

SmartCharge New York



Presented By Sherry Login, Con Edison EV Programs Manager

**NJ EV Stakeholder's Meeting
January 22, 2018**

Agenda

- SmartCharge New York (SCNY) Program Objectives
- FleetCarma's C2 Connected Car Device
- SmartCharge Rewards Program
- Bring Your Own Charger (BYOC) Fleet Program
- Advantages Over TOU Rates
- Other Use Cases for the C2 Device
- Looking Ahead to the Future

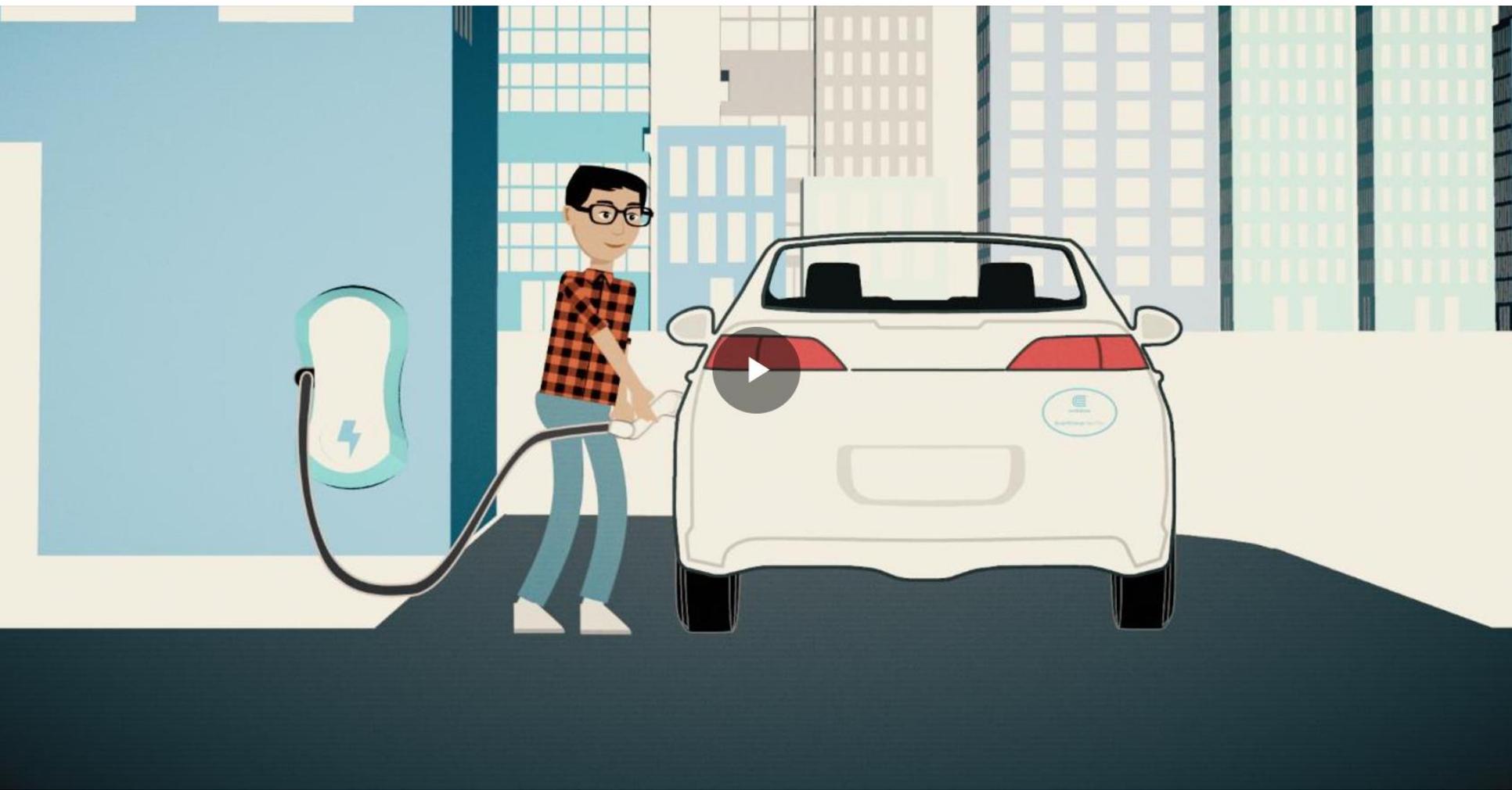
Joint Proposal Filed in September 2016

“The EV Program will incent existing light-duty electric vehicles in the market to charge during off-peak hours, with the goal of reducing system peak demand. The Company will provide equipment, at no cost to the customer, to measure and verify charging times.”

Goals based on enrolling 45% of all registered EVs in Con Edison Service Territory

	2017	2018	2019
Non-Incentives	\$859,000	\$967,000	\$1,075,000
