



CENTRAL HUDSON ELECTRIC VEHICLE LIGHT-DUTY MAKE-READY PROGRAM

Implementation Plan

September 2020

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1. BACKGROUND

Electrifying transportation offers numerous benefits for customers and communities, including increased efficiency, improved sustainability, energy security, and the opportunity to relieve rate pressure in an environment of low sales growth. According to the New York State Department of Environmental Conservation, the transportation sector accounts for 40% of the State's greenhouse gas emissions. Therefore, in order to meet the State's clean energy goals, the transportation sector must be part of the solution. To this end, the New York State Public Service Commission (PSC) commenced a proceeding, Case 18-E-0138, to consider the role of electric utilities in providing electric transportation infrastructure and rate design.

Electric vehicle adoption is expected to grow as more stakeholders support the industry transformation and battery costs decline. Studies have shown that a major barrier to electric vehicle adoption is "range anxiety." A recent study by the Union of Concerned Scientists found that the single biggest concern for those who are considering purchase of an electric vehicle is that there are too few public charging stations where respondents traveled.

The electric vehicle charging equipment market is a classic example that warrants public investment and the involvement of regulated utilities. Facilitating investment in charging infrastructure, including private and public ownership and operation of charging stations, is an appropriate and necessary activity for utilities and is reliant on integration to their existing infrastructure. On July 16, 2020 the NYS PSC issued an Order in this Case 18-E-0138 outlining a Light Duty Make Ready Program that will address much of the infrastructure investment through carefully structured utility collaboration and incentives. This document details Central Hudson Gas & Electric Corporation's (Central Hudson) proposed implementation of the Program.

1.1. PROGRAM OVERVIEW

The Central Hudson Electrical Vehicle (EV) Light-Duty Make-Ready Program (the Program) includes an incentive offering designed to reduce the cost of preparing sites to install EV chargers for light-duty vehicles across Central Hudson's service territory. The incentives are intended to increase public access to EV charging stations and are contingent upon site accessibility, universal usability requirements, and number of chargers at each project site. The Program seeks to offer incentives for make-ready costs of 3,204 Level 2 chargers and 69 DC Level 3 fast chargers (DCFCs) across Central Hudson's territory.

Public and private (both for-profit and not-for-profit) entities may participate in the Program. Central Hudson provides customer incentive payments upon completion of the installation of make-ready equipment. Developers, site-owners, and charging station managers (collectively, the customers) may apply for project incentive funds through Central Hudson's website.

The Central Hudson EV Light-Duty Make-Ready Program is offering \$21,140,800 in incentive funding and will accept applications until December 31, 2025, or until the available incentive funding has been allocated, whichever comes first. Additional information about the Program, including lists of qualified contractors and the amount of funding remaining in the Program can be found on Central Hudson's website.

In addition to make-ready incentives, the Program includes an enhanced Fleet Assessment Service. The service comprises the following:

- Vehicle conversion analysis to identify suitable vehicles to match existing fleet needs
- Site and system capacity analysis to establish the suitability of key fleet locations for EV charging stations
- Rate analysis to assess potential operating costs

Fleet managers, including public and private entities, can participate in a free, detailed assessment of the costs and opportunities associated with fleet electrification. This service is available for light-, medium-, and heavy-duty vehicle fleets. Customers can apply for this service through the Joint Utilities' (JU) website.¹

1.2. PROGRAM CONTACTS

All questions related to the EV Light-Duty Make-Ready Program and fleet assessment service should be directed to the Central Hudson EV Make-Ready Program manager.

EV Make-Ready Program Manager:

evmakeready@cenhud.com

In addition, Central Hudson has a program Ombudsman to address program or policy issues related to the implementation of the Program. Their contact information is below:

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2. DEFINITIONS

Approved Contractor: A contractor who has met the utility's approval criteria to install EV charging infrastructure incentivized through the EV Make-Ready Program.

Central Hudson Light-Duty Make-Ready Program: The Program that provides incentives for the purchase and installation of equipment associated with preparing a site to install EV chargers within Central Hudson's service territory.

