



Austin Energy's Electric Vehicle Initiatives

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April 2017



A bit about Austin Energy





Austin Energy 2025 Goals



900 
MW

+

950 
MW

+



55%
renewable
energy

900 MW of
savings from
energy
efficiency and
demand
response

200 MW local
solar, 100 MW
customer-
sited, 10 MW
local storage

All City of
Austin
facilities,
operations
and fleet
carbon
neutral

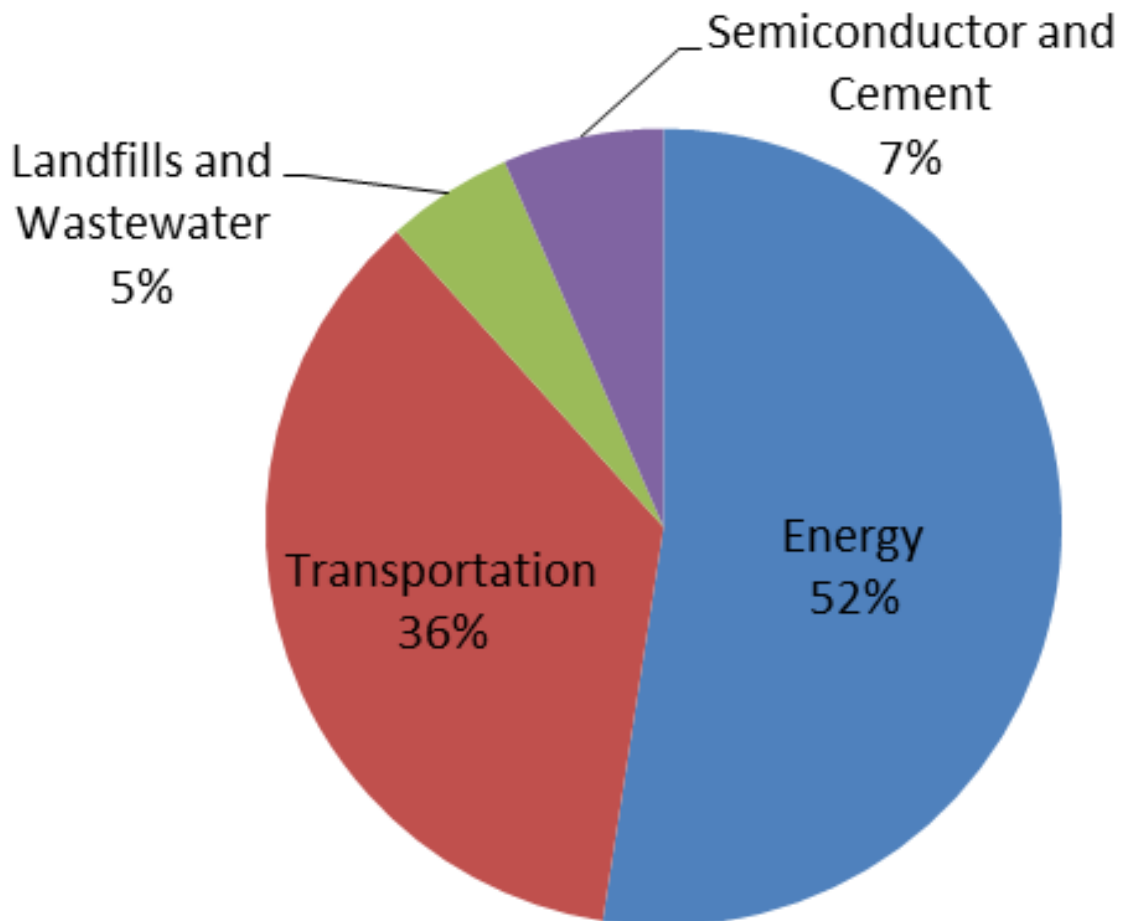
Subject to Affordability Goals

