EV Roadmap 7 – A Utility Program Perspective
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Gartner Hype Cycle

VISIBILITY

- Peak of Inflated Expectations
- Plateau of Productivity
- Slope of Enlightenment
- Trough of Disillusionment
- Technology Trigger

TIME
Electric Transportation Strategy Targets Five Key Areas

Ensure operational readiness to support electric transportation needs while maintaining a safe, reliable, and affordable grid.

Lower Duke Energy fleet O&M costs and influence development of vehicles appropriate for the fleet market.

Identify, Assess, and develop potential customer products and services related to electric transportation.

Support the adoption of electric transportation by our customers through education and outreach, customer service, policy alignment, and stakeholder engagement.

Support grid and consumer friendly charging solutions by engaging with industry to guide technology and standards development. Develop knowledge and experience by conducting lab R&D and field pilots.
A Few Questions for Future Utility Industry Engagement

- **Regulatory/Policy**
  - Utility involvement in “Behind the Meter” services?
  - Is PEV infrastructure a “public good” for the benefit of all customers?
  - Can policy address small energy transactions without undue burdens or unintended consequences?

- **Business Models**
  - Are programs based on a product P&L or broader value assessments?
  - What value is priced: Energy transaction, charging service, or basic infrastructure provision?
  - Near-term vs. long-term infrastructure needs and utilization factors?

- **Future of Charging Technology**
  - Residential DC charging
  - Wireless charging
  - Public transit

- **Strategic View of Transportation as a new Customer Class**