Incentives	\$641,000	\$1,033,000	\$1,425,000
Total Budget	\$1,500,000	\$2,000,000	\$2,500,000
Incremental Peak Load Reduction (MW)	1.5	1.0	1.0
# of EVs Required to Achieve MW Goal based on 0.7 kW/EV	2143	1429	1429

www.conEd.com/SmartChargeNewYork

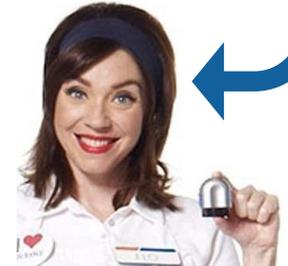


SmartCharge New York

How Does It Work?

The FleetCarma C2

- ✓ Is a connected car device (similar to insurance loggers)
- ✓ Designed specifically for Plug-in Electric Vehicles
- ✓ Collects vehicle charging and driving data through the OBD port by decoding signals from the vehicle's internal computer system (the Controller Area Network, or CAN bus).
- ✓ Sends data securely to FleetCarma servers over cell network



SmartCharge Rewards™

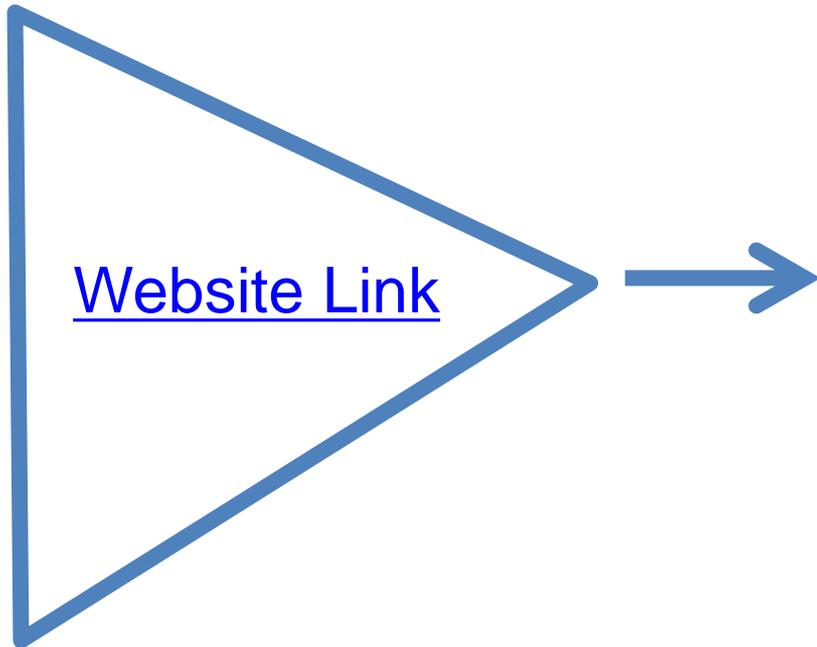
- ✓ Calculates vehicle stats and makes them accessible online
- ✓ Rewards participants based on charging behavior



So what is so unique about SmartCharge NY?

