



TRANSPORTATION ELECTRIFICATION PLAN
SEMI-ANNUAL REPORT
PROCEEDING NO. 20A-0204E

OCTOBER 1, 2021

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SECTION 1. INTRODUCTION AND BACKGROUND

Public Service Company of Colorado (“The Company”) is pleased to provide its initial Transportation Electrification Plan (“TEP”) Semi-Annual Report as required through Decision No. C21-0017 in Proceeding No. 20A-0204E. With the State’s goal of 940,000 electric vehicles (“EV”) on the road by 2030, the Company’s TEP is an essential part of achieving this goal. With the majority of TEP programs now in-market, and others launching soon, the TEP is serving customer demand for electric transportation, supporting emissions reductions, and keeping electric bills low while benefiting the electric grid. Through this and future semi-annual reports, we are excited to demonstrate how the TEP empowers and assists customers in their EV journey and helps them drive electric to save money and reduce carbon emissions. We are especially pleased with how the TEP generates strong stakeholder engagement, creates opportunities to partner with our customers and communities, and is dedicated to increasing access to electric transportation for income-qualified customers and higher emissions communities (“HEC”).

Since the Commission’s final approval of TEP programs in March of this year, the Company has implemented or expanded a total of 20 TEP programs to date, with the planned launch of two additional programs in October (the electric school bus grant and small commercial rebate programs) and additional Partnership, Research, and Innovation projects forthcoming in the coming months. It is important to note that the Company intends to meet all reporting requirements set forth in the TEP proceeding but in this report, there is limited data due to the limited time programs have been in market. Throughout the report we have provided all reported data as of September 1, 2021. For future semi-annual reports, the Company will provide data collected up to the beginning of the month prior to filing the next semi-annual report (e.g., September 1 for the October 1 filing and March 1 for the April 1 filing). Aggregated customer data will be provided in accordance with the Commission’s 15/15 rule, Rule 3033(b), which governs when aggregated customer data can be made public.

In May 2019, the Colorado General Assembly enacted Senate Bill 19-077 (“SB19-077”). SB19-077 represents a culmination of years of growing policy support in Colorado for a more coordinated effort to promote widespread transportation electrification. SB19-077 required each Colorado electric public utility to file with the Commission “an application for a program for regulated activities to support widespread transportation electrification” within its service territory for Colorado Public Utilities Commission (“Commission”) approval by May 15, 2020. See C.R.S. § 40-5-107(1)(a).

Under SB19-077, in addition to the criteria listed below, a TEP must “seek to minimize overall costs and maximize overall benefits,” and may include:

- (I) Investments or incentives to facilitate the deployment of customer-owned or utility-owned charging infrastructure, including charging facilities, make-ready infrastructure, and associated electrical equipment that support transportation electrification;
- (II) Investments or incentives to facilitate the electrification of public transit and other vehicle fleets;
- (III) Rate designs, or programs that encourage vehicle charging that supports the operation of the electric grid; and
- (IV) Customer education, outreach, and incentive programs that increase awareness of the programs and of the benefits of transportation electrification and encourage greater adoption of electric vehicles.¹

SB19-077 provides several considerations for the Commission to evaluate in determining whether to approve a utility's TEP and associated cost recovery requests. See C.R.S. § 40-5-107. Specifically, the Commission shall consider whether the investments and other expenditures are:

- a. Reasonably expected to improve the use of the electric grid, including improved integration of renewable energy;
- b. Reasonably expected to increase access to the use of electricity as a transportation fuel;
- c. Designed to ensure system safety and reliability;
- d. Reasonably expected to contribute to meeting air quality standards, improving air quality in communities most affected by emissions from the transportation sector, and reducing statewide emissions of greenhouse gases by forty percent below 2005 levels by 2030 and eighty percent below 2005 levels by 2050;
- e. Reasonably expected to stimulate innovation, competition, and increased consumer choices in electric vehicle charging and related infrastructure and services; attract private capital investments; and utilize high-quality jobs and skilled worker training programs as defined in section 8-83-303;

¹ C.R.S. § 40-5-107(1)(b).

- f. Transparent, incorporating public reporting requirements to inform design and commission policy; and
- g. Reasonably expected to provide access for low-income customers, in the totality of the utility's transportation electrification programs, which may include community-based and multi-family charging infrastructure, car share programs, and electrification of public transit, while giving due consideration to the [e]ffect on low-income customers.²

As required by SB19-077, on May 15, 2020, the Company filed an application for Commission approval of its 2021-2023 TEP. The Company's approved TEP includes a broad array of new programs to support EV adoption through six portfolios: (1) Residential, (2) Multifamily Housing ("MFH"), (3) Commercial, (4) Partnerships, Research, and Innovation ("PRI"), (5) EV Purchase/ Lease Rebates for Income-Qualified³ customers, and (6) Advisory Services. The Company's 2021-2023 TEP is intended to support the State's goal of getting 940,000 EVs on the road by 2030 and to help position Colorado as a national leader in vehicle electrification. The TEP is also informed by considerations of equity, accessibility, and fairness.

Designed to benefit all drivers, all customers, and the state by helping reduce greenhouse gas emissions and air pollution while keeping electric bills low, the TEP benefits the electric grid with a focus on expanding access to electricity as a transportation fuel. The TEP seeks to achieve these outcomes by fostering greater awareness of the opportunities and benefits of electric transportation; reducing barriers to adopting electric transportation; increasing access to the benefits of electric transportation; and encouraging EV charging in ways that reduce system costs and better enable the Company to further its vision for a 100 percent carbon free electric grid.

On June 24, 2020, the Commission deemed the Company's TEP application complete and determined it would hear the Company's application *en banc*.

The Commission granted requests for intervention filed by the following parties: the Regional Transportation District ("RTD"); ChargePoint, Inc. ("ChargePoint"); Tesla, Inc. ("Tesla"); Electrify America, LLC ("Electrify America"); EVgo; the Joint Electric Vehicle Charging Providers⁴ ("JEVCP"); the City of Boulder ("Boulder"); the City and County of

² C.R.S. § 40-5-107(2).

