



EV Roadmap –
Regulatory Models for Transportation Electrification

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The World's Largest EV Charging Network



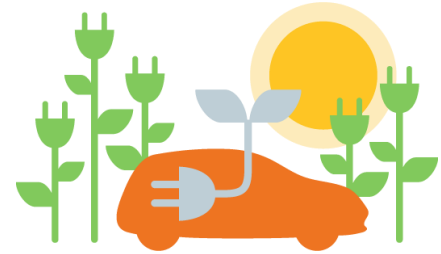
Largest Community of EV drivers

- + 70% of new EV drivers join every month
- + A driver plugs into our network every 4 seconds



Charging Everywhere

- + 30,000+ charging spots
- + 600+ ports added every month



We're Established and Growing

- + \$165 million in funding
- + 300+ DCFC locations

We Are the Industry Leader

According to Time, Bloomberg, CNBC, Navigant Research and many others

Powering the EV Charging Ecosystem

B2B



Commercial Charging Stations

Level 2 and Express DC fast chargers



Software-as-a-Service

Cloud-based network subscriptions



Service & Support

Reporting, analytics, daily support and on going coverage



Advertising & Promotion

Connecting businesses with EV drivers



Partners

Connecting the EV ecosystem from OEMs to utilities and beyond



Home Charging

Networked, residential charging for single and multi-family homes

B2C



Driver Services

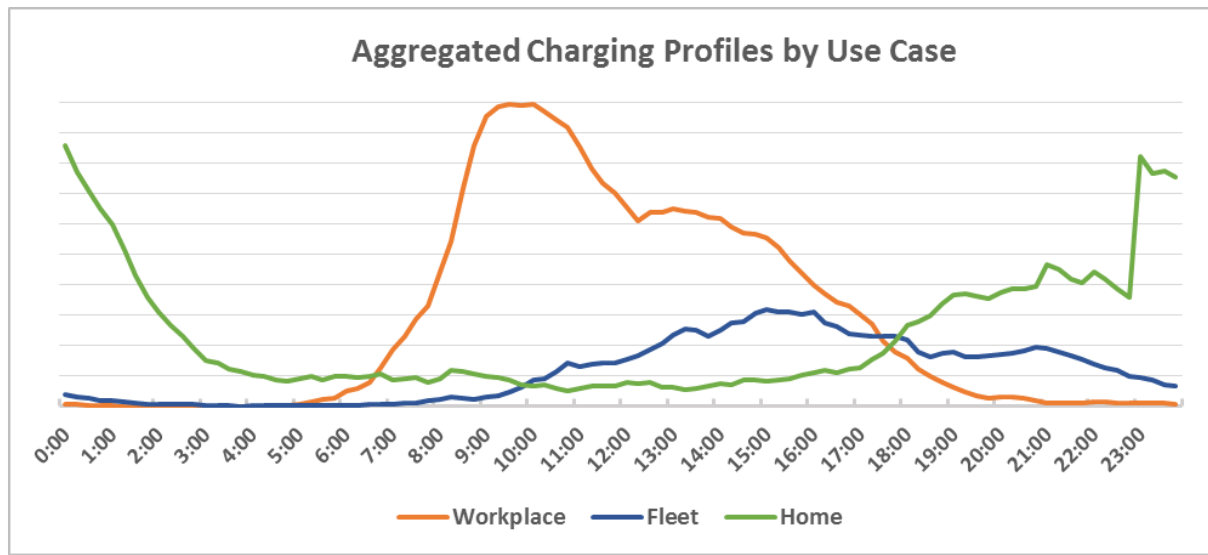
Free membership, 24/7 support, mobile app, reporting and exclusive promotions