Customer: An entity that applies for and receives the incentives available through the EV Make-Ready Program. This could be any entity including:

- **Developer:** An entity responsible for designing, constructing, and commissioning an EV charger site. This entity may also be responsible for owning, managing, and operating the chargers.
- **Equipment Owner:** The entity that purchases and owns the EV charging equipment once it is installed.

¹ Joint Utilities. "Electric Vehicles: EV Make-Ready Program." Accessed September 2020: <https://jointutilitiesofny.org/utility-specific-pages/electric-vehicles/>

- **Site Host:** The owner of the site on which the EV charging equipment is installed. The Site Host may or may not be the Equipment Owner.
- **Approved Contractor:** As defined above.

Disadvantaged community: Include environmental justice (EJ) and low- and moderate-income (LMI) communities as well as additional areas to be determined later. The specifics of these parameters will be determined by the JU in consultation with the Department of Public Service (DPS) by September 28th, 2020.

Electric vehicle (EV): A four-wheel light-duty vehicle capable of highway speeds that is powered fully or in part by an electric motor and is rechargeable from an external connection to an off-board electrical source.

Environmental justice community (EJC): A community or area defined by the Joint Utilities as meeting the qualifications for an environmental justice zone.

Equipment owner: The entity that purchases the make-ready equipment and is subsequently responsible for its maintenance. The equipment owner is also the recipient of the incentive payment and can be either the utility or the customer.

Fleet: Any set of commercially or institutionally owned or leased vehicles used for commercial, industrial or institutional purposes.

Future proofing: The installation of additional or scalable capacity equipment and infrastructure to support the future expansion of an EV charging station and installation of additional charging ports.

Heavy-duty vehicles: Any vehicle with a gross vehicle weight rating (GVWR) over 26,000 lbs. These vehicles require Class B commercial driving licenses or other specialized permitting to operate.

Installer: The entity that installs the equipment. The Installer may or may not be the same as the equipment owner.

Low-to-moderate income community (LMI): A community or area defined by the average household wealth being less than or equal to 80% of the state or regional median income (whichever is higher).

Light-duty vehicles: Any small commercial vehicles including passenger cars, vans, and other Class 1 and 2 vehicles (those with a GVWR of 0 lbs. to 10,000 lbs.).

Medium-duty vehicles: Mid-sized vehicles including passenger and cargo vehicles, trucks and equipment in Class 3 through 6 (those with a GVWR of 10,001 lbs. to 26,000 lbs.).

Make-ready equipment: Any utility-owned infrastructure and equipment involved in providing electric services, extensions, or upgrades needed to support the installation of EV infrastructure in excess of standard new business allowances and any customer-owned equipment from the point of interconnection up to (but not including) the charging equipment.

Multiunit dwellings: Any dwelling which is either rented, leased, let or hired out, to be occupied, or is occupied as the residence or home of 5 or more independent units.

Program effective date: The date after which construction for projects under the Program can begin construction. For the Program, the effective date is July 16, 2020.

Publicly accessible: For the Program, this means allowing access without site-specific physical access restrictions, including public, fee-free parking areas and municipality-operated fee-for parking areas. It does not include private or restricted business parking or multi-unit dwelling parking.

Universal plug: Any EV charging plug that is accepted as able to support any light-duty EV and is not proprietary or exclusive. For Level 2 chargers, this is the Society of Automotive Engineers Electric Vehicle Conductive Charger Coupler J1772 (SAE J plug). For DCFCs, this is any non-proprietary plug such as the SAE Combined Charging System.

3. ELIGIBILITY CRITERIA

Designed to facilitate development of the infrastructure needed to support additional public EV charging stations, the EV Light-Duty Make-Ready Program provides incentives for the work and equipment necessary to prepare a site to host EV charging stations. Incentives are offered for the installation of both utility-owned and customer-owned make-ready equipment. The Program's eligibility criteria are designed to encourage broad installation of EV charging infrastructure in Central Hudson's service territory while also focusing on standardized, strategic installations. Additional consideration is given to projects proposed in an environmental justice community or low-to-moderate-income community.

