Declining Level 2 Charging at Homes: Implications and How to Reverse the Trend

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Roadmap 11
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Warning

Potentially pro-utility statements ahead
Underlying Assumption

Active engagement in residential charging is required to maximize the benefits of electric vehicle adoption. Vehicle-to-grid communications will not be ubiquitous in the near-term future. As a result, managed charging will be required to fill the gap, so to speak.

A note on benefits:
- Downward pressure on rates for all ratepayers
- Better value proposition for EV owners
- Improved utilization of assets
State of Play

Observation
• In some markets Level 2 residential charging is declining
• Decline is more pronounced amongst PHEV owners, but still an observable trend amongst BEV owners

Potential Reasons
• Level 1 charging at home is sufficient for more EV owners
• Reinforcing information networks
• Uncertainty regarding long-term ownership
Bold Claims

Market trend
• Residential charging is trending towards market failure
• Trend is likely to be exacerbated by new market entrants i.e., more price sensitive consumers (new and used vehicle segments)

Potential Solutions
• Residential charging market requires an injection of capital commensurate with the benefits of managed charging
• Rebates are unlikely to work
• More aggressive utility investment needed
Thank You!

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