

Residential Managed Charging Program Review and Findings

Presented by the Joint Utilities of New York in coordination with DPS Staff

March 31, 2026

CASE 18-E-0138 - Order Establishing Electric Vehicle Infrastructure Make-Ready Program and Other Programs



JOINT UTILITIES
OF NEW YORK

Introduction

Presenter: Marwa Chowdhury



JOINT UTILITIES
OF NEW YORK

Contents For Discussion Purposes Only – Subject to Change

Agenda and Housekeeping

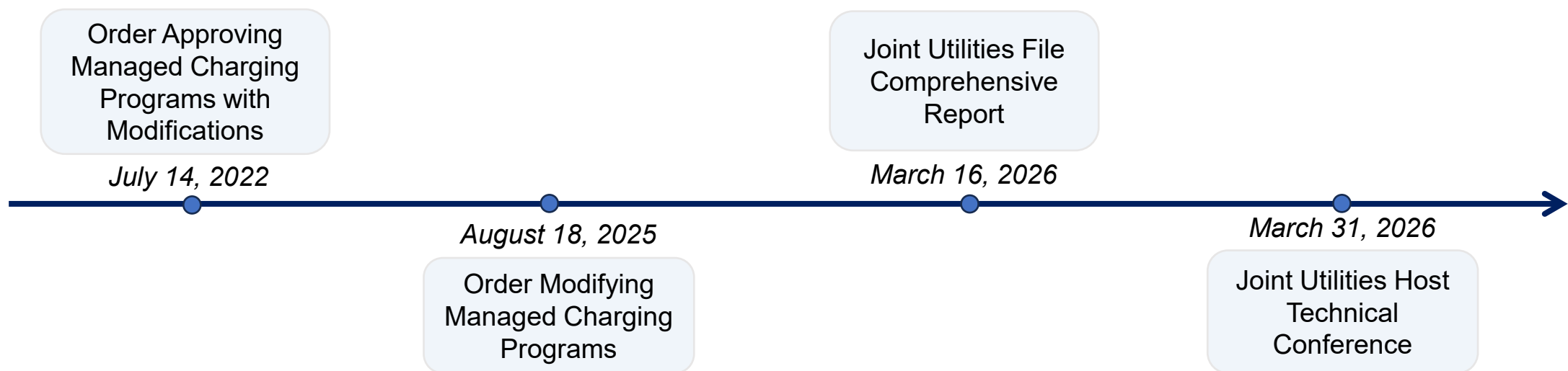
TOPIC	PRESENTER	TIME
Introduction	Marwa Chowdhury	1:00-1:05pm (5 min)
Program Overview	Rick Rosa	1:05-1:10pm (5 min)
JU Lessons Learned & Recommendations	Vika Wasyliv-Yap & Michael Badeski	1:10-1:30pm (20 min)
Utility-Specific Program Results		1:30-2:45pm (75 min)
Con Edison	Michael Badeski	
Central Hudson	Natalie Khalil	
National Grid	Vika Wasyliv-Yap	
NYSEG/RG&E	Charles Spence	
Orange & Rockland	Adam Smith	
Q&A		2:45-3:00pm (15 min)

Reminders

- All attendees will remain muted
- Use Q&A function to ask questions of presenters
- This session is being recorded
- Presentation materials will be posted on DMM
- Please email info@jointutilitiesofny.org for more information following this session

Background and Next Steps

- **Commission Direction:** The Public Service Commission directed the Joint Utilities to evaluate residential EV managed charging programs in a comprehensive report and convene stakeholders through a technical conference.
- **Purpose of the Comprehensive Report:** The report assesses program design, participation, customer behavior, and grid impacts providing a common, factual foundation for discussion.
- **Role of the Technical Conference:** This technical conference provides a forum for stakeholders to review findings, share perspectives, and inform future decisions on residential managed charging program design and direction.
- **Program Review Next Steps:** DPS will issue the Comprehensive Report for public comment.



Program Review Objectives

Reflect on residential managed charging programs to date

- Share program participation data.
- Analyze grid impacts.
- Review insights into customer charging behaviors.

Optimize future managed charging programs

- Reflect on lessons learned.
- Provide recommendations for future program design.
- Ensure that future iterations of managed charging programs are responsive to evolving technology, customer needs, and market conditions.

Serve as a resource for Commission's review

- Support informed decision making.
- Ensure programs continue to deliver benefits to customers, the grid, and the environment.