Utility-owned equipment includes step-down transformers, overhead service lines, utility meters, and other traditional distribution infrastructure. Customer-owned equipment includes conductors, trenching, panels for stations, and other customer-side equipment. Note: the eligible equipment excludes the charging station and ports themselves.

To be eligible for incentives, all equipment must be installed by a utility-approved contractor and sited within the Central Hudson service territory. A list of approved contractors can be found on the Joint Utilities' website. See Section 4 for further program details.

3.1. GENERAL ELIGIBILITY CRITERIA

Central Hudson evaluates individual make-ready projects on five key criteria: accessibility, station maturity, plug type, future proofing costs, and location capacity. If a proposed project meets the requirements for all criteria, the project will be eligible for an incentive covering up to 90% of eligible make-ready costs. If the proposed project does not meet the criteria for accessibility or plug type, the project may be eligible for an incentive covering up to 50% of the make-ready costs.

Accessibility: Each proposed station must be publicly accessible and accept universal forms of payment. To qualify for the maximum incentive, the proposed charging stations must be in a public parking area rather than in a private workplace or multiunit dwelling parking area. The parking lot may be a free parking lot or a paid municipal parking lot but must be accessible to all public customers without

restriction. A proposed station situated in a private parking lot, including those in multiunit dwellings, workplace parking and private pay-to-park lots, may qualify for the reduced 50% incentive.

To ensure maximum accessibility of charging stations to the public, stations eligible for an incentive under the Program must also be usable without requiring a paid membership in a charging station network. This holds for both proprietary and nonproprietary plugs. Networked stations that offer single per-use charging fees payable through a commonly accepted payment method such as cash, credit, or debit will satisfy this criterion. Though payment through a smartphone application is permitted, to qualify as publicly accessible for purposes of the Program, smartphone application may not be the only form of payment a station accepts.

Station Maturity: To be eligible for any incentive, the proposed station must have started construction after the issuance of the July 16, 2020, Order.

Plug Type and Capacity: Each station should offer more universal plugs and capacity than proprietary plugs and capacity. To qualify for the maximum incentive, a proposed charging station must include an equal or greater number of universal charging plugs compared to the number of proprietary plugs. The station must also include an equal or greater amount of simultaneous capacity through these universal charging plugs compared to the capacity available through proprietary plugs. Plugs must be capable of simultaneously dispensing 50 kW or more to qualify for the incentive. If a station has more proprietary plugs than universal ones or offers more simultaneous capacity through these proprietary plugs, it may still qualify for the reduced 50% incentive.

Future-Proofing Costs: The cost of installing additional capacity and infrastructure to support future station expansion can also be covered by an incentive under certain conditions. To receive an incentive, the future-proofing activities must be requested by the developer and verified with Central Hudson. These costs may include the incremental costs of installing additional or oversized conduit (including trenching and conduit to additional parking spaces), panels, transformers, transformer pads, or increasing distribution service. Future-proofing costs up to 10% of the project's make-ready cost may be covered by an incentive. Central Hudson reserves the right to provide future proofing costs of up to 10% of the make ready costs at our discretion based on the specific characteristics of a project. Future-proofing costs over not covered by the incentive costs must be covered by the developer.

Location Capacity: There is a limit on the number of small (two-plug) and large (10-plug and/or 2 megawatt [MW] or greater demand) stations that can be approved for incentives under the Program. Among the approved projects for the Program, no more than 25% of incentivized stations may include only two plugs. Additionally, no more than 50% of all plugs supported by the Program can be installed in stations with more than 10 plugs. Finally, for stations with 10 or more plugs and/or with a demand greater than 2 MW to qualify for incentives, the station must not cause Central Hudson to incur new business costs greater than those associated with a maximum site demand of 2 MW.

