



**EQUITY IN A  
CLEAN ENERGY  
ECONOMY**



# National Workshop Equity in a Clean Energy Economy

August 25<sup>th</sup> – 26<sup>th</sup>, 2023





EQUITY IN A  
CLEAN ENERGY  
ECONOMY

# Executive Panel Women in Energy and Equity



# Women In Energy & Equity Executive Panel



**Karen Sparkman**  
*Vice President*



**Latisha Hill**  
*Vice President Community  
& Economic Vitality*



**Nadia El Mallakh**  
*Vice President*



**Sheila Pressley**  
*Chief Customer Officer*



**Tammy McLeod**  
*President & CEO*

**Moderator**





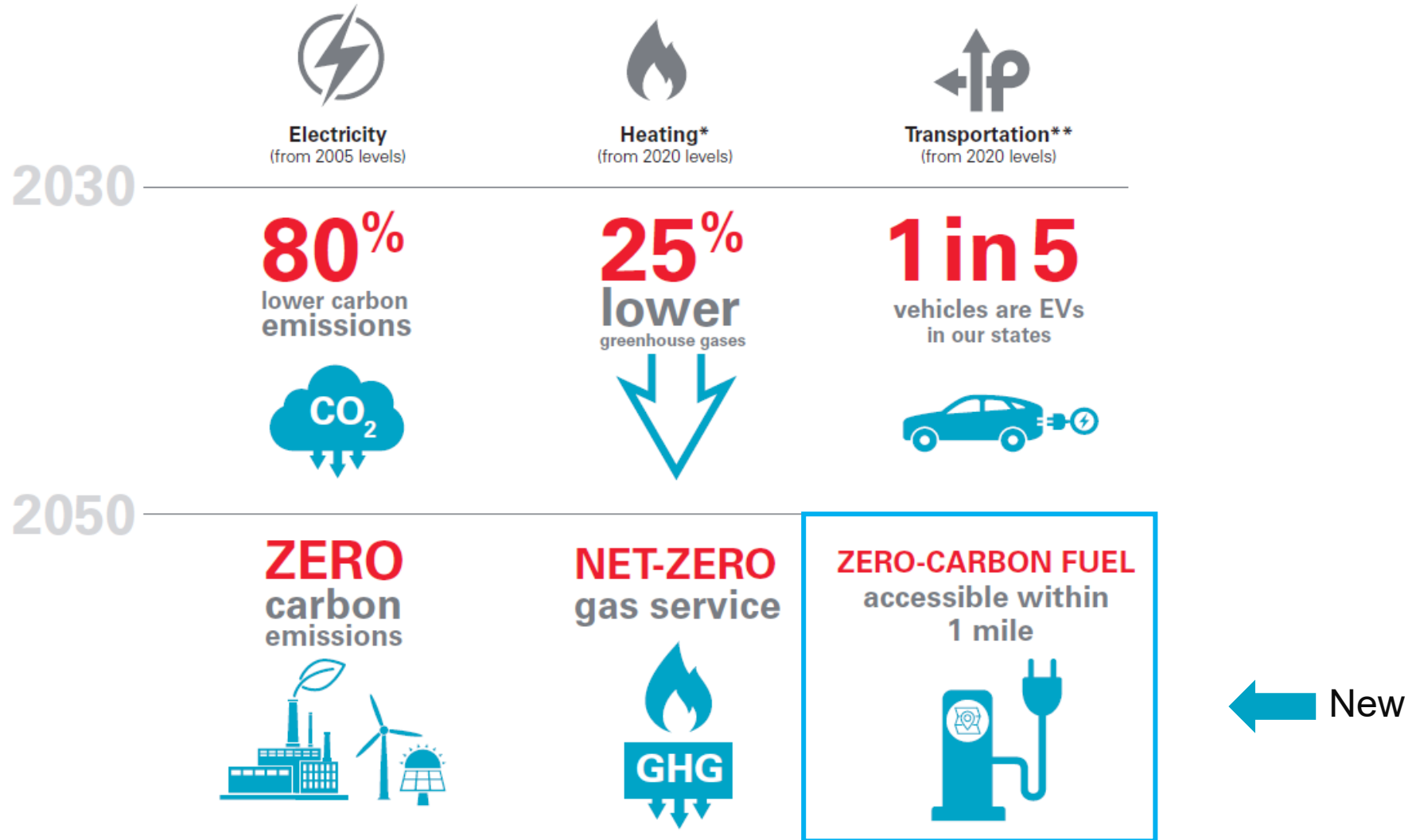
# Clean Transportation - 2030 Vision and 2050 Vision + Holistic Programs

