



**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

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Application of PacifiCorp (U 901 E) for Approval
of its 2017 Transportation Electrification Programs

A1706031 Application _____

**APPLICATION OF PACIFICORP (U 901 E) FOR
APPROVAL OF ITS 2017 TRANSPORTATION
ELECTRIFICATION PROGRAMS**

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Dated: June 30, 2017

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OF THE STATE OF CALIFORNIA**

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Application _____

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I. INTRODUCTION

Under Public Utilities Code Section 740.12(b), the September 14, 2016, Assigned Commissioner’s Ruling (ACR) in California Public Utilities Commission Rulemaking 13-11-007, and the Commission’s Rules of Practice and Procedure, PacifiCorp d/b/a/ Pacific Power (PacifiCorp or Company) submits its Application for Approval of its 2017 Transportation Electrification Programs (Application). PacifiCorp respectfully asks the Commission to approve its 2017 Senate Bill (SB) 350 Transportation Electrification (TE) Programs.

As detailed below and in the direct testimony supporting this Application, PacifiCorp proposes two priority review TE projects:

- 1) Outreach and Education Program: this program is designed to increase awareness of electric vehicle (EV) options in PacifiCorp’s California service territory; and
- 2) Demonstration and Development Program: this program will award competitive grant funding to non-residential customers to encourage the development of customer-driven TE projects in PacifiCorp’s California service territory.

A rate increase is not necessary because PacifiCorp proposes to fund these programs with a portion of remaining funds from PacifiCorp's California Solar Incentive Program.¹ In March 2011, the Commission issued Decision (D.)11-03-007 authorizing PacifiCorp's California Solar Incentive Program (Decision). The Decision stated that unspent collections from PacifiCorp's California Solar Incentive Program "shall be rolled over annually for the first four years until further order of the Commission either directing use of the funds or return of the money to PacifiCorp's ratepayers."² As the proposed transportation electrification programs will not exhaust the remaining solar incentive funds, the Company is currently evaluating different options for the rest of the remaining funds, which it will present to the Commission in a separate filing.³

These programs should be considered for priority review because they are non-controversial, have limited durations (one year) and have budgets (\$440K aggregate) well under the \$4 million individual program cap and \$20 million total cap established in the ACR.

The Company also requests authorization to extend the programs, or request new priority review projects, through a Tier 2 advice letter as long as they meet the requirements set forth in the ACR for a priority review project.

¹ Based on current projections, it is estimated that remaining funds will exceed \$1 million once installations are complete and all incentives have been paid.

² Decision 11-03-007, Docket A.10-03-002 at 21 (Mar. 10, 2011). The Commission approved the extension of PacifiCorp's California Solar Incentive Program through March 10, 2016, in Advice Letter 515-E.

³ PacifiCorp's solar incentive program ended on March 10, 2016, and no further applications will be accepted for the program. Residential applications submitted on or before March 10, 2016, had one year to install their systems. Non-residential applications submitted on or before March 10, 2016, have 18 months to install their systems. Both residential and non-residential applicants may request a 180-day extension of time to install their systems.

II. SUMMARY OF SB 350 PROPOSED PROGRAMS

A. Outreach and Education Program

The proposed Outreach and Education Program is designed to increase awareness of electric transportation options and help the Company's customers make informed decisions about the adoption and operation of plug-in electric vehicles (PEVs) and electric vehicle supply equipment (EVSE). The Outreach and Education Program is further described in the testimony and exhibits filed in support of this Application, and satisfies each of the requirements established in Appendix A to the ACR. See Exhibits PAC/100 and PAC/101 for a description of the program.

To summarize, the Outreach and Education Program will test the effectiveness of different outreach tactics on accelerating TE, through four distinct program components:

1. Customer communications: PacifiCorp will develop direct customer communications and paid advertising to educate customers on PEV options and benefits. Messaging will help build awareness of TE, promote off-peak charging, and direct customers to additional Outreach and Education Program elements and other TE programs.
2. Self-service resources and tools: PacifiCorp will expand its TE online resources and contract for development of online tools accessible to all customers. Educational resources will allow customers to access customized information about TE technologies, costs, benefits, incentives, and other pertinent information.
3. Technical assistance: PacifiCorp will sponsor customized technical assistance at no cost to non-residential customers considering EVSE projects in its California service area. Through a competitive bidding process, the Company will develop a network

of qualified consultants to perform on-site EVSE feasibility assessments for interested non-residential customers.

4. Community events: PacifiCorp plans to fund two ride-and-drive events in its communities and make funding available to sponsor additional events in the service area that can increase awareness of electric transportation, such as local Earth Day events in Pacific Power's service territory.

Additional detail on these program elements is provided in Exhibit PAC/101.

After program approval, the Company plans a three- to six-month period to issue requests for proposals, select vendors, and develop resources. After this ramp-up period, the Company will operate the program for one year. The proposed budget is \$170,000 – an amount well below the \$4 million cap established in the ACR. The Outreach and Education Program is of a limited duration (one year), and is non-controversial because there is wide agreement on the importance of TE outreach and education efforts, as discussed on page 24 of the ACR and in the Governor's 2016 ZEV⁴ Action Plan. Accordingly, PacifiCorp asks that the proposed Outreach and Education Program be considered for priority review.

B. Demonstration and Development Program

Through the Demonstration and Development Program, the Company will award competitive grant funding to non-residential customers to encourage development of creative, customer-driven TE projects in its California service territory. These grants are designed to help non-residential customers overcome upfront cost barriers to EVSE development and empower customers to develop projects that can address additional market barriers, such as lack of awareness, lack of public EVSE and limited access for low-income customers and other underserved communities. Grant recipients will be required to share project cost information and

⁴ Zero Emission Vehicle.

EVSE utilization data with the Company, which will help it better understand TE projects in different market segments and potential impacts to the electrical system to inform future planning.

On a quarterly basis, the Company will invite non-residential customers across its California service area to bring TE projects forward for grant funding. Grants will be available specifically for the upfront EVSE costs associated with a project, which can include make-ready, hardware, installation, and upfront software purchase costs. PacifiCorp will engage a third-party grant manager to review and score projects based on established criteria. PacifiCorp will work closely with the grant manager to ensure that applicant evaluation tools and practices align with Demonstration and Development Program objectives.

PacifiCorp has experience successfully implementing similar programs – the design of the proposed Demonstration and Development Program is similar to the grant funding process under the Company’s Blue Sky program. Since 2006, the Blue Sky funding process has helped bring nearly 100 community-driven renewable energy projects online in over thirty Pacific Power communities, on behalf of participating Blue Sky program customers. Blue Sky funding awards cover up to 100 percent of the capital costs to install qualifying, new renewable energy systems for non-residential sites in Pacific Power's service area.⁵

Following successful practices of the Company’s Blue Sky funding awards, the Company will engage an independent, third-party grant manager, selected through a competitive request for proposals process, to review and score projects based on established criteria, including: project feasibility and expected utilization, customer and Company funding commitments, and opportunities to test advanced technologies. PacifiCorp will work closely with the grant

⁵ For a list of projects funded through the Blue Sky program, *see* <https://www.pacificpower.net/blueskyprojects>.

manager to ensure that applicant evaluation tools and practices align with Demonstration and Development Program objectives.

The Company will work with the selected third-party grant manager to develop criteria weighting that reflects the objectives and priorities of the Demonstration and Development Program for the initial funding solicitation. For example, gathering project data is a primary objective, whereas employing local labor, while encouraged, is not a primary program objective. After one or two funding cycles, we expect to have a large enough pool of applications to determine whether the weighting should be adjusted to stimulate projects that further the Demonstration and Development Program objectives.

The Company and its customers will benefit from the program through new retail revenue associated with funded projects, increased awareness of and access to EVSE and from new data on market barriers and vehicle charging patterns that can be used for future program and system planning. Participants will receive a direct benefit in the form of grant funds to offset upfront project costs.

After approval of the Demonstration and Development Program, the Company plans a three- to six-month period to build customer interest, hire a grant manager, and develop solicitation materials. After this initial ramp-up, the implementation period will consist of four quarterly funding cycles over the span of one year. Applicants selected for funding will have up to one year to install their projects.

The proposed budget is \$270,000 – an amount well below the \$4 million cap per project established in the ACR. The Demonstration and Development Program is of a limited duration (one year), and is non-controversial because there is wide agreement on the importance of TE

demonstration and development efforts. Accordingly, PacifiCorp asks that the proposed Demonstration and Development Program be considered for priority review.

C. Program Funding

As noted above, PacifiCorp is not asking for a rate increase as part of this Application. Instead, PacifiCorp proposes to use a portion of remaining funds associated with PacifiCorp's California Solar Incentive Program consistent with D.11-03-007. The budget for the proposed TE programs described in this Application is \$440,000 – an amount well below current projections that estimate remaining funds will exceed \$1 million once installations are complete and all incentives have been paid.

D. Program Extension and New Program Proposals

Finally, the Company requests authorization to propose an extension of the programs proposed in this Application, if approved, or approval of future priority review programs through a Tier 2 advice letter as long as they meet the requirements for priority review established in the ACR, and remain under the \$20 million cap in total. This will allow the Company to be able to respond to market indicators in an efficient and timely manner as it continues to identify options for increasing TE in its service territory.