3.2. ENVIRONMENTAL JUSTICE AND LOW- AND MODERATE-INCOME COMMUNITY CRITERIA

Additional incentives and qualification flexibility are available for make-ready projects proposed within a one-mile radius of an EJC or LMI community. Projects in these zones can qualify for incentives covering up to 100% of make-ready costs if they meet specific criteria.

Level 2 charging stations: Proposed Level 2 charging stations within the one-mile radius of an EJ or LMI community may be sited in publicly accessible sites or in multi-unit dwelling parking areas provided the parking sites are not owned or leased by specific tenants and are accessible to multiple residents. All other criteria noted above must be met to qualify for incentives covering 100% of make-ready costs. Any project that does not meet the plug type or other criteria may still be eligible for an incentive covering up to 50% of the make-ready costs.

DCFC stations: Proposed stations with DCFC plugs within the one-mile radius of an EJC or LMI community zone that meet all the same criteria as those sited in non-EJC or LMI community zones are eligible for incentives covering 100% of make-ready costs. Any project that does not meet the plug type or other criteria may still be eligible for an incentive covering up to 50% of the make-ready costs.

Central Hudson has earmarked 20% of its total budget for the Program for deploying make-ready projects in the EJC and LMI community zones.

4. PROGRAM IMPLEMENTATION

The EV Light-Duty Make-Ready Program seeks to engage with site owners and developers across Central Hudson's service territory and drive the installation of make-ready equipment for EV charging infrastructure. The Program relies on targeted customer outreach and applications through the Central Hudson website to develop a project pipeline. Subsequent application review, verification, and approval are conducted in close coordination with the site-owners and developers.

Central Hudson is responsible for managing all utility-owned installations required for each project, while the customer manages the installation of customer-owned make-ready equipment at the site. Central Hudson is developing construction standards to guide customers and developers in understanding the equipment and ratings necessary to develop these sites. Program funds will be distributed based on make-ready costs associated with each project upon verified completion of the installation.

The Fleet Assessment Service is available to all light-, medium- and heavy-duty fleet operators in Central Hudson's territory free of charge. Fleet managers can apply through the Joint Utilities' website. Following an initial consultation, a Central Hudson representative conducts a site visit to assess feasibility for EV charging infrastructure. Together, the representative and fleet manager compile the necessary data on fleet vehicles, use patterns, and operating costs. These data are then analyzed to identify potential conversion scenarios and conduct a rate analysis to inform fleet managers' decisions.

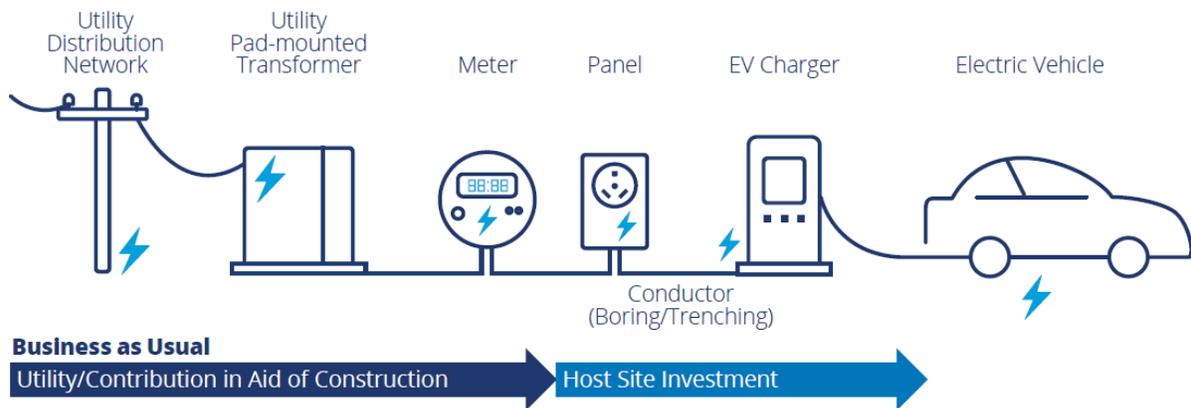
Key program milestones are presented in section 4.3.

