

SMALL BUSINESS UTILITY ADVOCATES (SBUA) DATA REQUEST

SBUA-SDG&E DR-01

POWER YOUR DRIVE 2.0 (A.19-10-012)

SDG&E RESPONSE

DATE RECEIVED: APRIL 15, 2020

DATE RESPONDED: APRIL 29, 2020

SBUA DATA REQUEST

Question 1

Please provide information on the business nature of workplace site hosts (using the site unique identifier included in the response to Cal PA DR 2 Question 2). Specifically provide, if available the rate that the customer is on, some characterization of the property type (public access, private access only), the size of the business (number of employees, size of parking lot, etc.), or information regarding the opportunity for multiple businesses to utilize the chargers (e.g., office building).

SDG&E Response

All customers are on schedule VGI per the terms of the PYD Pilot program. SDG&E has not performed data collection efforts on property type, business size, or charging infrastructure sharing as described in this question.

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Question 2

Referencing SDG&E Responses to TURN DR-01 Q1 and CalPA DR-01 Q2, SBUA notes that the construction site direct costs decline on a cost per new driver basis.

- a) What factors does SDG&E believe determine the number of new drivers at a particular site?
- b) Please provide any documents that describe SDG&E's evaluation of what site characteristics tend to be associated with new drivers.
- c) What efforts has SDG&E made during the pilot to screen applications to determine whether a charger installation at a site is likely to lead to new drivers?
- d) What efforts does SDG&E propose to undertake during the extension to screen applications to determine whether a charger installation at a site is likely to lead to new drivers?

SDG&E Response

- a) To assess incremental EV adoption due to the presence of PYD ports, SDG&E calculated the number of drivers that have charged in the program 90 days after the commissioning of a site. SDG&E assumes that drivers who charge prior to the 90-day window were likely already on the path to acquire an EV regardless of the presence of PYD ports. The 90-day window is based on SDG&E's best assessment of a reasonable time frame for incremental adoption. SDG&E performed a customer survey shared with the Program Advisory Council ("PAC") on April 7, 2020. Below are the two slides relating to the survey that was shared with the PAC.

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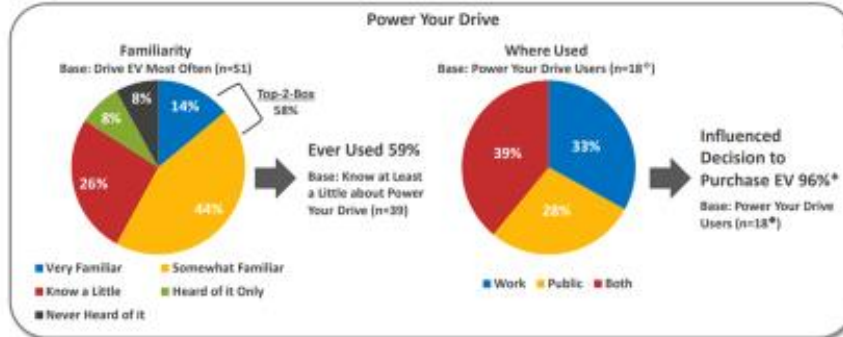
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Power Your Drive - Research Survey Preliminary Results



Over half of consumers who most often drive a plug-in hybrid/EV are at least somewhat familiar with SDG&E's Power Your Drive (PYD) program (58%).

- Of these, more than half (59%) have used a PYD charging station at work, in public or both.
- Among the few Power Your Drive users, nearly all (96%) say availability of PYD stations influenced their decision to purchase an EV*.



? How familiar are you with the SDG&E Power Your Drive program? Have you ever used an SDG&E Power Your Drive charging station? Where have you used the SDG&E Power Your Drive charging station? How much did the availability of SDG&E's Power Your Drive charging stations positively influence your decision to purchase your electric vehicle?

Base: Gen Pop base varies by visual.

* % "Highly" or "somewhat" influenced decision to purchase EV.

* Caution: Small base size.

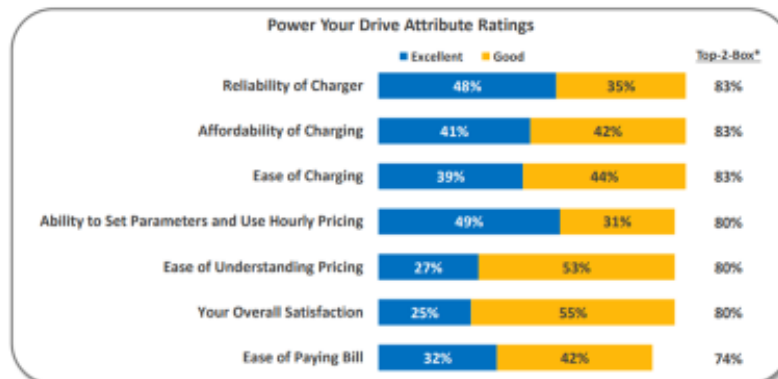
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DRIVING ELECTRIC HAS NEVER BEEN EASIER

Power Your Drive - Research Survey Preliminary Results (cont.)