Advocacy

Driving policy and awareness to support EV adoption

Energy Use Profile Depends on Use Case



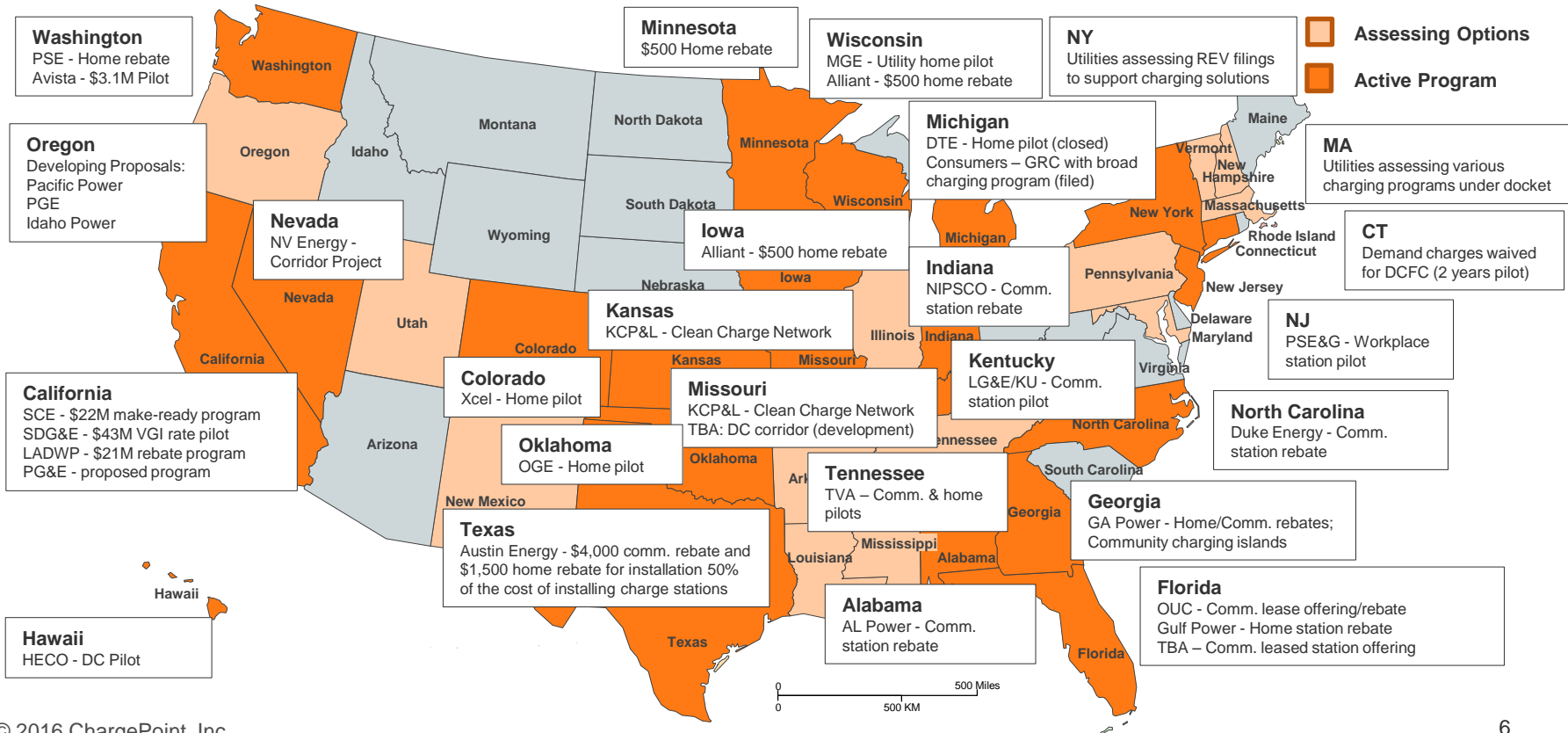
- + Different use cases can provide different value to the grid
- + Profiles are aggregated loads from groups of customers for each use case
 - Meant to capture trends only, actual profiles vary by customer!
 - Scaling is arbitrary to emphasize relative trends

A blue car is shown from a side-rear perspective, driving on a road. The background is heavily blurred, suggesting high speed. The car's side mirror and door handle are visible. The overall scene is bright and dynamic.

