

Plug-In ^ The Coming Boom in Electric Vehicles: Are We Ready?

Rick Tempchin
Edison Electric Institute
NARUC Winter Committee Meetings
February 15, 2010

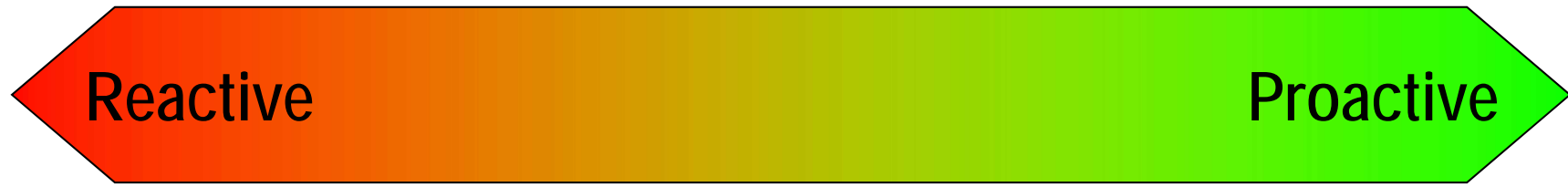


Industry-Wide Plug-In Electric Vehicle Market Readiness Pledge (October 2009)

EEI CEO Electric Transportation Task Force

1. Infrastructure: Plan and implement charging infrastructure and assess system impacts
2. Customer Support: Provide excellent customer service
3. Customer and Stakeholder Education: Highlight the benefits of transportation electrification
4. Vehicle and Infrastructure Incentives: Advocate for federal, state and local incentives
5. Utility Fleet Deployment: Lead by example

What is Your Strategic Positioning?



“Wait and See”
Monitor
Progress,
Address load
growth as it
comes

Soft Promoter
Consumer
Information,
Cooperation
with providers

**Strong
Promoter**
Create PEV
Programs,
Industry
Program
Participation

Catalyst
New
Regulatory
Structures,
3rd Party
Partnerships

Organizational Roles for Emerging Technologies

Technology Strategy

- Technology Monitoring, evaluation, testing
- Technology Roadmaps
- Tech transfer to business units
- Smart Grid

What technologies should be integrated into the business in the future?

Marketing/Energy Efficiency

- Product Development
- Program Mgmt
- Customer Offers
- P&L ownership
- Customer Satisfaction

What products and services are offered to our customers?

