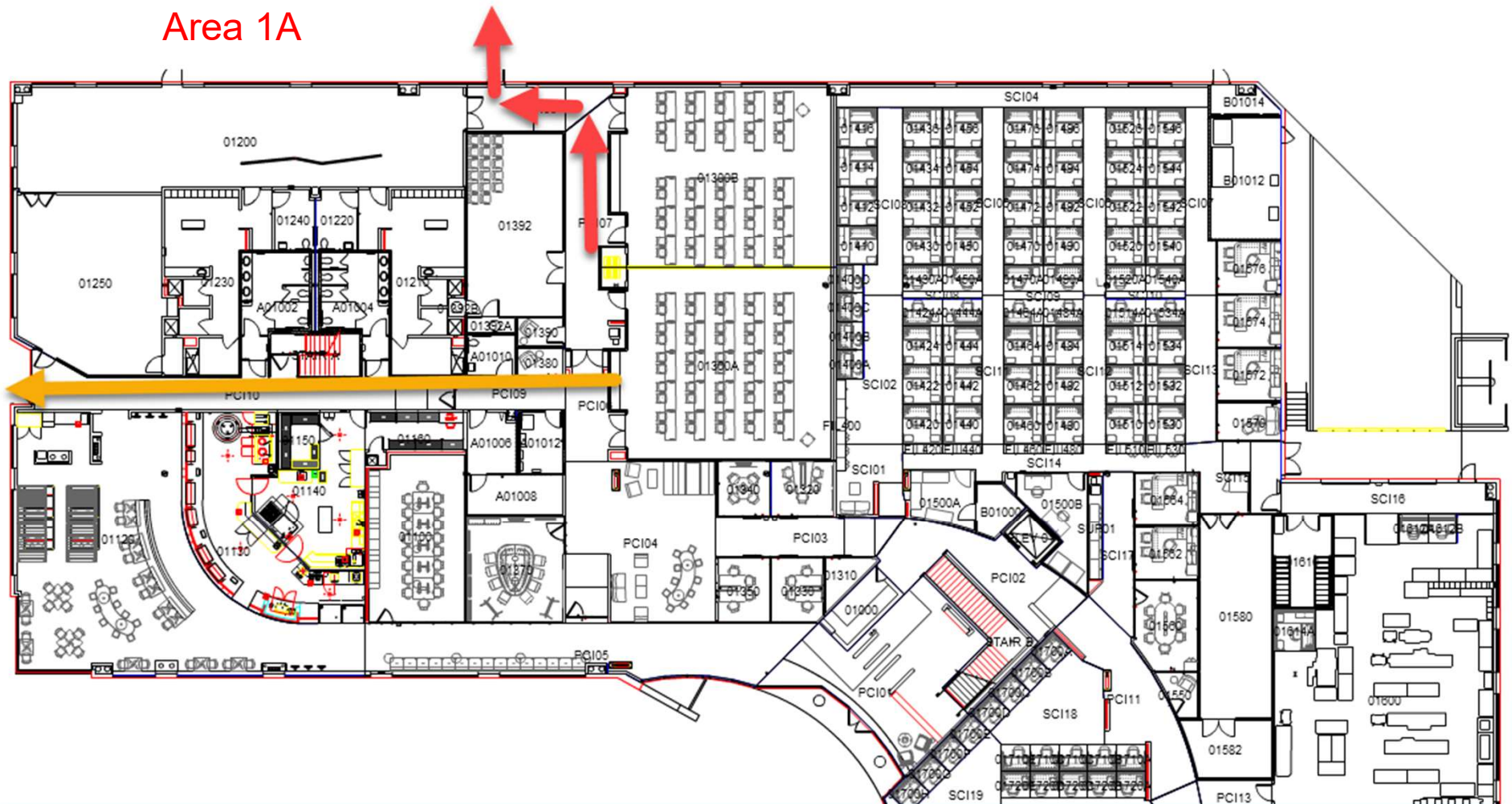


## Program Advisory Council Priority Review Program Update January 9<sup>th</sup>, 2019

# Safety Message

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

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

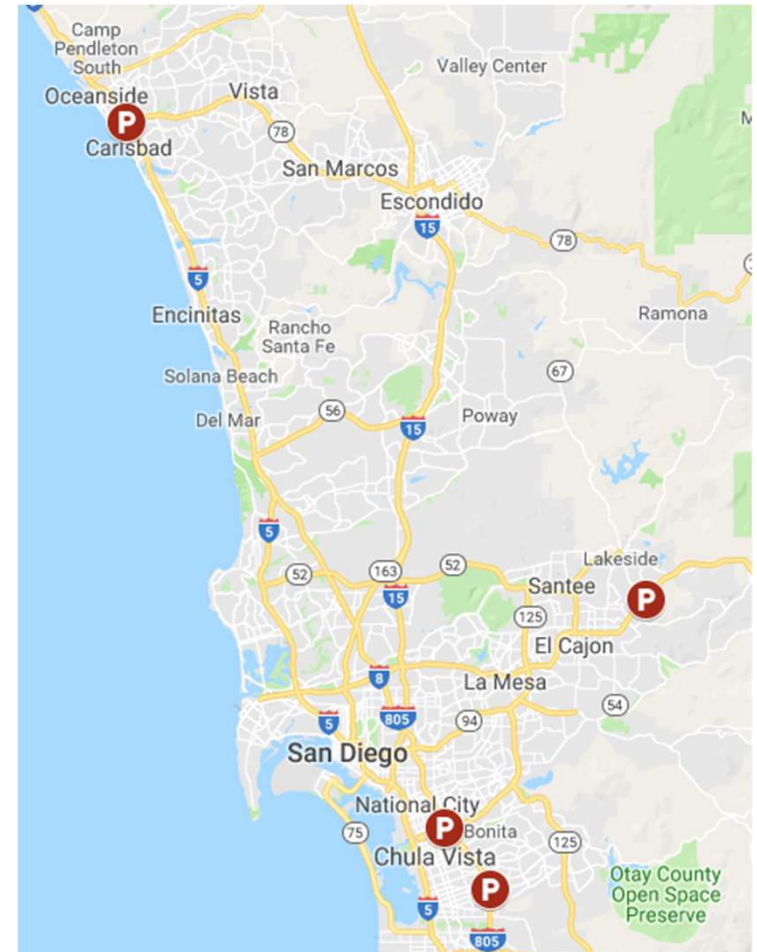


# Electrify Local Highways



A Sempra Energy utility®

- **Project Manager:** Praem Kodiath
- **Program Design:**
  - 4 Park and Ride locations:
    - National City
    - El Cajon
    - Chula Vista
    - Oceanside
  - All of these sites are in or adjacent to a DAC based on SDG&E’s service territory definition and the CalEnviroScreen 2.0 tool
  - 20 L2 & 2 DCFC per location
- **Program Budget:** \$4M
- **Key Accomplishments:**
  - Initial Design complete and delivered to CALTRANS
  - Tier 2 Advice Letter for EV-TOU rate approved
- **Next Steps:**
  - Pending contracts with Caltrans
  - Complete meter testing for DCFCs





