

# Austin's Energy Leadership

*A Case Study in More Sustainable Energy for  
Electricity and Transportation Services*

Karl R. Rábago  
Distributed Energy Services  
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# A Vision

***A Built Environment and Transportation Sector  
Responsibly Powered  
by Clean, Efficient, and Increasingly  
Renewable Electrical Energy***

# Utility Benefits

- Capture new revenue and growth opportunities
- Demonstrate compliance with city resolutions/leadership regarding PEVs
- “Obligation to Serve”
- Opportunity to maintain/improve load profile, grid reliability, and electric service quality
- Opportunity to support increased portfolio of renewable generation via ancillary services
- Compliments ongoing efforts regarding distributed grid modernization

# Major Activities and Awards

- EDTA's EV-friendly city recognition
- Greentech Media's Top 10 Utility and named Pecan Street as "Coolest EV Project"
- Plug-in Everywhere™ is nation's first renewable powered public network (via GreenChoice®)
- Texas River Cities Initiative launched

# Our “4C” Strategy for Electric Fuel

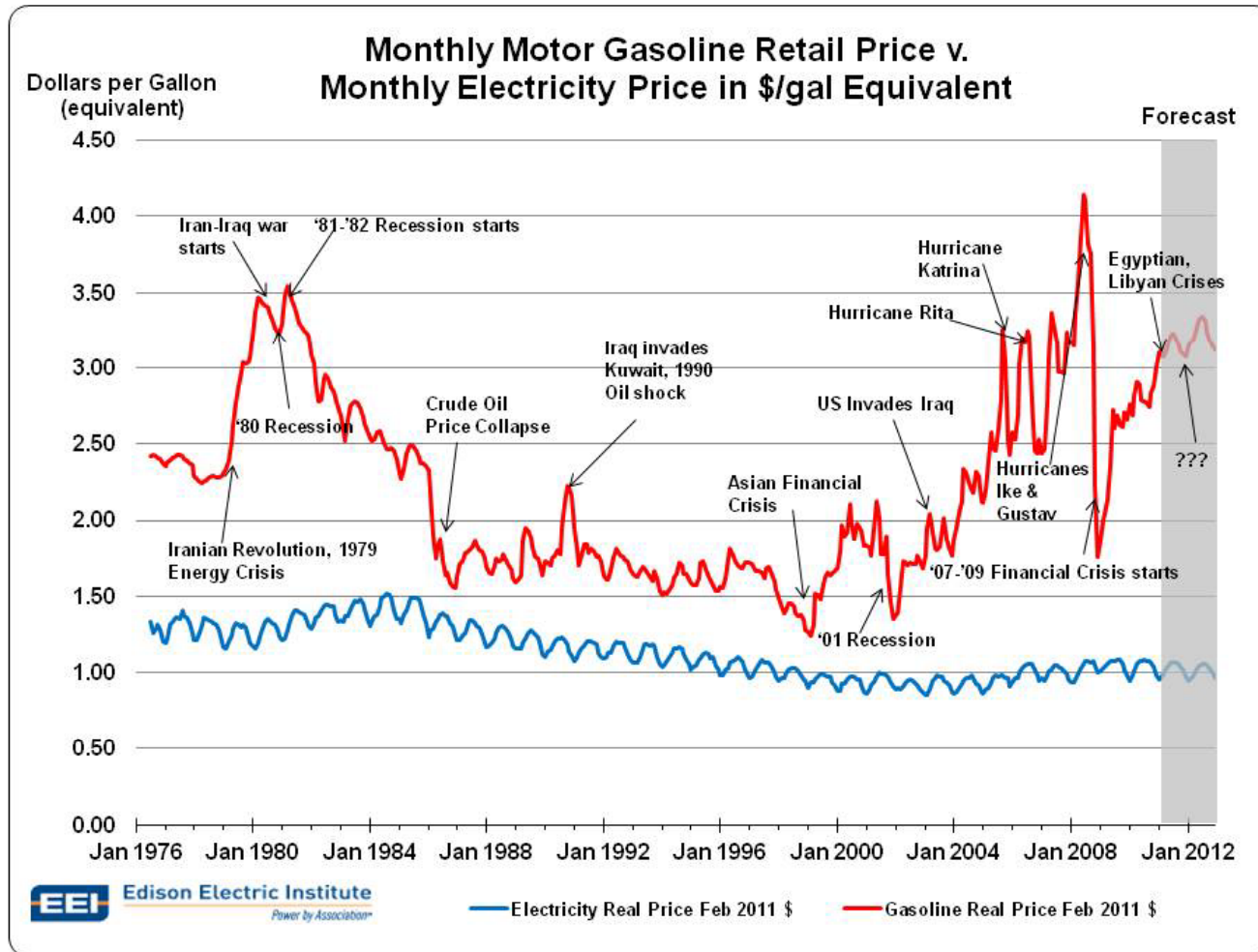
Cheaper - Under \$5/month unlimited fill-ups at over 100 public stations, home charging equivalent approx. \$1/gal.

