



# Xcel Energy's Customer EV Strategy

**NDPSC Presentation**

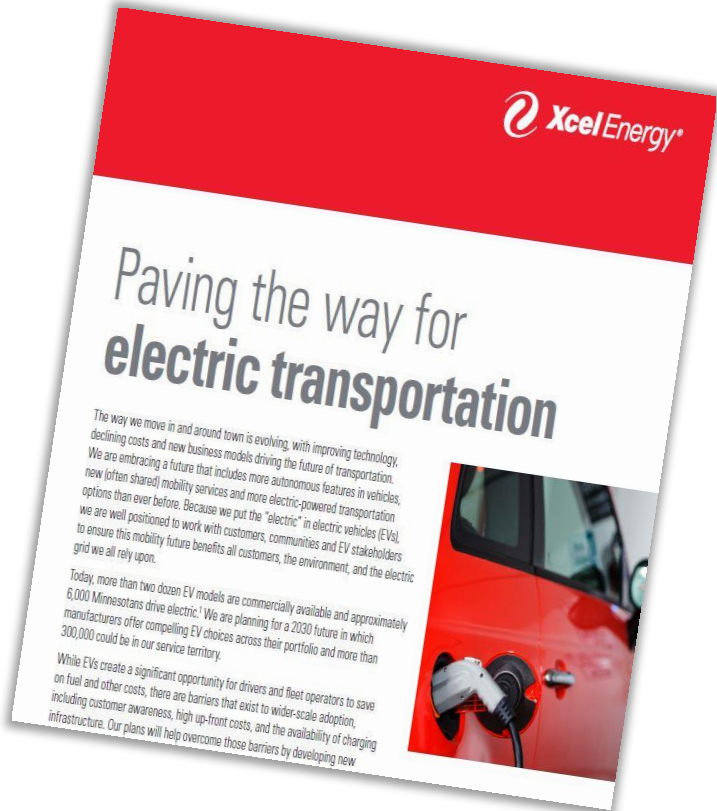
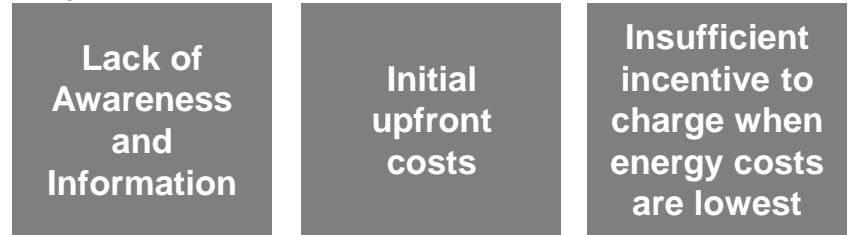
**August 5, 2020**

