Order Instituting Rulemaking to Identify Disadvantaged Communities in the San Joaquin Valley and Analyze Economically Feasible Options to Increase Access to Affordable Energy in those Disadvantaged Communities.

Rulemaking No. 15-03-010 (Filed March 26, 2015)

PACIFIC GAS AND ELECTRIC COMPANY’S (U 39 G) REPORT DETAILING EFFORTS TO ENGAGE DISADVANTAGED COMMUNITIES IN THE SAN JOAQUIN VALLEY

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Dated: July 14, 2017
BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

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SAN JOAQUIN VALLEY

In compliance with D.17-05-014, Ordering Paragraph 4, Pacific Gas and Electric
Company (PG&E) files and serves “PG&E’s Report Detailing Efforts to Engage Disadvantaged
Communities in the San Joaquin Valley,” attached as Exhibit A.

Respectfully Submitted,

By: /s/ Darren P. Roach
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JULY 14, 2017
# PACIFIC GAS AND ELECTRIC COMPANY’S
REPORT DETAILING EFFORTS TO ENGAGE DISADVANTAGED COMMUNITIES IN
THE SAN JOAQUIN VALLEY

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PACIFIC GAS AND ELECTRIC COMPANY’S
REPORT DETAILING EFFORTS TO ENGAGE DISADVANTAGED
COMMUNITIES IN THE SAN JOAQUIN VALLEY

A. Introduction

On May 15, 2017, the California Public Utilities Commission (CPUC or Commission) issued Decision (D.) 17-05-014, “Decision Adopting Methodology for Identification of Communities Eligible Under Section 783.5 and Providing Guidance on Economic Feasibility Study to Be Completed in Phase II,” (“Decision”). Ordering Paragraph (OP) 4 of the Decision ordered all utilities to detail efforts to engage disadvantaged communities (DACs) in San Joaquin Valley (SJV). OP 4 specifically states:

Pacific Gas and Electric Company, Southern California Edison Company, and Southern California Gas Company shall each serve and file a report detailing their efforts to engage disadvantaged communities in the San Joaquin Valley. The reports shall include information on the Net Energy Metering Program for disadvantaged communities, Self-Generation Incentive Program, the California Solar Initiative Thermal program, the Multifamily Affordable Housing Solar Roofs Program, Green Tariff Shared Renewables Program, and the Electric Vehicle Grid Integration Pilot program within sixty days of the issuance of this decision. The Investor-Owned Utilities may coordinate with each other and the Commission’s Energy Division to ensure consistency in scope and format of the reports.

Pacific Gas and Electric Company (PG&E) presents this report to highlight its significant and ongoing efforts to engage DACs in its service territory that includes the SJV. While the CPUC Decisions directing these programs have not singled out the SJV for unique or differentiated treatment, these programs serve PG&E’s service territory, which includes the SJV. Detailed herein are the six utility programs for which information was requested, as well as a proposed program (Solar California Alternate Rates for Energy (CARE) Plus) that would also serve DACs.

Finally, PG&E would like to note that there are other programs that serve DACs which are not directly administered by PG&E, such as the Low Income Weatherization Program administered by the California Department of Community Services and Development (CSD), the New Solar Homes Partnership administered by the California Energy Commission, and the Single-Family Affordable Solar Homes Program administered by Grid Alternatives.
B. PG&E Administered Programs

1. Net Energy Metering Programs (NEM)
   a. Program Summary: The NEM Programs offer renewable generators retail or near retail rate credits for exporting of their generation. There are various tariffs that enable this.
   b. Short Description of Marketing and Outreach (M&O): PG&E conducts M&O for the purpose of education, primarily to our existing solar customers and also to those in the process of going solar. The primary effort is to support new NEM customers by sending a Welcome Kit within two weeks after interconnection to educate on how NEM works and what to expect with solar billing. In addition, PG&E sends four email or direct mail communications throughout their first year on NEM to help customers better understand their bill, ways to be energy efficient and monitor their energy better, and maximize their solar investment. Other outreach is to bring awareness to customers already in the process of researching solar to resources such as the How to Get Started webpage as well as the solar calculator.
   c. Targeted offerings or specific provisions for DACs:
      i. NEM does not have targeted offerings in DACs.
   d. Program Participation:
      ii. In DACs: 5.4 percent of PG&E customers in DACs participate in NEM programs as of June 30, 2017.
      iii. In San Joaquin Valley Communities: 9.1 percent of SJV DAC Customers participate in NEM programs as of June 30, 2017.
   e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A

