

Abstract #: 120

Author Name: Calder Silcox

Author Company: Pacific Gas & Electric (PG&E)

Second Author's Name: Georgina Arreola

Abstract Title: A/B testing for Electric Vehicle Rate Messaging

Abstract Text:

Time-of-use rates for electric vehicle (EV) charging have proven to effectively incent customers to charge during low demand periods, typically overnight. Given that ~80% of EV charging occurs at home, encouraging EV drivers to enroll in time-of-use rates can bring significant grid benefits in avoided marginal generation costs. Conversely, many EV drivers can benefit from time-of-use rates through significant energy and fuel cost savings. However, optional rate enrollment in general has traditionally seen low penetration among residential electricity customers. PG&E offers a non-tiered, time-of-use rate specific to residential EV owners. The EV rate allows customers to charge their vehicle off-peak for \$0.10 per kWh, equivalent to \$1.00 per gallon of gasoline. While approximately 27% of PG&E's EV drivers have already enrolled in the optional EV rate, achieving greater adoption and pushing EV-charging load into off-peak hours will be critical as hundreds of thousands of EVs bring new load to the system over the coming years. PG&E markets EV rate enrollment to new EV-drivers through a partnership with the Center for Sustainable Energy (CSE), which administers California's Clean Vehicle Rebate Project (CVRP). PG&E, in conjunction with CSE, is testing the success of varying messaging for EV rate enrollment, with a focus on economic and environmental benefits. PG&E will use learning from A/B message testing for rates to inform future EV program outreach.