

PPL EU Residential EV Charging Pilot

Energy Efficiency & Conservation

Goals

This pilot will incentivize the adoption of smart chargers with data authorization by new and existing EV owners for energy savings and insights on customer charging impacts. This will prepare PPL EU for growing EV adoption and lay the groundwork for future offerings. **The proposed pilot will create value for PPL and all EDCs through:**



Customer Adoption Insights: Willingness of PPL customers to purchase, install and enable access to a networked, level 2 EVSE for the specified incentive.



Customer Satisfaction: Evaluate effectiveness of different marketing and outreach channels and appeal of post-purchase rebate and turnkey, installed options.



Act 129 Savings: Test PPL estimated savings calculations for potential savings in Phase V.



Understand EV Impact on System: Charging energy load shapes by vehicle type and usage profile

Pilot Framework

Technology Pilot Funding

- \$3M in residential sector pilot funding available for use within the approved PPL EE&C Plan.

Existing CSP

- Pilot will launch with existing CSP
- Existing Residential Program CSP has the necessary software and local programs teams available
 - CSP implements 100+ active EV pilots and programs across the U.S.

Requirements

- PUC notification (SWE/TUS) provided
- Pilot will align with Act 129

Strategy

ENGAGE

New EV Purchases

Learn about EV benefits through program site and purchase EV from dealership

Existing EV Owners

Learn about rebate from targeted email and digital campaign – drive customer to program site.

View Available Models

Explore available models and find the All-Electric or Plug-in Hybrid Electric Vehicle model that fits your lifestyle.



Explore EV Models

Lower Fuel Cost & Charge Time

See how much you'll save when you switch from a gas or diesel vehicle to an electric vehicle - and find out how long it'll take to charge it!



Savings & Charge Time

ENABLE

Order EVSE + installation – receive instant discount

- OR -

Purchase qualifying charger at any location and apply for rebate



MEASURE

KPIs

Channel Performance

- New and existing EV purchaser participation rate
- Dealership conversion rate
- Targeted campaign conversion rate

Offer Preference

- Share of purchase + install
- Participant satisfaction (surveyed)

Charging Behavior

- On/off peak energy shares
- Vehicle and profile-specific load shapes

Pilot Scope

Pilot Costs

- Forecasted pilot costs of \$875K include customer incentives, includes marketing, platform build, and administration.
 - Includes \$300 incentive to cover charger, installation and data authorization.
- Target participation of 1000 customers is achievable with expected annual EV adoption in PPL EU territory

Schedule

- 18-month pilot that will last until the conclusion of Phase IV
- 3-month startup with 6-month enrollment period

