

**MODERNIZING
CONSUMER
ENGAGEMENT
FOR A NEW ERA**



Debunking the Myths: How to Grow Consumer Adoption of Electric Vehicles





Data-Driven, AI-Enabled, Customer Intelligence

Identify people and businesses relevant to your corporate initiatives and invite them to engage throughout their customer journey with you.



Evaluate Opportunities



Predict Propensity



Identify Markets



**Ranked List of Customers,
Partners, Markets**



**Model Customer, Partners,
Regions, Markets,
Competition**



**Communication and
Engagement Insights**



We predict innovation adoption for a top 5 carmaker



Found best business EV charging hosts out of more than 400K businesses



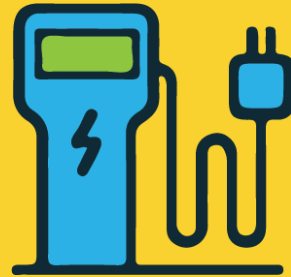
Found missing opportunities in Fleet conversions



Finding green brands that are the most likely to respond to partnerships



Utilities use our tech to plan EV infrastructure



Quantified equity gaps in EV infrastructure



Our technology finds the next opportunities on the adoption curve



Calculating virality of new technology like EVs

Questline provides content marketing solutions and digital deployment expertise for energy utilities. We make it easy for you to get the right message in front of the right audience at the right time.

Our proven approach helps utilities build long-term relationships with their customers, increase program participation, drive digital engagement and grow customer satisfaction.



Segmented Content Marketing

VIDEO

5 Ways To Save With Electric Vehicles



VIDEO

Rethinking Electric Vehicles: Workplace Charging



ELECTRIC VEHICLE FLEETS CHARGE AHEAD

Fleets are going electric to reduce operating costs and emissions. Electric vehicles (EVs) have fewer moving parts, oil-free motors, longer-lasting brakes and no tailpipe emissions.

Vehicles of All Sizes

Vehicle manufacturers continue to introduce models to suit almost every need, from light-duty to heavy-duty sizes. According to Plug In America, there are now **50 models of EVs available**.

Pickup Trucks. Ford and Tesla will offer electric models in the next several years. Startups Rivian and Bollinger Motors' pickups have towing capacities up to 11,000 pounds and a range up to 200 miles.

Panel Vans. One model offered by Chanje has a 100-mile range and a 70-kWh battery capacity. Ryder has ordered 1,000 EV panel

IS AN
ELECTRIC VEHICLE
RIGHT
FOR YOU?

There are a lot of benefits to driving an electric vehicle, but it's not for everyone. **Find out if an EV would fit your lifestyle.**

Battery electric vehicles (EV) are much cheaper to operate than traditional gasoline-fueled cars. And with no tailpipe emissions — in fact, there's no tailpipe! — EVs reduce overall greenhouse gas emissions, too. But not everyone can take advantage of these benefits. Depending on your driving habits and the charging infrastructure near your home, an electric car may not meet your needs. This guide will help you decide if an EV is right for you.

Why are you most interested in electric vehicles?

- Reduce environmental impact
- Lower fuel and maintenance costs
- High-performance driving
- Uses the latest technology

[Next Question >](#)



Ongoing Customer Engagement


VIDEO

Rethinking Electric Vehicles: Home Charging



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ARTICLE



11 Ways to Improve Electric Vehicle Range

Home icon | Share icon | Checkmark icon

ARTICLE



How Much Does It Cost to Charge an Electric Vehicle?

Home icon | Share icon | Checkmark icon

HOW DO THEY DO THAT?

Electric Vehicle Charging

AT HOME



Charging your electric vehicle (EV) at home is easy and convenient. In fact, most EV drivers do more than 80% of their charging at home. Installing a charging station in your garage is often the best option, but it's important to determine what kind of equipment you need. Check out how it works.

Plugged In



Similar to other battery-powered



Fully charging an average EV with a



\$500 Smart Charger REBATE

+ Rewards

Charge Faster and Save!

Install a smart charger, get \$500. Then continue to save every time you charge.

You'll receive a \$500 rebate from PSEG Long Island when you purchase and install a level 2 smart charger. With this charging option, you can charge your electric vehicle three to four times faster.

How it works

1.) Purchase and install a qualified network-enabled electric vehicle charging device. Qualified devices include:

- ChargePoint Home, CPH-25
- ChargePoint Home Flex, CPH-50
- Clipper Creek HCS40 (JuiceNet-enabled)
- JuiceBox 32
- JuiceBox 40



2021 Electric Vehicle Programs

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Sr. Strategic Business Planner

April 2021

Powering forward. Together.