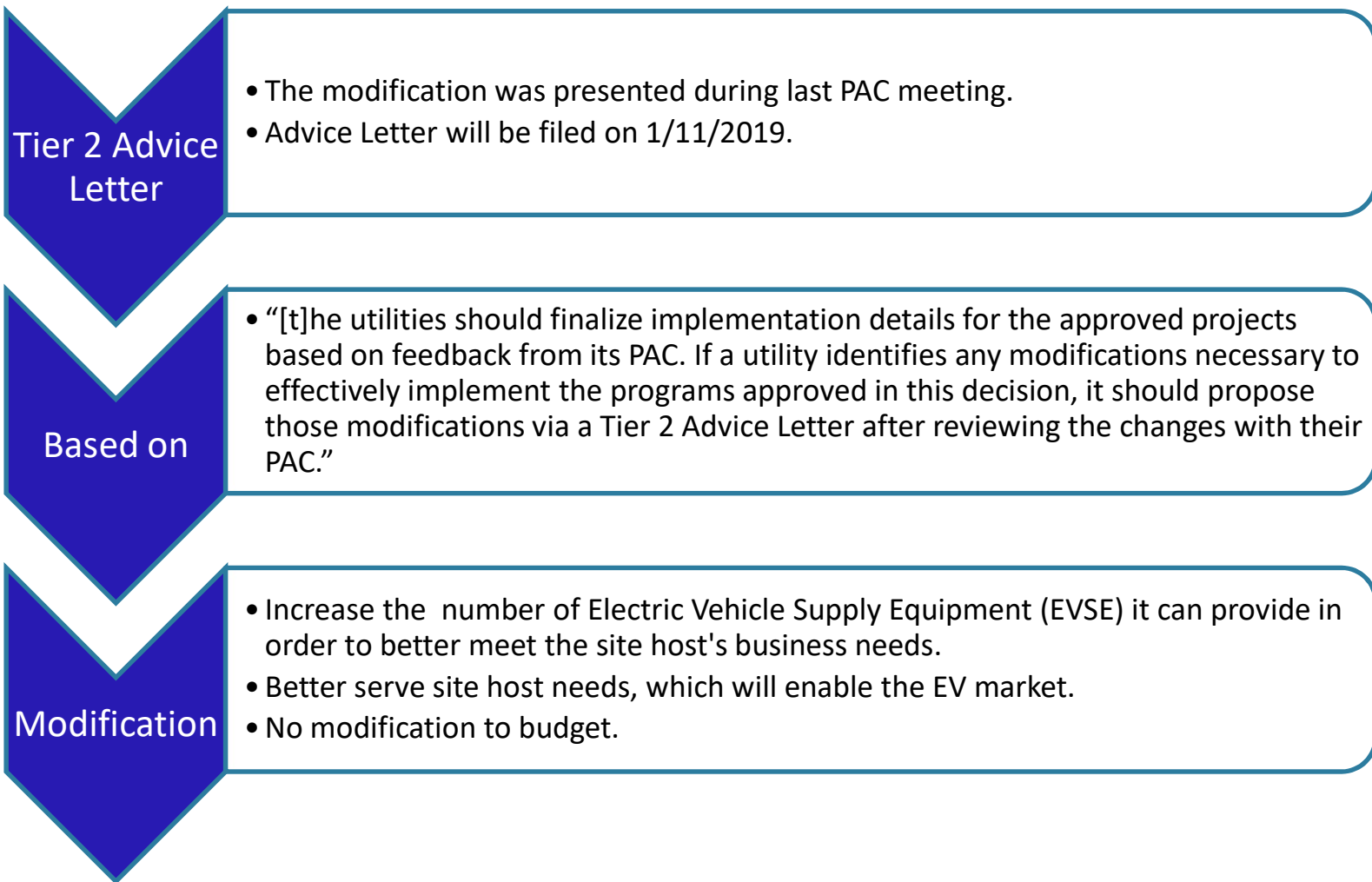
# Green Shuttles



- **Project Manager:** Devon Rimer
- **Program Design:**
  - Up to 5 shuttle locations
  - Modifications to infrastructure needs (addressed on slide 6)
  - Solar array & storage at one site
  - Public charging option
- **Program Participants:**
  - San Diego Airport Parking: under construction
  - Aladdin: contract negotiation and site design
  - San Diego International Airport: contract negotiation
  - Workplace shuttle: contract negotiation and site design
- **Program Budget:** \$3.16M
- **Key Accomplishments:**
  - One site under construction
  - Design in progress for 2 sites
  - Advice Letter for Public GIR was approved
  - Solar and Battery Storage EV Charging RFP completed



# Green Shuttles: Program Modifications



# Airport Ground Support Equipment

- **Project Manager:** Devon Rimer
- **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
- **Program Budget:** \$2.4M
- **Key Accomplishments:**
  - Buy-in from American Airlines to retrofit existing equipment
  - Final design submitted to Airport; pending permits