Most of the handful of participants who have used Power Your Drive are satisfied with the program and its key attributes. "Ease of paying the bill," ranks slightly lower than the other attributes.



? Please rate the SDG&E Power Your Drive charging station on each of the following.

Base: Gen Pop Power Your Drive Users (n=18)*.

* Caution: Small base size.

* Top-2-Box on a 5-point scale.

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- b) An EV Survey was administered to prospective PYD sites to determine current levels of existing EV drivers, in addition to polling those that would consider purchasing or leasing an EV within the three-year duration of the pilot program to determine if a site would be a good candidate. The Electric Vehicle Charging Survey asked of each PYD customer during the application phase is located on page 38 and 39 of the Semi-Annual Report linked here: <https://www.sdge.com/sites/default/files/regulatory/Power-Your-Drive-Semi-Annual-Rpt.pdf>.
- c) SDG&E has not performed analysis on the site characteristic tendencies toward new driver adoption.
- d) SDG&E will continue to evaluate potential EV adoption at a site and factor the results in the go/no go decision along with other relevant factors like estimated cost or site characteristics.

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Question 3

SBUA notes that the testimony in support of the proposed extension does not appear to discuss considerations related to small businesses. Please provide any relevant data, reports, or other documentation to support any assertions when answering the following questions. If no such material exists, please explain the reason for the lack of documentation in your answers.

- a) Has SDG&E conducted any specific outreach to small businesses during the pilot project? If so, what lessons have been learned?
- b) Does SDG&E plan to conduct any specific outreach to small businesses during the proposed pilot extension? If so, what market barriers have been identified and how does SDG&E propose to address them in its outreach or program design?
- c) If SDG&E has not and does not plan any specific activities related to small businesses, please explain the reasons.

SDG&E Response

- a) SDG&E outlined marketing and outreach activities in the Power Your Drive Semi Annual reports which can be found at the following link: <https://www.sdge.com/regulatory-filing/10676/sdge-electric-vehicle-grid-integration-pilot-program>. SDG&E defines small businesses by energy demand of 20kW or less, meaning that approximately 80% of the service territory meets the definition of a small business. As such, our overall marketing and outreach efforts are focused on reaching this audience. Some lessons learned include that in-person outreach was most effective to develop potential sites for the Power Your Drive pilot. SDG&E also found that working with property management firms who could consider adding charging stations to various properties could be an effective way to reach several small businesses as many are in leased spaces.
- b) As noted above, approximately 80% of the businesses in SDG&E's service territory are considered small businesses based on energy demand, therefore the marketing and outreach plan for the pilot extension will have a focus on reaching small businesses. SDG&E has not and will not conduct any marketing and outreach planning until the Power Your Drive Program Extension is approved.
- c) Because such a large proportion of the businesses in SDG&E's service territory are considered small businesses based on energy demand (approximately 80%), the marketing and outreach plan for the pilot extension will have a focus on reaching small businesses. SDG&E has not and will not conduct and marketing and outreach planning until the Power Your Drive Program Extension is approved.

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In general, SDG&E ensures that its staff can support small business with finding the programs, rates, services and tools to best help them manage their energy. Across SDG&E, teams like the Clean Transportation Customer Solutions Advisors, Account Executives, Business Contact Center Energy Specialists and Outreach Advisors all act as trusted energy advisors that deliver energy expertise to small businesses. Additionally, SDG&E has successfully deployed several marketing and outreach campaigns using tactics such as online and email advertising, social media campaigns, bill inserts/onserts, special events, presentations and workshops. SDG&E maintains an Energy Solutions Partner network of approximately 250 organizations including business associations, cultural and non-profit organizations who help SDG&E reach communities to learn about clean transportation, energy management tools and other programs.

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Question 4

Referencing SDG&E Response to TURN DR-2 Q10abc, please provide the same data but distinguish new drivers (as identified in SDG&E Response to TURN DR-01 Q1) from other drivers.

SDG&E Response

The attached file SBUA DR-01 Q4 provides an updated table.

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Question 5

Referencing TURN DR-01 Q1:

- a) It appears that the sum of the data in Column Z (“incremental drivers”) is 2,154. However, according to TURN DR-02 Q2, the total should be 1,109. Please explain this discrepancy.
- b) Please provide the data in Column Z for total drivers, incremental drivers, and incremental drivers using the alternative cutoff periods specified in the response to TURN DR-02 Q2.

SDG&E Response

- a) Part of the difference between these results is the date that is being considered. The TURN DR 2 – Q2 response is as of July 31, 2019 to remain consistent with the question being answered. The TURN DR-01 Q1 data request is as of Q4 2019. Additionally, some drivers may charge at multiple sites. This could result in a single driver showing up in different sites and, therefore, could be double counted in the site breakout.
- b) The attached file SBUA DR-01 Q5 provides incremental drivers by cut off period.

END OF RESPONSES