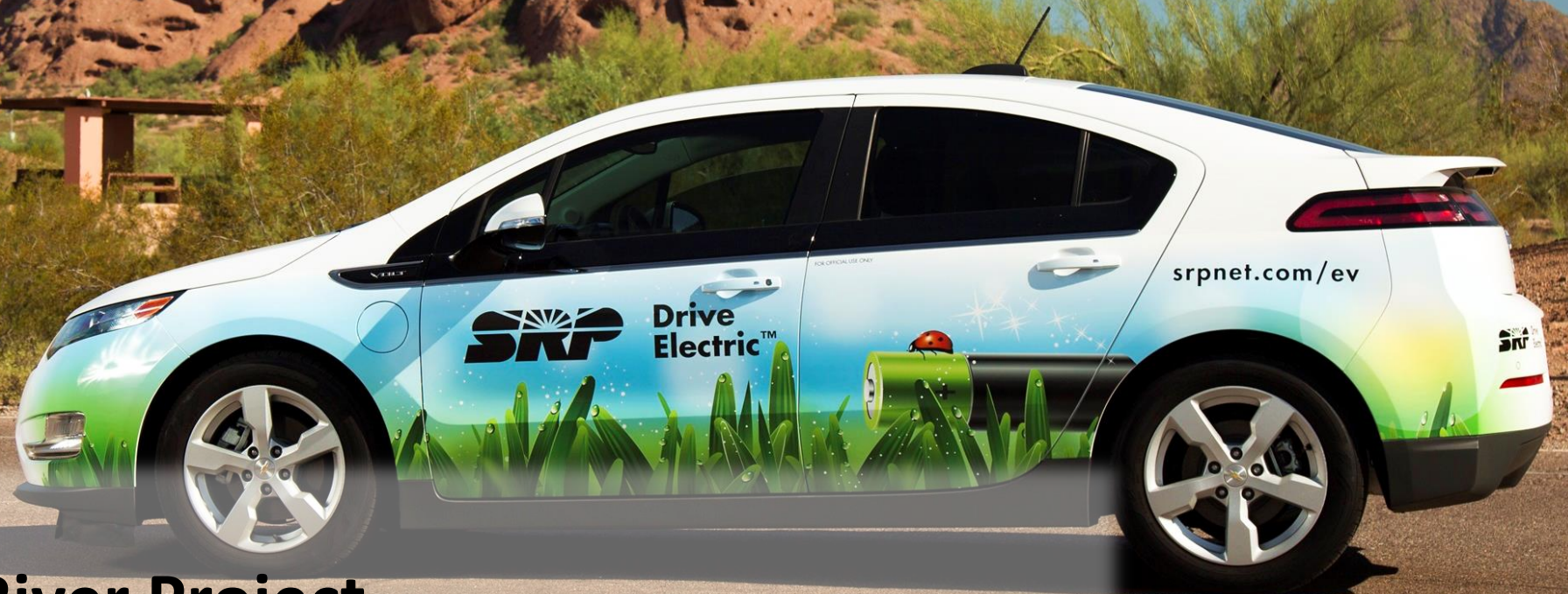


# Electric Vehicles: Increasing the bottom line for consumers and utilities



June 15, 2016

Kathy Knoop, Salt River Project



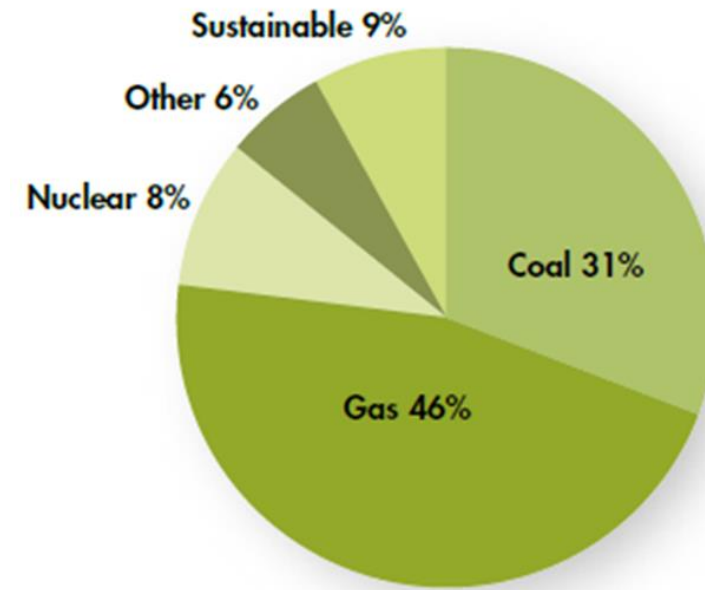
# About SRP



## RESOURCES

Generation Capacity Mix in FY15

8,489 megawatts

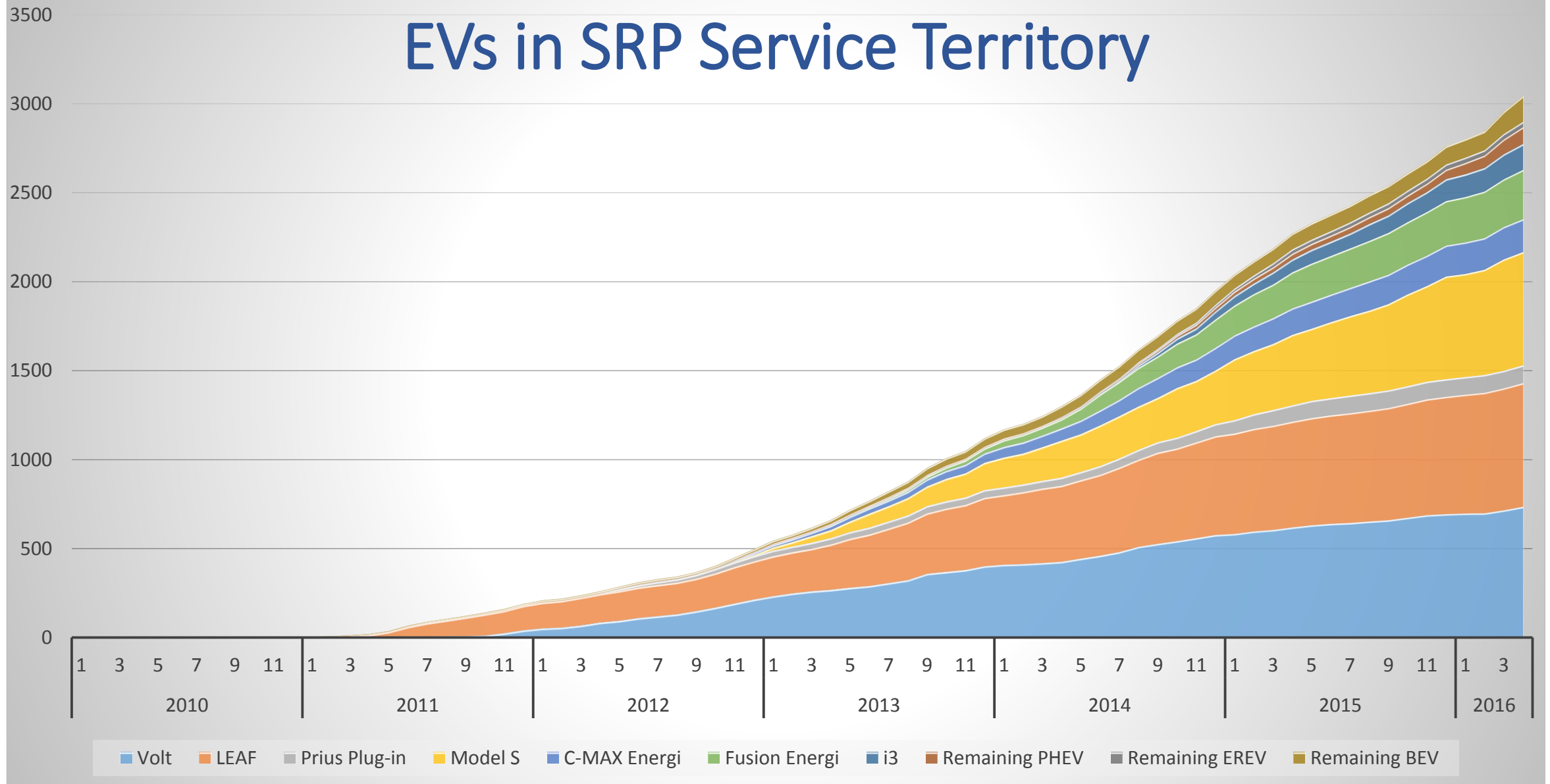


# PEV Quick Facts

- PEVs use 30 to 40 kWh per 100 miles of driving
- EVs charge at 1.5kw up to 120kW of power (for now)
- Average annual energy consumption = **3,500 kWh/year**
- Est average SRP household = **15,000 kWh/year**
- 1 EV = **↑23%** household energy (Phoenix, AZ)
- GHG savings in Arizona  $\cong$  30% to 50% reduction



# EVs in SRP Service Territory



# Discussion



# The SRP EV Roadmap Team

Grow Smart Load



Enhance Customer Relationships



Demonstrate Leadership



Foster Collaboration




Electric transportation can significantly impact energy sales growth and carbon reduction, SRP can be a positive influence by being a visible leader in this technology



# EV Community & Community Advisory Group


## GET PLUGGED INTO SRP's EV Community



Are you thinking about buying an electric vehicle (EV)? Then check out our EV calculator.


