

THE 2019 ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS: *Charging Forward*

June 27-28, 2019
Hyatt Regency Dulles
Washington, DC

POST-CONFERENCE WORKSHOP

**Electric Vehicle
Education and Outreach
Methodologies for Utilities**

FRIDAY, JUNE 28, 2019

CASE STUDIES

ATC
Con Edison
Hawaiian Electric
National Grid
Pepco
PSEG Long Island
Southern California Edison

“

“A comprehensive and timely examination of the opportunities and challenges ahead for the utility industry with the inevitable acceleration of the consumer EV adoption. An excellent value for both those new to the EV industry and experienced advocates.”

Program Manager, Electric Vehicles,
Energy New England

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EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop

OVERVIEW

The 2019 Electric Vehicle-Utility Industry Nexus conference brings together myriad stakeholders to address critical considerations, opportunities and challenges regarding electric vehicles' impact on utilities. The event will include case studies from Hawaiian Electric, Southern California Edison, Pepco, Con Edison, National Grid, ATC, PSEG Long Island, and more. Experts will describe policies and regulations related to electric vehicles and their implications for utilities. The event will provide national and regional overviews of EV adoption. Utilities will discuss charging programs, customer engagement strategies, and load management plans. Join us as EV manufacturer participate in a manufacturer's panel, providing insight into the future of electric vehicles. Don't miss this perfect networking opportunity!

LEARNING OUTCOMES

- Discuss the current state of electric vehicles, including barriers to EV adoption and utilities' roles in supporting EVs
- Describe Hawaiian Electric Companies' electrification of transportation strategic roadmap
- Assess how to leverage EVs as a grid asset
- Explain Con Edison's electrification strategy
- Describe the role of utilities in promoting EV adoption
- Address EV adoption from both a utility and a community perspective
- Discuss Pepco's current EV initiatives
- Assess smart charging applications
- Explain PSEG Long Island's fleet electrification
- Participate in an expert Q&A panel
- Interact with EV manufacturers during the Manufactures' Perspectives panel
- Discuss EV program innovation for municipal and public utilities
- Describe National Grid's efforts to enable medium-heavy duty fleet conversion and to design innovative rate structures
- Review Southern California Edison's Charge Ready program



“Excellent opportunity to obtain detailed knowledge on the full breath of activity in the EV space.”

Director of Business Development, Clean Power Research



“EUCI's Electric Vehicle-Utility Industry Nexus Conference continues to connect utilities with EV industry professionals to move us towards a more sustainable future.”

EV Charging Program Manager/Marketing Associate, Burbank Water & Power

REGISTER TODAY! CALL **303-770-8800** OR VISIT **WWW.EUCI.COM**

AGENDA

THURSDAY, JUNE 27, 2019

7:30 – 8:00 am **Registration and Continental Breakfast**

8:00 – 8:45 am **The Current State of Electric Vehicles**

- Barriers to EV adoption
- Utility role in supporting EVs (including examples from the CA utilities)
- Need to integrate charging with the electric grid
- Considerations/benefits for low-income and disadvantaged communities

Genevieve Cullen, President, Electric Drive Transportation Association

8:45 – 9:30 am **Hawaiian Electric Companies' Electrification of Transportation Strategic Roadmap**



- A summary of Hawaii's energy portfolio and why the electrification of transportation is important to the State
- Current status of Hawaii EV adoption and Hawaiian Electric's EV forecast
- Importance of using EV charging and renewable energy
- Potential customer benefits of electrification of transportation
- Key initiatives of the Roadmap, generally focusing on the mid-term (next five years)

Jimmy Yao, Manager of Transportation Electrification, Hawaiian Electric

9:30 - 10:15 am **Leveraging EVs as a Grid Asset: Where We Are and Where We Need to Go**

- Utility progress to date on EV programs and activities
- Distribution planning for EVs
- The managed charging landscape
- Suggestions for utility EV strategy and planning.

Erika Myers, Research Director, Smart Energy Power Alliance

10:15 – 10:30 am **Morning Break**

10:30 – 11:15 am **Con Edison Case Study**



- Electrification strategy
- Transit bus electrification
- Curbside charging in NYC
- School bus V2G
- Capital and O&M incentive programs

John Shipman, Department Manager, Con Edison

11:15 am – 12:00 pm **The Role of Utilities in Promoting EV Adoption**

- EZ-EV history
- Barriers to EV adoption
- The EZ-EV solution
- The role of the utility

Caroline Quazzo, Head of Operations, EZ-EV

12:00 – 1:00 pm **Group Luncheon**



“There were many speakers who share the great things they are doing for their fleets and to better the environment.”