- Any EV owner who charges in the Con Edison service territory is eligible to participate. You do not need to be a Con Edison customer
- The car is the connected device. The car has the smarts, not the charging station
- The incentives are paid in the form of e-gift cards, not on the electric bill
- EV owners are rewarded for off-peak charging anywhere in the Con Ed service territory, not just at home.
- Does not require an electrician or utility crew to install monitoring equipment
- No tariff is required. No TOU rate.

Application Journey



The banner features the conEdison and fleetcarma logos at the top. Below them is a video player showing a white car parked in front of a building. The text reads: **SmartCharge New York** and **"Awesome New Program Lets You Earn Up To \$500 Just For Charging Your Electric Vehicle!"**. At the bottom, there is a white input field labeled "Enter email address" and a green "SIGN UP" button.

Application Journey



Get your C2 Device

You got it, yay!



Log in and Activate your C2

From your original acceptance email, click on your unique login link and follow the instructions to login. Enter your C2 ID and Activation Code, both found on your C2's blue box.



Install the C2 into your EV

To begin collecting your charging data, follow the attached instructions to install your C2 into your vehicle.



Start Earning! Drive and Charge your EV

After installation, your driving and charging data will begin to populate your SmartCharge Rewards Dashboard online.

SmartCharge New York Program Incentive Structure

Earn \$150 for installing and activating the C2 device

An additional \$25 for installing within 1 week of delivery

Refer a Friend and earn \$25

Off-Peak

12 midnight – 8am

All days of the week

Year-round

Summer Peak

2pm – 6pm

Monday – Friday

June 1 – September 30

EARN REWARDS FOR SMART CHARGING

EARN \$5 A MONTH



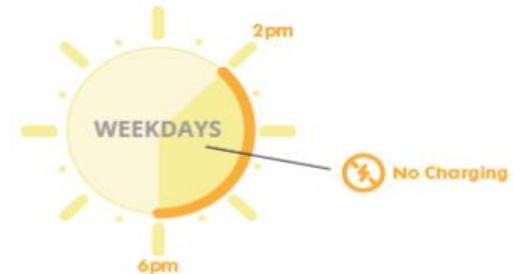
(FOR OFF PEAK CHARGING)
EARN 5¢ PER kWh



SAVING MONTHS



BONUS REWARDS

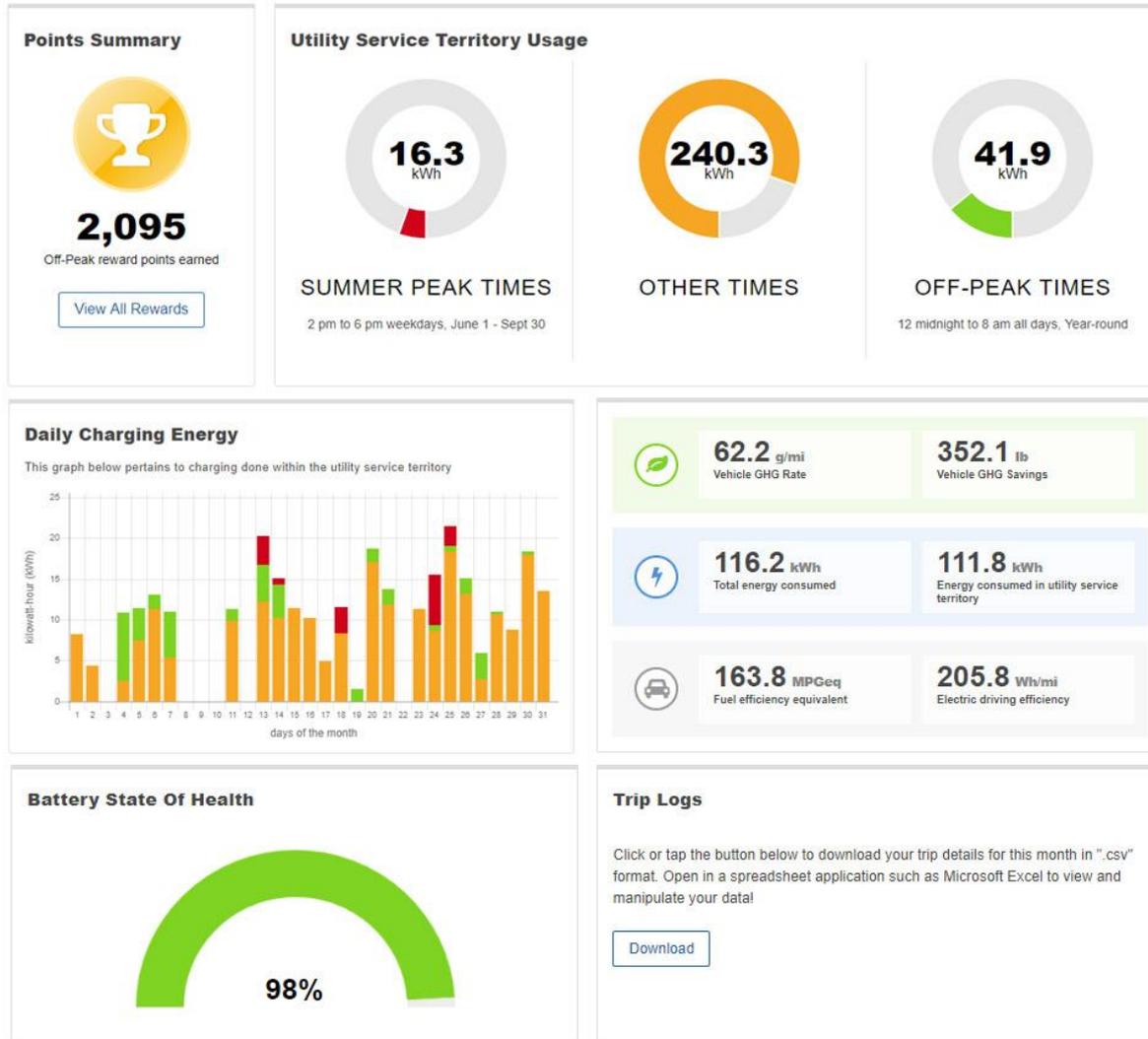


EARN \$20 A MONTH
(FOR NO SUMMER PEAK CHARGING)

Application Journey

My Dashboard

June 2017



Rewards Summary and Badges

Earnings Summary

REWARDS POINTS EARNED 46,020

DOLLARS EARNED \$46.02

REDEMPTION LINK [Click here to redeem](#)

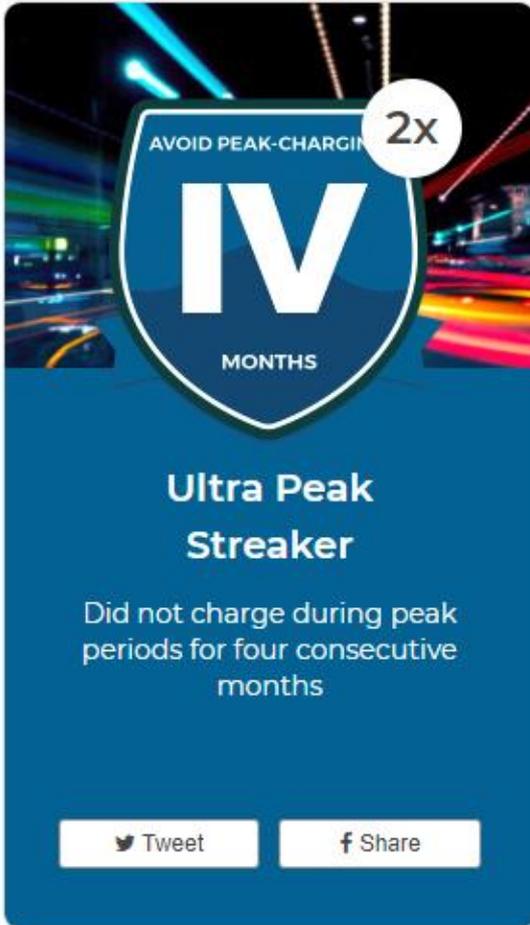
BADGES EARNED   

Share the news of your earnings and rewards

[Tweet](#) [Share](#)

