



Residential EV Behavioral Pilot

Electric vehicles pop up suddenly—often in clusters as customers “keep up with the Jones”—leaving little time to ensure grid infrastructure isn’t overburdened and locational power delivery isn’t compromised. By deploying Itron’s Residential EV Behavioral Pilot, you can harness EVs and transform them into a grid asset, while gaining valuable data points to questions including:

- » How much will feedback and incentives motivate behavior change?
- » What will the impact be—and will it be consistent or impacted by non-program factors?
- » How should rate designs support load orchestration?

Connecting to EVs via either load disaggregation from AMI data or a telematics integration that encompasses 90%+ of vehicles on the road, Itron’s solution provides software and supporting services that limit the amount of time required from utility resources.

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T&D World™

Duke Energy Florida adopts new tool for managed EV charging

Itron and Duke Energy Florida Collaborate to Deliver Managed EV Charging Program

March 25, 2022

Duke Energy Florida will use Itron's DER optimizer solution to monitor residential EV charging

March 25, 2022 Editor

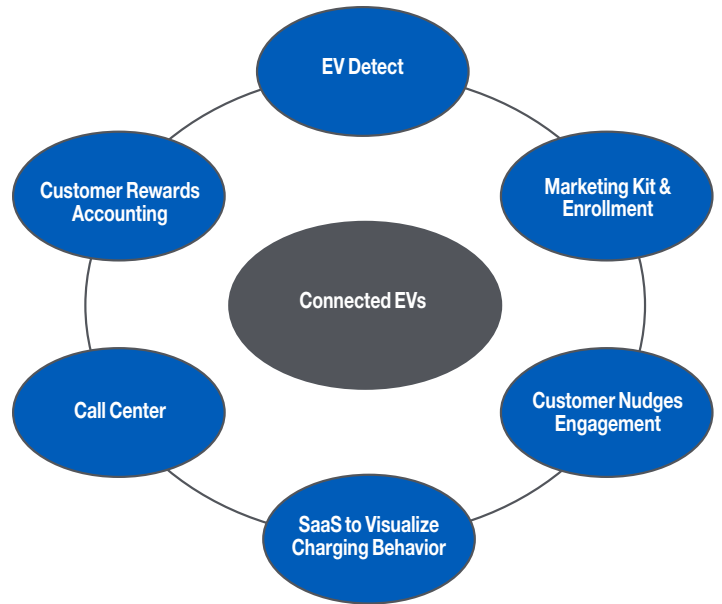
Duke Energy has deployed an Itron Residential EV Program that is so popular that customers sometimes have to join a wait list to participate.



EV pilots only take about 9 months, including an approximate 2-month deployment. Get started today by contacting us at: EVPilots@itron.com

SOLUTION COMPONENTS

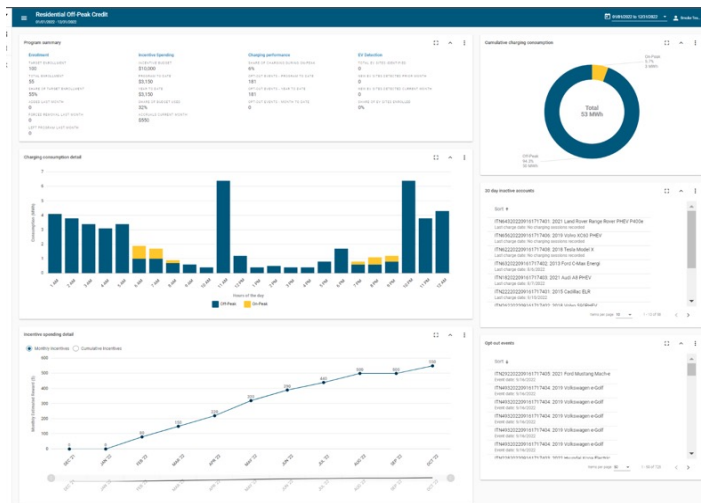
- » **Recruitment** – Itron provides a marketing kit that includes templates for e-mail and hard-copy letters, plus web content for your website.
- » **Customer Engagement** – Itron provides a customer engagement portal that lets participants see current and historical charging information, as well as program rewards. And when telematics is used for EV connectivity:
 - Monthly MyCharge reports that summarize charging behavior and keep customers apprised of rewards they've earned
 - Just-in-time e-mail messages to nudge customers if they start charging on-peak
- » **Customer Support** – Itron provides a centralized call center supporting your customers with CSRs who are experienced in load management programs.
- » **Customer Rewards** – Customers earn rewards each month if they don't charge during on-peak times. Two opt-outs (i.e., on-peak charges) allowed per customer per month.



You are in control: you decide the amount of the reward and apply it via bill credit. Itron does the accounting of which customers have earned their award each month.

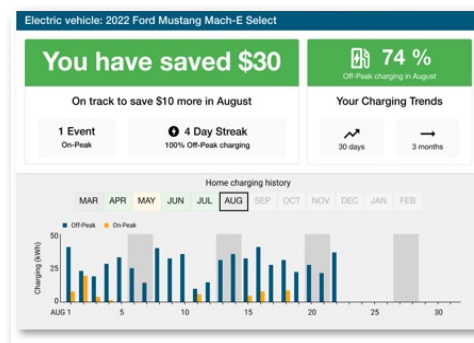
» **SaaS for Program Dash and Reporting** – Itron provides a centralized platform that helps you understand charging patterns, pilot results, and potential impact of EV load shifting. Program reporting includes:

- Enrollment each month
- Vehicles that charged off-peak
- Vehicles that charged on-peak
- Participants that left the program



The marketing materials feature a green color scheme and include the following elements:

- Sign-up Flyer:** Promotes the program with the headline "EV DRIVERS! YOU CAN EARN \$10 EACH MONTH" and a "FIND OUT HOW" button.
- Website Landing Page:** Features a large "\$10" graphic and the text "Charging at night and during off-peak hours has its benefits." It includes a QR code and a "GET STARTED" button.
- Additional Text:** Explains that participants can earn a \$10 credit each month on their bill for charging at night and during off-peak hours.



To learn more visit itron.com

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