Program Overview

Presenter: Rick Rosa

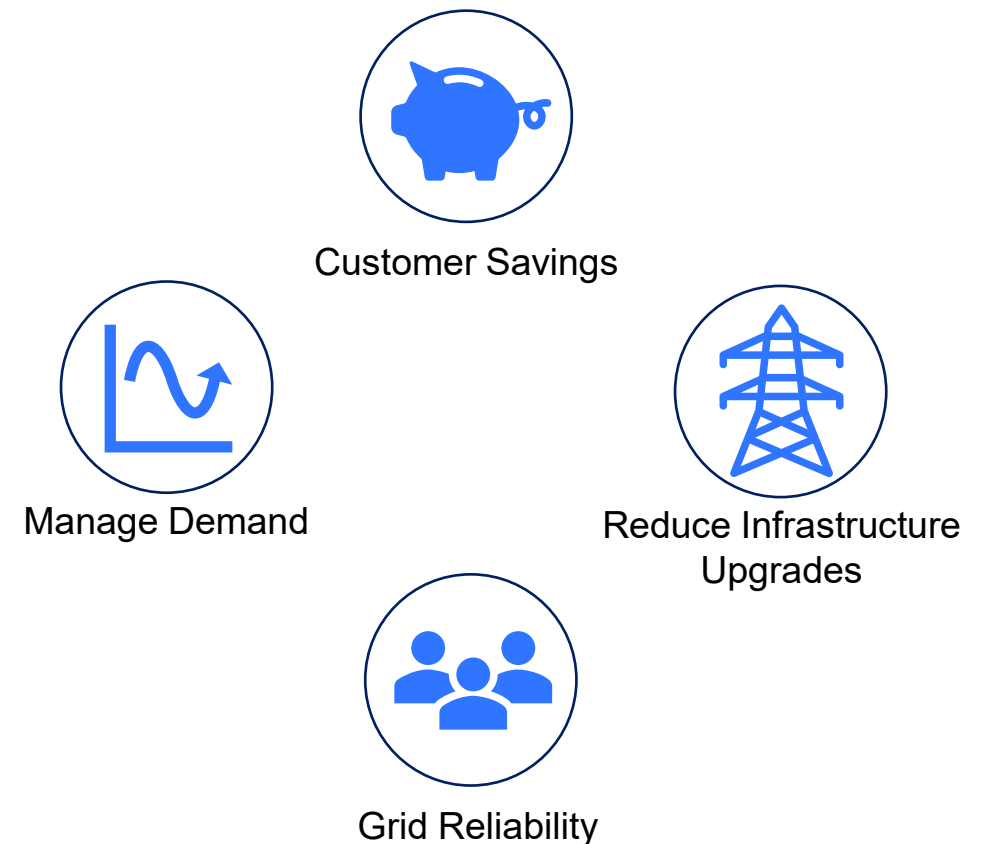
Contents For Discussion Purposes Only – Subject to Change



Role of Managed Charging in New York State

- As EV adoption increases, essential to implement programs that **deliver tangible benefits to customers**.
- Programs are designed to **shape EV charging behavior through incentives** that indicate when charging is lower cost.
- Helps utilities manage electricity demand, **reduce need for infrastructure upgrades**, and support a more resilient and reliable grid.

Figure 1: Benefits of EV Managed Charging



JU offers Passive and Active Managed Charging programs

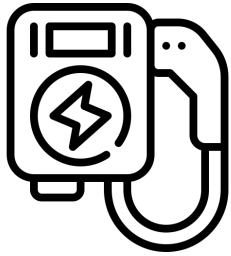
Passive Managed Charging

- Refers to an approach where customers voluntarily shift their charging behavior, with no direct utility control.
- Allows customers to choose when to charge their EVs based on off-peak charging incentives and peak avoidance incentives.
- Most EVs allow drivers to schedule what time charging should occur. Some program participants use this to help avoid the program peak hours.

Active Managed Charging

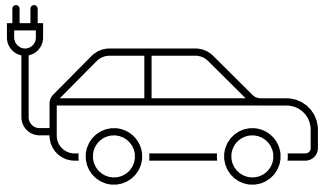
- Refers to direct-load control, where the utility (or authorized provider) directly adjusts or schedules EV charging.
- Allows utilities to send control signals to start, stop, slow, or shift charging to optimize grid conditions, such as reducing peak demand or charging when renewable energy is abundant.
- Some EVSE and EVs allow direct load control.

Participants enroll through two pathways today: EVSE and EV Telematics



Networked Electric Vehicle Supply Equipment (“EVSE”)

Level 2 (240V) EV chargers with internet connectivity, remote control, and data reporting; supports managed charging via utility or aggregator signals.



Integrated EV Telematics

Onboard vehicle system that collects and transmits charging and vehicle data; enables remote management and participation in managed charging programs.

In most programs, **EV telematics account for nearly 75%** or more of participants, whereas networked **EVSE represents less than 25%**. A subset of customers, typically **20% or less**, **have both** a vehicle enrolled via telematics and a networked EVSE enrolled.

Programs have demonstrated significant statewide engagement

- Some programs are in earlier phases focusing on initial enrollment, while others have been operating their programs for longer, allowing them to refine program design and customer outreach strategies.
- Differences in service territories result in unique program characteristics and customer needs, influencing program design, outreach approaches, and the pace of adoption.