III. SUMMARY OF RELIEF AND AUTHORITY SOUGHT

PacifiCorp respectfully asks the Commission to:

1. Approve PacifiCorp's proposed Outreach and Education Program;
2. Approve PacifiCorp's proposed Demonstration and Development Program;
3. Authorize PacifiCorp to fund the proposed TE programs via a portion of remaining funds from PacifiCorp's California Solar Incentive Program; and,
4. Authorize PacifiCorp to request an extension of the programs or propose new priority review programs through a Tier 2 advice letter.

IV. STATUTORY AND REGULATORY REQUIREMENTS

A. Applicant and Correspondence (Rules 2.1 (a) and (b))

PacifiCorp is a public utility organized and existing under the laws of the state of Oregon. PacifiCorp engages in the business of generating, transmitting, and distributing electric energy in portions of northern California and in Idaho, Oregon, Utah, Washington, and Wyoming. PacifiCorp's principal place of business is 825 NE Multnomah Street, Suite 2000, Portland, Oregon 97232.

Communications regarding this application should be addressed to:

Cathie Allen
Regulatory Affairs Manager, PacifiCorp
825 NE Multnomah Street, Suite 2000
Portland, Oregon 97232
Telephone: (503) 813-5934
Facsimile: (503) 813-6060
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Email: dustin.till@pacificorp.com

Additionally, PacifiCorp respectfully requests that all data requests in this case be addressed to:

By e-mail (preferred): datarequest@pacificorp.com

By regular mail: Data Request Response Center
PacifiCorp
825 NE Multnomah, Suite 2000
Portland, OR 97232

B. Statutory and Procedural Authority (Rule 2.1)

1. Proposed Category of Proceeding

PacifiCorp proposes to categorize this proceeding as “ratesetting.”

2. Need for Hearing

PacifiCorp does not believe that approval of the two priority review projects will require hearings. This Application is supported by testimony, analysis, and exhibits that provide the Commission with sufficient record upon which to approve the two priority review projects, including funding sources.

3. Issues to be Considered and Relevant Safety Considerations

The issues to be considered are described in this Application and the accompanying testimony, including the attached appendices.

In D. 16-01-017, the Commission amended Rule 2.1(c) to require that applications clearly state the “relevant safety considerations.” The Company is committed to promoting the health, safety, comfort and convenience of customers and the public at large. Safety for PacifiCorp employees, customers, and stakeholders is one of PacifiCorp’s six core principles. PacifiCorp has developed and implemented various programs to help customers, employees, and stakeholders understand their own personal safety. In 2012 PacifiCorp received Prestigious

Member Recognition from the National Safety Council for holding safety as a core value and making safety a priority in business. In 2013, 2015, and 2016 PacifiCorp received the Occupational Excellence Achievement Award from the National Safety Council for working to reduce on the job injuries. PacifiCorp was recognized for its safety achievement by the Edison Electric Institute by being in the top 1% of the safest electrical utilities in America for 2015. PacifiCorp also holds its contractors to a high standard of safety by requiring its contractors to register with a third-party evaluator of the contractor's safety performance.

The Company complies with all applicable safety codes, including, but not limited to, the National Electric Safety Code, the Occupational Health and Safety Act, and any applicable state health and safety act requirements, at all of its generation facilities. Certain safety codes may also be applicable to the operation of the Company's transmission and distribution facilities. PacifiCorp has developed standards that meet or exceed the National Electrical Safety Code. Employees are trained in work practice regulations along with Company construction standards to the highest standards and consistency.

The Company also works to develop teamwork to mitigate safety risks and has developed and implemented programs to continue improvement in safety. The Company continuously communicates safety goals in order to stay consistently on message across the organization. These programs include training and communicating from the top down, consistently delivering the same safety message and programs to all locations, and auditing the communications and programs. The Company sends daily emails to all of its employees noting accident reports and containing general reminders about safety. Other examples of the Company's commitment to safety include periodic emails with general safety tips for workplace and personal safety, safety committees for each floor of its corporate offices and field offices, annual safety training

requirements which are linked to each employee’s performance review, daily hazard assessment meetings for field offices, and annual evacuation drills.

The Company prioritizes safety for all resources and to the benefit of all employees, customers, and stakeholders.

4. **Proposed Schedule**

PacifiCorp proposes the schedule below:

Event	Estimated Timeline
Application Filed	June 30, 2017
Protests/Responses Due	Due 30 days after it appears on the Commission’s daily calendar.
Response to Protests Due	Due within 10 days of the protest deadline.
Prehearing Conference	August 28, 2017
Scoping Memo	October 2, 2017
Proposed Decision	November 2017
Final Commission Decision	December 2017

C. Organization and Qualification to Transact Business (Rule 2.2)

A certified copy of PacifiCorp’s Articles of Incorporation, as amended and presently in effect, was filed with the Commission in A.97-05-011, which resulted in Commission issuance of D.97-12-093 and is incorporated by reference under Rule 2.2.

D. Authority to Increase Rates (Rule 3.2)

Rule 3.2 (a) requires Applications for authority to increase rates or implement changes that would result in increased rates to provide additional information. PacifiCorp’s application does not seek authority to increase rates or implement changes that would result in increased rates.

E. List of Appendices, Testimony, and Exhibits

PacifiCorp’s submissions to support this Application include the following:

Exhibit PAC/100 – Direct Testimony of Eli M. Morris

Exhibit PAC/101 – Program Description – Outreach and Education Program

V. CONCLUSION

PacifiCorp respectfully requests the Commission approve PacifiCorp’s proposed 2017 Transportation Electrification Programs.

Respectfully submitted June 30, 2017 at San Francisco, California.

PACIFICORP
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By /s/ Dustin T. Till

Dustin T. Till

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VERIFICATION

I am an officer of the applicant in the above-captioned proceeding and am authorized to make this verification on its behalf. The statements in the foregoing document are true on my own knowledge, except as to matters which are stated therein on information or belief, and as to those matters, I believe them to be true.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on June 30, 2017, at Portland, Oregon.



Etta Lockey
Vice President, Regulation

Application No. 17-06-____
Exhibit No. PAC/100
Witness: Eli M. Morris

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Direct Testimony of Eli M. Morris

June 2017

**TESTIMONY OF ELI M. MORRIS
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ATTACHED EXHIBITS

EXHIBIT PAC/101 – Program Description – Outreach and Education Program

EXHIBIT PAC/102 – Program Description – Demonstration and Development Program

1 **I. WITNESS QUALIFICATIONS**

2 **Q. Please state your name, business address, and present position with PacifiCorp d/b/a**
3 **Pacific Power (PacifiCorp or the Company).**

4 A. My name is Eli M. Morris. My business address is 825 N.E. Multnomah Street, Suite
5 1500, Portland, Oregon, 97232. My title is Program Manager, Customer Solutions.

6 **Q. Briefly describe your education and professional experience.**

7 A. I received a Bachelor of Arts in Physics from Carleton College in Northfield, Minnesota.
8 I have worked in Demand-Side Management (DSM) and Customer Solutions at
9 PacifiCorp for five years, focusing on program planning and incorporation of programs
10 into other Company planning efforts, including load forecasting and integrated resource
11 planning. Before joining PacifiCorp I worked at the Cadmus Group (formerly Quantec,
12 LLC) consulting for utilities on DSM program planning and evaluation.

13 **Q. Have you testified in previous regulatory proceedings?**

14 A. Yes. I have previously submitted testimony before the Public Utility Commission of
15 Oregon.

16 **II. PURPOSE AND SUMMARY OF TESTIMONY**

17 **Q. What is the purpose of your testimony in this proceeding?**

18 A. My testimony describes the state of transportation electrification (TE) in PacifiCorp's
19 California service territory, and presents and describes PacifiCorp's initial proposed TE
20 programs for California customers. The Company is requesting approval of two priority
21 review programs: (1) an Outreach and Education Program; and (2) a Demonstration and
22 Development Program. These programs are designed to test the Company's options for
23 increasing TE in an area of the state that has been slow to adopt TE.

1 **Q. What is the Company requesting in its application?**

2 A. The Company asks the Commission to:

- 3 1. Approve PacifiCorp's proposed Outreach and Education Program;
- 4 2. Approve PacifiCorp's proposed Demonstration and Development Program;
- 5 3. Approve PacifiCorp's proposal to fund the proposed programs with a portion
6 of remaining funds from PacifiCorp's California Solar Incentive Program;¹
7 and,
- 8 4. Approve PacifiCorp's proposal for extending these programs or proposing
9 new priority review projects through a Tier 2 advice letter filing.

10 **Q. What organizations did the Company coordinate with in determining which**
11 **programs to propose?**

12 A. Understanding other TE efforts in the state and the extent to which they are reaching
13 PacifiCorp's customers was a key step in developing the proposed programs. To
14 accomplish this, the Company engaged in discussions with representatives from the
15 California Public Utilities Commission staff, the Governor's office, the Air Resources
16 Board, CalTrans, the Plug-in Electric Vehicle Collaborative, the City of Mt. Shasta,
17 Siskiyou Economic Development, the Greenlining Institute, and the Center for
18 Sustainable Energy.