Purpose



Provide an overview of SMUD's Transportation Electrification Programs

Note: SMUD has had an active Electric Transportation Program going back to 1990 dedicated to improving air quality in our region and reducing dependency on fossil fuels

Residential Programs

- \$1,500 instant rebate
- 1.5¢ off-peak EV Rate Credit
- PlugStar™ Certified Dealer Incentive Program
- Online shopping tools (smud.plugstar.com)
- AQMD Clean Cars 4 All Partnership
- EV Customer Support Hotline
- EV Ready Home Program (mid-2021 launch)
- Ride-and-Drive Events
- Digital and broadcast marketing campaigns



CALIFORNIA
CLEAN FUEL
REWARDSM



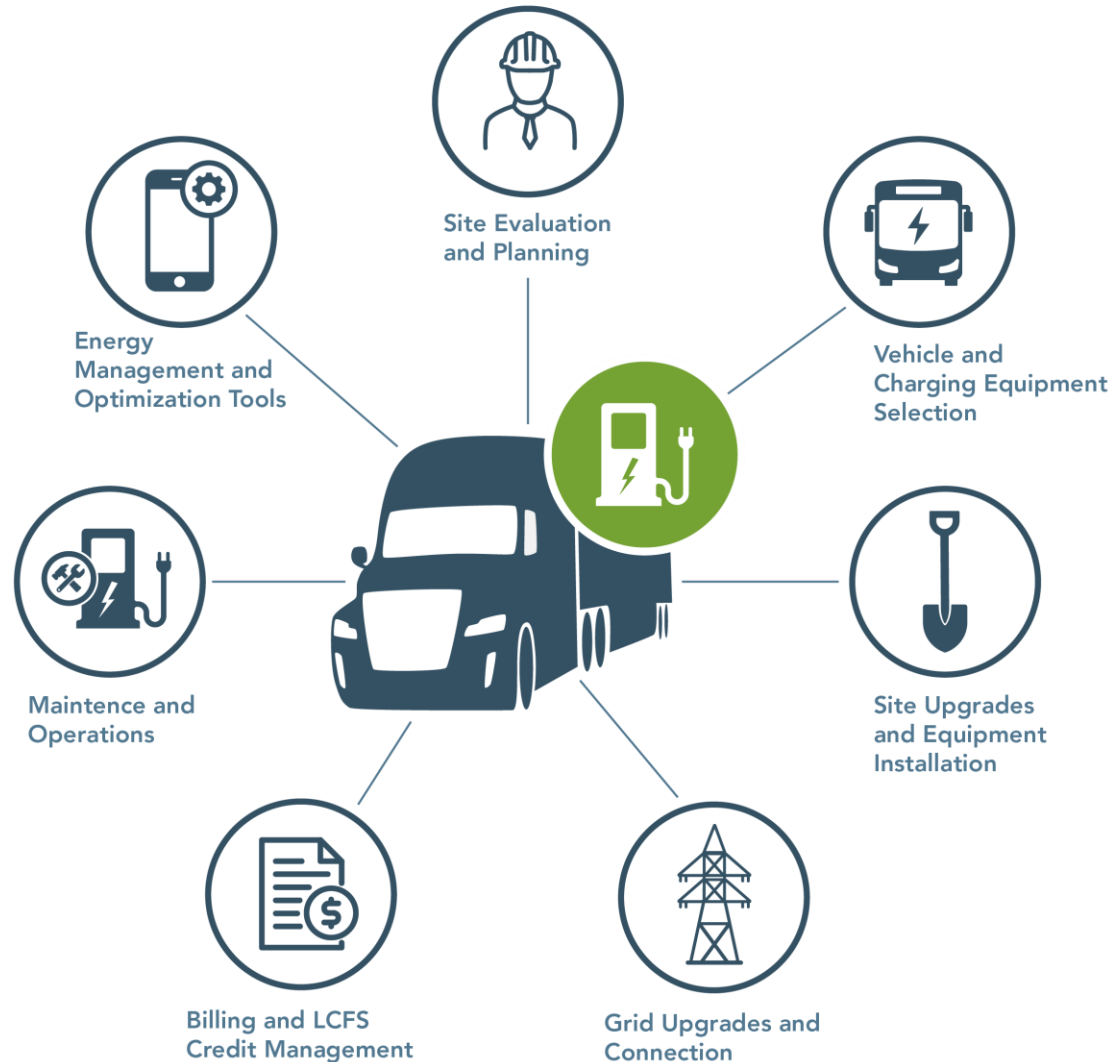
Shopping Assistant



Commercial Programs

- Charger Incentives: \$1,500 - \$3,000 (L2)
- CALeVIP Partnership for public commercial center and multi-family charger installations
- Vehicle Incentives: \$750 - \$15,000
- LCFS Credit Sharing
- Renewable Energy for EVs
- EV Advisory and Charging as a Service Programs (Q3 soft launch)

EV Advisory & Charging as a Service (CaaS)



- EV Advisory Service for transition planning
- CaaS offers turnkey service for the design, installation, and maintenance of charging equipment at no or low up-front cost in exchange for a monthly fee.
- Uses purchase incentives, on-bill financing, and LCFS credit sharing to compete with legacy fuel costs