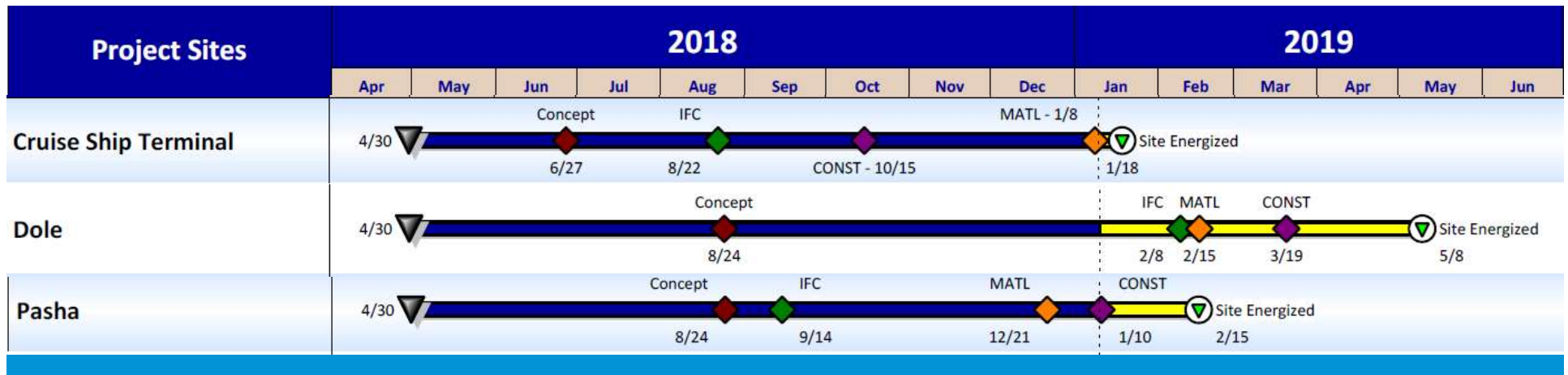


# Port Electrification



- **Project Manager:** Natasha Contreras
- **Program Design:**
  - 30-40 installations to support medium-duty/heavy-duty and electric forklifts within Port Tidelands
  - *Enrolled customers:*
    - Port of San Diego (Metro Cruise) (9 forklifts)
    - Pasha (3 MD trucks)
    - Dole (4 MD trucks)
  - *Pending Subscriptions:*
    - Marine Group Boat Works
    - Continental Maritime

- **Program Budget:** \$2.4M
- **Key Accomplishments:**
  - Port of San Diego Cruise Ship Terminal construction complete
  - Construction for Pasha to start 1/10
  - Design in progress for Dole





# Dealership Incentives

- **Project Manager:** Natasha Contreras
- **Program Design:**
  - Outreach and Education campaign for EV dealerships in SDG&E service territory
  - Financial incentives provided to sales force for sale of 1,500 EVs and enrollment in EV rate
- **Program Budget:** \$1.8M
- **Key Accomplishments:**
  - Hired Plug-In America to administer the program
  - Completed program pilot with four participating dealerships (findings outlined on slide 10)
  - Documented Lessons Learned and made program adjustments based on feedback from pilot
  - Completed outreach to dealerships for full program – 15 dealerships to participate
  - Launched co-branded Plugstar Website: <https://sdge.zappyride.com/>
  - Collaborated with Plug-In America to market Plugstar services during the 2019 San Diego Auto Show
