



# Drive Electric programs

*We drive electric, you can too!*

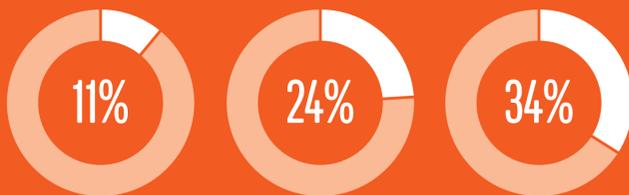


**100%**  
Zero carbon by 2030

## 2030 Zero Carbon Plan

- Responsible grid management
- Promote EV adoption
- Residential charging infrastructure
- EV Customer experience - make it easy for customers to understand and adopt

## Ride & Drives



The **power** of ride & drives

## EV Advisors

- Right size your charger
- EV tools
- Tiered support (technical)

## EV rates

Charge between midnight - 6 a.m.

★ **1.5¢** discount on all household electricity ★

## Contact SMUD First



Marketing campaign



1st stop of EV journey



## SMUD Charge@Home

- Home charging made easy and economical
- Panel/transformer upgrade mitigation
- Fortifying residential infrastructure



# Program data and information



## Ride & drives

2016 to date

- 45 events, 5 planned for 2025
- 11,000 participants



## EV rate discount

- ~60,000 residential EVs in SMUD territory, per DMV
- ~32,000 on rate discount (~50% of EV owners)



## EV Advisors

August 2023 to date

- 11,100 customer contacts
  - 62% phone
  - 38% email
- Topics:
  - 75% incentives
  - 18% charging
  - 7% other
- Tier 2 technical escalations
  - 700 charger right sizing and panel upgrade mitigation conversations



## "Contact SMUD first" marketing campaign

August through December 2023

- Tactics included TV, radio, digital ads, outdoor/billboards and emails
- 284% increase in traffic to [smud.org/DriveElectric](https://smud.org/DriveElectric)
  - December saw a 600% increase!
- 604 email inquiries during campaign



## SMUD Charge@Home rebate program

- Nearly 7,000 Electric Vehicle Supply Equipment (EVSE) rebates paid
  - ~3,000 EV circuit install rebates
  - ~900 circuit sharing/energy management device rebates
- 10,300 total rebates to date
- \$5.5 million rebates paid to date