Cleaner – Plug-In EVerywhere™ powered by 100% GreenChoice™

Convenient – Although existing home outlets are suitable for many customers, Austin Energy provides rebates for faster 240v

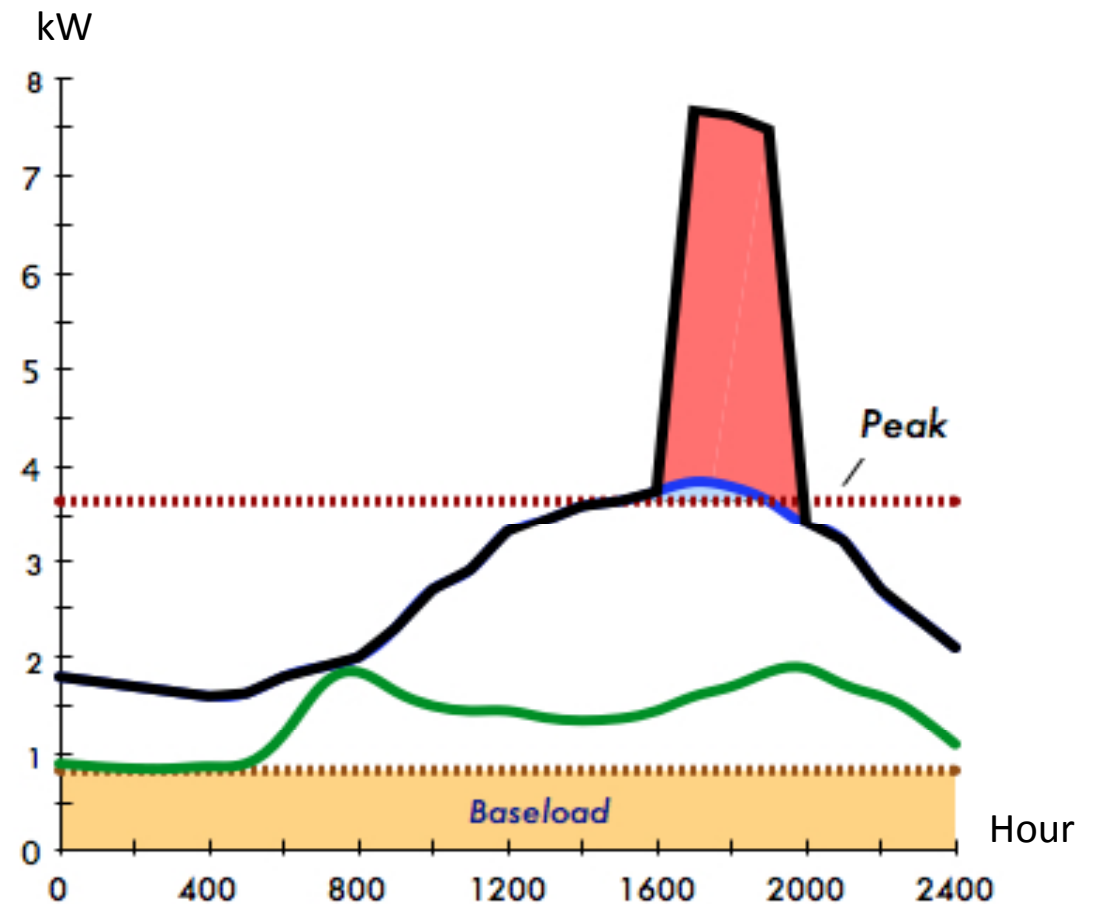
Collaborative – Residential and commercial customers as well as outreach programs to include Pecan Street Inc., Texas River Cities Initiative, and the CleanTX Forum