45,545

Electric vehicles enrolled in managed charging programs

21%

Percent of light-duty EVs in NY enrolled

15,817

Number of EVs enrolled in 2025

218%

Increase in enrollment from 2023 to 2025

Lessons Learned & Recommendations

Presenters: Vika Wasyliv-Yap & Michael Badeski

Contents For Discussion Purposes Only – Subject to Change



Lesson Learned: Both Passive & Active Managed Charging approaches can deliver value

Passive Managed Charging

- Simple, predictable program designs can engage a wide range of EV drivers and encourage consistent off-peak charging.
- Straightforward to operate and easy to communicate expectations and benefits to participants, which supports broad participation.

Active Managed Charging

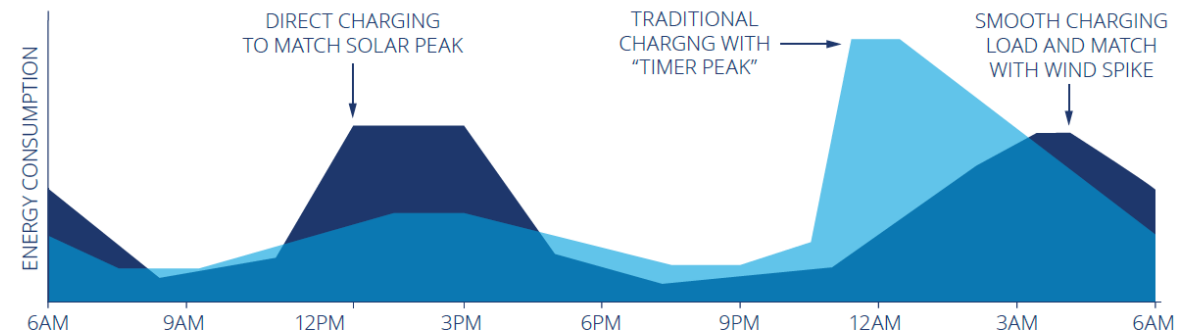
- Enable utilities to dynamically control EV charging in response to system needs.
- Can offer more precise control but are generally more complex and often accessible to a narrower subset of vehicles due to technological requirements.

Recommendation #1: Flexible program objectives and design

➤ *The Commission should support a flexible approach to future managed charging program objectives and designs. Programs would benefit from allowing utilities to explore additional objectives or value streams beyond the current peak load reduction objectives.*

- Allow programs to **evolve beyond static time-of-use** designs.
- Explore **supply cost optimization** and **alignment with periods of low-carbon or renewable energy supply** (objectives of the Grid of the Future proceeding).
- **Unlock the broader potential of managed charging**, while allowing utilities to determine the right objectives for their service territory at that time.

Figure 2: Opportunities for EV Managed Charging to Meet Grid Needs



Source: SEPA, "A Comprehensive Guide to Electric Vehicle Managed Charging," 2019

Lesson Learned: Universal customer accessibility remains a challenge


- Currently, programs support participation through two primary pathways: vehicle telematics and networked EVSE.
- Access to participation depends on the make/model of the EV/EVSE (can also vary by managed charging vendor).
- There has been little market emphasis on standards-based residential EVSE—such as Open Charge Point Protocol (“OCPP”) capable devices—so most solutions remain proprietary.
- Many customers continue to use Level 1 charging, which is generally non-networked, or non-networked Level 2 charging at home.

Table 1: Enrollment Percentages for Each Utility by Connection Type in 2025

Utility	Networked EVSE	EV Telematics	Both EVSE & Telematics
Central Hudson	23%	73%	4%
Con Edison ¹	15%	78%	7%
National Grid	12%	71%	17%
NYSEG	12%	67%	21%
O&R	3%	88%	9%
RG&E	13%	63%	24%
JU-Wide Average	13%	73%	14%

¹ The break-down of Con Edison’s enrollments via EVSE are 3% for residential and 12% for commercial.

Recommendation #2: Flexible customer participation pathways

 *Customer participation pathways should suit their respective service territories and program objectives. These could include EV telematics, networked EVSE, AMI or meter-based solutions, or other approaches to managing EV load.*

- Supports **technology-neutral program design** that adapts to evolving market offerings and avoids reliance on a limited set of vendors.
- By allowing additional methods for measuring charging activity, utilities can **expand participation to a wider spectrum of EV drivers** (e.g., multi-unit dwellings).
- Ensures programs **remain responsive to diverse customer needs and changing market conditions**, while maintaining high standards of operational integrity and data accuracy.

Potential Future Pathways



EV Telematics



Networked EVSE



AMI or meter-based solutions

Lesson Learned: Need for long-term program continuity

- Program effectiveness can be enhanced by reducing disruptions (e.g., program pauses or transitions).
- As EV adoption accelerates and programs evolve from early-stage efforts to large-scale offerings, administrative challenges around continuity and transitions will become increasingly pronounced.
- Each modification or renewal necessitates a petition, stakeholder engagement, and Commission approval.
- Program design or technology changes need to be managed to avoid losing participants and to maintain high levels of customer satisfaction.
- Further, uncertainty around longer-term program authorizations is limiting utility contracting processes and choices around developing charge management capabilities.