Rewards Summary and Badges

Badges Earned This Month

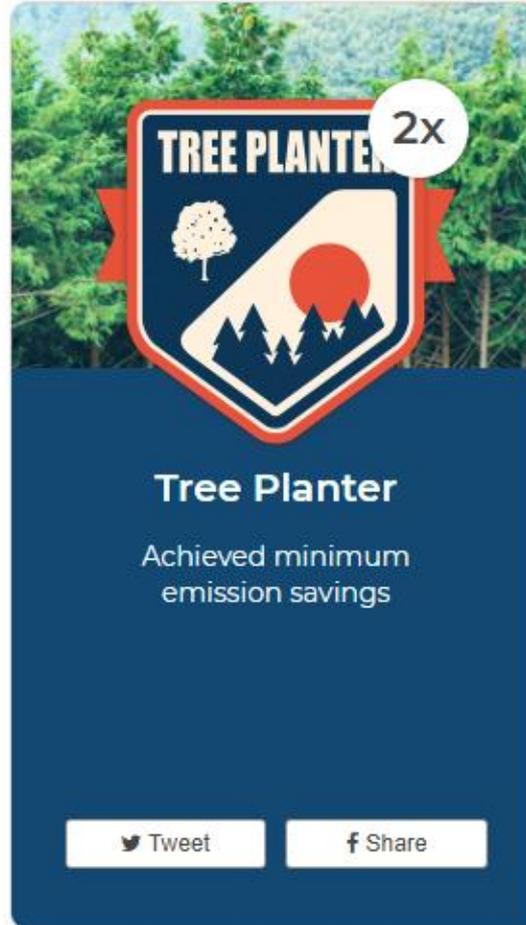


A shield-shaped badge with a blue background and white border. At the top, it says "AVOID PEAK-CHARGING" and "2x" in a white circle. The center features a large white "IV" and "MONTHS" below it. The background of the shield shows a blurred city street at night with colorful lights.

Ultra Peak Streaker

Did not charge during peak periods for four consecutive months

[Tweet](#) [Share](#)



A shield-shaped badge with a blue background and white border. At the top, it says "TREE PLANTER" and "2x" in a white circle. The center features a white tree icon, a red sun, and blue mountains. The background of the shield shows a lush green forest.

Tree Planter

Achieved minimum emission savings

[Tweet](#) [Share](#)