Net-Zero

Austin's CO2 Emissions by 2050

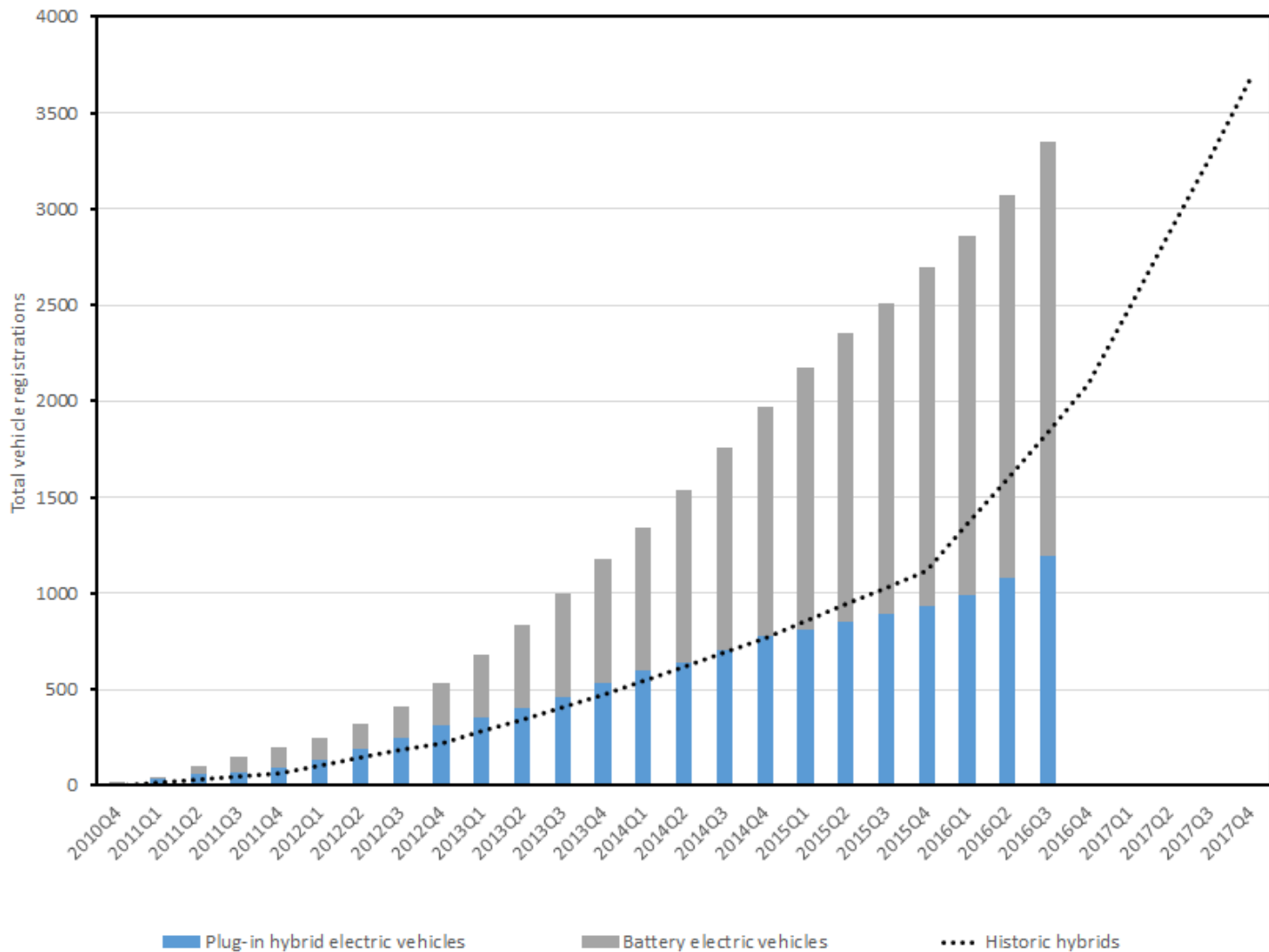


Travis County GHG Inventory





Austin's EV Adoption Curve

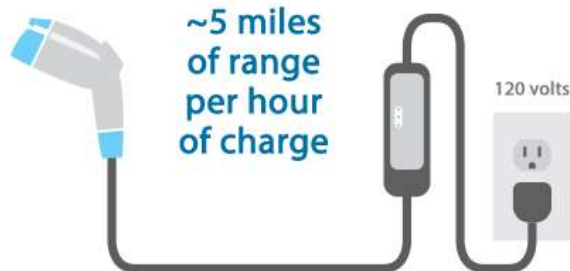


Data provided by Electric Power Research Institute



Fueling an Electric Vehicle

Level 1 Charging



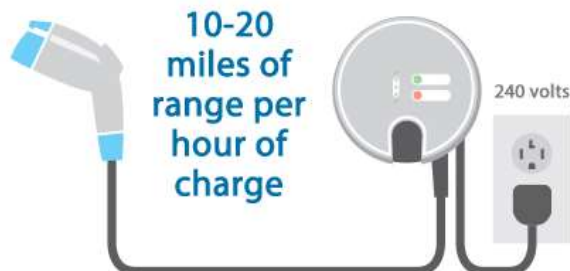
~5 miles
of range
per hour
of charge

120 volts

Level 1 Charging: All BEVs and PHEVs come with a cord set compatible with a typical outlet.