4.1. LIGHT-DUTY MAKE-READY PROGRAM

Program definition: The Central Hudson EV Light-Duty Make-Ready Program is designed to provide incentives for the development of infrastructure from the electric distribution system up to but excluding the EV charger. This includes utility-owned equipment such as overhead distribution lines, step-down transformers, protective devices and metering as well as customer-owned equipment such as conduits, trenching and panels. For the purposes of the Program, infrastructure development also includes additional equipment used to enable expansion of EV charging infrastructure in the future.

Figure 1 depicts typical power delivery from the distribution lines to the stepdown transformer, meter, panel, and EV charger at the site host location. Configuration may vary based on site specifics.

Figure 1. Basic Design of Charging Equipment



Source: Smart Electric Power Alliance. October 2019. *Preparing for an Electric Vehicle Future: How Utilities Can Succeed*. <https://sepapower.org/resource/preparing-for-an-electric-vehicle-future-how-utilities-can-succeed/>

Based on original diagram from MJB&A and Georgetown Climate Center. November 2017. *Utility Investment in Electric Vehicle Charging Infrastructure: Key Regulatory Considerations*. https://www.georgetownclimate.org/files/report/GCC-MJBA_Utility-Investment-in-EV-Charging-Infrastructure.pdf

Customer journey: Customers (including site-hosts, managers, owners, or developers) will generally begin the journey through the EV Light-Duty Make-Ready Program with targeted outreach by Central Hudson or the developer, but it could also be customer-initiated. The journey continues through the application, review, and approval process before moving on to equipment installation and inspection and finally the incentive payment.

- **Education and Outreach.** Central Hudson conducts targeted outreach to potential site-owners and hosts based on site capacity, EJC and LMI community locations and other suitability criteria. This outreach includes educational video content, bill inserts or flyers explaining EV charging infrastructure and the benefits of offering EV charging tailored to the audience. Central Hudson also conducts outreach to EV site developers to engage their interest in participating in the Program and assisting with site development. (See section 5 for further education and outreach detail.)

- **Application Submission.** Interested participants can apply for the make-ready program through the online application portal on the Central Hudson website. The application includes the applicant's name and contact information and a brief project description describing the proposed number of plugs, charging output, plug type, site location, demand management software and hardware, and potential bi-directional charging and discharge of the proposed station. The application also includes information on future proofing needs and expansion plans as well as an indication of the applicant's intention to pursue the DC Fast Charger Per-Plug Incentive program.
- **Application Portal.** Once an application has been submitted, customers can review the status of their application and the progress of the project through the application portal on the Central Hudson website. The portal tracks the progress of each project and provides transparency to the customer and consistent updates to the utility. In addition to the project description and details noted in the application, the portal provides information on the status of a project, including approval, milestones, deadline dates, and responsible parties. The portal also provides details on outstanding utility requests for information and answers and the status of incentive payments and customer payments related to the make-ready project.
- **Application Review.** Within one month of receiving a completed application, Central Hudson reviews each application and notifies the applicant of approval or rejection based on the identified suitability criteria and overall program priorities. Following acceptance, a Central Hudson representative contacts the applicant for an initial consultation and to schedule a site visit. During the site visit, a Central Hudson representative will assess the viability of the site based on site capacity, planned utility work, and available parking spots. Virtual site assessments may be conducted for simpler sites as deemed appropriate during COVID-19.
- **Application Approval and Agreement.** If the site is deemed suitable, Central Hudson drafts a Project Agreement detailing the customer-side work and utility-side work, associated incentives, and timeline for the project. Once the Project Agreement is signed by all participating parties, work on the project can begin.
- **Equipment Installation.** Central Hudson is responsible for completing the utility-side work for the site. This involves the installation of all necessary equipment up to and including the installation of appropriate meters for data collection. In parallel, the customer works with an approved contractor to complete all necessary work on the customer side of the meter, such as installing panels, conduits, or trenching. While the installation of EV charging plugs may occur during this time, the cost of EV plugs and installation is not covered under the Program.
- **Final inspection.** Upon completion of all relevant make-ready work, a representative of Central Hudson completes a final site assessment to verify that the project is finalized.
- **Incentive payment.** Within 60 days of verifying that a project is complete, Central Hudson distributes the incentive payments as lump sums as agreed upon in the Project Agreement.