Figure 3: Current Program Governance Structure

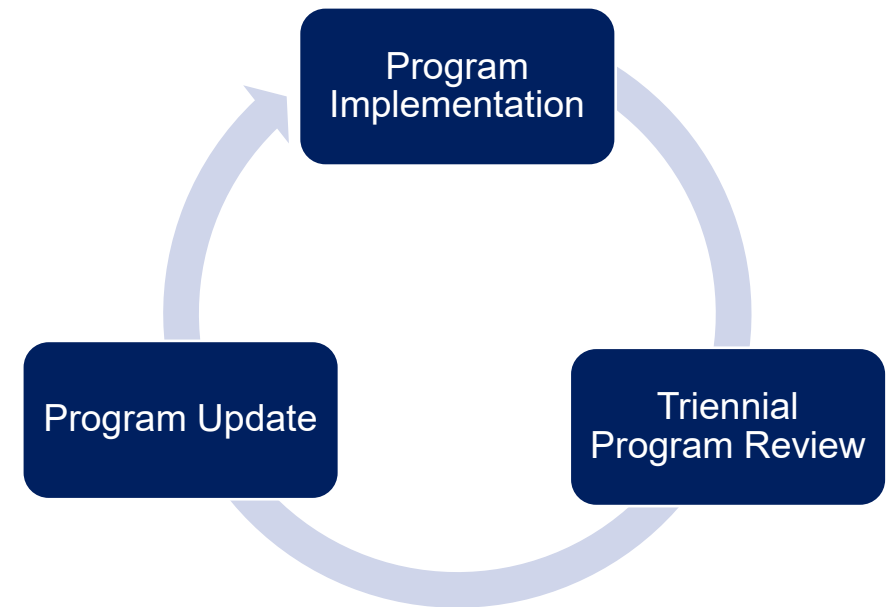


Recommendation #3: Evergreen program structure

➤ *Adopting an evergreen program structure would instill confidence in program continuity for the EV driver market, vendors, and utility grid planners.*

- **Enduring program authorization** supported by a triennial program review, approached from the rebuttable presumption that the programs remain necessary unless there is evidence to the contrary (Downstate CMCPs).
- Establish a **three-year budget authorization cycle**, with a provision to extend for an additional year at year-three budget level if necessary (regulatory timing or process delays).
- A **triennial program review** would be initiated during the first half of the final authorized budget year.
- Review would serve to reassess and, as appropriate, **adjust program budgets to align with evolving program growth and market conditions.**


Figure 4: Evergreen Program Governance Structure



Lesson Learned: Programs need flexibility to keep up with market

- Certain elements of program design (e.g., incentive structures, technology requirements) may require updates on a shorter timeline than a petition process typically allows.
- Customer behavior and market developments change over time and these elements often require timely updates to remain effective.
- Customer responsiveness to managed charging programs is shaped primarily by the design of the incentives.
- Guardrails are provided by current cost-based approach to incentives:
[flat \$/kWh energy charge for standard residential rates] – [off-peak \$/kWh TOU energy rate]
- As managed charging programs mature, the ability to test different approaches, such as alternative structures, payment timing, or incentive levels within the existing cost-based framework, has become increasingly important for understanding what drives participation.
- Given the rapid pace of lessons learned in managed charging, establishing more flexible mechanisms supports innovation and will help programs stay aligned with real-time conditions.

Recommendation #4: Establish program modification mechanisms

 *Establish mechanisms for program modifications that reflect the characteristics of residential managed charging by enabling timely updates to program elements that can evolve with customer behavior, technology availability, and market conditions to promote program innovation and greater customer satisfaction.*

JU propose defining a triage system to more efficiently handle three main categories of program modifications:

Category	Example
A. Modifications the utilities may implement without additional approval	<ul style="list-style-type: none">Adjustments to participation incentives that remain within the cost-based limits already established by the Commission
B. Modifications the utilities may implement in consultation with Staff	<ul style="list-style-type: none">Test incentives through experimental and time-limited efforts that are exempt from pre-established cost-based limits
C. Modifications requiring Commission authorization	<ul style="list-style-type: none">Fundamental program changes, such as National Grid's petition to enable passive and active managed charging models

Future Consideration: Develop valuation framework

- Support of recommendations 1-4 would allow JU to **gather important evidence on program impacts.**
- Lesson learned could be used to **develop a more complete valuation framework** in the future.
- Such a future framework could go beyond the current rate-based incentive framework, allowing programs to **support a broader spectrum of use cases** beyond simply reducing peak load.