Location: Home & Public

Level 2 Charging



10-20
miles of
range per
hour of
charge

240 volts

Level 2 Charging: At home, a hard-wired, wall-mounted unit or a cord set compatible with 240-volt outlets. Away from home, most public charging stations are Level 2. They are sometimes free or may require paid membership.

Location: Home & Public

DC Fast Charging



80%
charge in
30 minutes*

480 volts

DC Fast Charging: For quick charging. It is cost prohibitive to install these commercial systems at home.†

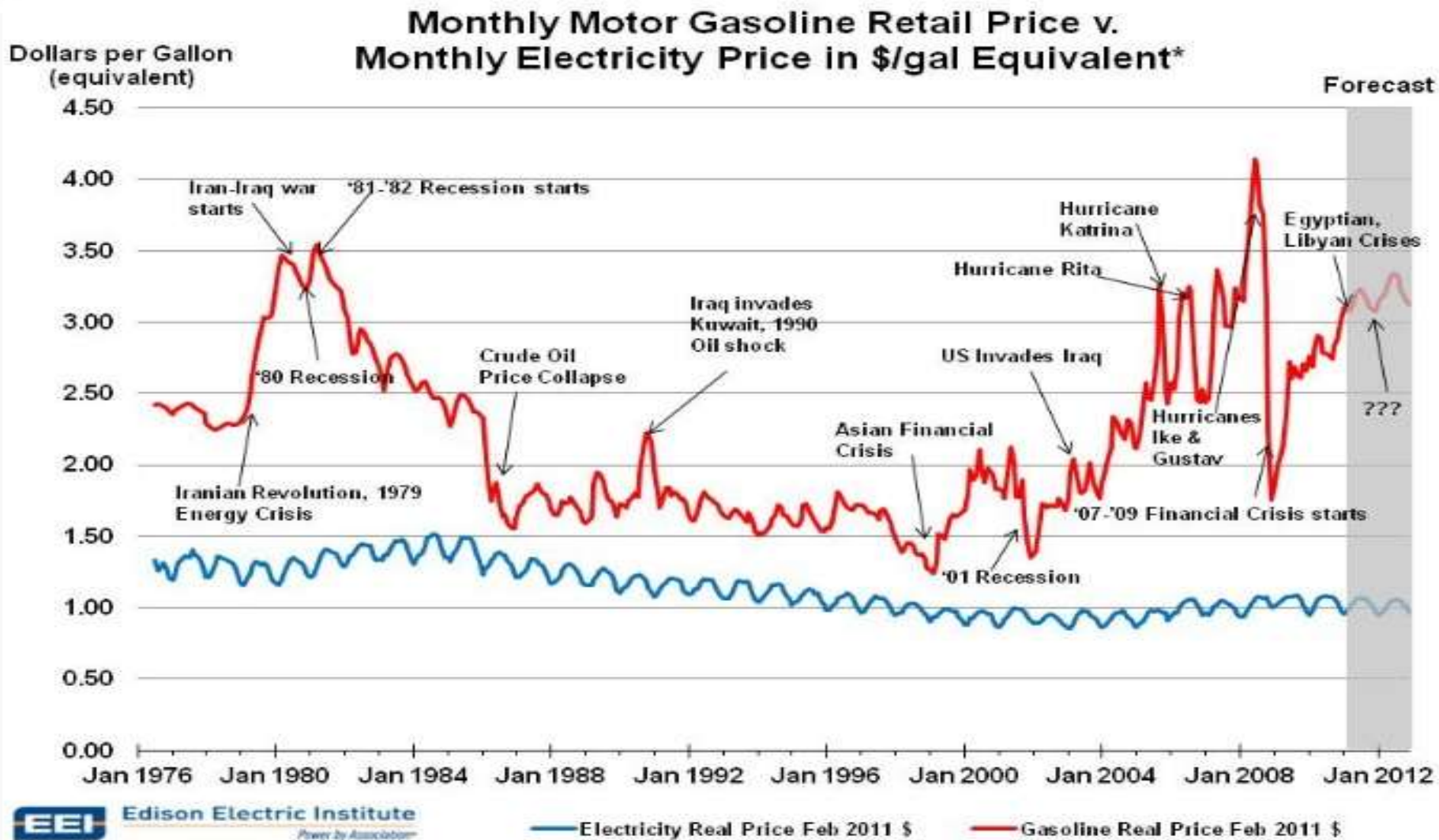
Location: Public

†Vehicle requires DC fast charging port

*Based on 24
kilowatt-hour battery



Gasoline vs. Electricity Prices





What is Austin Energy doing?

- Charging Infrastructure
- Rebates
- City Fleet
- Time of Use
- Research
- Marketing and Outreach





Plug-In EVerywhere

- Over 400 Level 2 Charging Ports
- \$4.17/Month for Unlimited Charging
- Powered by 100% Renewable Energy





Multifamily

- Over 40% of Austin's population lives in multifamily
- 85-90% of EV drivers prefer to charge at home
- 21st century amenity





E-Ride Program

- Improving Mobility While Reducing Emissions
- Fleet Applications





Electric Drive

- Downtown showcase for EVs and transportation
- DC Fast Charging
- Level 2 Charging
- Level 1 Charging
- Seaholm EcoDistrict





EVs as a Demand Response Asset

With funding from a US DOE ARPA-E grant
Austin Energy in 2013 successfully deployed
a residential and integrated EV/thermostat
demand response pilot using OpenADR 2.0
standards





EV360

- Time of use rate for EV charging
- Unlimited access to the Plug-In EVerywhere network of public charging
- \$30/month





Marketing Electric Vehicles

- Why Should Utilities actively market EVs?
- How are green products traditionally marketed?
- How Austin Energy is Marketing EVs.



Perception





Reality





Targeted Community Outreach

Events to Engage Community Stakeholders:

- Austin Apartment Association
- Auto Dealership Training
- Colleges and Universities
- Austin EV Driver Group





Testimonials

"No Compromises Required"

— Steve J., Austin EV Driver

Austin Energy: Why did you choose an electric vehicle?

Steve: For savings in the long run, the convenience of being able to fully recharge it while I'm at home or at the office, and because I believe in alternative energy.