4.2. FLEET ASSESSMENT SERVICE

Existing program: Central Hudson currently offers a fleet assessment service to light-, medium-, and heavy-duty fleet operators to identify the optimal vehicles to replace in existing fleets and to estimate potential operating costs. The service helps fleet operators understand the business case for fleet electrification. As part of the Program, Central Hudson is offering an enhanced fleet assessment service which builds upon the original service to include a detailed site and load serving capacity assessment and rate analysis.

Customer journey: The customer journey begins with an online application on the Joint Utilities' website and continues through initial discussions, site assessment, rate analysis, and final report delivery.

- **Application.** To start the process, a fleet manager applies for a fleet assessment through the Joint Utilities' website. This application captures basic information about the customer's fleet.
- **Initial Consultation.** Upon receiving a completed application, Central Hudson will set up an initial consultation with the fleet manager. The intent of this meeting is to gather information on existing fleet characteristics, electrification goals, budget, and operating concerns to help shape the analysis. Following this initial consultation, Central Hudson will also schedule a time for an in-person or virtual site visit.
- **Site Assessment.** A Central Hudson representative visits with the fleet manager on location to conduct a thorough site assessment. Virtual assessments may also be conducted when deemed appropriate. The purpose of the site assessment is to identify feasibility of installing EV charging infrastructure and associated make-ready costs at the location as a threshold for continuing with the analysis. During the visit, Central Hudson identifies if the site has sufficient capacity to support the new EV charging load. They also identify necessary make-ready details including transformer locations, metering type, and potential electrical service upgrade needs. A list of key make-ready tasks for both the utility and the customer are then drawn up to complete the site assessment. Based on the findings of the site assessment, Central Hudson determines whether the site is suitable for supporting an EV fleet.
- **Data Collection.** If the site is suitable, Central Hudson works with the customer to gather detailed fleet data including vehicle age and replacement schedule, vehicle mileage by class, vehicle types and uses, schedules (duty cycles), parking locations, and current operating costs for conventional fuel vehicles. These data are subsequently fed into the rate analysis to enable Central Hudson to provide the customer with specific, actionable recommendations.
- **Rate Analysis.** After collecting sufficient information on the fleet, Central Hudson conducts a rate analysis. This analysis accounts for different available rate options to identify the most appropriate rate structure to support the EV fleet while considering cost, character of service and other key factors. Further analysis is conducted to assess multiple fleet conversion scenarios and their impacts on up-front costs, operating costs, and emissions. Finally, Central Hudson's analysis provides recommendations for post-conversion fleet management to maximize customer savings.

- **Final Report.** A concise final report is delivered to the customer detailing site assessment results, projected fleet conversion costs, rate analysis outcomes, and operating costs under various scenarios.
- **Survey.** Following the fleet assessment, customers will receive a satisfaction survey. The survey will capture customers’ impressions of the Program outcomes, their likelihood to go through with fleet electrification, their ongoing barriers and their sense of what other utility services may be useful to support their electrification. The survey will be sent to participants within 60 days of delivery of the final fleet assessment report.