³ Based upon feedback received from stakeholders the Company agreed to change references of "low-income" to "income qualified".

⁴ The JEVCP consists of Enel X North America, Inc. , EVBox North America, Inc. , and Zeco Systems, Inc. d/b/a Greenlots.

Denver (“Denver”); Colorado Energy Consumers (“CEC”); the Environmental Organizations⁵; the Southwest Energy Efficiency Project (“SWEEP”); the Environmental Justice Coalition⁶ (“EJC”); and Energy Outreach Colorado (“EOC”). The Commission also acknowledged Staff of the Commission (“Staff”); the Colorado Office of Consumer Counsel⁷ (“OCC”), and the Colorado Energy Office (“CEO”) as intervenors as of right that were parties to the proceeding. The Commission granted the late-filed intervention of Walmart, Inc. (“Walmart”) and a request to participate in this proceeding as *amicus curiae* filed by Black Hills Colorado Electric, LLC, d/b/a Black Hills Energy (“Black Hills”).

On September 28, 2020, Staff, OCC, CEO, CEC, Denver, Boulder, Electrify America, the Environmental Organizations, EOC, RTD, EVgo, SWEEP, Tesla, ChargePoint, EJC, JEVCP, and Walmart filed Answer Testimony.

On October 23, 2020, the Company filed its Rebuttal Testimony, and Staff, OCC, CEO, CEC, EJC, EVgo, the Environmental Organizations, Denver, SWEEP, JEVCP, ChargePoint, Tesla, Boulder, and Electrify America filed Cross-Answer Testimony.

The Commission held an Evidentiary Hearing on November 12-13 and November 16-18, 2020. The Commission deliberated the Company’s proposed TEP on December 23, 2020. On January 11, 2021, the Commission issued Decision No. C21-0017 approving with modifications the Company’s application for its 2021-2023 TEP. On March 2, 2021, the Commission issued Decision No. C21-0117 resolving a number of issues brought forward for Rehearing, Reargument, or Reconsideration. Through Decision No. C21-0017, the Company is also required to file TEP reports on a semi-annual basis. The Company files this initial semi-annual report in compliance with Decision No. C21-0017 in Proceeding No. 20A-0204E.

⁵ The Environmental Organizations consist of the Natural Resources Defense Council , Sierra Club, and Western Resource Advocates.

⁶ The EJC consists of the Colorado Latino Forum, GreenLatinos, GRID Alternatives, and Vote Solar.

⁷ On September 1, 2021, the Office of Consumer Counsel became known as the Office of the Utility Consumer Advocate.

SECTION 2. INCOME QUALIFIED AND HIGHER EMISSIONS COMMUNITIES

I. OVERVIEW

In approving the Company's TEP, the Commission authorized the Company to offer a wide range of EV programs designed to increase access to EVs for income-qualified communities and populations. This objective is highlighted in SB 19-077, C.R.S. § 40-5-107. The Company will dedicate at least 15 percent of the total 2021-2023 TEP budget, 15 percent of the Advisory Services portfolio budget, and 30 percent of the Partnerships, Research and Innovation portfolio budget to support income-qualified customers and communities and HECs. The Company's Residential, Multifamily Housing and Commercial portfolios offer enhanced rebates to customers and communities that meet certain criteria that identify them as an underserved population.

Through the TEP proceeding, the Company and stakeholders proposed, and the Commission approved, the use of a broad range of eligibility criteria in order to be as inclusive as possible with these EV programs, and several of these programs offer enhanced support to HECs. Table 1 below highlights these rebate programs with eligibility criteria. Please note that since the approval of the TEP, the Company has developed a Small Commercial Program⁸ that additionally will offer enhanced support to income-qualified and higher emissions communities.

Summary of Rebates for Income-Qualified Populations and Higher Emissions Communities

Program	Rebate	Criteria for Participation
Residential Income-Qualified Rebate	Wiring and charger: \$1,300	<ol style="list-style-type: none"> 1. Enrolled in SNAP or TANF 2. Enrolled in LEAP, CO WAP, DSM income qualified participation, CARE 3. Income below 60 percent of state median or below 200 percent of federal poverty or below 80 percent of area median

⁸ The Small Commercial Program 60-Day Notice can be found here: [Xcel Energy - Transportation Electrification Plan](#)

EV Purchase & Lease Rebate	New EV: \$5,500 Used EV: \$3,000	<ol style="list-style-type: none"> 1. Enrolled in SNAP or TANF 2. Enrolled in LEAP, CO WAP, DSM income qualified participation, CARE 3. Income below 60 percent of state median or below 200 percent of federal poverty or below 80 percent of area median
MFH –Income Qualified Rebate	\$2,000/charger	<ol style="list-style-type: none"> 1. Participated in affordable housing weatherization, multifamily weatherization, affordable house rebate program in last five years or currently meet income qualification requirements for those programs 2. Located in a HEC
Commercial Fleet & Workplace – Income Qualified Rebate	\$2,200 - \$45,000	<ol style="list-style-type: none"> 1. Demonstrate that organization is non-profit eligible to participate in Xcel Energy non-profit efficiency programs 2. Public organization that provides services to income qualified customers or communities 3. Located in a HEC
Community Charging Hubs – Income-Qualified Rebate	Up to \$15,000 for L2 and up to \$45,000 for DC	<ol style="list-style-type: none"> 1. Located in a census block where 50 percent or more of households have incomes at or below 80 percent of area median income 2. Located in a HEC
Small Commercial	Up to \$7,500 of EVSI Costs and \$2,000 per port (up to 3 ports)	<ol style="list-style-type: none"> 1. Income qualification: For MFH customers, an income-qualified customer must have participated in affordable housing weatherization, multifamily weatherization, or affordable housing rebate program in the last five years, or currently meet income qualification requirements for those programs. For other commercial customers, an income-qualified customer must demonstrate that such

		<p>customer is a non-profit eligible to participate in Xcel Energy non-profit efficiency programs or is a public organization that provides services to income qualified customers or communities.</p> <p>2. HEC qualification: The project must fall within one of the census blocks identified as HECs by the Company</p>
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On May 3, 2021, in compliance with Decision No. C21-0017, the Company issued a 60-Day Notice to update stakeholders regarding the Company's development of the methodology for identifying HECs that would be eligible for enhanced incentives under the programs described above. This methodology resulted in an initial list of specific communities identified by census blocks. The analysis utilized data from the Colorado Department of Public Health and Environment's ("CDPHE") Climate Equity Data Viewer.