2. Self-Generation Incentive Program (SGIP)
   a. Program Summary: The SGIP provides incentives for storage and generation technologies installed behind the meter to offset all or a portion of on-site load. SGIP’s goals include grid support, Greenhouse Gas (GHG) reduction and market transformation.
b. Short Description of Marketing and Outreach: The SGIP has never had a budget carve out for M&O; this was never a component of the CPUC’s design for the program, and, as many people know, the program sells out regularly without the need for marketing. However, as part of D.16-06-055 (June 2016), the CPUC ordered the Program Administrators to host Quarterly Workshops for stakeholders to engage on M&O activities, as well as a specific Workshop on the subject, which took place in 2016. Lastly, Administrative budget can be used for marketing, education and outreach if necessary.

c. Targeted Offerings or Specific Provisions for DACs:
   i. SGIP currently has no provisions for DACs. However, an Assigned Commissioner’s Ruling by Commissioner Rechtstaffen (June 2, 2017) asks whether SGIP should carve out 20 percent of its budget for DACs. Comments have been filed and stakeholders await a decision. Also, a pending bill, Senate Bill 700, proposed that the state carve out 30 percent from a new $1 billion storage program for DACs. This bill has not made it out of committee and its fate is uncertain.

d. Program Participation:
   i. Generally: Since 2001, PG&E's SGIP Program has paid out approximately 1,200 projects, for 293 megawatts (MW) of capacity, representing $620 million in incentives. This includes incentives for solar photovoltaic (PV) from 2001-2006. Non-PV project participation: 702 projects for 212 MW of capacity, representing approximately $350 million in incentives. There are many more in-queue projects: 1,132 projects for 130 MW, representing $98 million in incentives.
   ii. In DACs: The SGIP Program does not currently define “disadvantaged communities” and therefore has no metric to quantify participation.
   iii. In San Joaquin Valley Communities: 75 Non-PV program participants and 40 PV program participants for a total of 115 SGIP participants in the SJV DACs.

e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A
3. California Solar Initiative Thermal (CSI Thermal)
   a. Program Summary: The goal of the CSI Thermal Gas Program is to install 200,000 solar thermal systems on customer homes and buildings by 2017, thereby reducing natural gas usage and subsequently reducing GHG emissions.
   b. Short Description of Marketing and Outreach: For the CSI Thermal Program, the 2017 M&O efforts have been focused on building on the success of the previous activities by nurturing leads and creating a sense of urgency to take action before the expected CSI Thermal Program closure at the end of 2017. Given the lengthy purchase cycle, PG&E is primarily targeting customers who have a high likelihood to participate and have expressed an interest in the program. Through direct-to-customer communications and targeted media campaigns, PG&E has been reinforcing the benefits of solar water heating, communicating the limited availability of the rebates and funneling customers to the next step of talking with a contractor.

   PG&E’s current Digital Media campaign—display banners, pay per click ads, search, retargeting, etc.—covers the Sacramento/Stockton/Modesto market which includes the San Joaquin area. The digital efforts are designed to drive traffic to the PG&E CSI Thermal webpages on PGE.com website which provides key information and resources to customers including a solar water heating e-Guide and contractor search tool.

   PG&E has also previously had some success with customers in San Joaquin County through a partnership with the California Department of Community Services and Development. CSD launched a pilot to install solar water heating systems and cover the remaining cost after the CSI Thermal rebate to make it no cost for eligible customers. Throughout 2013-2014, PG&E conducted targeted outreach to low-income customers who participated in the Energy Savings Assistance or CARE Programs within targeted enterprise zones or targeted employment areas (as determined by CSD) to facilitate participation in the pilot. Through the combined general M&O and the CSD pilot efforts, approximately 20 percent of gas projects in the CSI Thermal Program have been in the SJV area and of those 82 percent were part of the CSD pilot.
Please see PG&E’s Advice Letter 3765-G/4926-E for the full marketing plan for the CSI Thermal Program in 2017.

c. DACs Specific Provisions:
   i. Targeted Offerings or Specific Provisions for DACs: DACs are not specifically identified in the Program Handbook, but there is a low income carve-out in the program budget.

d. Program Participation:
   i. Generally: 1,259 projects offsetting gas have been completed as of June 27, 2017.
   ii. In DACs: DACs are not defined for the CSI Thermal Gas Program.
   iii. In San Joaquin Valley Communities: There have been 251 thermal projects in SJV communities.