4.3. PROJECT DEVELOPMENT MILESTONES

Milestone	Description	Target Date
EV Light-Duty Make-Ready Program Participant Guide	Issuance of participation guide for customers of the make-ready program	8/14/2020
Submission of EV Light-Duty Make-Ready Program Plan	Publish make-ready implementation plan	9/14/2020
Common Contractor Application	Post contractor application to website	9/14/2020
Suitability Criteria	Joint Utility delivery of final suitability criteria	9/14/2020
Fleet Assessment Service & Application Standup	Set up staffing resources and online application for fleet assessment service	9/14/2020
Customer Application Portal Phase 1	Customer application for make-ready program through portal	10/16/2020
EJC mapping	Define and map EJC in CH area	Early October 2020
LMI Community Mapping	Define and map LMI communities in CH area	Early October 2020
EV Charging Infrastructure Forecast	Analysis of future EV charging infrastructure	12/31/2020
Load Serving Capacity Mapping	Post load capacity GIS map for CH service territory	12/31/2020
Customer Application Portal Phase 2 enhancements	Customer application for make-ready program through portal	1/14/2021
Midpoint Review	Review with Department of Public Service (DPS) Staff in 2022	10/1/2022

5. EDUCATION AND OUTREACH PLAN

Outreach and education are central to the success of the Program. Central Hudson employs suitability criteria identified by the Joint Utilities to inform its education and outreach efforts. These criteria support the company’s efforts to identify sites that are well-positioned for investment, such as those with adequate load-serving capacity, likely future EV load, and additional societal benefits.

Central Hudson primarily focuses on two core audiences to identify potential participants: 1) site hosts and 2) developers and other stakeholders, detailed in sections 5.1 and 5.2.

To highlight locations likely to have adequate capacity for installation of EV infrastructure, Central Hudson can rely on its publicly accessible Load-Serving Capacity Map, which details distribution system capacity across the service territory. Central Hudson also uses the results of its EV Charging

Infrastructure Forecast, which is part of its capital planning process, to identify areas and locations likely to experience growth in EV load.

In addition, Central Hudson overlays its mapping tool with the locations of Disadvantaged communities and the one-mile radius for EJC and LMI community incentives using the definitions identified by the Joint Utilities. These strategic charging sites are locations that service a disadvantaged community or bring infrastructure to particularly hard-to-reach communities. Together, these maps comprise the Program tools that enable both program administrators and stakeholders to quickly and easily identify priority sites for potential make-ready investments.

5.1. SITE HOST OUTREACH

Central Hudson uses its customer connections to initiate targeted education and outreach to potential site hosts, prioritizing those that meet one or more of the suitability criteria described above. Materials may include educational video content, bill inserts or flyers explaining EV charging infrastructure and the benefits that offering EV charging can provide to retailers, employers, or residents of multiunit dwellings (depending on customer type). In addition, Central Hudson regularly communicates with its customers about EVs through a range of channels, including e-newsletters, social media, events, press releases, websites, direct mail, and advertisements. Through these various outreach tactics, Central Hudson directs potential site hosts to program information on its website and the Joint Utilities website.

5.2. DEVELOPERS & STAKEHOLDER OUTREACH

The second key audience that Central Hudson's program education and outreach seeks to address are project developers and other stakeholders who populate the New York EV charging industry. Specifically, Central Hudson collaborates with the Joint Utilities to develop materials tailored to EV charging station developers (e.g., EVgo and NYPA) and public incentive administrators (e.g., NYSERDA) and interested parties (e.g., cities and municipalities, Regional Economic Development Councils, and Metropolitan Planning Organizations). For these actors, the core resource will be internal and/or consultant partner staffing resources, the suitability criteria maps described above, with the possible addition of information on the number and general location of charging stations that are waiting in the interconnection queue. By providing non-specific information on development activities underway, Central Hudson enables developers and other stakeholders to focus their energies efficiently across the region and market rather than inadvertently and redundantly pursuing projects that are preempted by another entity's work.

Central Hudson also collaborates with the Joint Utilities to conduct trade ally and developer outreach and training programs. These may include frequently-asked-questions guides, webinars about the application process, or prerecorded videos detailing how the suitability criteria and mapping tools can be used by developers and stakeholders to recruit site hosts. Through these various entry points, Central Hudson directs charging station developers and other interested parties to program information on its website and facilitate connections between developers and potential site hosts.