In July of 2021, the Company concluded this 60-Day Notice process by publishing the revised HEC 60-Day Notice and Summary Report⁹. This filing encompassed an overview of all external comments received on the Company's initial proposal for identifying HECs.

HECs have been identified consistent with the process described in the 60-Day Notice; information on these HECs is available on the Company's website. The opportunity also remains for the Company to designate new HECs based on its review of applications received for such a designation. The Company is working with EOC to help Spanish speaking customers in completing the application for this opportunity ("Application for Consideration of Additional Higher Emissions Communities.")

⁹ The revised HEC 60-Day Notice and Summary Report can be found here: [Xcel Energy - Transportation Electrification Plan](#)

SECTION 3. TEP PORTFOLIOS

The TEP is comprised of six portfolios: 1) Residential 2) Multi-Family Housing 3) Commercial 4) Partnerships, Research, Innovation, 5) Electric Vehicle Purchase/Lease Rebates, and 6) Advisory Services (comprised of program support and activities geared towards various customer classes). *Advisory Services activities will be discussed throughout this report in the Residential, Multi-family Housing and Commercial portfolio sections, as applicable.*

The EV Accelerate At Home (Home Charging Service) program, the Home Wiring Rebate Program, and Residential Advisory Services are addressed in this Section I. Multi-Family Housing programs and Advisory Services are addressed in Section II, Commercial programs and Advisory Services in Section III, and Partnerships, Research, and Innovation initiatives in Section IV. The EV Vehicle Rebate Programs are addressed in Section V.

Unless noted otherwise, the information and data presented in the following Sections and in Attachment A are reported as of September 1, 2021 and include the dollar amount of actual dollars expended by the Company for work completed. Figures are rounded to the nearest dollar.

I. RESIDENTIAL PORTFOLIO

A. Customer Programs

“EV Accelerate At Home”- Home Charging Service

The EV Accelerate At Home program launched on August 5, 2021. Through the program, residential electric customers are provided a Level 2 charger from the Company without paying any costs upfront for the charger, standard installation, and set-up of the charger. These customers pay a bundled service charge that appears on their monthly Xcel Energy bill. Electricians vetted by the Company and licensed by the State of Colorado arrive at the customer's home to hardwire and program the Level 2 charger. The electricians also inform the customer of their eligibility for the Home Wiring Rebate.

As of September 1, 2021, there were 11 active participants in the program and 121 applicants in the queue waiting for a Level 2 charger to be installed.

Home Wiring Rebate Program

Through the Home Wiring Rebate program, launched on August 5, 2021, residential electric customers can receive a rebate of up to \$500 (income-qualified customers can

receive an enhanced rebate of \$1,300) to offset the cost of upgrading their wiring to accommodate an eligible Level 2 charger at their home. In order to receive the Home Wiring Rebate, customers are required to participate in an optimization program (described below) for at least one year, though income-qualified customers can opt out of participating in an optimization program. If the amount of the Home Wiring Rebate exceeds the cost of the wiring, the customer can use the balance of the rebate to offset the cost of the eligible Level 2 charger if the customer is purchasing their own charger (as opposed to having one provided by the Company). Income qualified customers receive the full \$1,300 rebate regardless of actual wiring and charger costs.

As of September 1, 2021, there were nine participants in the standard home wiring rebate program. The 121 charger installations scheduled under the EV Accelerate At Home program could potentially generate 121 Home Wiring Rebates, in the amount of either the standard \$500 rebate or the \$1300 enhanced rebate for income-qualified customers. Also, as of September 1, 2021, there was one Income-Qualified Home Wiring Rebate application pending.

Optimization Programs

While not a part of the Company's TEP, as described above, eligibility for certain TEP Residential programs is dependent upon participation in the Company's Residential EV optimization programs, approved by the Commission as part of the Company's Demand Side Management ("DSM") portfolio through Decision No. R21-0081 in Proceeding No. 20A-0287EG.

The Company launched the Optimize Your Charge program on August 5, 2021. Optimize Your Charge is an off-peak charging incentive program. The Company requires all customers applying for the Home Wiring Rebate or that have a Level 2 charger provided by the Company through the EV Accelerate At Home program to participate in Optimize Your Charge for at least one year. Income-qualified customers receiving the enhanced \$1300 Home Wiring Rebate can, however, opt out of participating in Optimize Your Charge. The Optimize Your Charge program requires customers to choose from three different off-peak charging windows, each of which is a consecutive period of nine hours. Customers are then required to charge during the window they have selected for at least 25 percent of the time, and in return they receive an annual credit on their electric bill of \$50 for each year that they participate in the program. The credit is issued in October.

The Charging Perks Pilot is a dynamic optimization program that rewards EV drivers in Colorado when they charge up during times of day that help the energy grid operate more efficiently and use more renewable energy. Every time a participating customer plugs in at home, the Company and its EV energy-service provider or the customer's automaker will work together to automatically schedule the customer's car's charging. The

customer's EV will then charge at the best time for the energy grid, and their vehicle will be ready to go when they need it in the morning. Customers receive a \$100 gift card upon enrollment and can earn up to \$100 annually, depending on speed of charger. The pilot was made available to Tesla drivers June 16, 2021. The pilot is expanding to drivers of certain plug-in electric vehicle models from Ford, BMW, Honda and General Motors in late September 2021.