Fleet Design Specialist,
Salt River Project

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AGENDA

THURSDAY, JUNE 27, 2019 (CONTINUED)

1:00 – 1:45 pm



EVs... At Home, Work and throughout our Communities

- What is EV research telling us?
- Utility-Community perspective
- How to transition from ICE to EV's
- EV public and workplace policy

Lee Meyerhofer, Local Relations Consultant, ATC

1:45 – 2:30 pm



Presentation: EV360- A Time of Use Pilot Program for Residential Off Peak EV Charging

- What is EV360?
- What is involved for the customer and the utility?
- How is it going?
- How could it be better?
- Where is it going?

Lindsey McDougall, Electric Vehicle Program Manager, Austin Energy

2:30 – 2:45 pm

Afternoon Break

2:45 – 3:30 pm

Smart Charging Applications: Today and in the Future

- What is smart charging?
- Data is critical
- Understanding customer segmentation
- Case examples: Workplace, MUD, fleet, residential
- Utility demand response programs
- Future of DR programs for EV load management

Ram Ambatipudi, Vice President- Business Development & Utility Engagement, EV Connect

3:30 – 4:15 pm



PSEG Long Island: Workplace Charging, Fleet Electrification, and EV Outreach

- Discussion of NY EV goals generally, and the Long Island market conditions
- Implementation of workplace charging rebate program
- Addition of EVs and chargers to PSEG Long Island fleet
- Residential smart charging discounts and charger rebates
- Status of customer EV outreach and engagement campaign
- DC fast charging incentives

Jeffrey Greenblatt, Senior Counsel Regulatory, PSEG Long Island

4:15 – 5:30 pm

Panel: Best Practices, Trends, Key Concerns & Potential Solutions in Electric Vehicle Adoption

Lee Meyerhofer, Local Relations Consultant, ATC

John Shipman, Department Manager, Con Edison

Ram Ambatipudi, Vice President- Business Development & Utility Engagement, EV Connect

Mike Kurzeja, CEO, EZ-EV

Mark Scribner, Program Manager- Electric Vehicles, Energy New England

5:30 – 6:30 pm

Networking Reception



“The Electric Vehicle-Utility Industry Nexus is a unique forum that brings both EV charging experts and newcomers to shape best practices necessary to accelerate the transportation electrification market.”

Air Pollution Specialist, California Energy Commission

AGENDA

FRIDAY, JUNE 28, 2019

8:00 – 8:30 am

Continental Breakfast

8:30 – 9:15 am

Electric Vehicles Moving Forward: Manufacturer’s Perspective

Cynthia Maves, EV Business Development Manager, Nissan

Patrick Bean, Policy and Business Development, Tesla

Dan Bowerson, Director of Vehicle Electrification & Fuels, Alliance of Automobile Manufacturers

9:15 – 10:00 am

Electric Vehicle Program Innovation for Municipal and Public Utilities

- Why EV consumer engagement programs and MLPs are a great fit
- The state of the Southern New England MLP and EV markets
- Lessons learned from existing EV programs and incentives
- ENE’s competitive advantage and current EV program offerings
- The future of MLP EV programs: 2020 and beyond

Mark Scribner, Program Manager- Electric Vehicles, Energy New England

10:00 – 10:30 am

Networking Break

10:30 – 11:15 am

National Grid EV Innovation

- The utility role in advancing EV innovation
- How National Grid thinks about Electric Vehicle innovation and the driving forces/challenges we’re trying to solve
- Current efforts underway:
 - o Enabling medium-heavy duty fleet conversion
 - o Exploring managed charging
 - o Designing innovative rate structures
 - o Grid impact analyses

Rachel Flynn-Kasuba, EV Innovation POD Lead- Customer Innovation and Development, National Grid



11:15 am – 12:00 pm

Southern California Edison’s Charge Ready Program

Over the past two years, Southern California Edison has supported the expansion of electric vehicle charging throughout its service territory through its innovative suite of Charge Ready infrastructure programs. This program is helping move California closer to its objective of putting 5 million zero-emission vehicles on the road by 2030, which in turn supports the state’s goals to reduce greenhouse gases and improve local air quality. This session will include:

- Overview of Charge Ready programs
- Successes and challenges
- What’s ahead: Expansion of Charge Ready
- Other SCE transportation electrification programs and pilots underway

Vazken Kassakhian, Senior Regulatory Project Manager, Southern California Edison



12:00 pm

Conference Adjourns



“Without EUCI events, I would be in the dark with my industry’s current events.”