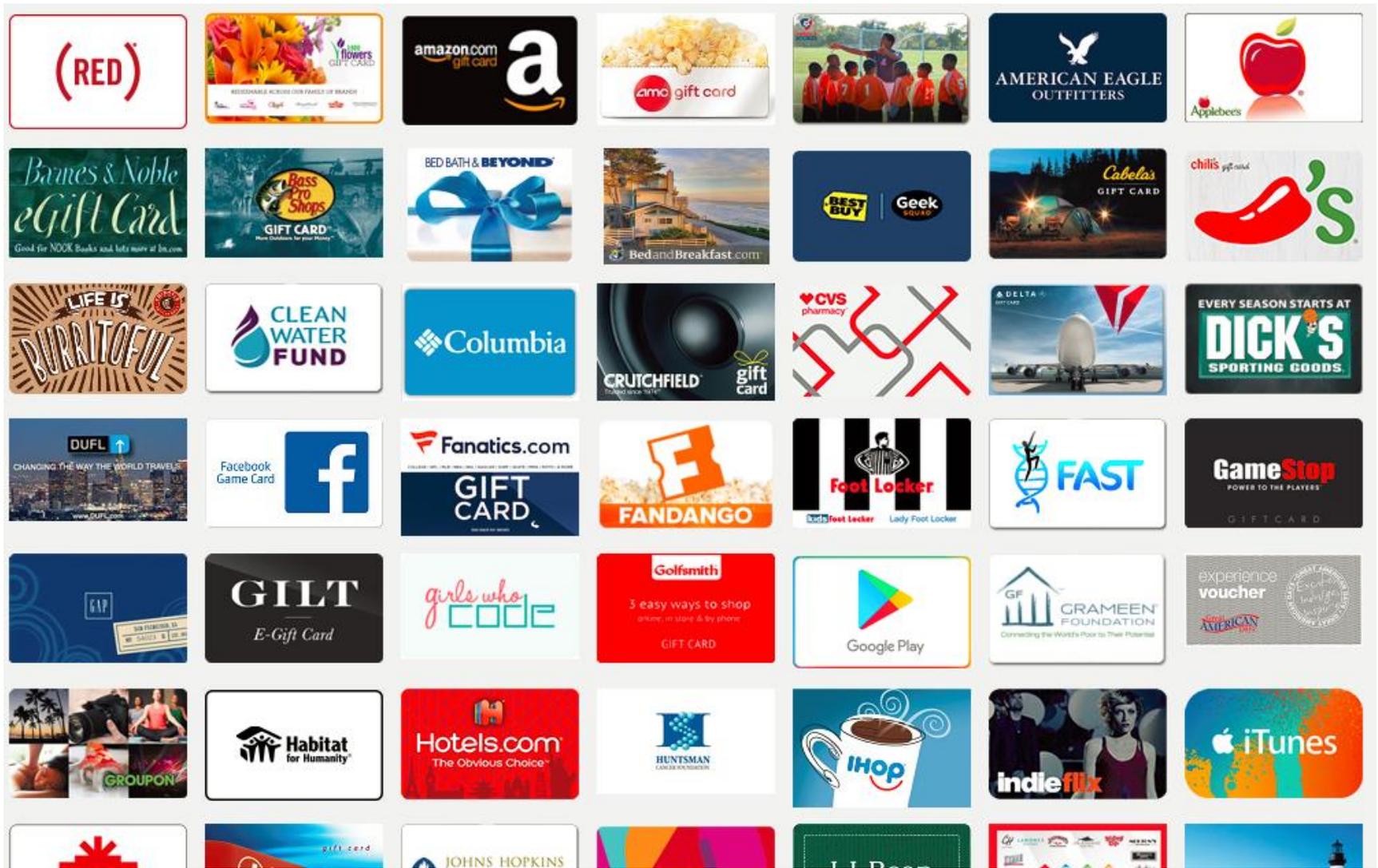
A circular badge with a blue background and white border. At the top, it says "OFF-PEAK CHARGER" and "2x" in a white circle. The center features a white mountain range icon. The background of the badge shows a dark night sky with stars.