Application to Electric Transportation

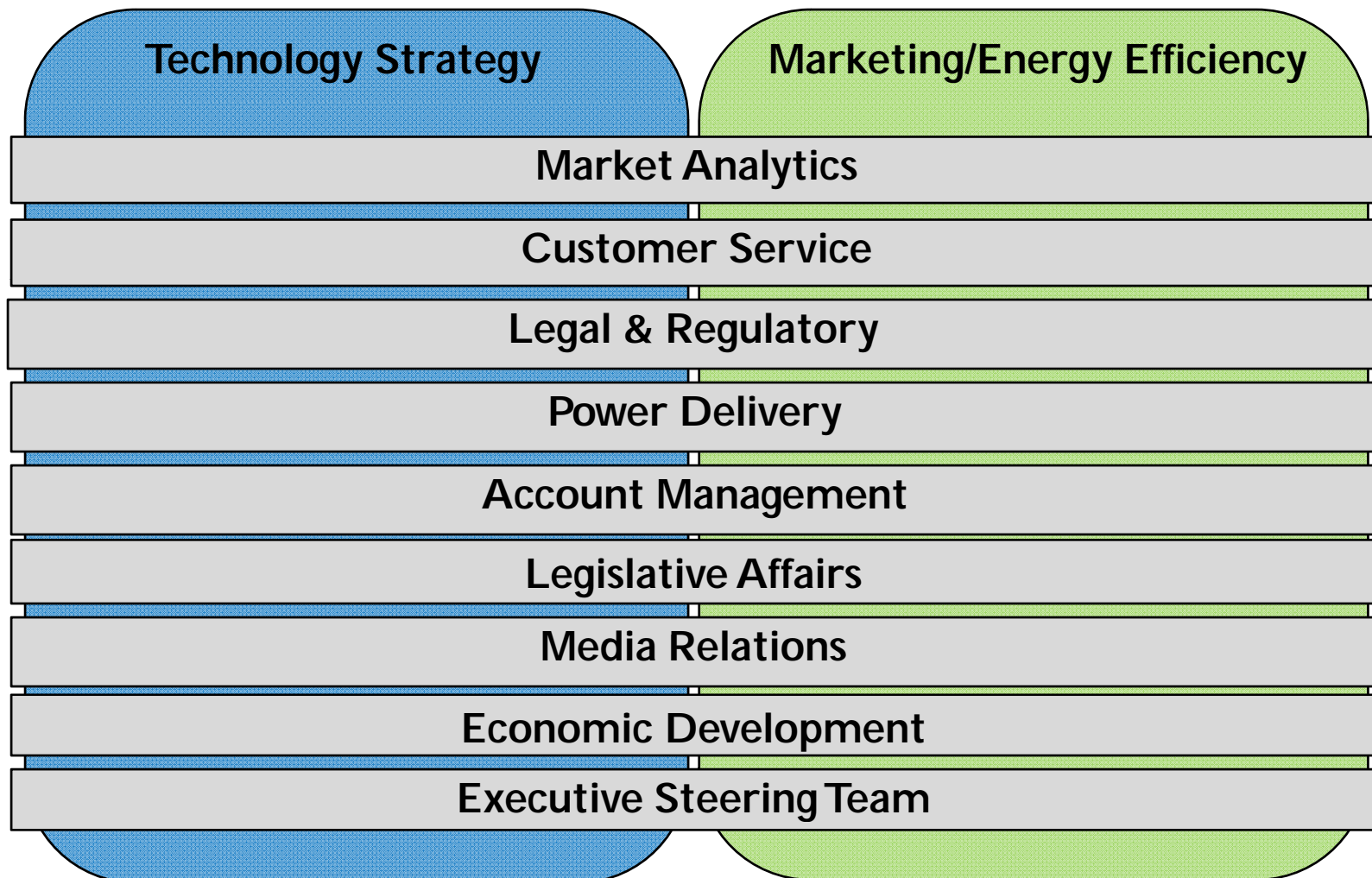
Technology Strategy

- Identify OEMs and key suppliers
- Market timing in service territory
- Infrastructure requirements
- Standards
- Identify risks/opportunities
- Smart grid integration
- Next generation technologies

Marketing / Energy Efficiency

- Customer Offer Development
 - Infrastructure and rates
 - Utility and customer value propositions
 - Offer structure
- Manage offer delivery
- Ultimate responsibility for:
 - P&L management
 - Customer satisfaction

Matrixed Support / Operational Functions



Plug-In Ready City Stakeholders and Strategies

Define the Stakeholders, Enablers, Existing Programs, Gaps

- Dedicated Project Leader
- State Government
- City/County Government
- Department of Transportation
- Permitting and Code Officials
- Utilities and PUCs
- Large Local Employers
- Early Adopters
- Auto Dealers
- Third-Party Service Providers

Leading Questions

- PEV Products and Services
 - Incentive rates for off-peak charging?
 - Who owns, operates, and maintains chargers?
 - Smart meters, sub-meters?
 - Multi-family buildings?
 - Metering for commercial buildings?
 - Regulatory treatment of Electric Vehicle Supply Equipment (EVSE) providers?

Leading Questions

- Electrical System Impacts
 - Load shape impacts/anticipating impacts and investments to ensure reliability?
- State and Local Issues
 - Economic development and jobs?
 - Integration with green policies?
 - Convergence of transportation, electricity, telecommunications policies?

“The Business of Plugging In”

Detroit, October 21, 2009



EEI Chairman Tony Earley, Chairman and CEO, DTE Energy Company, and EEI President Tom Kuhn announce the industry's PEV pledge.



Michigan Governor Jennifer Granholm joins Earley and Kuhn to field media questions following EEI's announcement.