Con Edison

Presenter: Michael Badeski



Contents For Discussion Purposes Only – Subject to Change



SmartCharge New York (SCNY)

Program Overview

Launch Year	2017, relaunched Jan 2023
Program Type	Passive
Incentive Type	Off-bill

Charging Incentive Overview

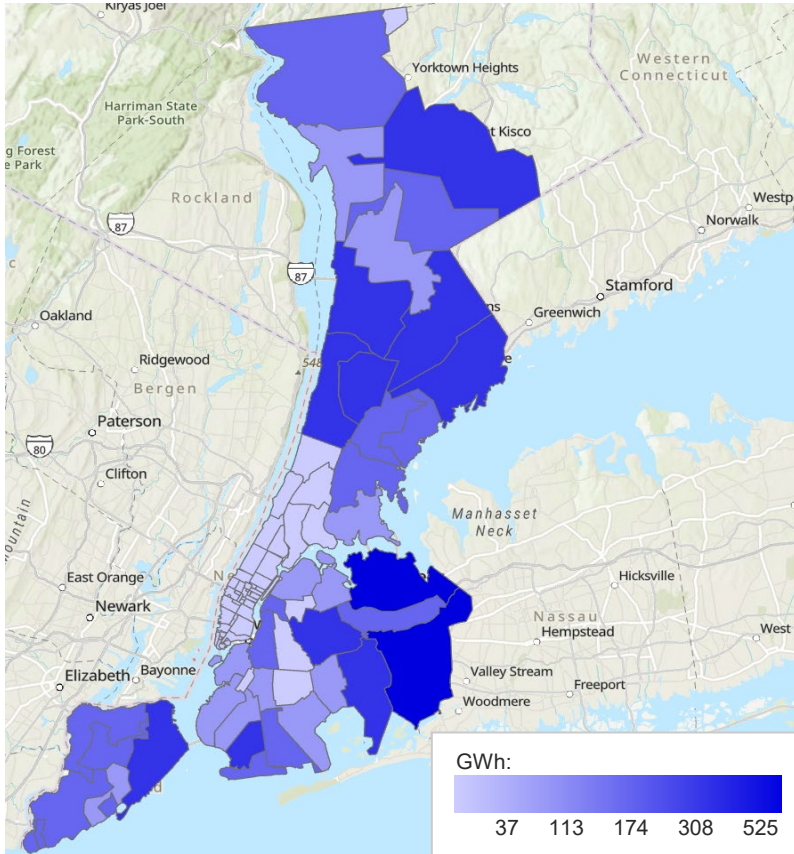
Off-Peak <i>(Year-round, everyday between 12 a.m. – 8 a.m.)</i>	<ul style="list-style-type: none"> • \$0.10/kWh for off-peak charging
Avoided Summer Peak <i>(Jun – Sep, all weekdays between 2 p.m. – 6 p.m.)</i>	<ul style="list-style-type: none"> • \$35 per month for avoided summer peak charging • \$35 bonus for avoided summer peak charging during the entire summer period

Eligibility and Requirements

Participants	Residential EV Drivers and Commercial Light-Duty Fleets
Locations	Charge with any charger in New York City or Westchester
Rate	Must be on standard rate (not Time-of-Use rate)
Connection	Must have compatible EV telematics or charger to participate
Charging Data	Must be able to provide location and energy use data
Compatible Models <i>(as of Jan 2026)</i>	Over 100 EV makes and models and 7 EVSEs are compatible

Within Con Edison's territory, charging behaviors are shaped by the characteristics of a dense urban environment

Concentration of EV Charging Energy Use (GWh) Among SCNY Participants by Area¹



- Most current participants live in single-family homes; participation is lower among multifamily residents, who often lack reliable access to home charging
- Most participants rely on a mix of home and public charging, making away-from-home opportunistic charging a regular part of drivers' routines
- Before enrolling, many charged based on convenience, and 60% did not or could not use scheduled charging
- Program incentives now strongly shape charging behavior and many reporting they would not have changed habits otherwise

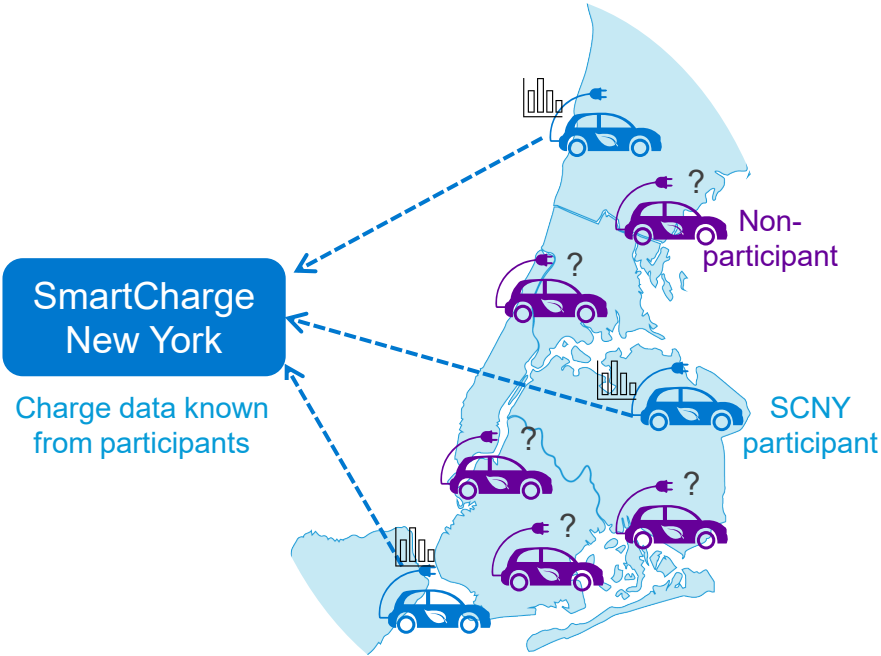
[1] Based on total charging energy use among participants in 2025