6. PROGRAM COSTS & GOALS

The supporting program costs and associated goals for the Central Hudson Light-Duty Make-Ready program are presented below.

6.1. PROGRAM COSTS

Table 1 presents expected program costs by year for DCFC and Level 2 projects, implementation and administration costs, and future proofing.

Table 1. Program Costs by Year

Year	DCFC Incentives	Level 2 Incentives	Implementation & Administration	Future Proofing	Total
2021	\$960,188	\$2,479,466	\$515,950	\$275,172	\$4,230,776
2022	\$505,362	\$2,754,963	\$489,049	\$260,826	\$4,010,200
2023	\$758,043	\$3,030,459	\$568,275	\$303,080	\$4,659,857
2024	\$758,043	\$4,132,444	\$733,573	\$391,239	\$6,015,299
2025	\$505,362	\$5,256,469	\$864,275	\$460,946	\$7,087,052
Total	\$3,486,998	\$17,653,801	\$3,171,120	\$1,691,263	\$26,003,184

Central Hudson estimates that approximately 12% of the total budget will be utilized for implementation and administration expenses. These costs encompass various aspects of program delivery, including:

- **Operations.** Third party program delivery support, software tools, incentive processing, quality assurance activities, and customer support.
- **Planning and Evaluation.** Program development, design, data tracking, reporting, and market research.
- **Program Administration.** Internal staffing needs.
- **Marketing and Outreach.** Educational efforts through print, digital, and in-person channels including advertisements, program brochures, educational events, business development, and recruitment
- **Fleet Assessment Services.** Assessment, analysis, and customer facing reporting.

Central Hudson continues to refine the Light-Duty Make-Ready program and plans to seek third party support for various key components. More granular budget estimates will become available pending selection of program support vendors.

6.2. PROGRAM GOALS

Table 2 presents the Light-Duty Make-Ready program goals by year and project type. Over the five-year period, Central Hudson expects to enable the installation of 69 DCFC projects and 3,204 L2 projects.

Table 2. Program Goals by Year and Project Type

Year	DCFC Number	Level 2 Number
2021	19	450
2022	10	500
2023	15	550
2024	15	750
2025	10	954
Total	69	3,204

7. REPORTING

Throughout the Program, Central Hudson will fulfill all necessary reporting requirements. First, a midterm review will be conducted after 45% of all funds have been disbursed or by October 2022, whichever comes first. This review will be conducted by New York State Department of Public Service staff in collaboration with Central Hudson and is aimed at identifying areas for improvement and potential changes to program guidelines.

Additionally, Central Hudson will produce quarterly and annual reports beginning Q1, 2021 to review the Program’s performance to date. These reports will include data on both program implementation statistics as well as charging station performance collected by station owners.

Program implementation data compiled by the utility includes the following participant and billing information:

Participation Information

- The percent of applications that have been turned into complete stations
- The number of unique station owners participating in the Program
- The number of sites where incentives have been issued
- The number of plugs installed as a result of the Program
- The total Infrastructure costs incurred as part of the Program

Station Billing Information

- 15-minute interval data
- Load profiles for the stations on the top 10 demand days of the year
- Utility bills for each station

Additional data will be compiled and delivered to the Joint Utilities and Central Hudson by station owners on a quarterly basis beginning Q1 of 2021. These data are highly granular and reflect ongoing station performance. A third-party contractor working with the Joint Utilities will anonymize the data on a quarterly basis. These data include the following plug and charge session data, as well as station financial information:

Plug and Charging Session Data

- Daily number of charging sessions for the year
- Start and stop times of each charging session
- Charge time for each vehicle during each charging session

- Peak kW per charging session
- Total kWh discharged per charging session
- Plug outage information (when outages occur)

Station Financial Information

- The fee structure for the station
- The total charging revenues for the station for the year
- The operating costs (maintenance and energy costs) for the year

Data provided by station owners to the Joint Utilities will also be made available to DPS Staff on an ongoing basis. A regular reporting cadence will be established for station owners sending this data to the Joint Utilities for data cleansing.