- **Next Steps:**
  - Full program training scheduled on January 10, 2019
  - Launch program competition for the 15 participating dealerships

## *Dealership Incentives Program Pilot Results*

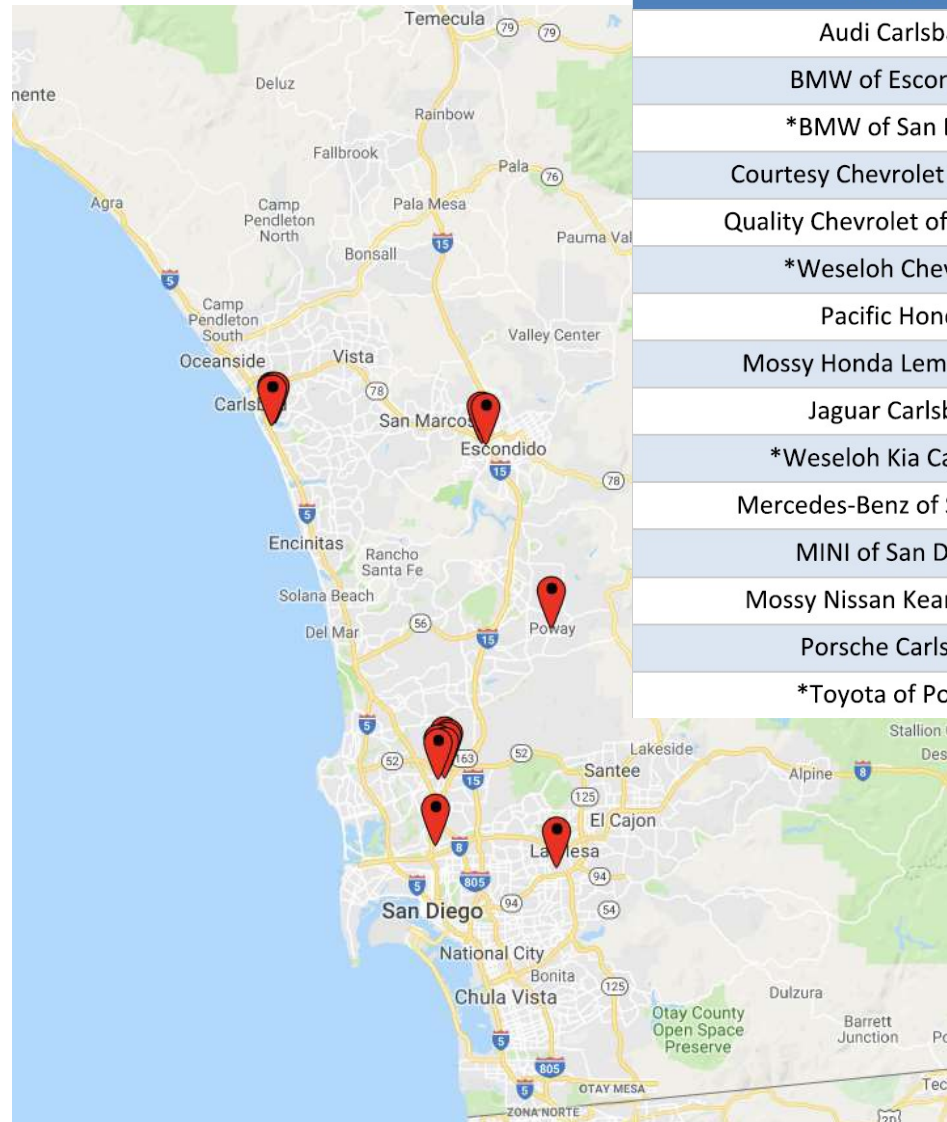
- **Overview:** Small pilot was conducted with four participating dealerships to determine feasibility of the program design, in order to apply lessons learned before launching to a larger audience.
- **Lessons Learned and Program Adjustments:**
  - Only 16% (11/66) of submitted eligible claims approved for financial incentive.
    - 84% of customers did not register for EV rate, even after being contacted by the SDG&E Customer Contact Center.
    - Tier 2 Advice Letter will be filed after the PAC meeting to modify the program design to waive this requirement.
  - Training collateral refined and slimmed down based on pilot users' input.
  - Plugstar customer facing site and the dealer portal upgraded.
    - Release v2.1 of the PlugStar shopping tool encourages the user to create an account profile in return for a more personalized cost estimate that reflects eligible incentives.
      - SDG&E and Plug-In America receive additional customer insights and contact information.
    - Added email notification when claim is submitted by dealer or message is sent, in order to alert dealers immediately when an action is required.