As of September 1, 2021, there were 200 participants in the Optimize Your Charge (static optimization) program. As of September 1, 2021, there were 65 Tesla drivers participating in the Charging Perks (dynamic optimization) Pilot program. The Company intends to provide more detailed updates on program participation, costs, achievement, and other learnings about its EV optimization programs in the April 2022 DSM Status Report.

B. Advisory Services and Outreach

Note: While these activities described below are for budgeting purposes part of the "Residential Advisory" program, they support education and engagement across all program portfolios.

1. Public Events

Denver Auto Show. The Company was a sponsor and an exhibitor at the Denver Auto Show, which took place at Elitch Gardens in downtown Denver from September 15-19, 2021. The Company had a full-sized garage display that included numerous EVs and EV chargers that people could handle and interact with at the site. Xcel Energy EV Advisors were on hand to talk to people about the benefits of driving electric, answer any general EV-related questions and share information about the Company's programs outlined in Section I(A) above. The Company also offered a Ride and Drive experience, where people could ride in or drive an EV with an EV expert accompanying them. Over 2,000 total ride & drives were provided in three days with over 3,400 zero-emission miles driven.

Concerts at Levitt Pavilion. The Company periodically sponsors free concerts at the Levitt Pavilion in Denver's Ruby Hill neighborhood, which draw attendees from the surrounding neighborhoods of Athmar Park, Westwood, Mar Lee, Harvey Park and College View. The Company's presence at the concerts includes an Xcel Energy-branded tent, an educational pillar with a Level 2 charger model and a tablet to access digital tools on Xcel Energy's website, an electric vehicle for people to look at and EV advisors from Drive Electric Colorado to answer questions about EVs and the Company's EV programs, including its programs for income-

qualified customers. The first concert sponsorship occurred on August 29, 2021 and a second concert sponsorship is scheduled for October 9, 2021.

Outreach partner engagement. The Company has participated in several meetings held by external outreach partners, including the Colorado Electric Vehicle Coalition bi-monthly meetings run by the CEO and the Clean Cars Coalition facilitated by Conservation Colorado. The Company EV program managers have conducted training for event volunteers from Drive Electric Colorado to familiarize them with the "EV Rebate" program (which provides income qualified customers with an electric vehicle purchase or lease rebate as outlined in Section 4 below) and the income-qualified Home Wiring Rebate. The Company is collaborating with GRID Alternatives Colorado to design informational pamphlets and brochures and conduct outreach to customers living in underserved communities, including providing information in English and Spanish. EOC verifies eligibility for income-qualified rebate applicants. Together with its partners, the Company is bringing information and resources to underserved communities to enable more customers to drive EVs.

Ride and Drive experiences. Ride and Drive experiences give people the opportunity to ride in or drive an EV. In addition to the Ride and Drive experience at the Denver Auto Show, the Company participated in the Summit County EV Ride and Drive on September 22, 2021, and the Company has several future ride and drive experiences planned, including events in low-income and higher emission communities within its service area.

2. Digital Outreach, Website and Digital Tools

Several digital educational initiatives have been developed by the Company, including our EV Awareness & Education digital ad campaign that highlights EV benefits and helps customers realize that switching to an electric car is simple and beneficial. Digital advertising includes search engine advertising, display network advertising, and social media advertising. In addition to communicating EV benefits, the campaign includes ads to drive awareness of our EV Accelerate At Home and Home Wiring Rebate programs as well as answers to customers' questions about EV charging. All efforts directed customers to the Company's online resources for EV information. The EV website provides information about equipment installation guidelines and provides online program enrollment options at <https://ev.xcelenergy.com/ev-charging-programs>. Multiple email campaigns were conducted to build awareness of EV benefits and the tools, information, events and programs the Company offers to help make it easy and less costly for customers to drive electric.

All outreach efforts directed customers to the Company's online resources for EV tools, information and program sign up. The EV catalog has been expanded to include both new and pre-owned EV models and customers can find EV-focused auto dealers in our EV Dealer Network and explore available tax credits and incentives available on the website. The Home Charging Advisor can help customers compare EV home charging programs and find the best one for their lifestyle.

3. Traditional Media

The Company has also used traditional, non-digital channels for customer outreach, including incorporation of EV visuals and messaging in brand level TV advertising. We also have printed materials for general EV education and to promote our programs. Printed materials for income qualified customer programs are in both English and Spanish.

Additionally, the Company used press releases and media interviews to educate and inform customers about available programs and the benefits of driving electric vehicles. We received over 65 million earned media impressions during the Denver Auto Show.

4. EV Dealer Network

In an effort to help our customers wherever they are on their EV journey, the Company launched an EV Dealer Network in March of 2021. Through the network, the Company is offering services that directly address barriers that dealers face regarding EVs including:

1. Staff training
2. Customer education in showroom via signage, brochures, digital tools and hands on experiences with Level 2 charger models
3. Co-Marketing support to advertise EVs, including messages to drive awareness of EV benefits and the Company's programs
4. Customers also can sign up for a program in the dealer's showroom, during the purchase or lease process

There are now more than 20 dealers in the Company's "EV Dealer Network" across Colorado, with a focus on growth outside metro areas. All network EV dealers sell new and pre-owned EVs. Network dealers can provide the EV Vehicle Purchase/Lease Rebate instantly during the purchase or lease process.

II. MULTIFAMILY HOUSING PORTFOLIO

Existing multifamily properties hosting charging for residents and guests can work with an EV Concierge¹⁰ to participate in one of the Company's multifamily infrastructure programs. The infrastructure can be built so that bills for electricity go to either the whole property or individual drivers. For new construction multifamily properties in the design phase, a rebate of up to \$2,000 is available to help fund certain incremental EV equipped parking spots that are not required by building code. Eligible customers that are income-qualified or reside in a HEC can apply for a rebate of up to \$2,200 for each level 2 charger.