Source: 2025 SCNY participant survey

The avoided peak load attributable to the program was estimated by comparing program behavior to a counterfactual

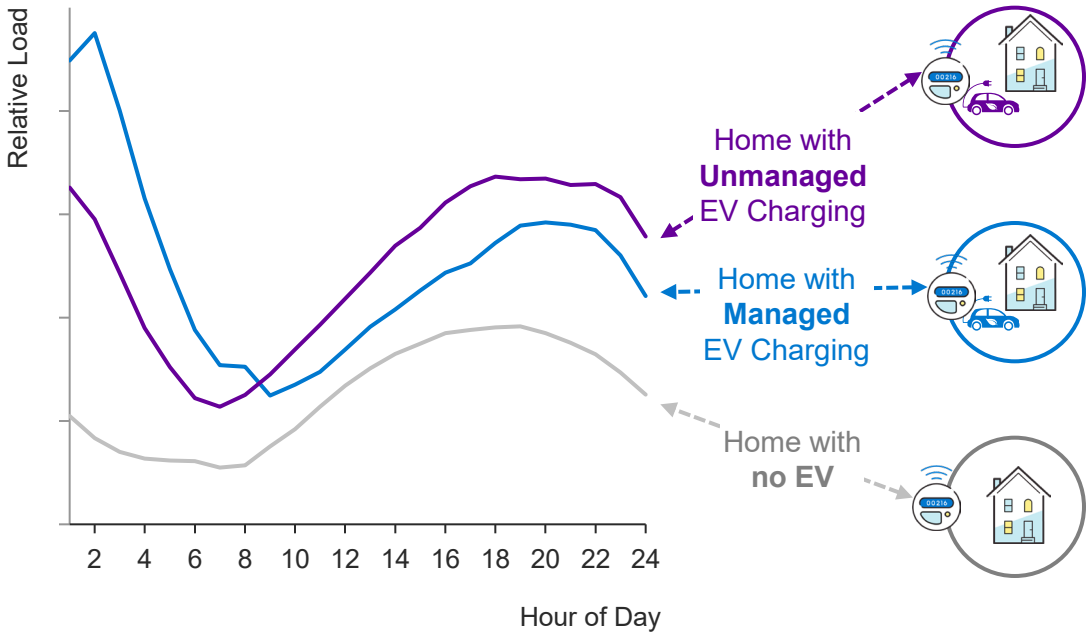
Managed charging behavior is collected through program, unmanaged behavior not easily available

Unmanaged charging behavior ('counterfactual') represents how EVs would have charged without the program and is only available indirectly as the program does not collect charging data from non-participants