19 **Q. Has PacifiCorp proposed TE programs in any other jurisdictions?**

¹ The California Solar Initiative program was implemented in the service territories of the large investor owned utilities. On March 10, 2010, PacifiCorp filed Application 10-03-002 for approval of a solar incentive program tailored to its service territory (PacifiCorp's California Solar Incentive Program). The Commission approved the application in Decision (D.)11-03-007.

1 A. Yes, PacifiCorp recently proposed TE pilot programs to the Public Utility Commission of
2 Oregon for its customers in Oregon.² Those program proposals are currently under
3 review.

4 **Q. Why is the Company requesting priority review of these programs?**

5 A. The September 14, 2016, Assigned Commissioner's Ruling (ACR) in R.13-11-007
6 established that programs could be considered for priority review if they were: a) non-
7 controversial in nature, b) limited to no more than \$4 million in funding for each
8 program, with total funding for all proposed priority review programs limited to \$20
9 million, and c) of a short duration (up to one year). Both of the programs proposed in this
10 application satisfy all of these requirements.

11 PacifiCorp requests priority review of the proposed programs to best align with
12 the timing of similar programs proposed in Oregon. Aligning implementation of similar
13 offerings in both states will allow the Company to share common costs across both states,
14 minimizing costs for customers.

15 **III. TRANSPORTATION ELECTRIFICATION IN PACIFICORP'S CALIFORNIA**
16 **SERVICE AREA**

17 **Q. How would you describe the state of TE in California generally?**

18 A. California leads the nation in plug-in electric vehicle (PEV) adoption, with over 280,000
19 PEVs on the road.³ The state has many agencies and organizations actively working to
20 accelerate TE through vehicle rebates, project funding, and awareness-building events,

² PacifiCorp's Oregon TE Outreach and Education Pilot Program is docket UM 1810 (Public Utility Commission of Oregon).

³ Alliance ZEV Sales Dashboard, <https://autoalliance.org/energy-environment/zev-sales-dashboard/> (last visited May 24, 2017).

1 including the Governor’s Office, Air Resources Board, California Energy Commission,
2 and the Plug-in Electric Vehicle Collaborative. The state has nearly 13,000 publicly
3 accessible electric vehicle charging ports at 3,800 locations, according to data from the
4 U.S. Department of Energy’s Alternative Fueling Station Locator, as of May 24, 2017.

5 **Q. Please describe PacifiCorp’s California service area?**

6 **A.** PacifiCorp is a multi-jurisdictional utility providing electric retail service to customers in
7 California, Idaho, Oregon, Utah, Washington, and Wyoming. In northern California,
8 PacifiCorp serves approximately 45,000 customers in portions of Del Norte, Modoc,
9 Shasta, and Siskiyou counties. PacifiCorp’s California service territory is rural with
10 small pockets of population. On average, PacifiCorp serves four customers per square
11 mile in California.

12 **Q. How does TE in PacifiCorp’s California service area compare to the state as a**
13 **whole?**

14 **A.** TE has been slow to take hold in the Company’s California service territory, likely due to
15 its rural nature, an estimated 39% of customers qualify for the Company’s low income
16 programs, the lack of major metropolitan areas, and being underserved by existing TE
17 efforts within the state. The table below compares TE in the Company’s service territory
18 to the state at large based on several metrics:

Metric	PacifiCorp Service Area	California Statewide
Plug-in Electric Vehicles Rebated through the Clean Vehicle Rebate Program ⁴	28	186,550
Public Electric Vehicle Charging Ports ⁵	14	12,803

⁴ Clean Vehicle Rebate Program Statistics, <https://cleanvehiclerebate.org/eng/rebate-statistics> (last visited May 24, 2017).

⁵ U.S. Department of Energy Alternative Fueling Station Locator, <https://www.afdc.energy.gov/locator/stations/> (last visited May 24, 2017).

Plug-in Electric Vehicle Collaborative Ride-and-Drive Events (2015-2017) ⁶	0	17
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1 **IV. OUTREACH AND EDUCATION PROGRAM**

2 **Q. Please describe the Company’s proposed Outreach and Education program.**

3 **A.** The proposed Outreach and Education program is designed to increase awareness of TE
 4 options and help the Company’s customers make informed decisions about the adoption
 5 and operation of PEVs and electric vehicle supply equipment (EVSE). The program will
 6 test the effectiveness of different outreach tactics on accelerating TE, through four
 7 distinct program components:

- 8 1. **Customer communications:** PacifiCorp will develop direct customer
 9 communications and paid advertising to educate customers on PEV options and
 10 benefits. Messaging will help build awareness of TE, promote off-peak charging
 11 and direct customers to additional Outreach and Education program elements and
 12 other TE programs.
- 13 2. **Self-service resources and tools:** PacifiCorp will expand its TE online resources
 14 and contract for additional online tools accessible to all customers. Educational
 15 resources will allow customers to access customized information about TE
 16 technologies, costs, benefits, incentives and other pertinent information.
- 17 3. **Technical assistance:** PacifiCorp will sponsor customized technical assistance at
 18 no cost to non-residential customers considering EVSE projects in its California
 19 service area. Through a competitive bidding process, the Company will develop a

⁶ Based on a list of Plug-in Electric Vehicle Collaborative ride-and-drive event locations at <http://www.pevcollaborative.org/best-ride-ever>.

1 network of qualified consultants to perform on-site EVSE feasibility assessments
2 for interested non-residential customers.

- 3 4. **Community events:** PacifiCorp plans to fund two ride-and-drive events in its
4 communities and make funding available to sponsor additional events in the
5 service area that can increase awareness of TE, such as local Earth Day events.

6 Additional detail on these program elements is provided in Exhibit PAC/101.

7 **Q. How might the proposed programs increase the level of TE in PacifiCorp’s**
8 **California service area?**

9 A. Lack of awareness of PEV options and benefits is a primary barrier to widespread TE,
10 and the first goal in the Governor’s 2016 ZEV⁷ Action Plan is to “[a]chieve mainstream
11 consumer awareness of ZEV options and benefits.” While there are many education and
12 awareness-building tools and initiatives deployed across California, it is not clear that
13 PacifiCorp customers are gaining access to these resources. Through the Outreach and
14 Education program, the Company will seek to leverage its existing relationship as a
15 trusted advisor to customers to improve awareness of TE through customer
16 communications, self-service resources, technical assistance, and community events. The
17 program is designed to complement, not duplicate, existing outreach and education
18 resources currently available to PacifiCorp customers.

19 **Q. Why is it important for the Company to perform TE outreach and education to its**
20 **customers?**

21 A. Today, based on the results of a customer survey, very few of PacifiCorp’s customers
22 indicate a willingness to even *consider* a PEV in the next five years. This is likely due to

⁷ Zero Emission Vehicle.

1 a lack of awareness about the true cost of ownership, vehicle options and features, and
 2 uncertainty about how and where to charge. For widespread TE to occur, consumers
 3 require access to accurate, objective information from a trusted source to determine
 4 whether PEVs are right for them. Given existing customer relationships, communication
 5 channels, and excellent customer service ratings, PacifiCorp is optimally situated to play
 6 this role. The Company’s outreach and education efforts will not only help build the
 7 market generally, but will also inform customers about other TE program, increasing
 8 their effectiveness.

9 **Q. How does the proposed Outreach and Education program meet the requirements**
 10 **established in Appendix A of the ACR?**

11 **A.** The table below describes how the proposed program complies with each of the
 12 requirements from Appendix A of the ACR:

Requirement	How the Proposed Program Complies
Accelerate widespread TE	The program seeks to address one of the primary barriers to widespread TE: lack of customer awareness of options and benefits.
Fulfill the legislature’s findings and declarations of §740.12(a)(1)	In addition to accelerating transportation generally, the program seeks to bring educational resources to communities that are currently underserved by existing TE efforts in the state.
Be measurable with monitoring and evaluation criteria	The Company will track the use of electronic resources and survey attendees of community events to determine whether these activities improved awareness and acceptance of PEVs.
Minimize costs and maximize benefits	The program is designed to align with a similar program proposed in Oregon, which will allow cost sharing to minimize costs to California customers.
Be subject to a specified cost recovery mechanism	The Company proposes funding the program with unspent funds from PacifiCorp’s California Solar Incentive Program.
Fairly compete with non-utility enterprises	The Company does not believe that any program elements compete with non-utility enterprise. Providers of self-service resources, technical assistance, and ride-and-drive event management will be selected through a competitive

	procurement process.
Be trackable with performance accountability measures	The Company will track utilization of electronic resources, event attendance, and participation in technical assistance services and prepare a report to submit to the Commission after the program period.
Be in the interests of ratepayers	Consistent with Pub. Util. Code § 740.8, the program seeks to increase the use of alternative transportation fuel, improve the energy efficiency of travel, and reduce electrical service costs as PEV revenue increases.
Demonstrate the avoidance of long-term stranded costs.	Because the program does not include capital expenditure or funding for charging infrastructure, there is no risk of long-term stranded costs.

1 Q. **What is the proposed timeline for this program?**

2 A. After approval of the Outreach and Education Program, the Company plans a three- to
3 six-month period to issue requests for proposals, select vendors, and develop resources.
4 After this ramp-up period, the Company will operate the program for one year.