On June 26, 2021, the Company launched a robust set of advisory services to support customers in applying for the MFH Programs. Interested multifamily owners, property managers, residents, and others can work directly with an Xcel Energy EV Concierge by submitting a short intake form linked on every commercial webpage. As of September 1, 2021, 51 intake forms have been received for multifamily projects.

On September 9th, 2021, the Company launched applications for all MFH Programs. Applications are available on the MFH Portfolio website.¹¹ Because the program had not yet opened up applications, as of September 1, 2021 there were no active participants, however the Company has incurred operations and maintenance costs to launch and administer the program.

III. COMMERCIAL PORTFOLIO

A. Customer Programs

On June 26, 2021, the Company launched a robust set of advisory services to support customers in applying for the Commercial Programs. Interested customers including but not limited to businesses, workplaces, fleets, property managers, commercial site hosts and others can work directly with an Xcel Energy EV Concierge to guide them on the journey of electrification and utilize the programs best suited for their needs. Customers can work directly with an EV Concierge by submitting a short intake form linked on every commercial webpage. As of September 1, 2021, the Company has received 18 Fleet intakes, 42 Public Charging intakes, 31 Community Charging Hub intakes, and 52 Workplace intakes.

On September 9, 2021, the Company launched the application process for a suite of Commercial EV programs to support communities, fleets, workplaces, and businesses of all sizes in EV charging infrastructure. Because the programs had not yet opened up

¹⁰ Also sometimes referred to in EV program materials as an EV advisor.

¹¹ [Multifamily Housing | EV Solutions | Business Services | Xcel Energy](#)

applications, as of September 1, 2021 there were no active participants. The Company intends to report the following metrics for its commercial programs in the next semiannual report: number of participants in programs, program spending, average costs for charging installations (including electric vehicle supply infrastructure ("EVSI") and charging equipment), geographical distribution of program participants and infrastructure investments, average cost of line extension, and number and dollar amounts of rebates given by type.

The Company's Commercial EV portfolio includes:

Fleet EV Solutions

Understanding that Commercial and Industrial customers are commonly looking for initial support on developing their fleet electrification plans, the Fleet Electrification Advisory Program ("FEAP") is often their first request for advisory support. For eligible customers, the Company provides a free suitability assessment, data analysis and advisory services using the fleet's own operation data and business goals. FEAP assessments typically take three to six months to complete. As of September 1, six fleets have submitted intake forms and four fleets have completed their assessments with a total of 104 vehicles.

Fleet customers may also apply for EVSI and Company-provided charging equipment. For eligible income-qualified customers or EV projects located in HECs, charging equipment rebates are available and include up to \$2,200 for each eligible Level 2 charging port and up to \$45,000 for each eligible direct current fast charging ("DCFC") port.

Workplace EV Solutions

This program provides businesses and organizations with the EVSI needed to support four or more EV charging ports for employee or customer use. Qualifying customers receive no-to low-cost design and construction of infrastructure as well as complementary advisory services. Workplace customers also have the option to pay a monthly fee for Company-provided charging equipment. As with the Fleet EV Solutions program, eligible income-qualified customers or EV projects in a HEC can qualify for charging equipment rebates up to \$2,200 for each eligible Level 2 charging port and up to \$45,000 for each DCFC port.

Public and Community Charging Hub EV Solutions

These programs help expand Level 2 and fast charging options for EV drivers away from home. Businesses, municipalities, and community-focused organizations can receive no-to low-cost design and construction of EVSI as well as comprehensive advisory services. Community Charging Hub customers that meet income-qualified criteria or are in a HEC

can earn rebates up to \$2,200 for each eligible Level 2 charging port (four port minimum) and up to \$31,200 for each DCFC port.

Additionally, the Company offers specific advisory services for community transportation electrification planning.

Community Planning

Community-level EV Planning is delivered through the Company's Partners in Energy program. EV plan development and support for implementation is delivered at no cost to the community. Regional Cohort planning workshops launched with Boulder County (August 2021) and two plans have been initiated year-to-date. Three community level plans in Boulder County are projected to start by the end of 2021. The Company is also developing additional support for EV plan development for HECs, with initial community engagement planned for fourth quarter of 2021.

B. Education and Outreach

In support of the September 2021 Commercial Program launches, the Company implemented a campaign using a limited number of channels to drive traffic to the EV Commercial website. This included paid advertisements on LinkedIn, search engine optimization on Google, presenting on multiple internal and external webinars, and issuing a press release. This approach will provide a baseline for channel testing and learnings that will be woven into a strategic marketing plan currently in development. The strategic marketing plan will include a foundation of audience definition, value proposition and product features, content matrix, and a channel and testing plan. Analytics and marketing support will continually maintain and optimize the strategic marketing plan once launched.

C. Other Commercial Programs Forthcoming

Small Commercial Program

Through the Commission approved 60-Day Notice process, the Company developed a Small Commercial Program that is planned to launch in October 2021. The Company will offer rebates that cover a portion of eligible EVSI costs for customers seeking to install one, two, or three charging ports, with additional funding available to also help offset the costs of charging equipment in support of equity goals ("Enhanced Equity Rebate"). Specifically, the Company will provide a rebate of up to \$2,500 per port, or 50 percent of the average per-port costs of \$5,000, with additional Enhanced Equity Rebates available of \$2,000 per L2 charging station for income-qualified customers or customers located in a HEC.

Electric School Bus Rebate

Through the Commission approved 60-Day Notice process, the Company developed an Electric School Bus Rebate program that is planned to launch in October 2021. This program will provide up to \$2.2M in rebates, up to a maximum \$275,000 per bus, for the costs incurred to procure the bus and the charging equipment necessary for operations. Outreach to partner associations is taking place in the months of September and early October.

Xcel Energy Owned Public DCFC

The Company is developing the Xcel Energy Owned and Operated DCFC Program. In August 2021, the Company held two public stakeholder meetings to discuss the siting methodology and metrics for Company-owned connector and market stations. The Company has initiated a Request for Proposal ("RFP") process to select a vendor that will use this information and conduct a siting analysis to identify approximately 24 geographic locations for connector and market stations. The Company also conducted an RFP to select the equipment and software solutions that will be used. The Company anticipates accepting applications for site hosts identified in the geographic locations identified in early 2022.