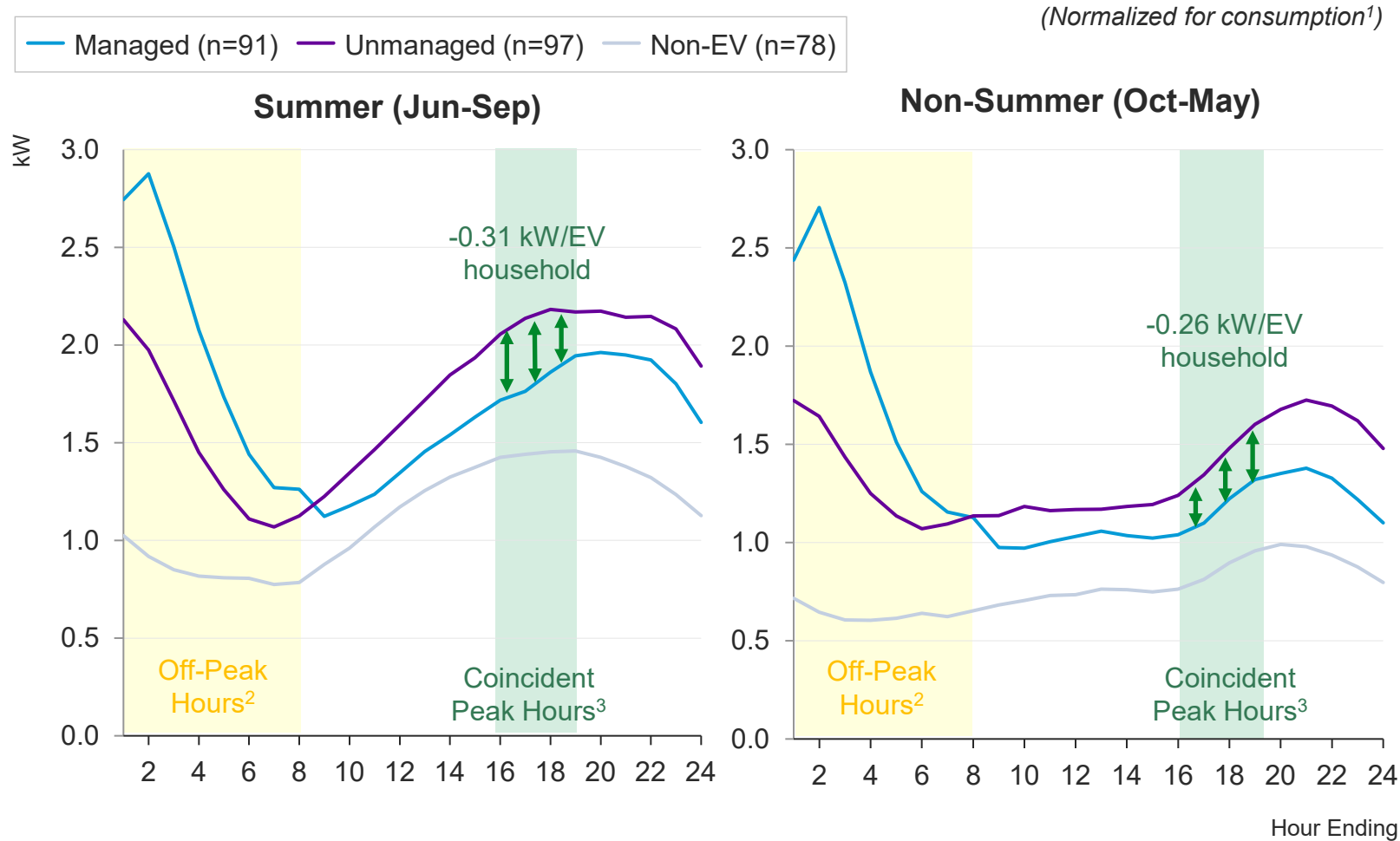
Smart meter (AMI) data is available for all homes and reveals the gap between managed and unmanaged charging

AMI whole-home meter data was used to build statistically significant samples of whole-home energy usage for homes that have unmanaged EV charging and managed EV charging to isolate the impact of managed charging



The average SCNY participant reduced summer peak EV load by 0.31 kW

Average daily whole home load (kW per home)



Overall in 2025, SCNY reduced peak demand by ~6.1 MW and shifted ~32,000 MWh of energy to off-peak hours⁴

[1] The total average daily energy consumed was normalized to be equal between the managed and unmanaged samples (42 kWh in Summer, 33 kWh in Non-Summer).

[2] Off-peak hours are defined in the program as midnight to 8 a.m., during which participants receive a discounted \$/kWh rate for charging.

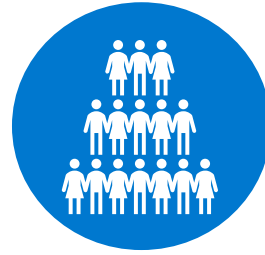
[3] Coincident system peak hours are the times when New York State or Con Edison face the highest overall system demand. These periods typically occur between 4 p.m. and 7 p.m.

[4] Calculated as the weighted average of the average peak load reduction per home in each season, multiplied by the total number of customers enrolled in 2025 in each season.

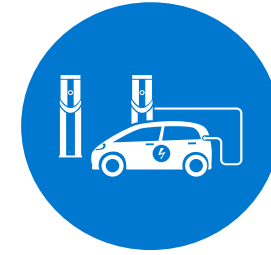
Two levers influence program performance



=



×



Program Performance

- Measured by grid impacts
- Peak demand reduction
- Load shift to off-peak hours