5 Q. **What is the proposed budget for this program?**

6 A. The proposed budget is \$170,000.

7 Q. **Why should this program be considered for priority review?**

8 A. The program is of limited duration (implementation period of one year) and has a budget
9 of well under the \$4 million cap established in the ACR. It also seems reasonable to
10 consider this investment non-controversial, as there is wide agreement on the importance
11 of TE outreach and education efforts, as discussed on page 24 of the ACR and in the
12 Governor’s 2016 ZEV Action Plan.

13 **V. DEMONSTRATION AND DEVELOPMENT PROGRAM**

14 Q. **Please describe the Company’s proposed Demonstration and Development
15 Program.**

16 A. Through the Demonstration and Development program, the Company will award
17 competitive grant funding to non-residential customers to encourage development of

1 creative, customer-driven TE projects in its California service territory. These grants are
2 designed to help non-residential customers overcome upfront cost barriers to EVSE
3 development and empower customers to develop projects that can address additional
4 market barriers, such as lack of awareness, lack of public EVSE and limited access for
5 low-income customers and other underserved communities. Grant recipients will be
6 required to share project cost information and EVSE utilization data with PacifiCorp,
7 which will help it better understand TE projects in different market segments and
8 potential impacts to the electrical system to inform future planning.

9 On a quarterly basis, the Company will invite non-residential customers across its
10 California service area to bring TE projects forward for grant funding. PacifiCorp grants
11 will be available specifically for the upfront EVSE costs associated with a project, which
12 can include make-ready, hardware, installation and upfront software purchase costs.
13 PacifiCorp will engage a third-party grant manager to review and score projects based on
14 established criteria. PacifiCorp will work closely with the grant manager to ensure that
15 applicant evaluation tools and practices align with program objectives. Additional detail
16 on this program is provided in Exhibit PAC/102.

17 **Q. Does the Company have experience with similar program designs?**

18 A. Yes, the design of the proposed program is similar to the grant funding process under the
19 Company's Blue Sky program. Since 2006, the Blue Sky funding process has helped
20 bring nearly 100 community-driven renewable energy projects online in over thirty
21 PacifiCorp communities, on behalf of participating Blue Sky program customers. Blue

1 Sky funding awards cover up to 100 percent of the capital costs to install qualifying, new
2 renewable energy systems for non-residential sites in Pacific Power's service area.⁸

3 **Q. How might the proposed programs increase the level of TE in PacifiCorp's**
4 **California service area?**

5 A. Lack of EVSE is a barrier to TE in the Company's California service area. As discussed
6 above, there are currently only 14 publicly available charging ports in PacifiCorp's
7 California service area. Moreover, of those, 12 can only be used by Tesla drivers,
8 meaning there are only two public charging ports available to non-Tesla drivers. The
9 proposed Demonstration and Development program is designed to increase the
10 availability of visible and available EVSE, particularly those that can test innovative
11 solutions to serving underserved populations and mitigating grid impacts.

12 **Q. If lack of available infrastructure is a barrier to widespread TE, why hasn't the**
13 **Company proposed a larger program?**

14 A. To date, TE efforts have primarily focused on large metropolitan areas and high-traffic
15 corridors, with limited emphasis on more rural areas. Because of this, it is not clear what
16 additional barriers exist in rural communities and what will be required for a robust
17 charging market to develop. The proposed program represents an initial effort on the
18 Company's part to test the ability of a grant funding program to spur customer- and
19 community-driven charging station development. The effectiveness of the program will
20 inform the Company's future program planning.

21 **Q. Can you provide examples of potential demonstration and development projects the**
22 **Company expects to fund through this program?**

⁸ For a list of projects funded through the Blue Sky program, see <https://www.pacificpower.net/blueskyprojects>.

1 A. Yes, the pilot project PacifiCorp participated in with Hacienda Community Development
2 Corporation (CDC), Forth (formerly Drive Oregon), and the City of Portland is a prime
3 example of the type of projects envisioned for this program. Hacienda CDC is a Latino
4 Community Development Corporation in Oregon that provides affordable housing,
5 homeownership support, economic advancement and educational opportunities to the
6 local community. The project brought together multiple partners to test a new model for
7 increasing access to TE in low income communities by providing low-cost used electric
8 vehicle rentals for community members and allowing Hacienda CDC to incorporate
9 additional PEVs into their own operations.

10 **Q. How will the Company evaluate projects?**

11 A. Following successful practices of PacifiCorp's Blue Sky funding awards, the Company
12 will engage an independent, third-party grant manager, selected through a competitive
13 request for proposals process, to review and score projects based on established criteria,
14 including: project feasibility and expected utilization, customer and Company funding
15 commitments, and opportunities to test advanced technologies. PacifiCorp will work
16 closely with the grant manager to ensure that applicant evaluation tools and practices
17 align with program objectives.

18 **Q. Did the Company consider alternative methods for evaluating and selecting**
19 **projects?**

20 A. Yes, the Company considered performing in-house application evaluation, but
21 determined that the third-party evaluation process utilized for Blue Sky grant funding
22 would be appropriate in this program as well. An independent third-party evaluator will
23 increase objectivity of the evaluation process and ensure that funding awards adhere to

1 the established evaluation criteria. The Company also considered limiting program
2 eligibility to non-profit organizations and government entities, but determined it was
3 premature to limit participation before gaining experience with the types of customers
4 who were likely to participate in the program. Program experience will allow the
5 Company to determine whether non-profit organizations face different barriers to EVSE
6 development, such as an inability to monetize available tax credits. Rather, non-profits
7 and government entities will be given priority in the application evaluation process to
8 encourage community-driven projects and decrease the likelihood of program funding
9 going to businesses with sufficient resources to implement these projects.

10 **Q. How does the Company intend to weight the evaluation criteria?**

11 A. The Company will work with the selected third-party grant manager to develop criteria
12 weighting that reflects the objectives and priorities of the program for the initial funding
13 solicitation. For example, gathering project data is a primary objective, whereas
14 employing local labor, while encouraged, is not a primary program objective. After one
15 or two funding cycles, we expect to have a large enough pool of applications to determine
16 whether the weighting should be adjusted to stimulate projects that further the program
17 objectives.

18 **Q. Does the Company propose soliciting feedback from stakeholders or the**
19 **Commission before awarding grants?**

20 A. No, the Company will not solicit input from stakeholders or the Commission on specific
21 grant awards, but welcomes input from stakeholders during this proceeding on the
22 proposed evaluation criteria. Once the evaluation criteria are established, the Company

1 will utilize these to screen applications and award grants. The Company will report on
2 grant awards after the implementation period.

3 **Q. Please explain why grants are limited to only upfront costs of EVSE.**

4 A. PacifiCorp is proposing to fund the EVSE as the portion of the project that is tethered to
5 its service area, in contrast to vehicles, which may move in and out of the area.
6 Additionally, given the limited duration of the proposed program, the Company does not
7 want to commit to funding ongoing expenses beyond the period of the proposed program.
8 For these reasons, program funding is limited to offsetting upfront EVSE costs. In
9 addition to enabling projects that may have occurred in the absence of Company funding,
10 funding for EVSE may allow grant recipients to repurpose funds that would have been
11 designated for EVSE for vehicles, ongoing expenses or awareness-building.

12 **Q. How are other market actors likely to engage with this program?**

13 A. As the Company is not prescribing specific types of TE projects or technology, grant
14 applicants will be able to engage with various market actors to identify projects,
15 technology and services that best meet their needs. The Company is hopeful that TE
16 market actors will help build awareness for the program as they engage with non-
17 residential customers interested in TE projects.

18 **Q. What are the likely benefits of this program to PacifiCorp's customers?**

19 A. PacifiCorp and its customers will benefit from the program through new retail revenue
20 associated with funded projects, increased awareness of and access to EVSE and from
21 new data on market barriers and vehicle charging patterns that can be used for future
22 program and system planning. Program participants will receive a direct benefit in the
23 form of grant funds to offset upfront project costs.

1 **Q. How does the proposed Demonstration and Development program meet the**
 2 **requirements established in Appendix A of the ACR?**

3 A. The table below describes how the proposed program complies with each of the
 4 requirements from Appendix A of the ACR:

Requirement	How the Proposed Program Complies
Accelerate widespread TE	Lack of EVSE is a significant barrier to TE in PacifiCorp’s California service area. The program seeks to address this barrier by helping offset the upfront cost of EVSE development, improving the business case for non-residential customers. Additionally, grant funding recipients will be expected to use the project to build awareness of TE to complement PacifiCorp’s efforts under the proposed Outreach and Education program.
Fulfill the legislature’s findings and declarations of §740.12(a)(1)	In addition to accelerating transportation generally, the program seeks to increase development of TE in underserved communities, including projects that support low income populations or reduce emissions in areas with air quality issues.
Be measurable with monitoring and evaluation criteria	Grant funding recipients will be required to share information on project configuration, cost, utilization and reliability with PacifiCorp. The Company will engage a third-party program evaluator to analyze the data and survey participants on the effectiveness of the program and its influence on the TE project. The Company will include results of the evaluation in its report to the Commission after the implementation period.
Minimize costs and maximize benefits	Grant applicants will be encouraged to pursue and commit matching funds to minimize costs to PacifiCorp’s other customers. Additionally, PacifiCorp has proposed a similar program in Oregon, which, if approved, will allow the Company to capture economies of scale in solicitation design, scoring criteria development, and data analysis.
Be subject to a specified cost recovery mechanism	The Company proposes funding the program with unspent funds from the California Solar Incentive Program.
Fairly compete with non-utility enterprises	The Company does not believe any program elements compete with non-utility enterprises. On the contrary, project funding through this program will reduce customers’ project costs, improving non-utility parties’ ability to sell products and services.
Be trackable with performance accountability measures	The Company will track utilization of electronic resources, event attendance, and participation in technical assistance services and prepare a report for submittal to the Commission after the program period.
Be in the interests of ratepayers	Consistent with Pub. Util. Code § 740.8, the program seeks to increase the use of alternative transportation fuel, improve the energy efficiency of travel, and reduce electrical service costs as

	PEV revenue increases.
Demonstrate the avoidance of long-term stranded costs.	Because the program does not include capital expenditure, there is limited risk of long-term stranded costs. Grant applicants will be required to demonstrate that they have a plan and resources in place to support the project over its life.