Nadia El Mallakh, AVP, Clean Transportation and Strategic Partnerships

August 25, 2022

# Net-Zero Energy Provider by 2050

Goals that cover all the ways our customers use energy



\*Spans natural gas supply, delivery and customer use

\*\*Includes the Xcel Energy fleet; zero-carbon fuel is electricity or other clean energy

# Clean Transportation Vision

***Our Vision is to enable one out of five vehicles in the areas we serve to be electric by 2030 and all vehicles to run on carbon-free electricity or other clean energy by 2050***



## **ZERO CARBON ENERGY**

Provide the fueling infrastructure and energy system to run all vehicles on carbon-free electricity or other clean energy



## **EASY CHARGING**

All customers can conveniently access affordable EV charging at home or within one mile of home



## **ACCESS**

Underserved communities can participate in our programs and the related economic development benefits



## **XCEL ENERGY FLEET**

Our entire fleet runs on carbon free electricity or other clean energy

Note that one out of five vehicles being electric by 2030 is the equivalent to at least 1.5 million EVs on our roads

# Achieving the Vision – 2030 Benefits

*Enabling one out of five vehicles in the areas we serve to be electric by 2030 delivers significant benefits*



**\$1 BILLION**

In customer fuel savings annually by 2030



**\$1 OR LESS PER GALLON (EQUIVALENT)**

To drive an EV with Xcel Energy's low, off-peak electricity prices at home



**5 MILLION TONS OF CARBON EMISSIONS**

Eliminated annually by 2030 with our clean energy



**ACCESS**

Holistic programs and infrastructure for all customers at home, work and on the go

Note that one out of five vehicles being electric by 2030 is the equivalent to at least 1.5 million EVs on our roads

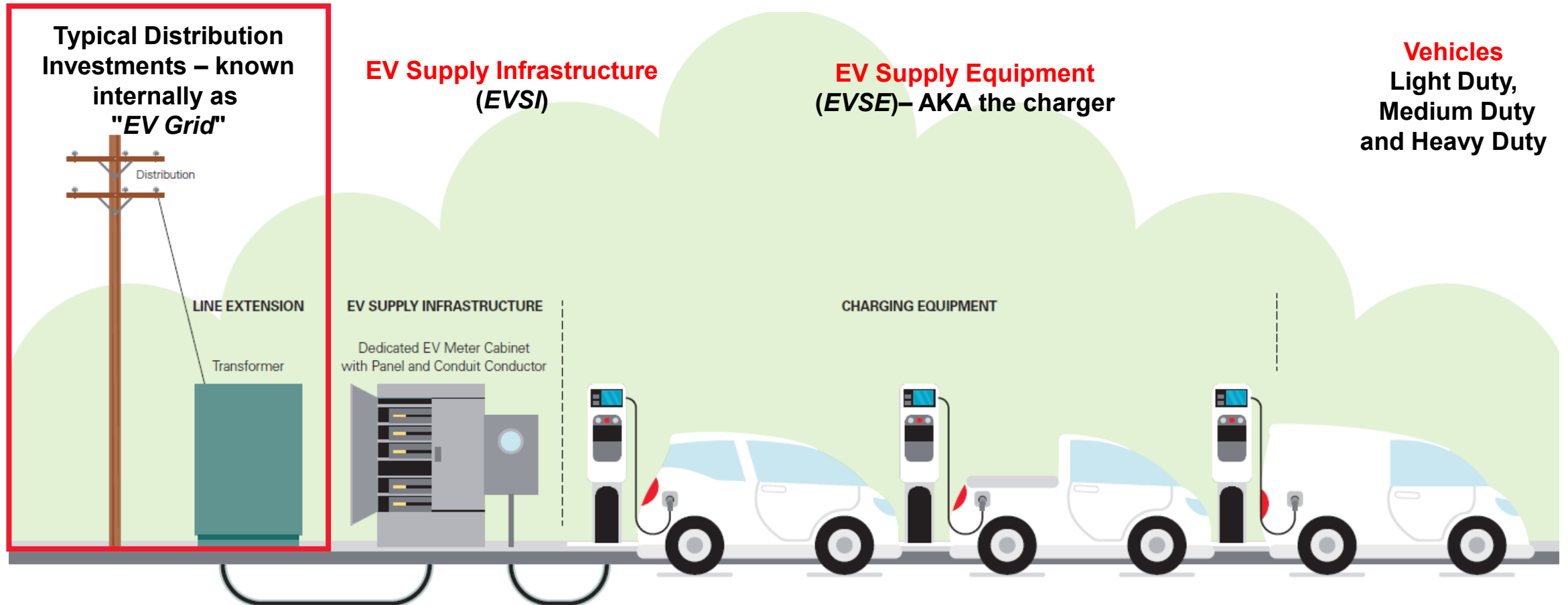


# **CURRENT PROGRAMS**

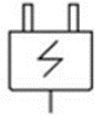
**Brief overview of current EV programs in our states**