IV. PARTNERSHIP, RESEARCH, INNOVATION PORTFOLIO

SB-19-077 includes the goal that TEPs "stimulate innovation", and the Company believes that conducting innovative projects over the course of this TEP will provide short-term as well as many longer-term benefits for customers, the electric grid and to advance the adoption of EVs in line with the state's goals.

Through the PRI portfolio, the Company is working to develop partnerships with communities, charging vendors, innovative start-up companies, academia, research organizations, and other stakeholders. To date, the Company has been providing project development updates to stakeholder groups and soliciting feedback. Once stakeholder feedback is received for proposed projects, the Company will use the 60-Day Notice process to advise interested stakeholders of projects.

The objectives of the PRI portfolio are to:

1. *Make EV charging easy*
 - Make it easier for customers to access electricity as a transportation fuel
 - Increase and broaden access to clean, affordable energy
2. *Lower system costs & increase EV charging benefits*

- Minimize system costs
 - Increase the benefits of EV charging
 - Bring those benefits to customers, the environment, and the system
3. *Gain new insights & stimulate innovation*
 - Gain insights to inform future TEPs
 - Capture key data points to inform other PRI objectives
 4. *Promote, Accelerate, Deploy*
 - Promote, accelerate, and deploy real solutions to real problems, challenges, and gaps
 5. *Promote Equity*
 - PRI projects should consider ways to promote equity for socially and culturally diverse system users, EV drivers, and communities

The Company is developing specific proposals for PRI projects that will be filed with the Commission using the 60-Day Notice process. Particular attention is being given to how potential projects promote equity, how they may support the needs of income-qualified communities, where innovative third-party pilots can be conducted, and how projects can and should operate cross-functionally to support more holistic and deployment focused outcomes.

V. ELECTRIC VEHICLE PURCHASE/LEASE REBATES PORTFOLIO

On August 5, 2021, the Company launched an electric vehicle rebate program that is designed to support affordable access to EVs for income-qualified customers (referenced as the “EV Rebate” program in this report). The EV Rebate is only available to the Company’s income-qualified customers and provides \$3,000 off the purchase or lease of a pre-owned EV and \$5,500 off the price of a new EV purchase or lease.

Customers interested in the program submit a rebate form which is preliminarily reviewed by the Company and then is verified for income eligibility by the Company’s vendor partner, GRID Alternatives Colorado. Customers then receive a code they can use at one of the Company’s Network Dealer partners for a rebate at the point of sale. Alternatively, the customer can purchase or lease the EV from a non-partner dealer and receive the rebate check in the mail approximately six to eight weeks later.

Eligible vehicles must not exceed \$50,000 in price and can be either purchased or leased for a lease term of not less than two years. Customers must agree to forego claiming the state tax credit when receiving a rebate through the Company’s EV Rebate program.

Between August 5, 2021, the launch date of the program, and September 1, 2021, two customers applied for the EV Rebate. As of September 1, the income eligibility of one of

the two applicants had been verified, and the eligibility determination for the other customer was pending.

As of September 1, 2021, there were two EV Purchase/Lease Rebate applications pending. Both applicants elected to get prequalified for the EV Rebate before they purchased/leased the vehicle, so it is not known whether they will purchase/lease a new or used vehicle.

In compliance with the 15/15 rule under Commission Rule 3033(b), due to the small number of customers who applied for the EV Rebate as of September 1, the Company is not including the TEP reporting requirements in this Report but plans to include it in future semi-annual reports once program enrollment numbers are higher. In accordance with the TEP reporting requirements and Commission Rule 3033(b), data for the following metrics are collected and will be provided in future reports: aggregated income and zip code data for program participants; make and model of EV purchased; purchase price; whether the EV Rebate impacted the customer's decision to buy or lease the EV; how the customer learned about the EV Rebate program; approximate annual household income; marital status; ethnicity/race; and sex.

SECTION 4. RETAIL RATE IMPACT & LOAD SUMMARY

SB19-077 requires that “[t]he retail rate impact from the development of electric vehicle infrastructure must not exceed one-half of one percent of the total annual revenue requirements of the utility.” In Decision No. C21-0017, the Commission supported the Company’s formulation of the retail rate impact and provided additional guidance that revenues from EVs purchased prior to 2021 be excluded. The following table provides an update to the rate impact analysis based on the Company’s 2021 TEP revenue requirement and updated 2021 estimate for sales to EVs and the cost to serve those sales.

Retail Rate Impact - Oct 1st 2021

	2021
Revenue from EV Charging	(\$5,428,869)
+ <u>Cost to Serve EV Charging</u>	\$1,222,469
= Net Revenue from EV Charging	(\$4,206,400)
+ <u>TEP Revenue Requirement</u>	\$8,622,103
= Retail Rate Impact	\$4,415,702
÷ <u>Approximate Total Retail Revenues</u>	\$2,835,126,618
= Retail Rate Impact - Percentage	0.16%

The Company uses historical EV sales data from IHS Market and forecasts sales going forward using two different methodologies¹². The total sales associated with EV charging is based on average annual miles driven and average kilowatt-hour (“kWh”) per mile. The following table summarizes the Company’s estimate of EVs in our service territory and their incremental growth from 2020. Approximately 99 percent of the Company’s sales to EVs are for light duty vehicle charging.

¹² Please see the Company’s April 1, 2021 filing in Proceeding No. 20A-0204E for a full description of EV forecasting methodology.