1 **Q. What is the proposed timeline for this program?**

2 A. After approval of the Development and Demonstration Program, the Company plans a
3 three- to six-month period to build customer interest, hire a grant manager, and develop
4 solicitation materials. After this initial ramp-up, the implementation period will consist of
5 four quarterly funding cycles over the span of one year. Applicants selected for funding
6 will have up to one year to install their projects.

7 **Q. What is the proposed budget for this program?**

8 A. The proposed budget is \$270,000.

9 **Q. Why should this program be considered for priority review?**

10 A. The program is of limited duration (implementation period of one year) and has a budget
11 of well under the \$4 million cap per project established in the ACR. It also seems
12 reasonable for the program to be considered non-controversial, as it supports statewide
13 initiatives and does not compete with non-utility enterprises.

14 **VI. PROGRAM FUNDING**

15 **Q. How does the Company propose to fund these two programs?**

16 A. The Company proposes to fund these programs with a portion of remaining funds from
17 PacifiCorp’s California Solar Incentive Program. In March 2011, the Commission issued
18 D.11-03-007 authorizing PacifiCorp’s California Solar Incentive Program (Decision).
19 The Decision stated “[u]nspent collections shall be rolled over annually for the first four

1 years until further order of the Commission either directing use of the funds or return of
2 the money to PacifiCorp's ratepayers.”⁹

3 **Q. Are there adequate funds remaining from PacifiCorp's California Solar Incentive**
4 **Program to fund these programs?**

5 A. Yes. Based on current projections, it is estimated that remaining funds will exceed \$1
6 million once installations are complete and all incentives have been paid. As the
7 proposed TE programs will not exhaust the remaining solar incentive funds, the
8 Company is currently evaluating different options for the remaining funds which it will
9 present to the Commission in a separate filing.¹⁰

10 VII. PROGRAM EXTENSION AND NEW PROGRAM PROPOSALS

11 **Q. Does the Company have a recommendation for how it would propose extension of**
12 **these programs or additional priority review programs?**

13 A. Yes. The Company requests it be allowed to propose an extension of the programs
14 proposed in this application, if approved, or future priority review programs through a
15 Tier 2 advice letter, so long as they meet the requirements for priority review established
16 in the ACR, and remain under the \$20 million cap in total. This will allow the Company
17 to respond to market indicators in an efficient and timely manner as it identifies options
18 for increasing TE in its service territory.

⁹ D.11-03-007 at p. 26. The commission approved the extension of PacifiCorp's California Solar Incentive Program through March 10, 2016 in Advice Letter 515-E.

¹⁰ PacifiCorp's California Solar Incentive Program ended on March 10, 2016, and no further applications will be accepted for the program. Residential applications submitted on or before March 10, 2016, had one year to install their systems. Non-residential applications submitted on or before March 10, 2016, have 18 months to install their systems. Both residential and non-residential applicants may request a 180-day extension of time to install their systems.

VIII. CONCLUSION

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Q. What is your recommendation regarding the Company’s application and proposed programs?

A. I recommend approval of the Company’s proposed priority review programs, as outlined in testimony and described in additional detail in Exhibits PAC/101 and PAC/102. Approval of these programs will be an initial step to ensure that TE is accessible, well-understood, and supports a modern and efficient electrical grid. In addition, I recommend the Commission approve the Company’s proposal to fund these programs using a portion of the remaining funds from PacifiCorp’s California Solar Incentive Program and the requested process for extending these programs or proposing new priority review projects through a Tier 2 advice letter filing.

Q. Does this conclude your direct testimony?

A. Yes.

Application No. 17-06-____
Exhibit No. PAC/101
Witness: Eli M. Morris

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Exhibit Accompanying Direct Testimony of

Eli M. Morris

Program Description - Outreach and Education Program

June 2017

Program Description

Outreach and Education Program

PacifiCorp proposes a one-year Outreach and Education Program to help increase exposure to, and understanding of, electric transportation and its benefits among customers in its California service territory. The Company serves as a trusted advisor to customers, and has a long history of educating customers about energy options and emerging technologies; however, electric transportation is a new and quickly evolving market. Accordingly, the initial phase of the Outreach and Education Program will test a diverse portfolio of tactics and messages. Lessons learned through this program will help the Company develop best practices that will inform future programs.

PROGRAM OBJECTIVES

Studies suggest that exposure to plug-in electric vehicles (PEVs) and electric vehicle supply equipment (EVSE) are positively correlated to favorable perception of PEVs.¹ Further research indicates that general exposure is the first obstacle to overcome to accelerate adoption of PEVs.² PacifiCorp's primary objective for the proposed program is to test its ability to increase awareness and understanding of transportation electrification (TE) through different outreach and education tactics and support the goals of SB 350, the Governor's 2016 ZEV Action Plan, and the efforts of other organizations working to accelerate TE in California.

The proposed program will also reduce barriers created by upfront cost. Data suggests that cost is a commonly cited reason to not consider a PEV, which could be due to actual or perceived costs of PEV ownership. Each element of the proposed Outreach and Education Program is expected to help PacifiCorp customers understand the true costs of PEV adoption, including opportunities to reduce the upfront cost (e.g., Clean Vehicle rebates and federal tax credits) and how to assess lifetime cost versus an internal combustion engine vehicle.

Further, the proposed Technical Assistance elements are expected to help address the lack of EVSE development in PacifiCorp's service territory by providing a convenient, no-cost opportunity to access credible expertise and reduce uncertainty about costs and logistics of EVSE projects. In particular, the Company expects to help encourage additional workplace, fleet and publicly accessible EVSE.

¹ Mark Singer, *Consumer Views on Plug-in Electric Vehicles – National Benchmark Report (Second Edition)*, pp. 26 (Dec. 2016), available at http://www.afdc.energy.gov/uploads/publication/consumer_views_peg_benchmark_2nd_ed.pdf (last visited Apr. 11, 2017) (hereafter NREL Study).

² Kenneth S. Kurani, Nicolette Caperello and Jennifer TyreeHageman *New Car Buyers' Valuation of Zero-Emission Vehicles: California*, p. 72 (Aug. 2016), <https://www.google.com/search?q=New+Car+Buyers%E2%80%99+Valuation+of+Zero-Emission+Vehicles%3A+California&sourceid=ie7&rls=com.microsoft:en-US:IE-Address&ie=&oe=#spf=1> (last visited Apr. 11, 2017).

PROGRAM ELEMENTS

The proposed Outreach and Education Program includes four primary elements designed to complement, not duplicate, existing education and outreach resources currently available to PacifiCorp customers.

1. Customer Communications

In the Company's experience, a combination of targeted and general awareness tactics that direct customers to additional educational resources maximizes the impact of outreach and education programs. To test messaging and tactics, PacifiCorp will deploy a suite of communications designed to increase awareness of electric transportation and motivate customers to access the Company's PEV tools and resources. Communications may also direct customers to external resources, such as the Plug-in Electric Vehicle Resource Center.³ During the program, the Company will test a wide range of tactics and messages to understand which are most effective in increasing awareness and driving adoption of PEVs.

Tactics

The following communication tactics reflect the Company's preliminary communications plan. The plan is flexible and adaptable to account for potential lessons learned and new opportunities.

Table 1. Preliminary Communications Plan

Tactic	Frequency
Paid advertising E.g., digital, paid search and print	Approx. 3-5 total weeks to increase awareness of the benefits of PEVs and support efforts such as community events or National Drive Electric week.
Bill inserts Promoting the benefits of PEVs and directing customers to additional Company resources	Residential – 1 insert Non-residential– 1 insert
Physical handouts E.g., a residential brochure for events, dealerships, upon request	Create once and update if needed
Digital assets E.g., infographic explaining the benefits of PEVs	Create 1 – 2 and update if needed
Targeted emails to potential high-propensity customers E.g., Blue Sky ⁴ program participants	1 – 2 email campaigns

³ The Plug-in Electric Vehicle Resource Center is the consumer-facing online resource center for plug-in electric vehicles, developed by California Air Resources Board in partnership with the California Plug-In Electric Vehicle Collaborative found at <https://www.driveclean.ca.gov/pev/>.