# Our transportation electrification efforts

## Focus on 3 Market Segments:

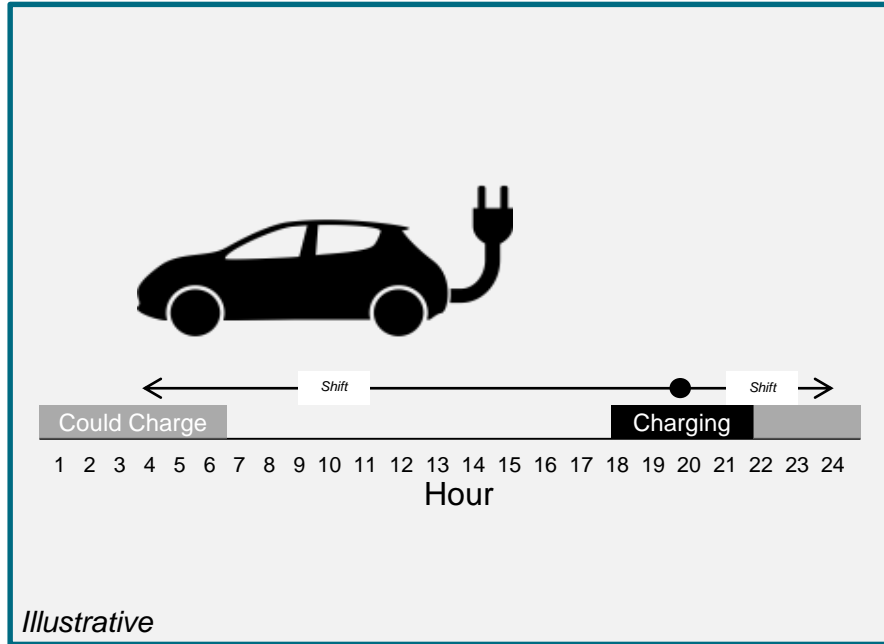


## Key Barriers to Address:

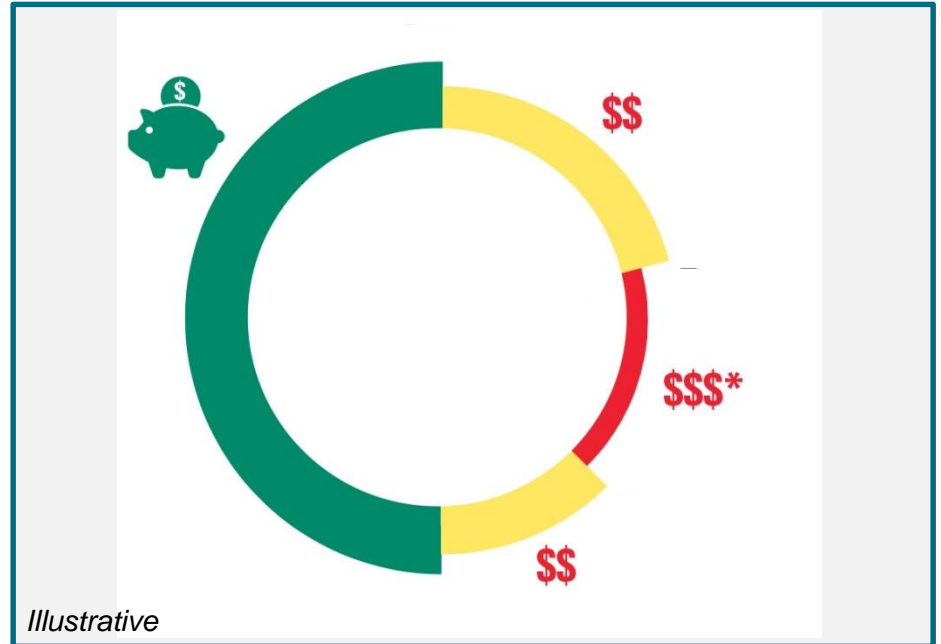


# Pricing and Smart Charging to Encourage Charging when System Costs are Lowest

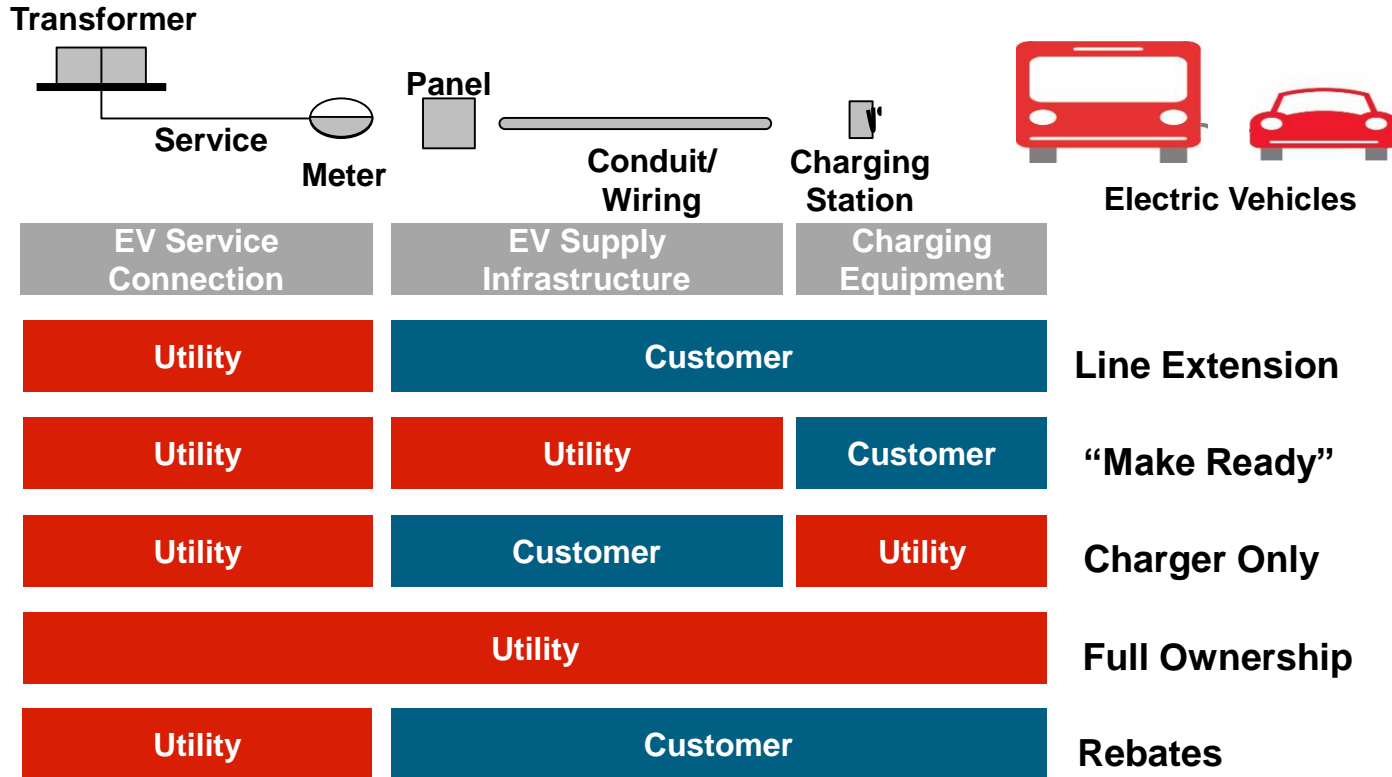
Smart Charging



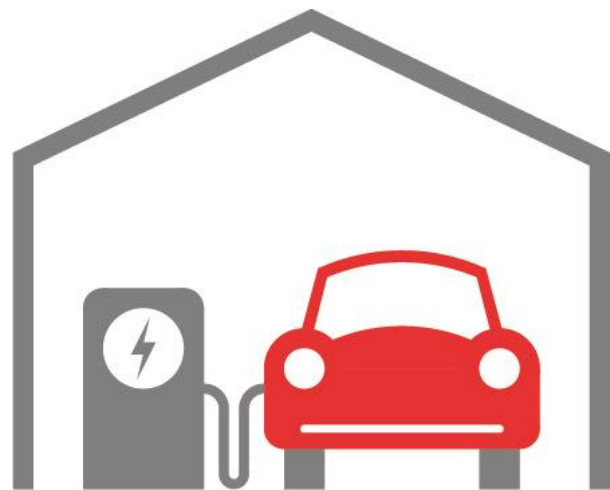
Time of Use Pricing



# Utilities are developing solutions for supporting customers



# Why focus on home charging?



## Objective:

Make Charging Easy,  
Affordable, and Clean

## *Rationale:*

Most EV drivers are residential customers

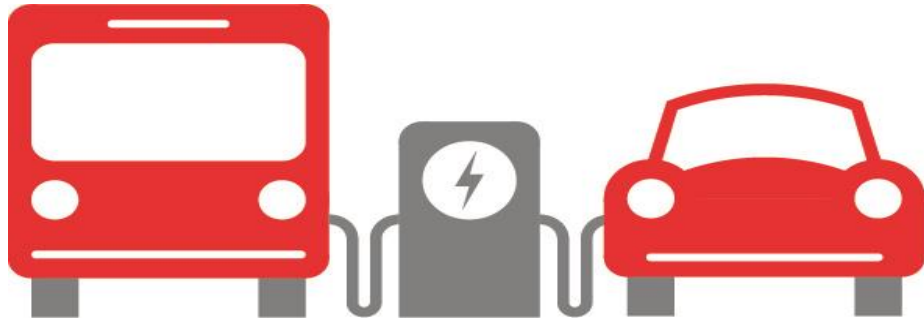
Home charging is where most charging occurs

Largest total EV load to integrate with renewables

While mobility services could evolve, large % of market will hold onto personal vehicles for some time

Pilot approaches that can be scaled as market grows and integrate with other technologies