Austin Energy: What's your favorite part about owning your electric vehicle?

Steve: Every time I step into it, I feel like I'm driving a car from the future.

Austin Energy: Would you recommend an electric vehicle to others and why?

Steve: Yes, I would. The only EV I have driven is the Tesla, and I absolutely recommend it. Just taken as a car, it's excellent; comfortable, roomy, with good controls and smooth handling. Advantages it gets from being an electric car include strong acceleration, very useful for getting onto the freeway or turning onto a busy street; the extra storage space in front where the engine would be; the wonderful quiet; and, again, the freedom from gas stations.

There's a great community of EV drivers - not just Tesla owners - there are more EV drivers out there than you think. After I got the Tesla I found that one of my friends already has a Leaf, another has been driving an electric conversion for years, and another is planning to convert an existing vehicle.

Austin Energy: Is there anything that has surprised you about driving electric?

Steve: Yes. I assumed that I would end up making SOME compromises to get an electric car, but the Tesla doesn't compromise on anything.

Austin Energy: Is there anything else you care to share with current or potential EV drivers?

Steve: I live in the Onion Creek area and lost my home of 35 years to the flood, but fortunately my Tesla was parked at the office. It has been a workhorse as I move my life to a storage unit. Did you know you can fit a wingback chair in the back of a Tesla?



"Did you know you can fit a wingback chair in the back of a Tesla?"




EV Calculator

A background image showing a smiling woman wearing a straw hat on the left side, and a colorful graffiti wall with abstract shapes and patterns in shades of blue, orange, and white on the right side.

Is An Electric Vehicle Right For Me?

An electric vehicle can save you money on fuel and reduce greenhouse gas emissions. Use this calculator to understand your savings potential.

 [Start My Estimate](#)



Campaign Promotion

ELECTRIC > GAS

pluginaustin.com



Only \$4.17 a month

Unlimited access to over 250 charging stations

Powered by 100% renewable energy

Visit pluginaustin.com

A City of Austin Program



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Thank You!