⁴ PacifiCorp's Blue Sky program is a voluntary program that allows customers to green their energy use with renewable energy from the region. For additional information, see www.pacificpower.net/BLUESKY.

Customer newsletter stories	Residential newsletter (print & email) – two stories Non-residential newsletter (email) – one story
Organic and promoted social media posts	As content is created through the program and other relevant TE efforts

Targeting

The proposed program will build awareness across PacifiCorp’s customer base; however, certain targeted communications may be deployed to maximize the impact of the program’s proposed budget. The Company expects to learn more about targeting strategies throughout the program, but proposes the following initial principles for targeted communications:

- Target higher-cost tactics to potential high-propensity customers, such as those participating in other environmentally-focused programs. For examples, customers voluntarily participating in the Company’s Blue Sky program.
- Target communications to customer groups with the ability to influence additional customers. For example, targeting a message about workplace charging to businesses’ customers may result in more electrification per message (e.g., one business customer providing workplace charging may encourage multiple employees to purchase a PEV).
- Ensure access to resources (e.g., materials for Spanish speakers)
- Target different messages to different segments and analyze survey data to adjust strategy as necessary.

Messaging

During the program, the Company will test messaging to develop best practices. The initial messaging strategy includes the high-level concepts discussed in **Table 2**.

Table 2. Key Audiences and Messages

Element	Messaging Strategy
Call to action	General: <i>Access PacifiCorp’s resources to learn more</i> Targeted: <i>Understand your options</i> <ul style="list-style-type: none"> • Attend a ride-and-drive to learn more (Residential) • Visit PacifiCorp’s website to use self-service resources • Request Technical Assistance (Non-residential) • Apply for Demonstration and Development Program funds (Non-residential)
Residential customers	<i>Now’s the time to consider a PEV</i> <ul style="list-style-type: none"> • <i>Drive Green:</i> PEVs produce no tailpipe emissions • <i>Make Life Easier:</i> No need to visit gas station, no oil changes • <i>Save Money:</i> Can be less expensive to operate than an internal combustion engine vehicle • <i>Peace of Mind:</i> More public stations and/or home equipment
Non-residential customers	<i>Be a Green Leader:</i> <ul style="list-style-type: none"> • Electrify your fleet and offer workplace charging as a service and benefit for employees

- | | |
|--|--|
| | <ul style="list-style-type: none">• Make your business a destination by offering public charging |
|--|--|

2. Self-service Resources

As a trusted information source for customers,⁵ PacifiCorp proposes to develop online self-service resources to connect its customers with convenient, tailored information about the costs and benefits of PEVs. More generic resources are available from external parties; however, the tools developed through this program will be easy for PacifiCorp customers to locate (i.e., customers already look to PacifiCorp for information about electricity use) and provide information tailored toward PacifiCorp's service territory, rates, and customer base.

Procurement

The Company has filed for approval to develop PEV tools for its Oregon customers⁶ and proposes to leverage the same resources in California. PacifiCorp will release a multi-state request for proposals (RFP) to identify the most appropriate tools and resources for customers in Oregon and California.

Targeting

These tools will be available to all customers interested in understanding more about electric transportation. At a minimum, the Company expects to identify a tool that provides customizable analysis of the costs and benefits of PEV ownership for residential customers⁷ and may include non-residential TE (e.g., fleet electrification assessment tools) and other sectors that rely on PacifiCorp for information (e.g., builder check lists for PEV-ready new construction). Based on responses to the RFP, the Company may select additional tools that serve additional sectors or functions.

3. Community Events

Data suggest that event outreach is among the most effective electric transportation outreach tactics.⁸ PacifiCorp's event outreach strategy will focus on ride-and-drive events and incorporate additional event types where appropriate. Since 2015, the Plug-in Electric Vehicle Collaborative has organized a series of educational and experiential ride-and-drive events across California. Analysis of these events suggests that participation is correlated with improved perception of PEVs and likelihood to consider buying or leasing a PEV.⁹ However, no events have occurred or

⁵ PacifiCorp's website totaled roughly 1.7 million users in 2016, roughly 60% returning visitors and 40% new.

⁶ Oregon UM 1810 PacifiCorp TE Program Application.

⁷ The Company envisions a tailored, more robust version of the Alternative Fuel Data Center's Vehicle Cost Calculator. <http://www.afdc.energy.gov/calc/> (last visited Apr. 11, 2017).

⁸ National Academy of Sciences, *Overcoming Barriers to Electric-Vehicle Deployment Interim Report*, p. 56 (2015), <https://www.nap.edu/catalog/21725/overcoming-barriers-to-deployment-of-plug-in-electric-vehicles> (last visited Apr. 11, 2017) (hereafter National Academy of Sciences Study).

⁹ Plug-In Electric Vehicle Collaborative, *Best. Ride. Ever! FINAL REPORT*, Addendum F (Feb. 2017), <http://www.pevcollaborative.org/sites/all/themes/pev/files/2016%20BRE%20Final%20Report.pdf> (last visited Jun. 02, 2017).

are planned in PacifiCorp communities. Therefore, the Company's initial community event strategy will focus on testing this tactic in PacifiCorp communities.

There is no single ride-and-drive model, but ride-and-drive events typically include the following features:

- A centralized time and location for consumers to test drive PEV models and learn more about electric transportation technology.
- Events may be stand-alone or in conjunction with an existing event, such as an Earth Day celebration or auto show.
- Outreach is a primary component, which may include paid advertising (e.g., radio, print, email) along with onsite collateral, such as banners or flyers.
- Partnership between multiple contributors is another common feature (e.g., industry groups, utility companies, local governments, vehicle manufactures or dealerships).

In addition to ride-and-drive events, the Company will participate in dedication events organized by recipients of funding through the proposed Demonstration and Development Program. As allowed within the budget, PacifiCorp also plans to provide financial sponsorship or host a booth at existing community events as opportunities arise (e.g., sponsor a local farmers market in exchange for advertising space specific the company's electric transportation resources).¹⁰ PacifiCorp is experienced receiving and evaluating similar event sponsorship and booth requests.

Table 3. Community Event Summary

Event type	PacifiCorp involvement
Ride-and-Drive events	PacifiCorp plans to coordinate two events through an event management vendor
Demonstration and Development project dedication events	PacifiCorp will participate in dedication events for projects funded through the proposed Demonstration and Development Program where possible. Funding recipients will be expected to serve as lead organizer.
Ad hoc event sponsorship	Financially sponsor and/or host a booth for community events promoting TE. Availability of funds to be determined after finalizing pricing for ride-and-drive events.

Procurement

The Company will issue a competitive solicitation to identify an event management vendor or multiple local vendors to coordinate the ride-and-drive events. To capitalize on economies of scale and minimize costs to California customers, this solicitation will cover ride-and-drive

¹⁰ After a vendor is selected to manage ride-and-drive events, the Company will determine the amount of funds remaining in the program budget that can be used to sponsor community events.

events proposed in PacifiCorp's Oregon and California service territories.¹¹ RFP evaluation criteria will identify vendors with experience organizing similar events and the ability to organize and implement these events in the Company's California service territory. In addition, evaluation criteria will favor vendors that can leverage a funding match to co-sponsor the events.

Location

The Company will work with its selected event management provider to identify two ride-and-drive locations that maximize customer access across its California service territory. The Company will have less discretion over the location of other event types, but will consider location and expected reach when evaluating ad hoc sponsorship and/or tabling opportunities.

4. Technical Assistance

The proposed suite of self-service resources are expected to meet most of the needs of residential customers trying to understand their charging options; however, the Company anticipates additional resource needs for certain non-residential customers considering EVSE projects. For example, home charging can be accomplished with a simple 110 volt wall outlet (Level 1) or a 240 volt outlet (Level 2) and will almost exclusively be sited in the garage or driveway. Workplace, fleet, multi-family and public charging projects can be more complex in terms of system requirements, EVSE level requirements, whether and what to charge users, location of EVSE on premises (e.g., which part of the parking lot), trenching and make-ready costs, and access to three-phase power for DC fast chargers (DCFCs). PacifiCorp proposes to offer robust, custom, onsite technical assistance to meet the additional needs of non-residential customers considering EVSE projects in its California service territory.

Procurement

Through a competitive bidding process, the Company will identify qualified contractors to perform on-site EVSE feasibility assessments for interested non-residential customers. Qualified contractors will be required to demonstrate experience performing the requested services and the ability to serve customers across PacifiCorp's California service territory.

Services

This program model draws on best practices developed through other PacifiCorp programs, such as energy efficiency engineering services provided to non-residential customers in California through the *wattSmart* Business program.¹² Eligible customers will request a custom analysis by submitting an online or written application. Contractors will be deployed to non-residential customer sites to perform custom analysis of EVSE technology options, costs, rates and best practices for siting, configuring, installing and managing equipment. PacifiCorp will receive copies of consultant analysis and will use this information to better understand the types of projects that non-residential customers are considering.

¹¹ See Oregon Public Utility Commission Docket UM 1810 for PacifiCorp's TE Program Application in Oregon.