# Cheaper & More Predictable



# Home “Dumb Charging” can be Expensive

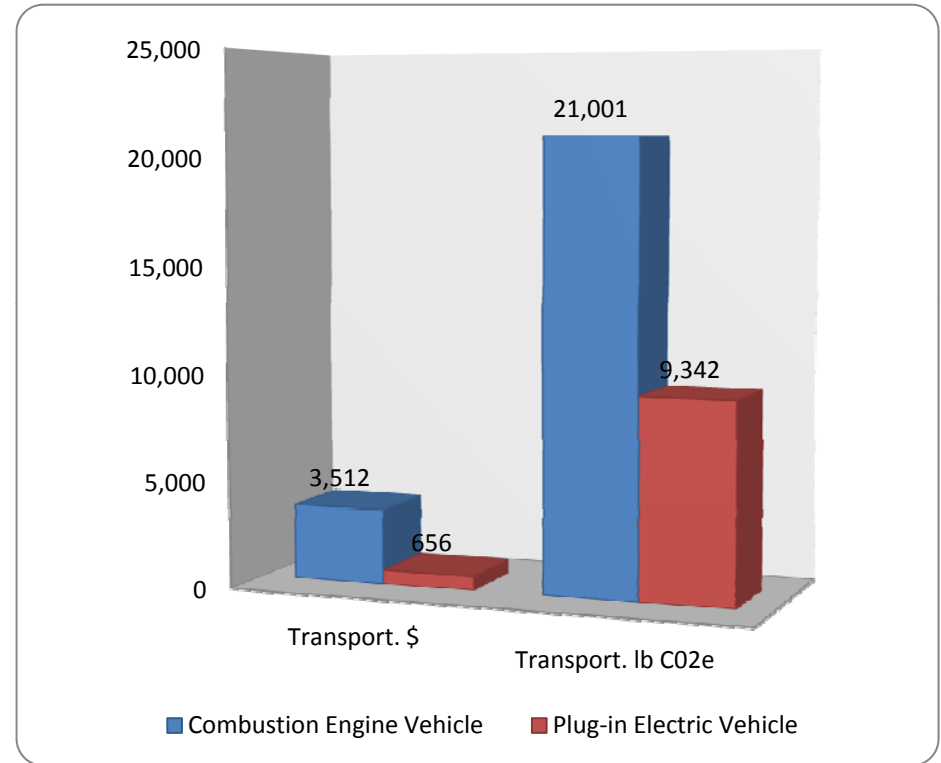
*The T & D Utility is the Entity with Responsibility for Safety, Reliability, Operational Security, and Fair Allocation of Infrastructure Costs*