In a few steps, it will add up the potential first-year electric bill impacts and fuel savings of an EV vs. a conventional gas car. You can select from a complete list of plug-in electric and hybrid vehicles.

**Own an EV?**  
[Join our community](#)




Get a \$50 Amazon.com gift card when you [signup](#)

[Start calculating](#)


[LOG IN TO MY ACCOUNT](#)
[ELECTRIC](#)
[WATER](#)
[SAVE ENERGY & MONEY](#)
[ABOUT SRP](#)
[CONTACT US](#)

## EV OWNERS, SIGN UP AND POCKET \$50



SRP has formed an electric vehicle (EV) community. As part of the EV community, members can opt-in to future focus groups, surveys and more. Join the community to connect with other EV enthusiasts as we work together to help drive the use of electric vehicles.

By filling in the form on the right, you'll help us understand how EV owners use energy. In turn, this will help us analyze impacts on the electric system and prepare our power grid for the growth of EVs in SRP territory. Upon approval, you'll receive a gift card to Amazon.com within 10 business days.

### How to qualify

- Reside in a SRP residential account household
- Own or lease a qualified electric vehicle (as listed in form) \*
- Complete the online form \*\*
- Submit a scanned PDF or photo of your Arizona automobile registration

If you have questions or need more information, call (602) 236-8888.

\* Only electric vehicles that can travel on the freeway at highway speeds are eligible. Licensed or unlicensed vehicles such as electric golf carts and neighborhood electric vehicles such as the GEM, Columbia, E-Z-Go, Peapod, etc. are not eligible.

\*\* One gift card, per vehicle. A form must be completed for each electric vehicle.

### Sign up today

\* All fields are required

**FULL NAME \***

**PHONE \***

**EMAIL \***

**SRP ACCOUNT NUMBER \***

Don't have your account number?

**SELECT YOUR EV \***

**SELECT YOUR AT-HOME CHARGER \***  
☐ Level 1 ☐ Level 2 ☐ Both

**AT-HOME CHARGER ADDRESS \***

**CITY \***

**STATE \***

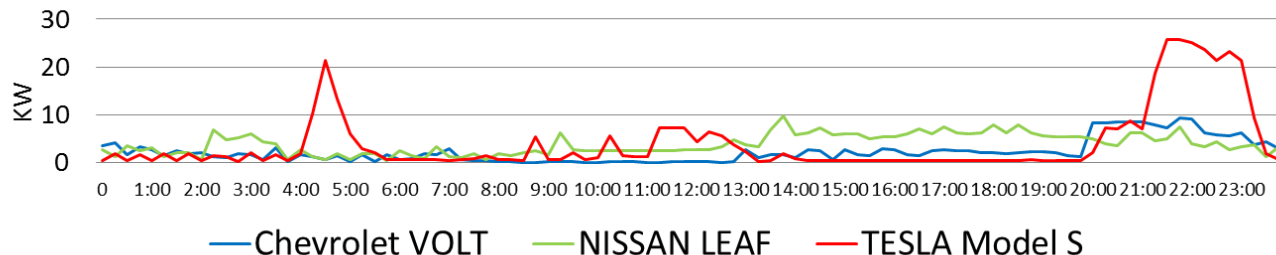
**ZIP CODE \***

**CAN WE CONTACT YOU REGARDING TOPICS RELATED TO EVS? \***  
☐ Yes ☐ No


[Prep your home for an EV](#)

[EV Q&A](#)

One Day Sample of Volt, LEAF and TESLA S Owner




# Customer Programs



Delivering more than power.™

## IS AN ELECTRIC VEHICLE RIGHT FOR ME?

An electric vehicle can save you money on fuel and reduce greenhouse gas emissions. Use this calculator to understand your savings potential.



Something to get amped up about.

[START MY ESTIMATE](#)

### HOW IT WORKS

#### CHOOSE CAR

Select your preferred electric vehicle and gas vehicle class for comparison.

#### COMPARE OPTIONS

View options side-by-side to understand how electric vehicle costs compare to a gas vehicle.

#### MAKE AN INFORMED DECISION

If an electric vehicle seems like a good investment for you, we're here to help you get started.

## WELCOME TO EV COMMUNITY CENTRAL

More than 800 electric vehicle owners in SRP's electric service territory are now part of our EV community.

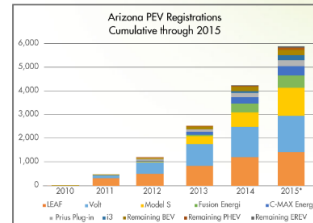
As a member, you can connect with other EV enthusiasts, as we work together to help drive the use of electric vehicles. You can also participate in surveys, discussions, forums and research projects to assist SRP in designing programs, materials and information to better serve you.

Not a member? [Register here](#) to receive a \$50 Amazon gift card.