Top Off-Peak Charger

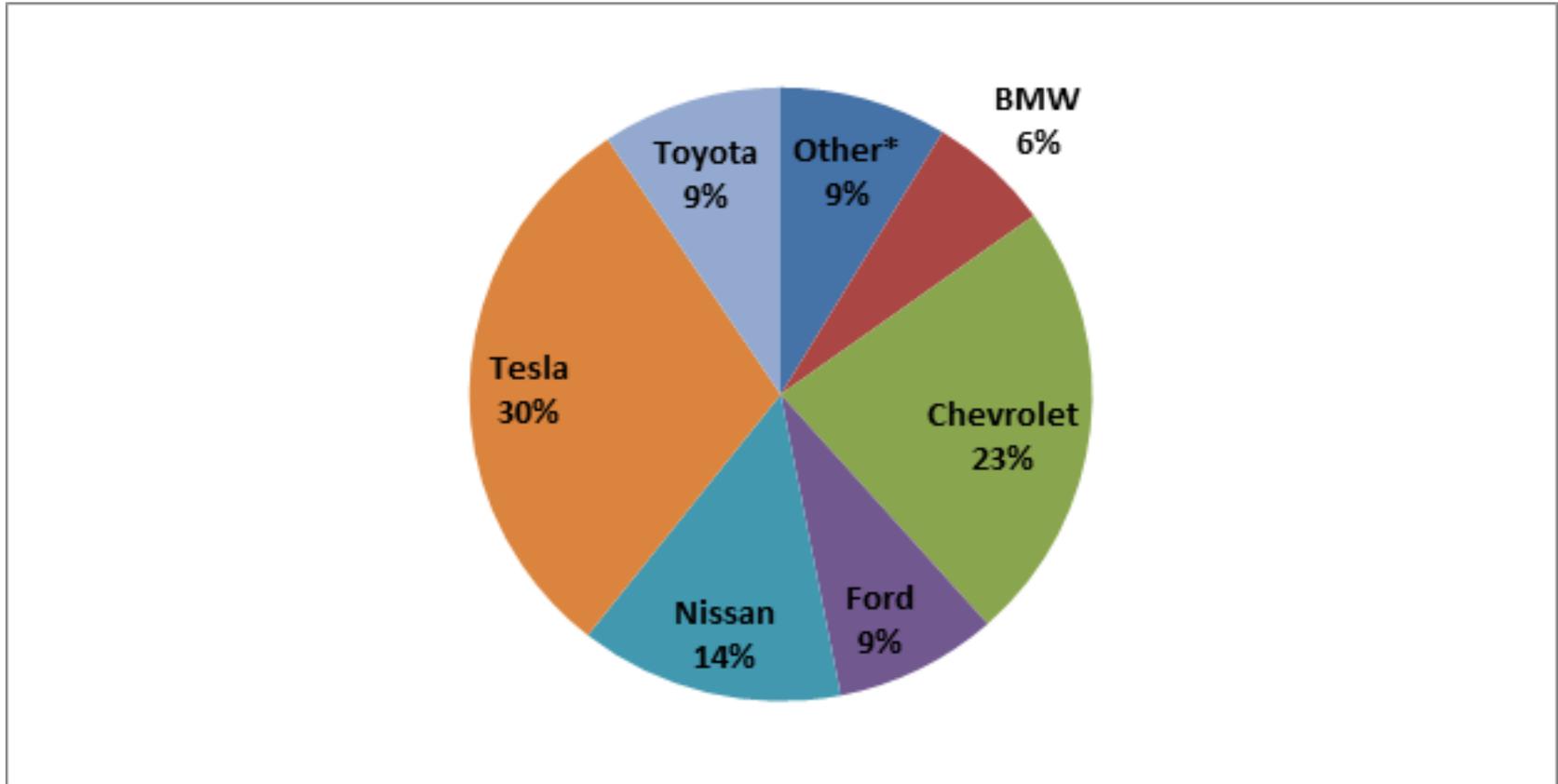
Charged 80% or greater of total kWh off-peak.

[Tweet](#) [Share](#)

E-gift cards



Enrolled EV Makes and Models



*Includes Audi, Cadillac, Chrysler, Fiat, Honda, Kia, Mercedes-Benz, Smart Car, and Volkswagen

Status of Supported EV Makes and Models

21 Makes & Model Currently Supported

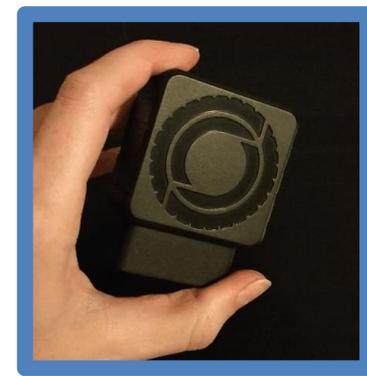
- Audi eTron
- Cadillac ELR
- Chevrolet Bolt
- Chevrolet Volt
- Chevrolet Spark EV
- Chrysler Pacifica PHEV
- Ford Focus EV
- Ford Cmax Energi
- Ford Fusion Energi
- Kia Soul EV
- Mitsubishi i-Miev
- Nissan LEAF (2017 and older)
- Prius Plug-in
- Prius Prime
- Smart For Two ED
- Tesla Model S
- Tesla Model X
- Volkswagen eGolf
- Mitsubishi Outlander PHEV
- BMW i3
- Honda Fit EV

6 in Development

- Nissan Leaf 2018
- BMW i8
- BMW X5 xDrive40e
- Hyundai Sonata PHEV
- Hyundai Ioniq BEV
- Fiat 500e