# Overview – EV Ecosystem and Terminology



# Xcel Energy Residential EV Programs - Overview



## EV Accelerate At Home (EVAAH)

- Xcel Energy installs and maintains a Level 2 (L2) charger
- Monthly fee of \$12-\$17 (varies by state) on bill with no upfront cost
- ChargePoint, Enel X L2

## Optimize Your Charge (OYC)

- Rewards customers for charging at times that benefit the grid
- \$50 annual credit for charging off peak

## Charger & Wiring Rebate

- Applies to home wiring or L2 charger
- \$500 (market) or \$1,300 - \$2,500 for income-qualified (IQ) customers
- Up front if in EVAAH

## EV Purchase/Lease Rebate

- Reduces the cost of an EV for IQ only
- New EVs \$5,500, pre-owned EVs \$3,000
- Network dealers can provide at point of sale



# Xcel Energy Commercial EV Programs - Overview



## Fleet Advisory Program (FEAP)

- Fleet suitability assessment, data analysis and advisory services
- Free of charge

## Electric Vehicle Supply Infrastructure (EVSI)\*

- No-cost advisory and turnkey services for fleet, workplace, community charging hubs, and multifamily buildings
- Includes design and construction of EVSI (but not chargers)

## Charger Service (EVSE)\*

- Option to pay a monthly fee for an Xcel Energy owned L2 charger for multifamily, fleet, and workplace customers

## New Construction & Small Business Rebate

- New construction allowance of \$2,000/ port to support new multifamily construction for EV ready parking spots
- Rebate of \$2,500 for wiring costs for Small Businesses

## Rebates for Income Qualified (IQ) & High Emissions Communities (HEC)

- IQ fleets & workplaces \$2,200 per L2 port and \$45,000 per DCFC
- IQ/HEC Community Hubs \$8,800 for 4 L2 ports & \$31,200 for DCFC
- IQ/HEC multifamily \$2,200 per port
- IQ/HEC small businesses \$2,000 per L2 port



Colorado



Minnesota



Colorado



Minnesota



Colorado



Minnesota \*



Colorado



Colorado



New Mexico



Wisconsin



New Mexico \*



Wisconsin



Wisconsin \*

\*Program currently available for some but not all charging use cases

# Equity in Utilities

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Sheila Pressley  
Chief Customer Officer



# Executive Leadership Team

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Jay Stowe, Managing  
Director and CEO



Raynetta Marshall,  
Chief Operating Officer



Sheila Pressley,  
Chief Customer Officer



Laura Schepis,  
Chief External Affairs Officer



Ted Phillips,  
Chief Financial Officer



Jody Brooks,  
Chief Administrative Officer



Laura Dutton  
Chief Strategy Officer



L. David Emanuel  
Chief Human Resources Officer



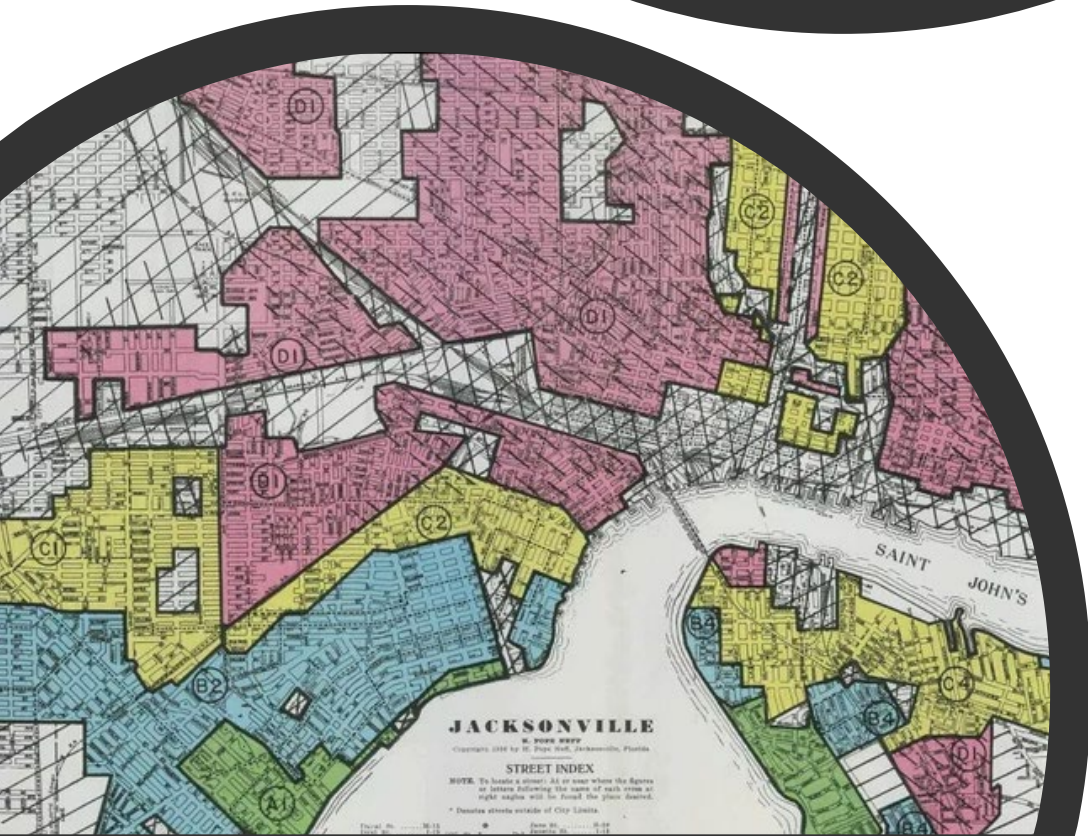
**Jacksonville experienced the ninth highest population growth in the U.S. - topping all Florida cities.**