# A Clear, Cleaner Choice for Consumers



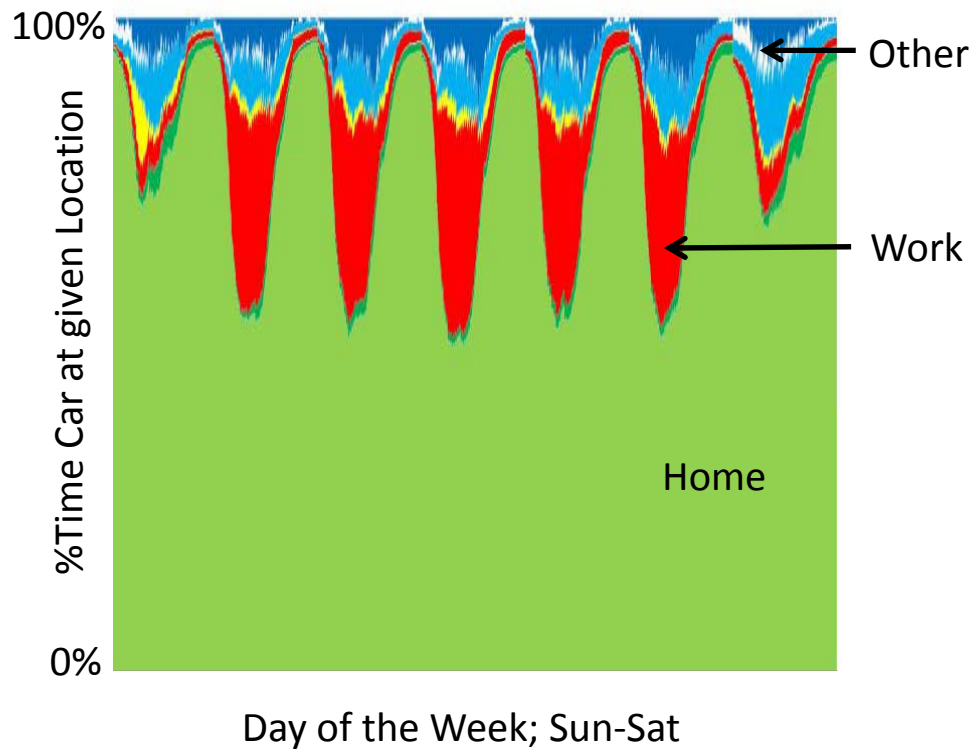
The Littleton Gardner family, Austin, Texas