2017 SCNY Performance

- April '17: Launched SmartCharge NY
 - 100 EVs w/ FleetCarma C2 devices
- July '17: Expanded Program w/ C2s Full-Scale
- September '17: Launched BYOC Fleet Program
- 875 EVs enrolled



15% of EVs in Con Ed Service Territory

- **431 Private EVs:** FleetCarma's C2 Connected Car Device
- **444 NYC Electric Fleet Vehicles:** BYOC Program w/ ChargePoint Stations
- 0.63 MW peak load reduction
- June – Sept w/C2s: 77% kWh off-peak; 2% kWh Peak

Advantages over TOU Rates

- **Higher Enrollments**

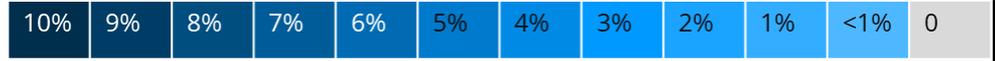
- **SmartCharge NY:** 875 vehicles since April 2017 (9 months)
- **TOU Rate with one year price guarantee:** 55 customers since March 2014 (4 years)
- **EV Only TOU Rate:** 4 customers

- NO Shifting Of Other Household Electric Load Required
- NO Costs for Hiring a Electrician to Install Second Meter Pan and Electric Panel for Standalone EV Meter
- NO Deployment of Crew to Install Interval Meter
- NO Subtractive Billing Required
- NO Second Customer Charge

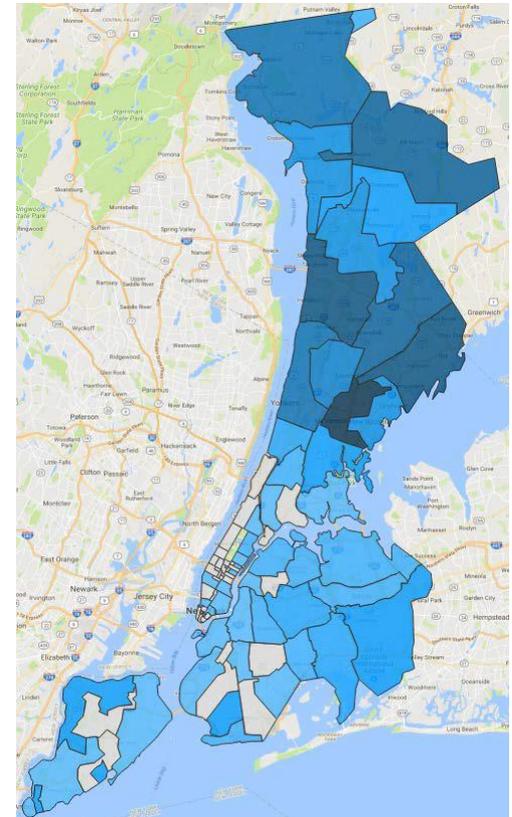
Additional Advantages Over a TOU Rate

- Rewards the EV Owner (the decision maker) which may be different Utility Account Holder
- Flexible: Update Incentives as needed – no filing required
- Not Limited to EV Owners who are Utility Account Holders

Other Use Cases for C2 Device



- Workplace charging
- Electric fleet vehicles
- Take-home fleet vehicles
- Multi-family dwellings
- Load forecasting by network
- Insight into EV customers' charging and driving behavior



Challenges to Greater Enrollment

- Awareness
- Privacy Concerns
- Installation Difficulties in Telsas
- Limited to Light-Duty Vehicles



— Possible Expansion to Medium and Heavy Duty Vehicles

- E-Fuso
- NYC Bus Pilot

Clean Energy Electric Bus: Proterra



The Future: Onboard Telematics

- OVGIP Pilot with Ford (November 2017 – February 2018)
 - 4-month pilot to evaluate viability of cloud-based technology for incentive off-peak charging; alternative to C2 device
 - Pending agreement with Honda and BMW
 - Enrolled current SmartCharge New York Participants
 - \$50 upon enrollment; \$50 at end of pilot



Sherry Login
Con Edison, Manager of EV Programs

logins@coned.com

212-460-2246