¹² Examples of *wattSmart* Business services are located at <https://www.pacificpower.net/bus/se/tr.html>

PROGRAM COSTS

Proposed program costs, including program administration, evaluation and reporting are \$170,000, as presented in Table 4. These costs are based on an expectation that the Company will be able to reduce costs to California customers through economies of scale and joint procurement with similar Oregon programs. Estimated expenditures by cost category reflect the Company’s priorities for this program. Actual expenditures by program element will be dictated by customer and community demand for offered outreach and education services and the Company will manage budgets at the program level.

PacifiCorp intends to offer services through this program at no direct cost to customers. Customers who choose to adopt electric transportation or EVSE as a result of services received through this program will be responsible for the cost of purchasing, installing and maintaining equipment without financial assistance from the Company.¹³

Custom technical assistance will require a customer time commitment such that PacifiCorp does not anticipate the need for safeguards to ensure program spending is limited to participants likely to implement projects. The Company will monitor participation to ensure that services are being deployed as intended and may implement a nominal participation fee, if needed.

Table 4. Estimated Program Costs

Cost Category	Total
Outreach and Education ¹⁴	\$150,000
Program Administration	\$20,000
Total	\$170,000

IMPLEMENTATION TIMELINE

Major milestones are presented in **Table 5** below. As shown, consistent with the Commission’s guidance on priority review programs, the Company envisions a ramp-up period to engage contractors and develop resources, followed by one year of program implementation. The implementation schedule includes quarterly milestones and is subject to change as required by this program application approval timeline and additional factors, such as solicitation results.

The proposed program represents the first phase of PacifiCorp’s customer outreach and education efforts around electric transportation. During the program, the Company will track the utilization and effectiveness of the proposed tactics to inform whether a program extension or expansion would be appropriate.

Table 5. Outreach and Education Program Implementation Schedule

Major performance milestones	2018				2019			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Customer Communications								
Develop collateral (brochures, fact sheets)								
Execute communications plan								
Self-service Resources								

¹³ Non-residential EVSE projects may be eligible to receive funding through PacifiCorp’s proposed Demonstration and Development Program.

¹⁴ Includes customer communications, self-service resources, community events, and technical assistance.

Self-service resource selection and contracting	■							
Web design and testing		■						
Tools available			■	■	■	■		
Community Events								
Ride-and-drive vendor selection and contracting	■							
Event planning		■	■	■	■	■		
Implement ride-and-drive events			■	■	■	■		
Ad hoc event participation			■	■	■	■		
Technical Assistance								
Provider selection and contracting	■							
Develop technical assistance processes	■	■						
Technical assistance available			■	■	■	■		
Data Collection and Reporting								
Gather data			■	■	■	■		
Compile and analyze data						■	■	
Submit report on program activities								■

■ Red indicates one-year implementation period

DATA COLLECTION AND REPORTING

Data Collection

This program will allow the Company to collect data required to develop specific metrics, projections, and best practices for future program development. At this stage, data collection will focus on gathering information that can be used to understand customer needs and develop more specific targets and measures of success. To maximize the program budget, the Company will leverage existing data collection channels and build additional data collection into program elements as described in **Table 6** below.

Table 6. Outreach and Education Data Collection

Program Element	Data Collection
Customer Communications	<ul style="list-style-type: none"> • Build analytics and surveys into website, digital communications (i.e., email and social media). • General PEV awareness and acceptance questions included in existing customer research surveys.
Self-service Resources	Build analytics and surveys into self-service tools if possible.
Community Events	Engage third-party provider to collect event information, such as number of attendees and number of rides, as well as, survey attendees before and after event to gauge impact of attendance on PEV perception and adoption.
Technical Assistance	<ul style="list-style-type: none"> • Collect participant data such as number and type of recipient. • Collect project data such as number and level of charging equipment considered • Collect data about conversion of technical assistance to projects.

Reporting

At the end of the program implementation period, the Company will synthesize data collected and report program outcomes and any recommendation for continuation to the Commission. The Company expects to file this report by the end of 2019.

3219/003/X192205.v1

Application No. 17-06-____
Exhibit No. PAC/102
Witness: Eli M. Morris

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Exhibit Accompanying Direct Testimony of

Eli M. Morris

Program Description - Demonstration and Development Program

June 2017

Program Description

Demonstration and Development Program

PacifiCorp proposes a competitive grant funding process to enable creative, customer-driven electric transportation projects in its California service territory. These grants will help non-residential customers overcome upfront cost barriers associated with electric vehicle supply equipment (EVSE) projects and inspire more customers to develop innovative transportation electrification (TE) projects, such as those supporting underserved communities. Grant recipients will be required to share project cost information and EVSE utilization data with PacifiCorp, which will help the Company better understand TE projects in different market segments and potential impacts to the electrical system to inform future planning.

PROGRAM OBJECTIVES

The Demonstration and Development Program will test the ability of grant funding for customer-owned EVSE to overcome barriers to TE project development, particularly those related to upfront project cost. This program is designed with flexibility to remain inclusive across PacifiCorp's California service territory and keep pace with the rapidly changing electric transportation market. Additionally, the program will provide PacifiCorp with a wide range of data, including information about customer and community barriers to project implementation, identified solutions to best meet their needs, the amount of funding required to make more projects possible, the timelines and milestones associated with various types of electric transportation projects, EVSE usage patterns in different market segments, and best practices to inform future program development.

The high upfront cost of EVSE projects can be a significant barrier to TE adoption, particularly when low levels of plug-in electric vehicle (PEV) adoption in a given area make the project unlikely to generate a significant revenue stream. This program seeks to directly address this barrier by providing funding to offset part or all of the upfront cost of EVSE installation. In some cases, the availability of an additional funding stream may enable a project that would not have otherwise occurred. In other instances, it may enable a more robust project that further accelerates TE (e.g., additional vehicles, more advanced hardware or software).¹ To maximize the program's ability to improve access to EVSE, application evaluation criteria will consider whether projects increase access to public EVSE by filling gaps and supporting underserved populations, such as low income, air quality non-attainment or maintenance areas and multi-family housing.

Enabling additional EVSE projects through Demonstration and Development funding is expected to create additional education and awareness-building opportunities as described, supporting the Company's proposed Outreach and Education Program. Applicants will be evaluated based on site and organizational visibility and required to explain how they will use the project to promote awareness of electric transportation, such as installing signage, hosting workshops, developing fact sheets and promoting the project in newsletters or other publications.

¹ Applicants for grant funding will be expected to identify the impact of grant funding on the scope of the project.

PROGRAM ELEMENTS

PacifiCorp will solicit applications on a quarterly basis throughout the one-year program. PacifiCorp grants will be available for upfront EVSE costs associated with a project. Applicants will own the projects and may request up to 100% of eligible expenses; however, applicants will be encouraged to explore additional funding opportunities to minimize the costs to the program. Financial support will be issued as a reimbursement upon completion of the project.

Project Design

Flexibility to adapt to this rapidly evolving market is a key component of the Company's TE strategy. To this end, the Demonstration and Development Program will make funding available for projects that meet certain criteria, without being overly prescriptive on the specifics of projects. The Company envisions a wide range of private, public, and non-profit applicants, proposing a mix of projects that may include fleet electrification, public charging, workplace charging, multi-family charging, Level 2 charging stations, and DC fast charging stations. While the Company does not currently know the breadth of projects that may receive funding, the following is an example of one type of project the program is designed to enable.

Hacienda CDC Oregon Low Income Car Sharing Pilot

In 2016, PacifiCorp joined Hacienda Community Development Corporation (Hacienda CDC),² the City of Portland, and Forth (formerly Drive Oregon) in a pilot project designed to test a model for low-income electric vehicle sharing. Through the pilot, low-income community members in an area underserved by existing public transit in Oregon have access to five PEVs through a vehicle-sharing platform. Hacienda CDC hosts the vehicles at their North Portland headquarters and has access to use the electric fleet for its operations. PacifiCorp provided \$10,000 toward the cost of procuring and installing Level 2 charging stations to serve the vehicles. Other pilot project partners procured the vehicles and are responsible for implementing and managing the project. The project launched on March 24, 2017.³

The pilot is testing electric vehicle-sharing's ability to address several barriers of TE in underserved communities. First, it is increasing exposure to electric transportation technology and dispelling misconceptions about the affordability or the complexity of operating and charging electric vehicles. Second, it provides access to the benefits of electric transportation without the barrier presented by upfront vehicle purchase costs. In addition, the pilot will measure Hacienda CDC's potential cost savings from operating electric fleet vehicles. The project will carefully track data about vehicle use, cost savings, energy and carbon savings and

² Hacienda Community Development Corporation (CDC) provides well-rounded and culturally specific programming to carve out a path towards self-reliance for low-income families. Their programs serve the Latino community and others through affordable housing, after school programs, financial education, parenting support, small business development and homeownership support. More information about Hacienda CDC is available at <http://www.haciendacdc.org/>.

³ First-of-its-kind program brings electric vehicle car sharing to lower-income community, (Mar. 2017), <http://driveoregon.org/first-kind-program-brings-electric-vehicle-car-sharing-lower-income-community/> (last visited Apr. 11, 2017).

the experience of both vehicle managers and community users. Project data and findings will be made available to PacifiCorp to inform future planning efforts.