Engineer, Rosendin Electric

POST-CONFERENCE WORKSHOP

Electric Vehicle Education and Outreach Methodologies for Utilities

FRIDAY, JUNE 28, 2019

1:00 – 1:30 pm Registration

1:30 – 5:00 pm Workshop Timing

OVERVIEW

Based on recent focus group studies conducted by electric vehicle industry associations, the average consumer knows very little about electric vehicles. Educating your customers on the cost savings and the environmental benefits of electric vehicles is a significant opportunity for utilities across the United States. This workshop will outline the challenges and the opportunities for utilities that want to educate their customers on the value of electric vehicles and provide a variety of strategies that can be deployed cost effectively by the utility through local partnerships to increase customer adoption of electric vehicles.

LEARNING OUTCOMES

- Analyze survey tools to better understand the EV opportunity in your service territory
- Create EV marketing campaigns that attract, inform, and engage
- Review local resources/partners to keep utility costs low
- Describe the EV bulk buy model
- Explain EV ride and drive events
- Discuss how to make the business case for customer adoption of DV
- Describe the environmental advantage of EV adoption
- Coordinate with local municipalities that have committed to sustainability goals
- Explain the industry partner model: regional utility coordination to attract manufacturer dollars

WORKSHOP AGENDA

- Survey Tools to Better Understand the EV Opportunity in your Service Territory
- EV Marketing Campaigns
 - o Attract
 - o Inform
 - o Engage
- Local Resources/Partners to Keep Utility Costs low
- EV Bulk Buy Model
- EV Ride and Drive Events
- EV Adoption – The Environmental Advantage
 - o Coordination with local Municipalities that have committed to Sustainability Goals
- EV Adoption – Smart Load Building: Making the Business Case for Customer Adoption of EV
- Industry Partner Model-Regional Utility Coordination to Attract Manufacturer Dollars

REGISTER TODAY! CALL **303-770-8800** OR VISIT **WWW.EUCI.COM**

WORKSHOP INSTRUCTORS



John Morris

Vice President Market Development, D+R International



Ben Yenter

Director, Yenter Group

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INSTRUCTIONAL METHODS

Case studies and expert Q&A will be used at this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

A room block has been reserved at the Hyatt Regency Dulles, 2300 Dulles Corner Blvd, Herndon, VA 20171, for the nights of June 26-27, 2019. Room rates are US \$139 plus applicable tax. Call **1-703-713-1234** or [click here](#) for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is June 5, 2019 but as there are a limited number of rooms available at this rate, the room block may close sooner. **Please make your reservations early.**

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event's powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: Platinum, gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.

Please contact Erin Burba at eburba@euci.com or 720-988-1260 for more information.

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REGISTRATION INFORMATION

EVENT LOCATION

Mail Directly To:

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4601 DTC Blvd., Ste. 800, Denver, CO 80237
OR, scan and email to: conferences@euci.com

WWW.EUCI.COM

p: 303-770-8800

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PLEASE REGISTER

THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE AND POST-CONFERENCE WORKSHOP

JUNE 27-28, 2019: US \$1795
Early bird on or before June 7, 2019: US \$1595

THE ELECTRIC VEHICLE-UTILITY INDUSTRY NEXUS CONFERENCE ONLY: JUNE 27-28, 2019: US \$1395

Early bird on or before June 7, 2019: US \$1195

POST-CONFERENCE WORKSHOP ONLY

FRIDAY, JUNE 28, 2019: US \$595
Early bird on or before June 7, 2019: US \$495

ENERGIZE WEEKLY

Energize Weekly is EUCI's free weekly newsletter, delivered to your inbox every Wednesday. We provide you with the latest industry news as well as in-depth analysis from our own team of experts. Subscribers also receive free downloadable presentations from our past events.

Sign me up for Energize Weekly

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

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OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before May 24, 2019 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at 303-770-8800. EUCI reserves the right to alter this program without prior notice.