Strategies for clean energy
Strategen provides insight to global corporations, utilities and public sector leaders, helping them to develop impactful and sustainable clean energy strategies.

CLIENTS
We work with governments, utilities, research institutions, technology providers, project developers, and large energy users seeking to evaluate and implement next generation grid and clean energy technologies.

MARKETS
Our exclusive focus on clean energy and advanced grid technologies means we bring our clients a sophisticated understanding of industry trends, market drivers and regulatory policy.

SERVICES
Our clients come to us for our expertise in developing business models, commercial strategies, financing tools and regulatory support that empower them to create sustainable value and long-term solutions.

TEAM
Our team is comprised of well-respected thought leaders and industry experts who have played instrumental roles in shaping the power sector's transformation in the 21st century.

We are experts in power sector strategy. Our track record and networks are unmatched in the business.

- Cost/benefit analysis
- Market entry
- Public proceeding support
- Regulatory strategy

- Product development
- Grid resource planning and procurement
- Stakeholder engagement and education
- Mergers and acquisitions
Energy Storage North America

The largest gathering of policy, technology and market leaders in energy storage in North America

This Year’s Focus: The Transition

Energy Storage North America

August 8 – 10, 2017
San Diego Convention Center
San Diego, CA
Transportation Electrification: Key to AB32 goals

- We are putting a lot of effort and money into decarbonizing the grid – and it will have an impact on GHGs… BUT

- Transportation electrification is where the real GHG reductions can happen

- In fact, state & community GHG goals cannot be met without deep transportation electrification
CCAs play unique role in GHG reduction

- CCAs top goals include GHG reduction and supporting local economy
- Impact of electricity production is limited
- But indirect impact could be huge
- Electrification can play role reducing GHGs all categories in green
- As noted, biggest single line item is motor fuel
- …but where to focus?
Challenges of CCA support for electrification

- Data availability
- Incomplete control over customer rates
- Cost shifting
- Need to remain competitive with IOUs
- PCIA not time differentiated (~3 \$/kWh no matter what time of the day)
- Size of CCAs = hard to get program scale
- CCAs must pay for programs via generation revenue, vs IOU receiving commission-approved funding (spread over all customers)
Opportunities of CCA support for electrification

- Community-governed structure -> more expansive view of CCA goals
  - Top goals generally already supporting local economy, reducing GHGs
  - Potential for custom programs targeted at highest impact regions
  - Concept of “lowering customer cost” can be expanded to include fuel shifting
  - Return to shareholders not a competing goal

- Less regulation from CPUC
  - Quicker implementation
  - Less direct oversight

- CCA focus on exceeding IOU renewables procurement (50-100% renewables) can mean excess mid day procurement, requiring balancing
  - Discounted rates during peak solar?
Idea – low effort / cost

▪ Low effort / cost
  ▪ Marketing
    ▪ Create caché for community choice EV owners opting for cleaner generation profile: Bumper Stickers!

▪ Benefits
  ▪ Network effect of EV ownership is huge
  ▪ Early adopter customer segmentation for future target marketing:
    ▪ cross reference EV tariff with opt-up renewables tariff options
  ▪ CCAs can improve data on their own customers’ EV ownership
    ▪ May even drive new customers to opt-up or move to EV tariff
Idea – medium effort / cost

- Rebates programs supporting community goals
  - School bus programs
  - Transportation districts
  - Rebate programs for customers going on EV tariffs or smart charging programs

- Must be:
  - Complementary to existing/future IOU programs
  - Compatible with data limitations
  - Consistent with goal of keeping CCA rates competitively priced
Moonshot idea

▪ Free solar charging

▪ Thesis: Duck curve needs to be solved, negative pricing during mid-day solar peak becoming much more common; and state highly supportive of transportation – grid nexus issues

▪ Proposal: Customers buying new EVs & signing up for new tariff on separate meter (like EV-B) qualify for free mid-day charging (say 10-2)

▪ Pros: Splashy, likely to get lots of press & encourage mass adoption of EVs

▪ Cons: Uphill battle to get policy changes implemented to make this a reality (Would require regulatory and/or legislative changes)

▪ Solution: IDER / dynamic markets / retail deregulation could give CCAs more freedom to set rates
Thank You!

For More Information
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