**METRO AREAS WITH BIGGEST RENT INCREASE**

Rank	Metropolitan area	Percentage increase in median rent 2019-2022	Dollar increase in median rent 2019-2022	Median rent 2022	Median rent 2019
1.	Sacramento-Roseville-Folsom, California	25.3%	\$369	\$1,830	\$1,461
2.	Las Vegas-Henderson-Paradise, Nevada	24.8%	\$295	\$1,485	\$1,190
3.	Salt Lake City, Utah	24.6%	\$291	\$1,475	\$1,184
4.	Phoenix-Mesa-Chandler, Arizona	22.3%	\$283	\$1,553	\$1,270
<b>5.</b>	<b>Jacksonville</b>	<b>22.0%</b>	<b>\$255</b>	<b>\$1,414</b>	<b>\$1,159</b>
6.	Riverside-San Bernardino-Ontario, California	21.6%	\$327	\$1,842	\$1,515
7.	Orlando-Kissimmee-Sanford	20.3%	\$281	\$1,663	\$1,382
8.	Tampa-St.Petersburg-Clearwater	20.0%	\$252	\$1,511	\$1,259
9.	Portland-Vancouver-Hillsboro, Ore.-Wash.	19.4%	\$314	\$1,932	\$1,618
10.	Fresno, California	19.3%	\$216	\$1,337	\$1,121

Source: Stessa.com



Jacksonville's red-lined neighborhoods get almost 10 degrees hotter during summer than the green areas

87% are homeowners

Income: 50% earn \$70K+/year

Highest electric, water & sewer usage

Highest alert enrollment rate (97.88%)

More likely than other segments to have participated in solar, EE & electrification rebate

Low Service Dependency

96% are renters

High social media & internet engagement

Lowest alert enrollment rate (92.14%)

Income: 79% earn below \$70K/year

4.64% have had a writeoff

Youngest Median age: 38

High Service Dependency

Equity provides solutions to individuals who have unique needs, isolating none.



# Engagement in JEA Programs

Solar Net Metering:  
Enrolled

EE Measures:  
Previous

Elec. Rebate Program:  
Past Participant

Drive Electric  
BYOC

● Service Callers

0.40%

0.70%

0.40%

0.08%

● High Usage Callers

1.04%

1.42%

1.04%

0.17%

● Low Maintenance Callers

0.71%

0.70%

0.71%

0.09%

● Assistance Callers

0.18%

0.36%

0.18%

0.03%

● Super Callers

0.01%

0.27%

0.01%

0.00%

# Community Solar

- Program began June 2017
- Target Customer: Residential Non-PV willing or capable
- Economical way for solar participation
- Customer chooses participation level
- Energy supplied from 8 JEA solar farms
- Price is \$0.075 vs \$0.0425/kWh



# Prepay

- Decrease in consumption in both the actual kWh and the weather normalized kWh
- Excludes disconnection periods
- The actual effect on consumption is a 7.3% reduction.
- The weather-normalized effect is a 6.6% reduction in consumption.
- Savings are consistent across income segments



# Rebates

- Solar Water Heaters
- Toilet Replacement
- Lighting
- Attic Insulation
- Heating and Cooling
- Plug-in Electric Vehicles



# DEFG

Customer Insights & Advisory Firm

An **E Source** Company

## Contacts

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SVP, E Source

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*DEFG, An E Source Company, is a customer insights and advisory firm in the utility space. Through collaborative research, data analysis and peer-to-peer networking, we help our clients achieve ways to better serve their customers.*



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