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Industry-Wide Plug-In Electric Vehicle Market Readiness Pledge

DETROIT (October 21, 2009) — EEI member companies are committed to making electric transportation a success. At the center of these efforts is the industry-wide pledge to plug-in electric vehicle market readiness. The pledge represents a culmination of efforts by EEI member companies to survey the current state of electric transportation initiatives among utilities, evaluate how those initiatives fit in with the overall goal of advancing transportation electrification and determine what more is needed. There are five areas of focus:

1. Infrastructure: Utilities pledge to proactively work with their state regulatory and legislative bodies to assess and address any potential system impacts from fueling large numbers of plug-in vehicles from the electrical grid. Further, utilities will work collaboratively with state and local officials, public/private entities, automakers, and other stakeholders to help develop a comprehensive local charging infrastructure deployment plan.

2. Customer Support: Utilities pledge to assure that a robust customer service process is in place that can scale up to support large numbers of plug-in vehicle customer service requests ranging from charging infrastructure installations to utility-specific rate options and incentive plans. Utilities will work with stakeholders to facilitate a streamlined charging installation process.

3. Customer and Stakeholder Education: Utilities pledge to collaborate with state and local officials, public/private entities and automakers to help implement a broad nationwide education program highlighting the benefits of electric transportation (energy security, reduction in greenhouse gases and air pollutants); the benefits of electricity as an alternative fuel; the creation of public-access charging infrastructure; steps cities and individual customers need to take to get plug-in ready; and the importance and benefits of off-peak charging.

4. Vehicle and Infrastructure Incentives: Utilities pledge to work with federal, state and local stakeholders to help develop purchase and ownership incentives (monetary/non-monetary) supporting both vehicles and infrastructure deployment. Incentives could include purchase incentives, tax rebates, off-peak charging rates, preferential and/or free parking, and grants for charging infrastructure installation, all designed to encourage a significant penetration of electric transportation solutions.

5. Utility Fleets: Utilities pledge to develop new sustainable fleet acquisition and operations plans, helping drive development and significant deployment of electric transportation solutions in light-, medium- and heavy-duty utility applications. These efforts could include development of industry-wide vehicle specifications by weight class; industry-wide fuel economy requirements; fleet user education programs; and industry-wide best practices, all designed to help achieve a significant increase in fleet fuel efficiency and a commensurate decrease in GHG and other emissions.