The project at Hacienda CDC is a prime example of the type of project envisioned for grant funding under the proposed program, as it tests new and innovative solutions to addressing market barriers, supports an underserved community, includes other community partners, and provides data and learnings that can be applied in PacifiCorp’s future planning efforts. The Demonstration and Development Program will provide a formalized process to identify and financially support EVSE projects that meet these criteria. In addition, the proposed funding model allows communities to identify their own barriers and solutions, which is a priority for PacifiCorp in supporting underserved communities.

Application Evaluation and Selection

Following successful practices of PacifiCorp’s Blue Sky funding awards, the Company will engage an independent, third-party grant manager, selected through a competitive request for proposals process, to review and score projects based on established criteria outlined in **Table 1**.⁴ PacifiCorp will work closely with the grant manager to ensure that applicant evaluation tools and practices align with program objectives.

Table 1. Applicant Evaluation Criteria

Criteria	Measures
Project Feasibility/Utilization	<ul style="list-style-type: none"> • Readiness of the project team and reasonableness of the project plan and timeline. • Feasibility study results, including compliance with national, state and local safety and accessibility requirements.⁵ • Expectation that the EVSE will be sufficiently used, based on an assessment of applicant-provided utilization projections (e.g. community needs assessment data, electric vehicle ownership data, survey data). • Project life (as reported by the applicant) and robustness of the ongoing operations and maintenance plan. • Plan to address interoperability with driver technologies. • Expected driver payment pricing model, if applicable.
Use of Funds	<ul style="list-style-type: none"> • Customer and Company financial commitment and leveraging of funds from other sources. • Alignment of project costs with industry standards. • Reasonableness of the proposed budget (i.e., risk of exceeding budget). • How project is designed to avoid risk of stranded investments. • Applicant and project need for funding support.

⁴ Since 2006, the Blue Sky funding process has helped bring nearly 100 community-driven renewable energy projects online in over thirty PacifiCorp communities, on behalf of participating Blue Sky program customers. A description of each project is available at www.pacificpower.net/blueskyprojects.

⁵ Customers may request a feasibility study under the proposed Outreach and Education Program or perform a comparable study at their own expense.

Innovation	<ul style="list-style-type: none"> • Incorporation of emerging technologies, such as renewable generation, energy storage or direct load control. • Creative project design, partnerships and utilization of resources, particularly in serving underserved populations.
Data availability	<ul style="list-style-type: none"> • Type(s) of data available through the project. • Plan to collect and analyze data. • Mechanism(s) to share data with PacifiCorp. • Ability to incorporate potential future electric grid services (e.g., demand response, vehicle-to-grid integration).
Educational benefits	<ul style="list-style-type: none"> • Physical and community visibility. • Education plan and awareness building opportunities. • Exposure in communities currently underserved by EVSE, such as multi-family, low-income and remote areas of the state.⁶
Environmental benefits	<ul style="list-style-type: none"> • Proximity to areas with known air quality issues. • Alignment with the applicant’s broader environmental mission or goals.
Community benefits	<ul style="list-style-type: none"> • Benefits provided to underserved populations. • Impact of the applicant on the community. • Use of local labor and/or materials. • Accessibility to the public.

Eligible Expenses

Demonstration and Development grants are designed to offset the upfront cost of EVSE development and awareness-building. Given the limited implementation timeframe of the proposed program, funding is limited to upfront costs to avoid ongoing funding commitments beyond the period of the program. Additionally, funding is limited to expenses related to the EVSE, reflecting that vehicles may travel in and out of PacifiCorp’s service Territory, but that EVSE is stationary.

Eligible expenses include capital expenses directly associated with the installation of EVSE, such as hardware and installation costs, make-ready costs and upfront software license costs. **Ineligible** expenses include vehicle purchase or lease, project management costs, ongoing operations and maintenance costs, energy costs, ongoing network subscription or other software costs and site and infrastructure improvements that would occur without the installation of EVSE (e.g., landscaping, information technology network enhancements). Costs associated with outreach and education (e.g., signage, educational workshops) may be considered for funding. PacifiCorp will engage the grant manager to identify an appropriate cap for outreach and education expense funding. Eligible expenses will be detailed in funding solicitations and applications will be reviewed for compliance with these guidelines.

⁶ While PacifiCorp has identified examples of underserved populations, there are likely additional segments that will be identified through the Company’s proposed TE pilots. Applicants will be expected to explain how proposed projects serve an underserved population, if applicable.

Applicants may request up to 100% of eligible expenses, but are encouraged to explore additional funding opportunities to maximize the value of PacifiCorp's investment. Evaluation metrics will favor applicants providing a funding match and leveraging multiple partners and funding sources. Participants will be responsible for all project costs not explicitly included in the project funding agreement.

The program will help the Company understand costs for varying types of non-residential TE projects to assess whether future programs, if offered, should be expanded to fund additional components beyond upfront EVSE costs.

PROGRAM COSTS

Proposed program costs are \$270,000, as shown in Table 2. The Company anticipates that approximately 75% of program funds will go directly to customers through funding awards, with other program funds dedicated to program administration and application and program evaluation. The grant funding budget has been sized to assure customers that funding will be available when requested during the program, subject to application screening and competition. Actual funding levels will be driven by customer demand, project viability, and requested financial commitment from the Company.

Application and program evaluation costs are informed by the Company's experience engaging consultants to perform these services for its Blue Sky and energy efficiency programs, respectively. Actual costs for these services will be determined through consultant selection and contracting and will vary based on participation levels.

Table 2. Estimated Program Costs

Cost Category	Total
Grant Funding	\$200,000
Program Administration and Evaluation ⁷	\$70,000
Total	\$270,000

IMPLEMENTATION TIMELINE

Milestones

Major program milestones are presented in Table 3 below. As shown, consistent with the Commission's guidance on priority review programs, the Company envisions a ramp-up period to engage contractors and develop resources, followed by one year of quarterly project solicitations. Once grants are awarded, recipients will have one year to complete project installation. The implementation schedule is indicative of quarterly milestones and subject to change as required by this program application approval timeline and additional factors, such as solicitation results.

The proposed program represents the first phase of PacifiCorp's customer EVSE development efforts. During the implementation period, the Company will track the utilization and

⁷ Includes application evaluation, program evaluation, and program administration.

effectiveness of the of the proposed EVSE development tactic and the extent to which it increased access to EVSE that otherwise would not have been constructed.

Table 3. Demonstration and Development Program Implementation Schedule

Major performance milestones	2018				2019				2020			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Ramp-up period												
Grant manager selection and contracting												
Develop application and evaluation materials												
Implementation period												
Application and selection												
Evaluation and reporting												
Project completion and reimbursement												
Data collection and program evaluation												
Submit report on program activities and evaluation results												

 Red indicates one-year pilot period

Quarterly cycle

As indicated previously, the Company will make grant funding available through four quarterly cycles. PacifiCorp anticipates issuing the first funding solicitation by the second quarter of 2018,⁸ allowing time for approval of the proposed pilot program, grant manager selection, program material development, and initial outreach. PacifiCorp proposes a one-year requirement for project completion and will continue to monitor this timeline, along with all other initial requirements, for appropriateness in the context of EVSE projects. An overview of the anticipated funding cycle is provided in **Table 4**.

Table 4. Demonstration and Development Quarterly Funding Cycle

Ongoing Solicitation	<ul style="list-style-type: none"> • Host application materials and additional applicant resources online. • Encourage interested parties to join the funding cycle notification list. • Build awareness through industry groups, PacifiCorp’s Regional Business Manager (RBM) and PacifiCorp’s communication channels (e.g. media outreach, website, brochures, and newsletters).
Month 1: Application Submission	<ul style="list-style-type: none"> • Send notice of upcoming application deadline for funding cycle to notification list. • Intensify outreach across communications channels. • Close application period.
Month 2: Application Evaluation	<ul style="list-style-type: none"> • PacifiCorp advances eligible applications to the independent evaluator. • Independent evaluator interviews, scores, and ranks the applicants.
Month 3: Selection and Notification	<ul style="list-style-type: none"> • Review independent evaluation results and make final funding determinations. • Notify applicants and execute funding agreements.

⁸ This schedule is subject to change as required by the application approval timeline and additional factors, such as third-party application evaluator solicitation results.

DATA COLLECTION AND REPORTING

Data Collection

This program is intended to collect EVSE project development and utilization data required to develop specific metrics, projections and best practices for future goal-setting and program development. At this stage, data collection will focus on developing a better understanding of:

- Utilization patterns for EVSE and if there are discernable factors that lead to differences in utilization levels between projects (e.g., location, market segment, project design)
- The demand for electric transportation project funding in PacifiCorp's California service territory and the extent to which PacifiCorp funding is required to make an EVSE project possible.
- The solutions to overcome barriers to PEV adoption that PacifiCorp customers identify.

The Company will engage a third-party evaluator to assess the effectiveness of the program at addressing identified market barriers to TE and to provide recommendations for future program continuation or expansion. Funding recipients will be required to participate in surveys and questionnaires and provide data on equipment utilization and reliability to support program evaluation efforts. Funding recipients will additionally report on the reach of education and visibility measures such as workshop attendance, email or web content views, social media reach and traffic to areas in which EVSE, vehicles or signage as identified and reported by applicants.

Reporting

After the program implementation period, the Company will synthesize data collected and program evaluation results and report program outcomes and any recommendation for program continuation or expansion to the Commission. The Company expects to file this report by the end of 2020.