



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Carlson, Mital, Helgeson, Schlossberg and Brown  
FROM: Sue Fahey, Assistant General Manager/CFO; Rene Gonzalez, Customer Solutions Manager; Juan Serpa Munoz, Business Line Manager  
DATE: April 26, 2019  
SUBJECT: Transportation Electrification Program Update  
OBJECTIVE: Information Only

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## Issue

One of EWEB's organizational goals is to equitably and cost-effectively reduce community/regional carbon emissions, in part by encouraging smart electrification. This memo provides an update of EWEB's transportation electrification efforts towards this goal.

## Background

Electrification of the transportation sector is a major element of global "deep decarbonization" and an important factor to achieving community carbon reduction goals. About 36% of greenhouse gases (GHG) in Oregon come from transportation. Although much of the region's electric power comes from carbon-free sources, the time electric vehicles (EV) charge impacts the carbon content of the electricity used for charging. The ability to charge EVs outside of peak consumption periods brings benefits to the region by reducing carbon, to EWEB by not increasing peak load, and with the right price signals in place, to customers. Creating new products and services and evaluating ongoing ones to effectively increase the adoption of electric vehicles while encouraging charging when clean power is available supports EWEB's smart electrification goals. The 2019 budget includes \$500,000 for smart electrification efforts.

## Discussion

Through new products and the evaluation and updating of current ones, EWEB looks to encourage EV adoption, maximize its benefits and address potential challenges, including peak issues from unmanaged charging. The following EV programs are being updated and/or created:

- **Discontinue \$300 Clean Ride Rebate** for the purchase of a new, leased or qualifying used EV. The Clean Ride Rebate supports the already-purchased EV, but it does not effectively influence the purchasing decision or create an actual incentive to buy one. Although the Clean Ride Rebate is being discontinued, the following new programs will more effectively support its original intent.
- **New \$500 Clean Charge Rebate** for level 2 residential electric vehicle supply equipment (EVSE). This rebate will effectively encourage the purchase and installation of residential

level 2 EVSE. The average installation cost of a residential level 2 EVSE, including parts and labor is approximately \$1,200. A level 2 EVSE at home offers the convenience of home charging that is faster than a level 1 unit and can be programmed to always charge during off peak hours. Charging an EV is new behavior EWEB can help cultivate through ongoing education, leveraging an existing value in EV purchases, and through the ease with which a customer can implement this approach. The environmental component in choosing to own an EV is a consideration for many customers. With multiple education approaches on the various benefits (including environmental) of when to charge as part of the Clean Charge Rebate program, customers will be encouraged to schedule charging during off-peak times. Data on program participants would also provide EWEB an opportunity for ongoing targeted-education, information, and implementation of potential future related products, such as time of use and demand response programs.

- **New \$1,000 Workplace and Public EVSE Rebate** for level 2 commercial grade infrastructure. Range anxiety is one of the biggest barriers to transportation electrification. Having more workplace and public charging can help provide efficient charging and relieve range anxiety to increase EV adoption. For the utility, the convenience of workplace charging will also provide customer flexibility in charging during off-peak times. Level 2 commercial grade charging equipment costs range between \$750 and \$5000, and installation costs vary depending on the equipment.
- **Electric Car Guest Drive (ECGD) Ride and Drive Event.** Education and awareness are critical components in increasing EV adoption. Emerald People's Utility District, the City of Eugene and EWEB have partnered to host an electric vehicle ride and drive event on June 22, 2019. The set up and management of the event will be completed by ECGD. ECGD will provide electric vehicles and EV experts to support almost 400 test-drives. ECGD data indicates a 25% purchase rate from event participants. EV education workshops will also be provided during the event.

In addition to the above, EWEB will continue to provide a Dealer Referral Program that provides education and incentives for the sale of electric vehicles, a loan program for commercial Level 2 EVSE and education services such as the rEV UP Eugene! partnership, ride and drive events and website tools to help guide our customers on purchasing an EV. Staff will continue to assess transportation electrification programs and make changes as necessary to ensure effectiveness and alignment with EWEB's strategic plan and organizational goals. Marketing materials are being developed and updates will take effect June 2019.

#### **Requested Board Action**

None, for informational purposes only.