e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A

4. California Solar Initiative Multi-Family Affordable Solar Housing (CSI MASH)
   a. Program Summary: The MASH Program provides incentives for solar PV systems on qualifying, MASH properties.
   b. Short Description of Marketing and Outreach: The MASH Program generally “sells out” instantly upon opening; therefore there are no marketing efforts per se.
   c. DACs Specific Provisions:
      i. Targeted offerings or specific provisions for DACs: No DAC-specific provisions in CSI MASH.
   d. Program Participation:
      i. Generally: 207 completed projects in PG&E territory as of June 29, 2017.
      ii. In DACs: MASH does not have a definition for DACs. All qualifying MASH projects are eligible.
   e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A
5. Green Tariff Shared Renewables (GTSR): Green Tariff and Enhanced Community Renewables (ECR)

a. Program Summary: The Green Tariff (GT) portion of the GTSR Program allows customers to purchase 50 percent or 100 percent of their electricity from a pool of solar resources in the PG&E service territory. The ECR portion of the GTSR Program allows customers to work directly with solar developers and subscribe to a portion of the output of a single solar project in the PG&E service territory. These programs have a combined cap of 272 MW.

b. Short Description of Marketing and Outreach: PG&E’s targeting approach primarily utilizes customer behaviors as an indicator of interest and participation in a green energy program. PG&E does not target the program efforts specifically based on geography. PG&E residential segmentation targets include: (1) renters with green interests, who tend to be a younger demographic, have lower usage bills, are just starting out in their career and have lower household incomes; and (2) homeowners who are open to green energy, value the convenience of adoption, and are unlikely to adopt rooftop solar due to limitations. Unlike renters, homeowners tend to be more established in their careers and have higher household incomes.

Customers in the SJV may be specifically targeted for participation and if so, could be reached by one or more of the marketing tactics if they exhibit behavioral indicators of interest in green energy program participation. Tactics include: digital marketing which is utilized as an always on tactic to educate prospects about the program and drive consideration with a call to action as well as email outreach which promotes the benefits of the program in order to capture interest and drive enrollments cost efficiently.

In addition to the above-mentioned tactics, PG&E has executed additional Solar Choice tactics that include a broader geographic reach that may have included the SJV such as bill inserts that promote the program in customers paper and online bill packages, program details are provided on PG&E’s website (PGE.com) and earned media with press releases issued around key program milestones. Specific outreach targeting low-income
and minority customers to inform them about this program is done primarily through one on one in-person communications leveraging community outreach contractors and community based organizations.

Please see PG&E’s Advice Letter 4936-E for the full marketing plan for the Solar Choice Program in 2017.

c. DACs Specific Provisions:
   i. Targeted Offerings or Specific Provisions for DACs: The GTSR Program (GT, ECR) has a 45 MW procurement reservation for Environmental Justice (EJ) projects, 0.5-1 MW in size, to be developed in DACs.
   ii. How Does GTSR Define DACs: DACs are defined as the top 25 percent of impacted census tracts in PG&E’s service territory using the current version of the CalEnviroscreen tool (3.0).
   iii. What Are the Details of the Specific Provisions: For the GT and ECR programs, the DAC provision relates to a 45 MW reservation (1/6 of PG&E’s overall allocation of 272 MW) for the procurement of 0.5-1 MW projects in EJ/DAC areas.
   iv. SJV-Specific Provisions: There are no SJV-specific provisions as it relates to the GTSR Program.

d. Program Participation:
   i. Generally:
      a. GT customer enrollment of approximately 16.8 MW and 4,600 customers as of June 2016. 52.75 MW of resources have been procured under the program.
      b. ECR has no customer participation or procured projects as of June 2016.
   ii. In DACs: GT customer enrollment in DACs is approximately 3.38 MW and 396 customers as of June 2016. 2 MW of EJ projects have been procured in DACs.
   iii. In San Joaquin Valley Communities: GT customer enrollment in SJV communities is approximately 1.57 MW and 136 customers as of June 2016. One of the 1 MW EJ projects is located in SJV communities (Manteca).
e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A

6. Electric Vehicle (EV) Charge Network Program
   a. Program Summary: To deploy 7,500 level 2 EV charging stations at workplaces and multi-unit dwellings throughout northern and central California, within PG&E’s service territory.
   b. Short Description of Marketing and Outreach: PG&E’s EV Charge Network marketing plan covers 2017-2020. PG&E will ramp up program implementation throughout 2017 with the deployment of trial sites; the launch of the full-scale program will occur after the trial sites have been deployed and continue throughout the three-year period of 2018-2020. PG&E’s marketing efforts focus on two specific market segments: multi-unit dwelling and workplaces. As part of D.16-12-065, PG&E is further guided to identify locations in DACs as a priority subset within each of the two target audiences. Detail regarding the two key market segments—multi-unit dwellings and workplaces—are outlined in the table below.

