

Electric vehicles (EVs) offer many benefits to members and consumers while also introducing future challenges to the electric grid. Member utilities can play an influential role in shaping customers' behaviors and purchasing decisions in a way that effectively addresses these challenges. The Electric Vehicle Technologies Initiative offers progressive options to position members as trusted partners for their customers through education and financial incentives.

Purpose

As the EV market grows, the challenges to successfully meet customers' needs will continue to rise. It will be increasingly more important for members to assume an influential role in the education and promotion of EVs, in order to achieve multiple strategic goals:

- » Establish a utility brand, wherein member utilities are seen as trusted local advisers.
- » Help offset flat or declining electric loads.
- » Affect charging behaviors in order to shift EV load to times of lower demand and/or low utility costs, with education and pricing signals.
- » Advance a technology that improves air quality and lowers greenhouse gas emissions.

The main components of the initiative include education and financial incentives.

Education

Through this initiative, WPPI Energy assists members in showcasing EV technologies and prominently promoting the benefits of EVs through:

- » Website content and tools that help customers determine whether EVs are right for them.
- » Marketing and educational materials for customer communications on the benefits of EVs.
- » Hosting public "ride and drive" events, designed to educate customers and remove misconceptions of EVs.

Members, with assistance from WPPI Energy, can also educate employees and customers on EV and charging stations (Electric Vehicle Service Equipment, or EVSE) through:

- » Employee training on the advantages of EVs so that they can be resources to customers on the technology.
- » Preparing employees to be knowledgeable on the technologies through workshops and web-based training.

Financial Incentives

This initiative provides financial incentives for EVSE installation in the following:

Member Facilities or Strategic Locations

To lead by example, members may consider incorporating EVs into their utility vehicle fleet and installing EVSE at their facilities or in strategic locations that maximize the use of the equipment. Members can request reimbursement from WPPI for 50% of the cost to install utility or municipal-owned EVSE up to \$10,000.

Home & Business Matching Customer Incentives

Member utilities may offer incentives to customers to purchase and install an EVSE. WPPI will provide matching incentives. Suggested incentive levels for retail customers are:

Electric Vehicle Technologies Initiative

Customer Class	EVSE	Incentive from utility	50% Reimbursable by WPPI Energy
Residential Customers	Level 2 charger	\$250	\$125
Commercial Customers	Level 2 or Level 3 charger	\$1,000	\$500
	Dual Head Units	\$1,500	\$750
	New Construction	\$2,000	\$1,000

The maximum customer incentive is 50% of the installed cost of the EVSE. The incentive is paid by the member utility with a 50% reimbursement from WPPI. *The maximum reimbursement from WPPI for all customer incentives and utility owned EVSE installations is \$10,000 total per year.*

CONTACT



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