Estimated EVs in the Company's Service Territory

# of Vehicles	2020	2021	Incremental Growth 2020 to 2021
Light Duty Vehicles	29,361	37,788	8,427
Medium Duty Vehicles	0	5	5
Heavy Duty Vehicles	38	40	2
Electric Sales			
Volumes	2020	2021	Incremental Growth 2020 to 2021
Light Duty Vehicles	105,114 MWh	134,332 MWh	29,217 MWh
Medium Duty Vehicles	0 MWh	85 MWh	85 MWh
Heavy Duty Vehicles	6,481 MWh	6,805 MWh	324 MWh

Demand

Because the load of EVs is not individually metered, it is not possible to know for certain how much peak demand is attributable to EV charging. Based on the number of EVs, an estimate of L1 and L2 home charging, and a survey of public EV charging stations the Company calculated that there is potentially over 200MW of demand potential from EVs.

Total Charger Capacity

	Count	Ave Capacity	Total
Home L1	17,573	1.8 kW	31,632 kW
Home L2	20,215	7 kW	141,502 kW
MDV	5	50 kW	250 kW
HDV	40	75 kW	2,971 kW
Public L1	39	1.8 kW	70 kW
Public L2	2003	7 kW	14,021 kW
<u>Public DCFC</u>	<u>329</u>	<u>75 kW</u>	<u>24,675 kW</u>
Total	40,204		215,122 kW

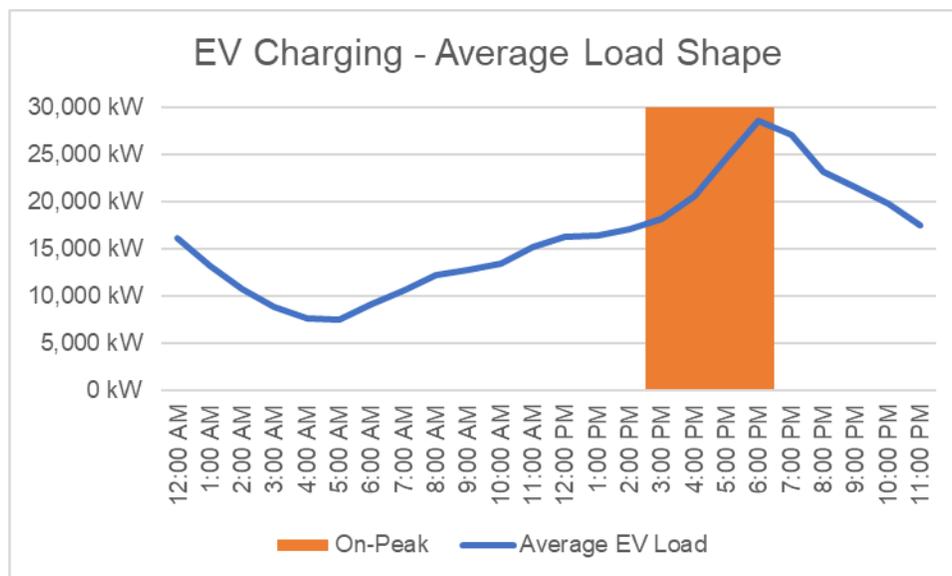
However, because it is implausible that all charging ports would be utilized at the same time the actual peak demand by EVs is much lower. To estimate hourly load patterns and peak demand the Company utilized the Markov-Chain Monte Carlo simulation performed by E3 in the 2020 TEP proceeding, adjusted for the current penetration of EVs. The results show that the maximum EV demand is much lower than the maximum charging capacity and that during the on-peak hours (3:00 PM-7:00 PM) in July and August when the Company's system typically reaches its maximum peak load, the EV

load is even smaller still. The Company's maximum peak demand is approximately 7,000MW and of that peak demand we estimate that EVs contributed only 24MW.

Demand Summary

Total Charger Capacity	215,122 kW
Maximum Non-Coincident Demand	40,268 kW
Average Demand On-Peak July & August	24,054 kW
Average Load	16,121 kW

Currently only a small amount of EV customers are on time-of-use rates. The Commercial EV charging rate, S-EV, has 23 customers. The Company's Residential time-of-use rate, RE-TOU, has approximately 1,000 EV customers. As such a large majority of customers had no financial incentive to shift usage to off-peak hours in 2021. Again, using the EV charging shapes developed by E3 the overall average load shape indicates that on-peak EV charging accounts for 17.8 percent of the total. For comparison the on-peak hours of 3:00 PM to 7:00 PM account for 11.9 percent of all the hours in the year. Therefore, EV charging is disproportionality weighted in the on-peak hours. The average load shape displays a pronounced peak at 6:00 PM when many residential customers would likely be returning home from work.



As the Company's advanced meter deployment expands and as more customers are switched to TOU rates the Company will continue to study EV charging patterns in order to identify any shifting to off-peak periods that may occur.

SECTION 5. STAKEHOLDER ENGAGEMENT

As a part of the TEP, the Company has developed a robust process for gathering feedback and input from stakeholders. With the TEP stakeholder group, there has been continuous engagement, including with those that have previously participated in workshops and in the TEP proceeding. The Company has also provided instructions for other interested stakeholders to sign up for the TEP interested stakeholder distribution list.

I. TEP STAKEHOLDER GROUP GOALS

The Company's TEP Stakeholder Group meets quarterly in March (Q1), June (Q2), September (Q3), December (Q4). The Company hosts stakeholder meetings to:

- Foster discussion about programs in-market.
- Gather ideas for continuing to improve the programs and portfolios.
- Discuss whether additional projects and programs are necessary to support transportation electrification in Colorado.

II. UPDATES FROM STAKEHOLDER MEETINGS AND DISCUSSIONS

In addition to quarterly meetings, the Company has also organized additional follow-up TEP stakeholder group discussions to dive deeper into topics and formally solicit additional feedback on upcoming filings. A summary of formal stakeholder meetings is below. In addition to formal meetings, the Company regularly engages stakeholders individually on topics of interest to them.

1. TEP Quarterly Stakeholder Meetings

- *June 23, 2021*: The Company presented on TEP program implementation updates (including the just-launched Intake Form process); EV charging rates, including the Commercial S-EV Rate, New Commercial Charging Rate, and DCFC Station Rate to receive feedback and input from stakeholders; and a new program for supporting EV charging for smaller commercial customers.
- *September 29, 2021*: The Company presented on TEP program participation and rebate spending updates; a new commercial EV charging rate to be filed on October 15; and potential PRI project ideas.