   **TABLE 1-1**

   **EV KEY MARKET SEGMENT DETAIL**

<table>
<thead>
<tr>
<th>Location Types</th>
<th>Multi-Unit Dwellings</th>
<th>Workplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Apartment complexes</td>
<td>Office buildings</td>
</tr>
<tr>
<td></td>
<td>Condominiums</td>
<td>Business parks</td>
</tr>
<tr>
<td></td>
<td>Mixed use space</td>
<td>Government facilities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Decision Maker Types</th>
<th>Multi-Unit Dwellings</th>
<th>Workplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Landlords</td>
<td>C-Suite</td>
</tr>
<tr>
<td></td>
<td>Property Managers</td>
<td>Property Managers</td>
</tr>
<tr>
<td></td>
<td>Tenants</td>
<td>Facility Managers</td>
</tr>
<tr>
<td></td>
<td>EV Drivers</td>
<td>Employees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EV Drivers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EV Fleet Operators</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeting Considerations</th>
<th>Multi-Unit Dwellings</th>
<th>Workplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td># of tenants</td>
<td></td>
<td># of employees</td>
</tr>
<tr>
<td>Unit density</td>
<td></td>
<td>Revenue</td>
</tr>
<tr>
<td>Parking availability</td>
<td></td>
<td>Parking availability</td>
</tr>
<tr>
<td>Sustainability commitment</td>
<td></td>
<td>Sustainability commitment</td>
</tr>
<tr>
<td>(e.g., LEED certification)</td>
<td></td>
<td>(e.g., LEED certification)</td>
</tr>
<tr>
<td>Existing/planned EV</td>
<td></td>
<td>Existing/planned EV</td>
</tr>
<tr>
<td>adoption</td>
<td></td>
<td>adoption</td>
</tr>
</tbody>
</table>
EV Charge Network Target Audience

Multi-unit dwellings and workplaces that meet the criteria of the program in may expect to receive direct mail, email, digital media, and social media outreach as part of the EV Charge Network.

Customers in the SJV may be specifically targeted for participation but may also be reached by one or more of the following tactics:

Program Promotion via PG&E’s eNewsletter

The Energy Advisor digital newsletter for businesses is a platform for continuous communications with customers to help them understand how they can save by participating in PG&E’s energy management programs and solutions. The newsletter can be utilized to drive awareness of the EV Charge Network by including a mention of the program in multiple different monthly editions over the course of the program.

Digital Media to Create Awareness of and Drive Engagement With PG&E’s EV Webpages

This may be further enhanced by using targeted remarketing that tracks customers who visited the webpage but did not take the desired action. PG&E can then display banner advertisements on other relevant online sites to further awareness of the program and encourage customers to take the next step in the process. PG&E plans to have an ongoing digital media search presence that can be bolstered during key enrollment periods to better leverage customers with the intention to learn more or take action on the program.

Broad EV awareness Amongst EV Drivers

By reaching out to tenants at multi-unit dwellings and employees at workplace, PG&E hopes to drive broader education of the program. The result can be enhanced education and customer satisfaction, increased participation in the utilization of EV chargers, and the creation of EV charger advocates and champions at the broader individual level to help drive identification of new site host key decision makers and to encourage participation in program enrollment.

In addition, PG&E may choose to promote the program via radio sponsorship and earned media. These tactics have broad reach across the PG&E territory.
Please see PG&E’s Advice Letter 5064-E for the full marketing plan for the EV Charge Network.

c. DACs Specific Provisions:
   i. Targeted Offerings or Specific Provisions for DACs: Yes
   ii. How Does EV Define DACs: Disadvantaged communities are defined as communities in PG&E’s service area with scores among the top quartile of areas identified by the most current version of the CalEnviroScreen 3.0, https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30
   iii. What Are the Details of the Specific Provisions: PG&E has a target to install 15 percent of the total number of chargers installed over the three-year program in DACs. Site Hosts within DACs receive additional benefits from the program including a participation model allowing for PG&E to cover the cost of the installation, operation and maintenance of the EV charging station less a participation payment.