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Utility Models

Utility Customer Charging Infrastructure Programs

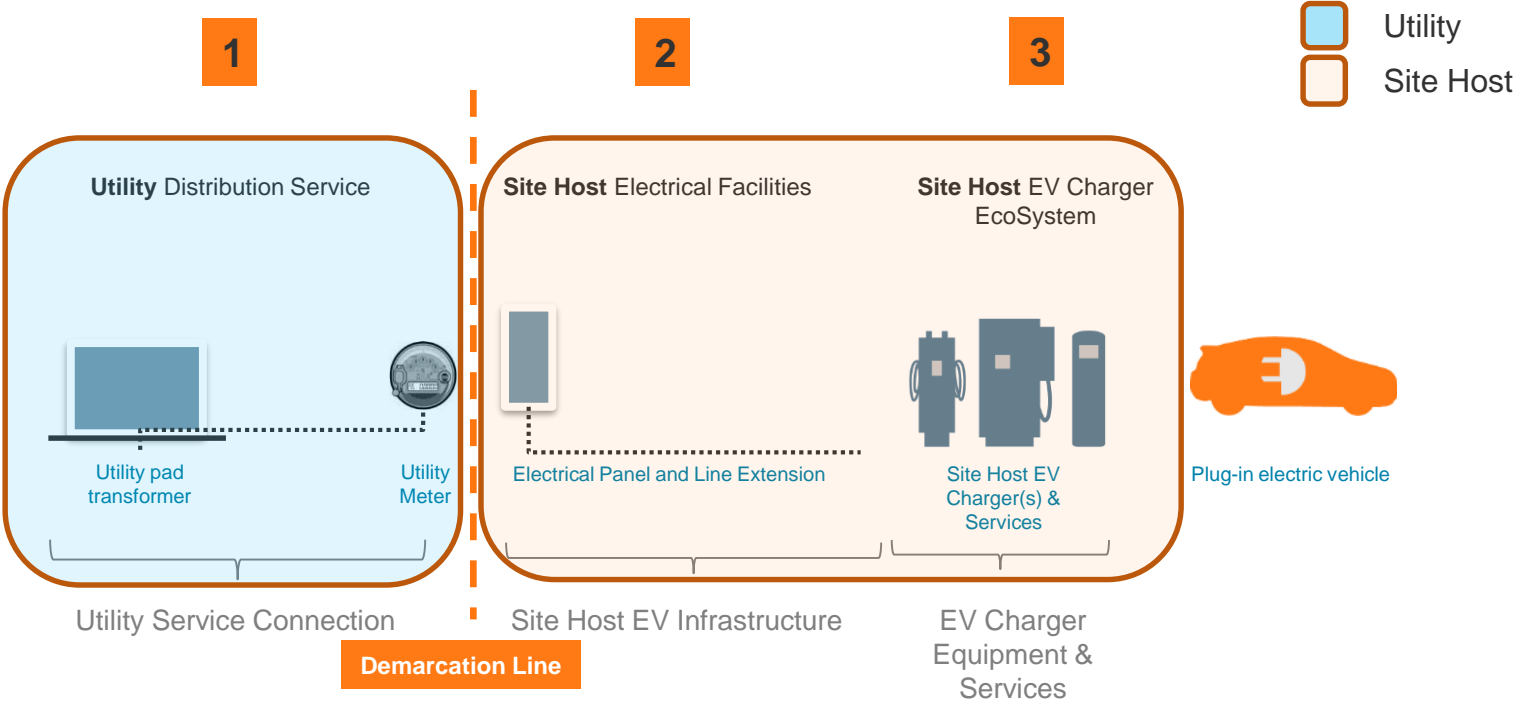


Utility Program Design Elements

- + Incentivize utility customers to deploy EV charging
 - Design a program that promotes competition and customer choice to encourage continued market driven innovation
 - Work with industry to ensure consistent driver experience from service territory to service territory
 - Require program participants to enroll in rate plans that provide environmental and grid benefits for all utility customers
 - Allow site host control of driver access and pricing
 - Develop education and outreach to inform the public on the benefits of electric transportation
 - Address market barriers – enable kWhr sales & rate reform
 - Leverage private capital to provide the most cost-effective program