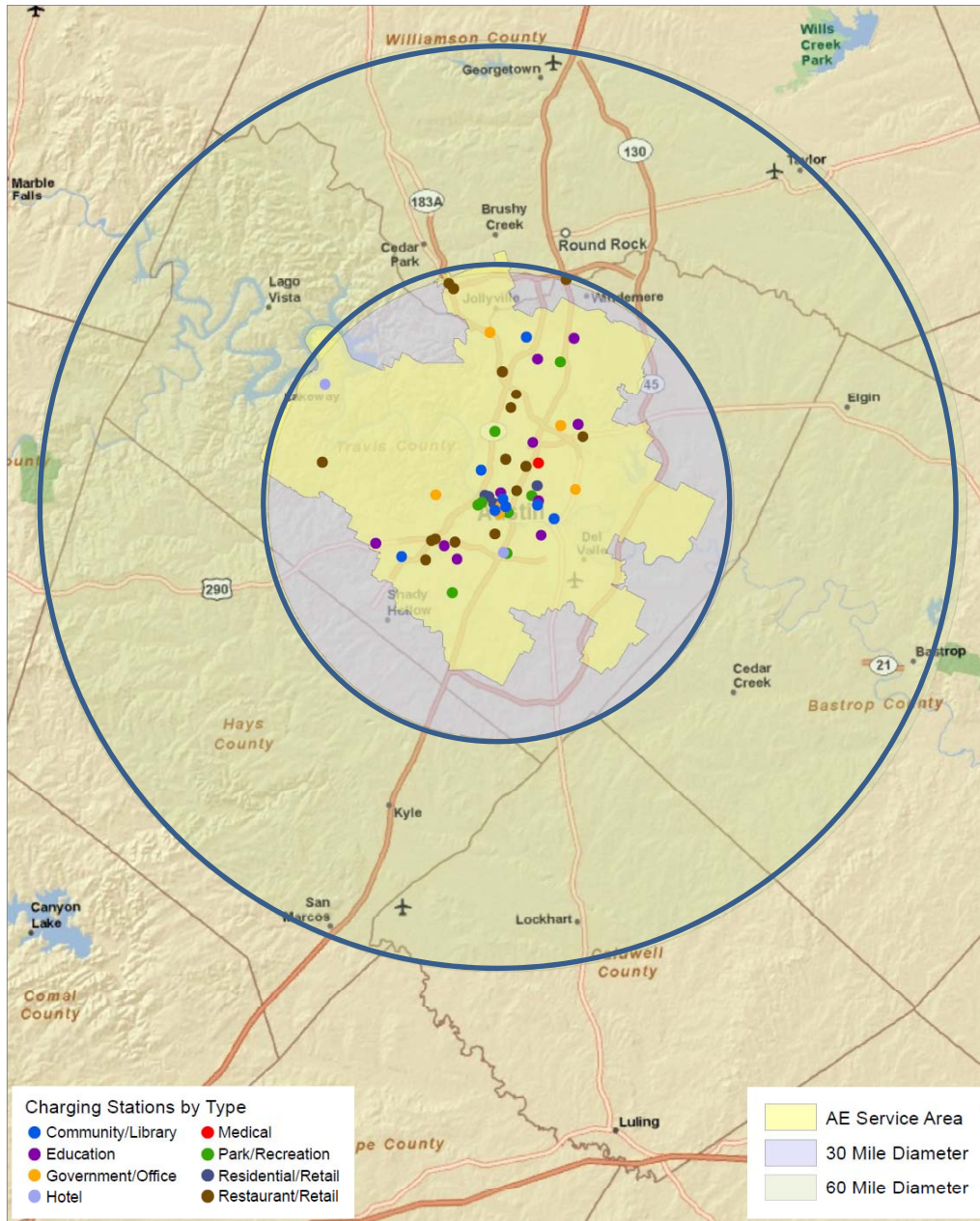


Austin EV households can save nearly \$3,500 in annual fuel costs and remove over 10,000 lbCO2e



# Convenient: Charge at Home, Work, or on the Go.





## Workplace Charging:

Range of a Chevy Volt  
on Electricity ONLY

Inner Circle – No  
Charging

Outer Circle –  
Workplace Charging

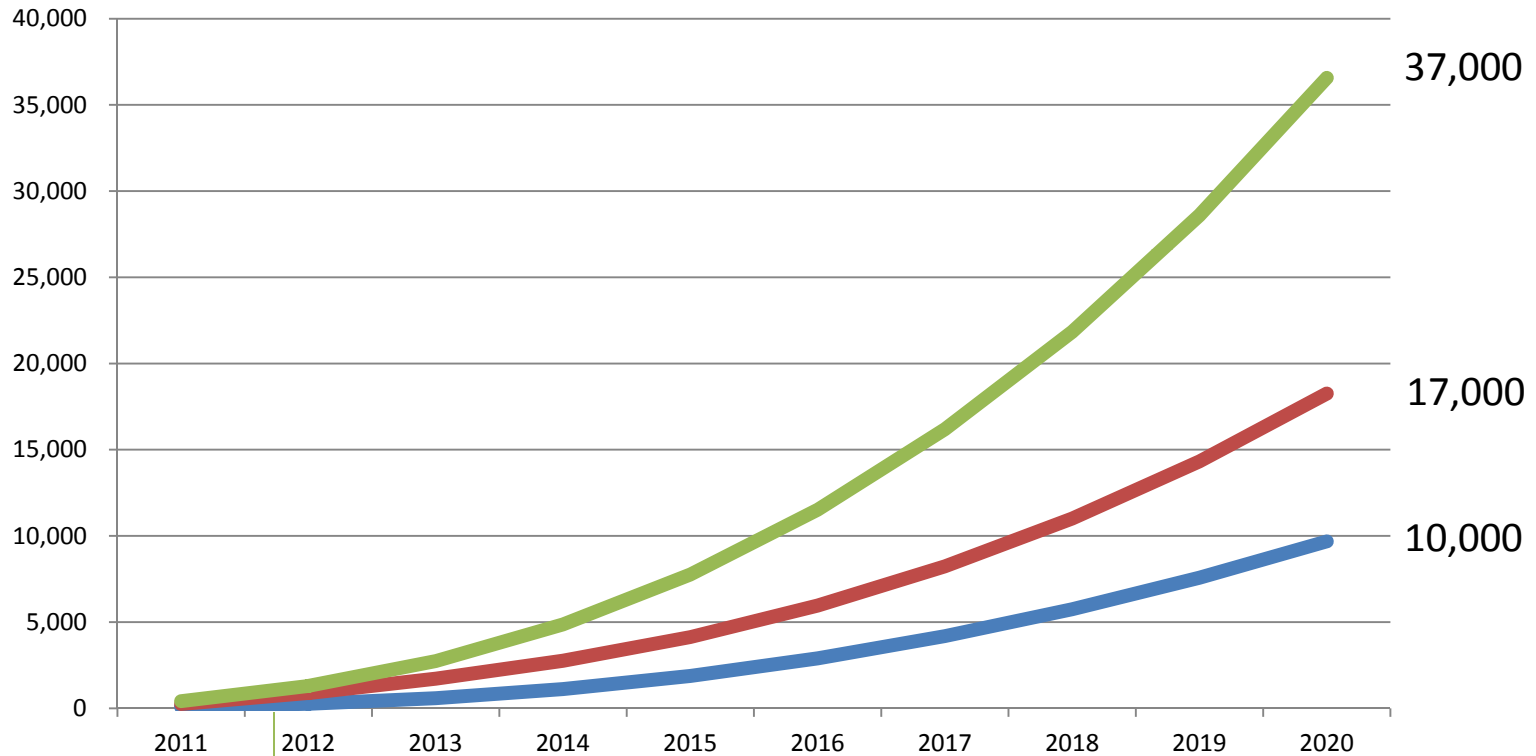
# Collaborative:

E.g. Pecan Street EV Project



# Austin's PEV Growth

## EPRI 10-yr PEV adoption forecast for Austin



160 4-Wheel (569 2-Wheel) PEVs as of Feb 2012

# Staffing & Budget

## Dedicated EV Team Staffing (3.5 Total)

0.5 Manger

1 Project/Program Manager

1 Program Dev/PEV Readiness

1 Operations (temp)

## O&M Budget Items

\$200,000 – Consulting Services

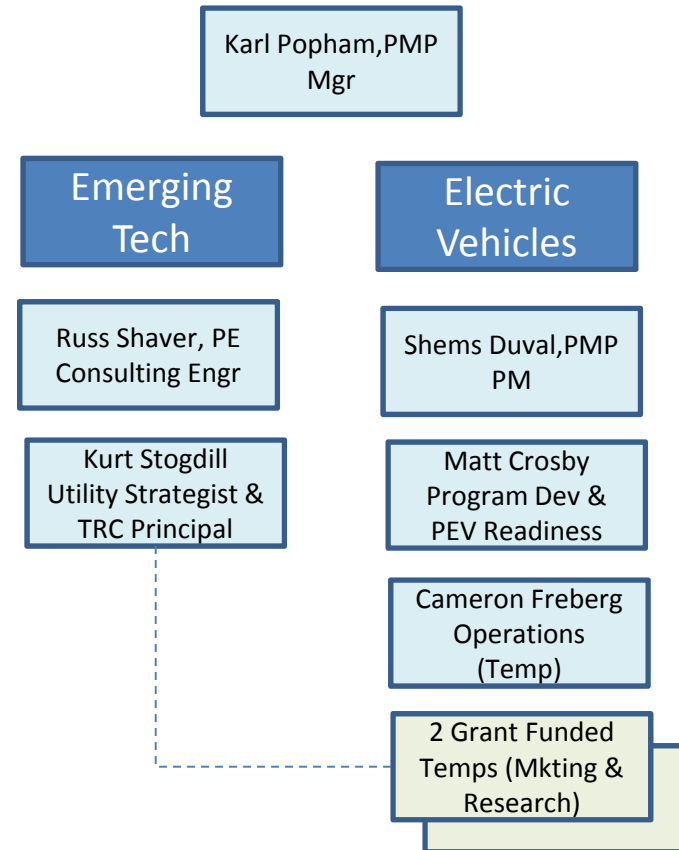
\$178,000 – Marketing & Research

\$329,000 – EVSE Rebates & EV Fleet

## Federal Grant Awards

\$650,000 - Charge Point America (116 Public Stations)

\$500,000 - Texas River Cities Initiative (Regional Plan)



# Open Issues

- Emissions reductions credits for vehicle electrification
- Less gas means less tax revenue for roads
- Paradigm shift for consumer fueling behavior and infrastructure
- Communications standards and interoperability
- Wide-range of emerging business models being pursued and deployed

[www.pluginpartners.com](http://www.pluginpartners.com)

Questions & Discussion

Contact

Karl R. Rábago

[karl.rabago@austinenergy.com](mailto:karl.rabago@austinenergy.com)