   However, Site Hosts in DACs will also have the option of owning and operating EV charging stations less a participation payment. In this case, Site Hosts will also receive a rebate to offset the cost of purchasing the EV charging station. In all cases, PG&E will cover the cost of bringing power from the local distribution infrastructure to the parking spot, in what has been referred as “make ready” infrastructure. See table below for a complete description of the rebate and participation options.
### TABLE 1-2
**EV REBATE AND PARTICIPATION OPTIONS**

<table>
<thead>
<tr>
<th>Segment</th>
<th>EV Charging Station Ownership</th>
<th>Participation Payment by Customer</th>
<th>Rebate to Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUD Located in DAC</td>
<td>PG&amp;E</td>
<td>Differential between actual cost of EVSE selected by customer and base cost&lt;sup&gt;(a)&lt;/sup&gt;</td>
<td>N/A</td>
</tr>
<tr>
<td>Site Host</td>
<td>N/A</td>
<td>100% of EVSE base cost</td>
<td></td>
</tr>
<tr>
<td>MUD Located Outside of DAC and Workplace Located in DAC</td>
<td>PG&amp;E</td>
<td>50% of EVSE base cost plus differential between actual cost of EVSE selected by customer and base cost&lt;sup&gt;(b)&lt;/sup&gt;</td>
<td>N/A</td>
</tr>
<tr>
<td>Site Host</td>
<td>N/A</td>
<td>50% of EVSE base cost</td>
<td></td>
</tr>
<tr>
<td>Workplace Located Outside of DAC</td>
<td>Site Host</td>
<td>N/A</td>
<td>25% of EVSE base cost</td>
</tr>
</tbody>
</table>

<sup>(a)</sup> Participation Payment of a MUD located in a DAC = (EVSE base cost) – (actual EVSE cost).

<sup>(b)</sup> Participation Payment of a MUD & workplace in a DAC = .5 (EVSE base cost) + (actual EVSE cost-EVSE base cost).

iv. SJV-Specific Provisions: PG&E does not have specific provisions for program participants within the SJV.

d. Program Participation:

i. Generally: The EV Charge Network Program launches in 2018. However, PG&E is tracking interest in the program via the program website ([www.pge.com/evcharge](http://www.pge.com/evcharge)). These registrations do not represent program participation. To date 303 potential Site Hosts have registered interest in the EV Charge Network Program from December 29, 2016 to June 23, 2017.

ii. In DACs: 21 percent or 64 out of 303 of interest registrations for the EV Charge Network Program have come from potential site hosts within eligible CES 3.0 census tracts.

iii. In San Joaquin Valley Communities: N/A

e. Detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A
7. Solar CARE Plus

a. Program Summary: The Solar CARE Plus Program, which is currently pending before the CPUC as proposed in phase two of the NEM 2.0 proceeding, builds on the GT Program model and offers CARE-eligible customers in DACs the opportunity to purchase 100 percent of their electricity from a pool of solar resources also located in DACs and receive an additional 10 percent bill savings.

b. Short Description of Marketing and Outreach: The program is pending before the CPUC and therefore no M&O activities have been conducted.

c. Targeted Offerings or Specific Provisions for DACs:
   i. The proposed Solar CARE Plus Program would separately allow for the procurement of up to 70 MW of new solar projects, sized 0.5-20 MW, located in DACs. The program would offer CARE-eligible customers located in DACs the opportunity to purchase 100 percent of their electricity from these projects and receive approximately 10 percent bill savings.
   ii. How Are DACs Defined: The top 25 percent of impacted census tracts in PG&E’s service territory using the current version of the CalEnviroscreen tool (3.0).
   iii. What Are the Details of the Specific Provisions: The details of the proposal are described in PG&E’s NEM 2.0 Phase 2 proposal for growth of solar in DACs.
   iv. SJV-Specific Provisions: There are no SJV-specific provisions as it relates to the Solar CARE Plus Program.

d. Program Participation:
   i. Generally: N/A
   ii. In DACs: N/A
   iii. In San Joaquin Valley Communities: N/A

e. Please detail any separate and/or additional program efforts to engage the SJV DACs not stated above: N/A
C. INDEX of Programs

Net Energy Metering Programs (NEM):

Self-Generation Incentive Program (SGIP):

California Solar Initiative Thermal (CSI Thermal):

California Solar Initiative Multi-Family Affordable Housing (MASH):

Green Tariff Shared Renewables (GTSR):

Electric Vehicle Charge Network (EV):