2. *Topic-specific TEP Stakeholder Discussions*

- a. March 2, 2021: The Company presented and solicited feedback on charging equipment hardware and software specifications for approved TEP programs, with distinctions between programs where the Company will own and operate charging equipment and programs where customers will own the equipment. The conversation informed an RFP that the Company held for charging equipment hardware and software this year.
- b. April 27, 2021: The Company presented and solicited feedback on a proposed process for identifying HECs and on the details of the electric school bus grant program. The conversation with stakeholders informed subsequent 60 Day Notices that the Company issued for these programs.
- c. August 5, 2021: The Company presented on EVSI program application scoring criteria; details on a proposed siting methodology for Xcel Energy DCFC stations; and potential principles, goals, focus areas, and metrics for a potential Performance Incentive Mechanism ("PIM") to support transportation electrification activities.
- d. August 20, 2021: Incorporating feedback received from stakeholders at the August 5th meeting, the Company again presented on EVSI program application scoring criteria; details on a proposed siting methodology for Xcel Energy DCFC stations; and potential principles, goals, focus areas, and metrics for a potential PIM to support transportation electrification activities. The conversation provided valuable input to inform reports filed on August 30, 2021 on EVSI application scoring and an equity PIM.

In addition to engaging stakeholders in larger forums to discuss program specifics or new proposals, the Company has engaged with stakeholders in smaller group discussions – such as on equity program implementation, commercial EV charging rates, and PRI project ideas – in addition to many one-on-one meetings with interested stakeholders. These smaller group and individual meetings have provided very useful input and information, in both directions, to help create a collaborative environment for supporting EVs in Colorado.

SECTION 6. SUMMARY OF ONGOING EV PILOTS AND PROGRAMS IN OTHER XCEL ENERGY SERVICE TERRITORIES

The TEP reporting requirements include providing a summary of ongoing EV pilots and programs in other Xcel Energy service territories. Several of the Company's programs are similar to programs offered in other Xcel Energy service territories, though specific program terms, including the amount of monthly fees and eligibility requirements, vary state to state. Where there are specific and unique programs available in another Xcel Energy service territory that are not available in Colorado, they will be described in this section.

I. MINNESOTA

Northern States Power Company (Minnesota) ("NSPM") has a variety of EV programs and pilots available to its Minnesota customers. These include EV Accelerate At Home for residential customers and a Residential EV Subscription Service Pilot. The Residential Subscription Service Pilot allows customers to charge off-peak for a preset monthly fee, encouraging off-peak charging and offering customers certainty in monthly charging costs. Under the Pilot, rather than paying for EV charging energy consumption by the kilowatt-hour, participants pay a straightforward monthly subscription fee that makes the cost of charging an EV easy to understand and consistent from month to month.

NSPM also offers Fleet and Public Charging EVSI pilots that are similar to the commercial EVSI programs offered by the Company in Colorado, however, with eligibility limited to certain customer classes. NSPM's Public Charging EVSI pilot includes a specific effort to support community mobility hubs utilized by an EV car sharing service. NSPM also recently received approval for a Multi-Dwelling Unit program that is very similar to the MFH programs approved in the Company's Colorado TEP, including support for EVSI and assigned and shared parking programs.

II. WISCONSIN

Northern States Power Company (Wisconsin) (NSPW) has EV programs available to its Wisconsin customers. NSPW offers EV Accelerate At Home for residential customers, as well as a commercial EVSI program and optional charger service for commercial customers. The commercial program currently has a cap of 30 MW of supported charging capacity.

III. NEW MEXICO

On September 22, 2021, Southwestern Public Service Company (SPS) received approval of its New Mexico TEP. SPS's TEP programs are not in market yet, but will include eight new EV programs, with a three-year budget of about \$3.5 million for 2022-2024. The NM TEP's EV programs include a similarly structured subset of the Colorado TEP's programs and advisory services for residential customers, fleets, and communities; support for residential home wiring and charging services (with an enhanced rebate for income-qualified customers); public charging EVSI (including for L2 and DCFC); and an Xcel Energy-owned DCFC program.

SECTION 7. CONCLUSION

The Company is excited to support its customers with the suite of EV programs described in this report and it looks forward to strong engagement and participation in these programs in the months and years to come. The Company's 2021-2023 TEP programs are making EV charging easy, fast, and more affordable for its customers, empowering and assisting customers in their EV journey and helping them drive electric to save money and reduce carbon emissions.

ATTACHMENT A

As of September 1, 2021						
Portfolio	Program	Active Participants	Active Engagements	Capital Costs	O&M Costs	Total Costs
Residential	EV Home Charger Service Program	11	121	\$9,308	\$16,673	\$25,981
	Home Wiring Rebate Program	9	121	\$4,500	\$0	\$4,500
	Residential Advisory Services	n/a	n/a	\$0	\$954,306	\$954,306
	Residential Equity Programs	0	2	\$0	\$633	\$633
Multifamily	Multi-Family Housing Program	0	51	\$0	\$35,254	\$35,254
	Multi-Family Housing Advisory Services	n/a	n/a	\$0	\$14,293	\$14,293
Commercial	Fleet & Workplace Infrastructure Service Programs	n/a	18 fleet 52 workplace	\$0	\$10,500	\$10,500
	Public Fast Charging Infrastructure Service Program	0	42	\$0	\$5,546	\$5,546
	Community Charging Hubs Program	0	31	\$0	\$11,157	\$11,157
	Fleet Advisory Services	4	6	\$0	\$58,032	\$58,032
	Community Advisory Services	2	n/a	\$0	\$3,941	\$3,941
	Commercial Equity Programs	n/a	n/a	\$0	\$2,153	\$2,153
	Total	26	444	\$13,808	\$1,112,488	\$1,126,296



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