# Why focus on fleets?



## Objective:

Provide new services aimed at reducing total cost of ownership and system costs

## *Rationale:*

Size of fleets

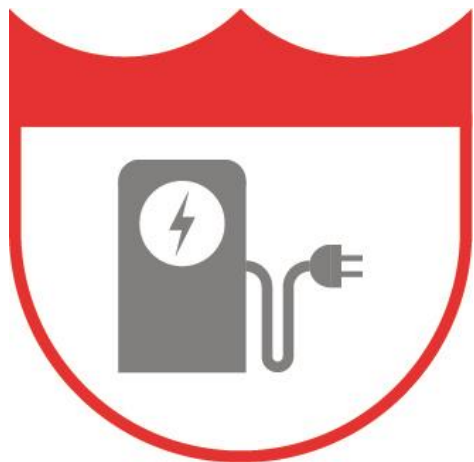
Focus on economics

Opportunity to support first-movers

Potential evolution in mobility services that will rely more on fleets

Pilot approaches and establish key learnings that can be scaled to other market segments

# Why focus on public fast charging?



## Objective:

Increasing fast charging infrastructure to reduce “range anxiety”

## *Rationale:*

Address range anxiety

Support longer distance driving

Provide a charging solution for those who can't charge at home

Make up for lack of infrastructure

Standalone economics for fast charging have generally been insufficient to drive required investment

Potential evolution in mobility services that will rely more on sharing

**Questions?**