EV Infrastructure Illustration


CURRENT STATE

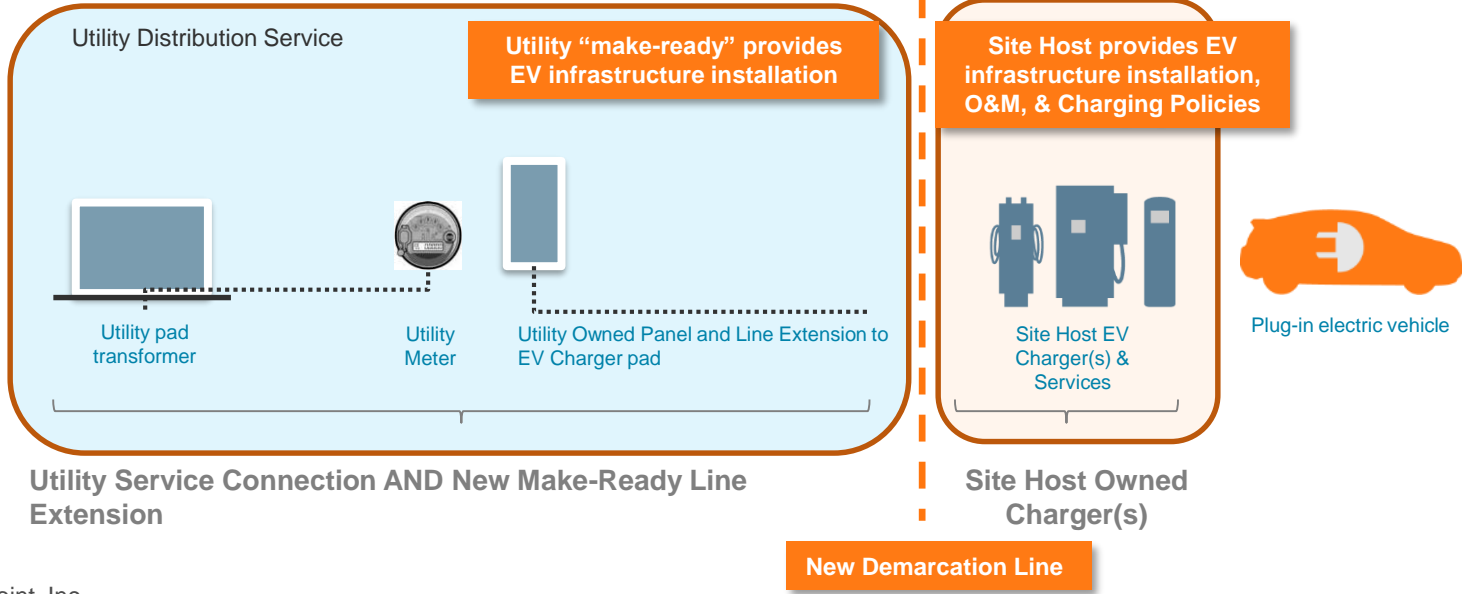


Make-Ready for EV Infrastructure

FUTURE STATE

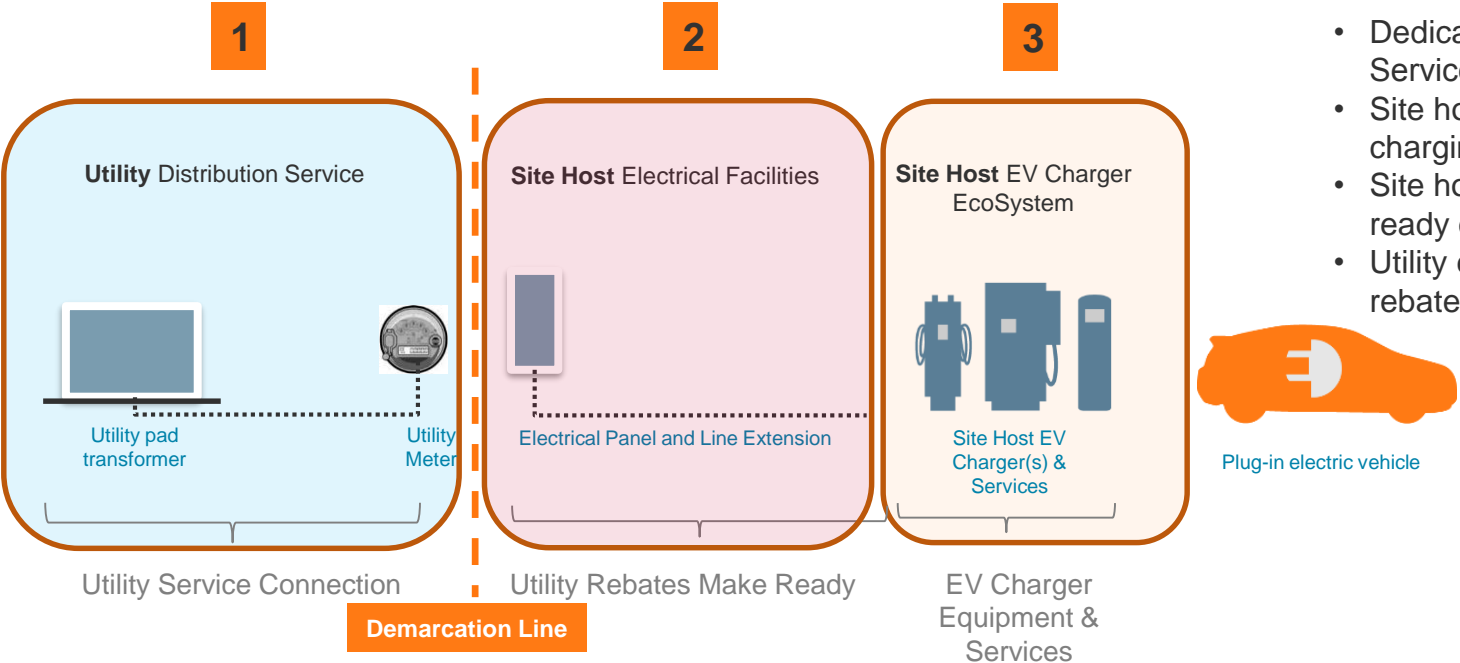
- Utility seeks approval to rate base new service connection and “make-ready”
- Utility extends service connection up to the charger pad
- Utility executes perpetual easement with land owner

 Utility
 Site Host



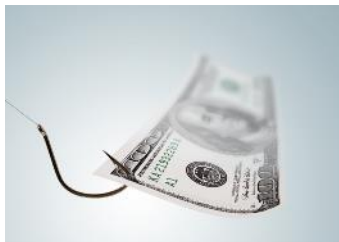
Program Design – Utility Rebate as Regulated Asset

- Utility Separate Service
- Make-Ready Rebate
- Site Host EVSE



- Dedicated EV Infrastructure Service to “Customer of Record”
- Site host purchases and installs charging station(s)
- Site host reimbursed make-ready costs via rebate
- Utility earns rate of return on rebate

Other Utility Programs



Workplace and Fleet



On-bill Financing



Charging Station
Leases



TOU Rates and
DSM

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Driving a Better Way