# Dealership Incentives Program Updates

Current Requirement	Challenge Problem	Program Change	Expected Outcome
The customer must also enroll in an eligible EV rate plan.	Waiting for a customer to switch to an EV rate is holding up incentive processing.	Waive the EV rate requirement *SDG&E will continue to verify that the car buyer is an SDG&E customer and educate them on available EV rate options.	Increase the timeline and the number of claims paid.
Dealerships are required to submit a monthly EV Retail Delivery Report (RDR) through the PlugStar Claims Dashboard	Monthly RDR reports provided by dealers have been inconsistent in the data that it shows and could possibly be manipulated.	Dealers must provide a copy of the DMV Registration or Record of Sale for each claim.	Having a consistent supporting document, that dealers are familiar with, to verify the vehicle sale.
Dealers may claim the incentive for transactions involving the purchase or lease of any eligible EV model, regardless of whether the salesperson responsible was trained.	Does not indicate if trainings are impactful for sales staff to sell more EVs.	General sales team members must complete a 1-hour EV training through the PlugStar program to be eligible for the salesperson incentive.	Enables tracking of a treatment and control group of sales staff within a dealership to see if PlugStar support and training impacts EV sales or sales satisfaction.
PlugStar Certified Dealerships will receive \$500 for each eligible EV sold or leased. \$250 goes to the dealership and \$250 goes to the salesperson(s) associated with the sale.	Does not indicate whether a dealer-facing EV incentive is impactful.	For sales completed by a PlugStar trained salesperson, the salesperson will receive \$250 and the dealership will receive \$250.  For sales completed by a salesperson not PlugStar trained, the salesperson will not receive an incentive, but the dealership can receive \$125 if they submit all required documentation.	Being able to create a treatment and control group within dealerships to see if a dealer-facing EV incentive is impactful.

# Dealership Incentives Next Steps

- Training for full program participants on 1/10/19
- Top Gun Competition launch for participating dealerships
- Conduct 10 ride and drive events to promote EV adoption through participating dealerships
- Administer customer-facing collateral in participating dealerships including EV Glovebox Welcome Kit
- Program will run through September 30th or until budget is expended



DEALER
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BMW of Escondido
*BMW of San Diego
Courtesy Chevrolet San Diego
Quality Chevrolet of Escondido
*Weselo Chevrolet
Pacific Honda
Mossy Honda Lemon Grove
Jaguar Carlsbad
*Weselo Kia Carlsbad
Mercedes-Benz of San Diego
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*Questions?*