Using predictive models to identify EV and EVSE adoption

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EV and EVSE market growth presents benefits and challenges to utilities

**Benefits**
- Increased Load and Retail Sales
- Improved Grid Utilization (Load Factor)
- DR and Load Management

**Challenges**
- Localized Transformer Loading
- Increasing Peak Demand
We modeled each household’s propensity to adopt EVSE

- 7,000 EVSE installations in OR and WA inform our model
- Use demographic, property data to score over 2 million homes in OR and WA
Potential for challenges around pockets of high-propensity EVSE adopters

EVSE Adoption Propensity by Neighborhood

EVSE Adoption Propensity by Home
Analytics inform action steps to manage EVSE load growth

Utility Customers

Low EVSE Model Score → None → Anticipate load growth

High EVSE Model Score → No AMI Signature → Educate on Adoption → Anticipate load growth

Has AMI Signature → Educate on TOU → Shape load growth

Customer Segment

Action

Benefit
Thanks!