We hope you will find valuable information and resources on this webpage. If you have suggestions or ideas for content that would be useful here, please contact us at [electricvehicles@srpnet.com](mailto:electricvehicles@srpnet.com).

### EV ADOPTION IN ARIZONA

Electric vehicle ownership is on the rise. Check out the growth rate in 2014 and 2015.



### GET YOUR EMPLOYER INVOLVED

Share the importance of workplace charging with your employer. The Plug-In Electric Vehicle Collaborative has created a resource document that you can use to present the benefits of at-work charging stations to your employer. [Download the PDF.](#)

In addition, the U.S. Department of Energy has issued a report detailing the costs and factors to consider when installing non-residential electric vehicle charging stations. [Download the PDF.](#)

### PLUG INTO OTHER RESOURCES

- Find a nearby charging station at [plugshare.com](http://plugshare.com)
- Stay in the know by reading *Charged*, an online magazine
- Get the latest information from [greencarreports.com](http://greencarreports.com)
- Read the latest EV updates at [insideevs.com](http://insideevs.com)
- Discover how EVs are growing at [electriccarreport.com](http://electriccarreport.com)

- Installation checklist
- Get your home EV ready
  - Get your \$50 gift card
  - EV Calculator

## \$500 REBATE AND 5 MORE REASONS TO INSTALL WORKPLACE EV CHARGING

One of the most efficient locations for electric vehicle (EV) charging stations is the workplace. How do we know? SRP has installed dozens of charging stations at various offices for its pool cars and employees.

If you have been considering EV charging at your place of business, you can now take advantage of rebates from SRP. Qualifying business customers



can get \$500 for each new Level 2 workplace charger installed (limit 12).

Other benefits associated with workplace charging include:

- Positioning your company as an innovative brand
- Achieving sustainability goals or clean air reporting targets
- Recruiting and retaining employees by offering attractive benefits such as EV charging
- Improving employee commute times (EVs can access the carpool lane)
- Enhancing your bottom line by reducing fuel costs for fleet vehicles

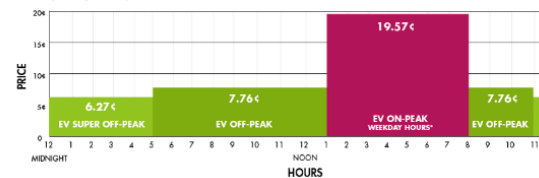
For more information about our rebates, visit [srpnet.com/evbizrebates](http://srpnet.com/evbizrebates) or call (602) 236-8833.

The best time to charge your EV on the E-29 price plan is between 11 P.M. - 5 A.M.

Try changing your charge start time or your charger type to see how your electric bill is affected. You can learn more on our [Electric Vehicle Price Plan](#) page.



### Summer May, June, September, October (Prices per kWh)



## Electric Vehicles



Verizon LTE 15:39 74%

Salt River Project 4,261 Tweets

Tweets Media Likes

Salt River Project Retweeted

Paul Lopez @PaulLopezPR  
#SRPconnect #DialaDelNino Its fabulous out here! #Community #kids #phx @moyaphx

In reply to @cscutari

Salt River Project @SRPconnect  
@cscutari Thanks for sharing! #SafetyFirst

SRP DRIVE ELECTRIC™

Our grid powers your ride

SRP is committed to helping solve air-quality challenges in metropolitan Phoenix. Supporting the adoption of plug-in electric vehicles helps us address our concerns about the environment by reducing greenhouse gas emissions and our dependence on petroleum-based fuels.

SRP invites you to participate in our EV Community to help steer your way through buying and owning an electric vehicle. Explore our EV price plan option or get expert advice on preparing and equipping your garage with an at-home charger.

Thinking about hitting the road in an EV, but have questions?

Visit Kathy's Corner to get answers to your ownership questions from our resident electric vehicle expert, Kathy Knoop.

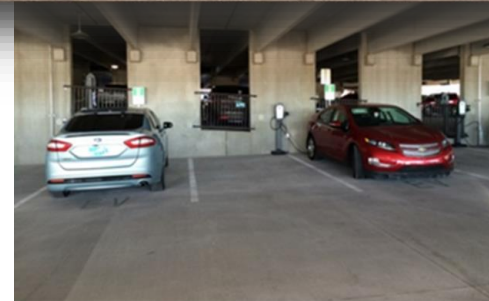
[EV Calculator](#) [Get your \\$50 gift card](#) [Prep your home for an EV](#) [EV Q&A](#)



# Research and Development



# Fleet and Employee Programs





# Emission Impacts



# Challenges for Arizona

- Vehicle availability
- Public charging infrastructure
- Building capacity
- DC fast charging
- Limited HOV access
- Incentives
- Multi-unit dwelling
- Education





# Summary



Thank you!  
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