Number of Participants

- Enrollment
- Retention & referrals

Load Shift Effectiveness

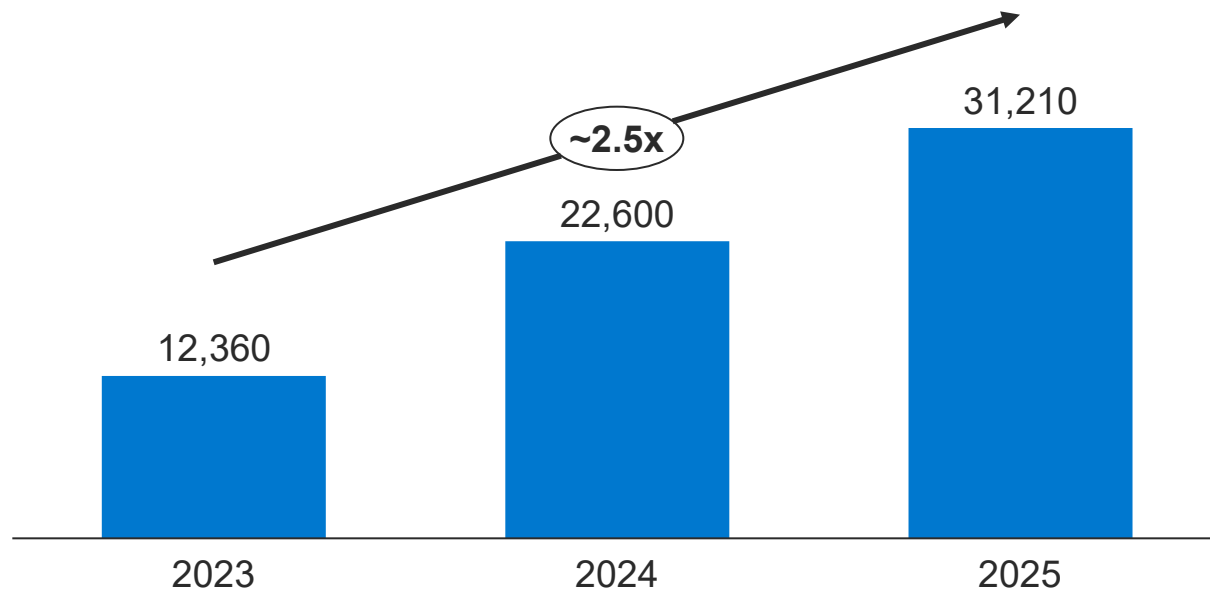
- Charging performance
- Influencing factors

The number of participants continues to grow, with over 30,000 vehicles enrolled in SCNY by end of 2025

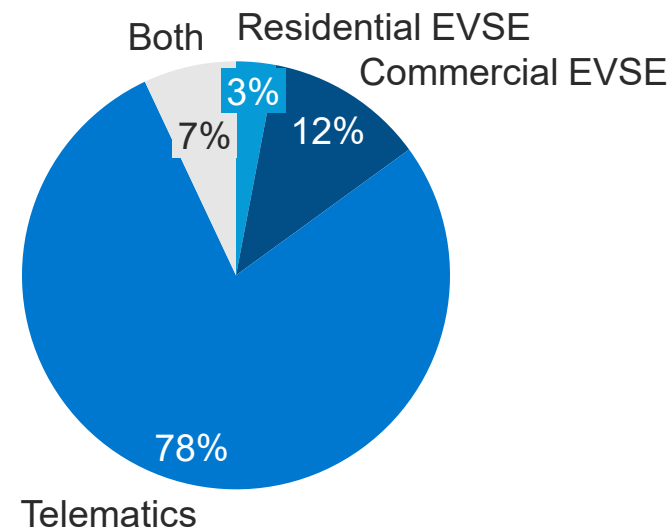


- Enrollment grew by nearly 2.5x from 2023 to 2025
- Majority of enrolled customers participate by sharing charging data through EV telematics, while some choose to participate through EVSE data or both methods

Cumulative vehicle enrollments, 2023-2025



Enrollment by participation pathway, 2025



New enrollment growth is a result of dedicated marketing and outreach efforts

- Advertising + email campaigns to boost digital awareness
- Refer-a-Friend incentive to drive peer enrollment
- Targeted outreach at charging stations, EV events, and conferences
- 400+ dealer partnerships, webinars, and community events
- Multi-language rideshare outreach via major platform and agency partnerships



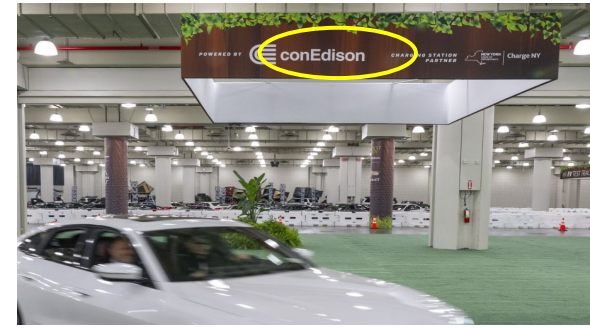
conEdison

Cuida la red y gana dinero con cargas eficientes

Inscríbete a **SmartCharge New York** para ayudar a que nuestra red energética siga fuerte y gana incentivos por cargar tu VE fuera de las horas pico. ¡Los participantes del año pasado ganaron \$400 en promedio!

Utiliza el código **TLCNY** para ganar \$25 adicionales al registrarte.

Regístrate en cuestión de minutos en conEd.com/SmartCharge



Share the Love & Earn Rewards!

Spread the word about **SmartCharge New York** and earn \$25 for each friend you refer this season.

conEdison

conEdison

Smart New Yorkers cash in 'til sun up.

Sign up for SmartCharge NY and earn cash.

Just set your EV to charge overnight between 12 am and 8 am and earn \$400 a year on average.

To learn more, scan the QR code or visit scny.ev.energy



This city never sleeps. It earns. Charge at night & earn **\$400 a year on average** with SmartCharge NY.

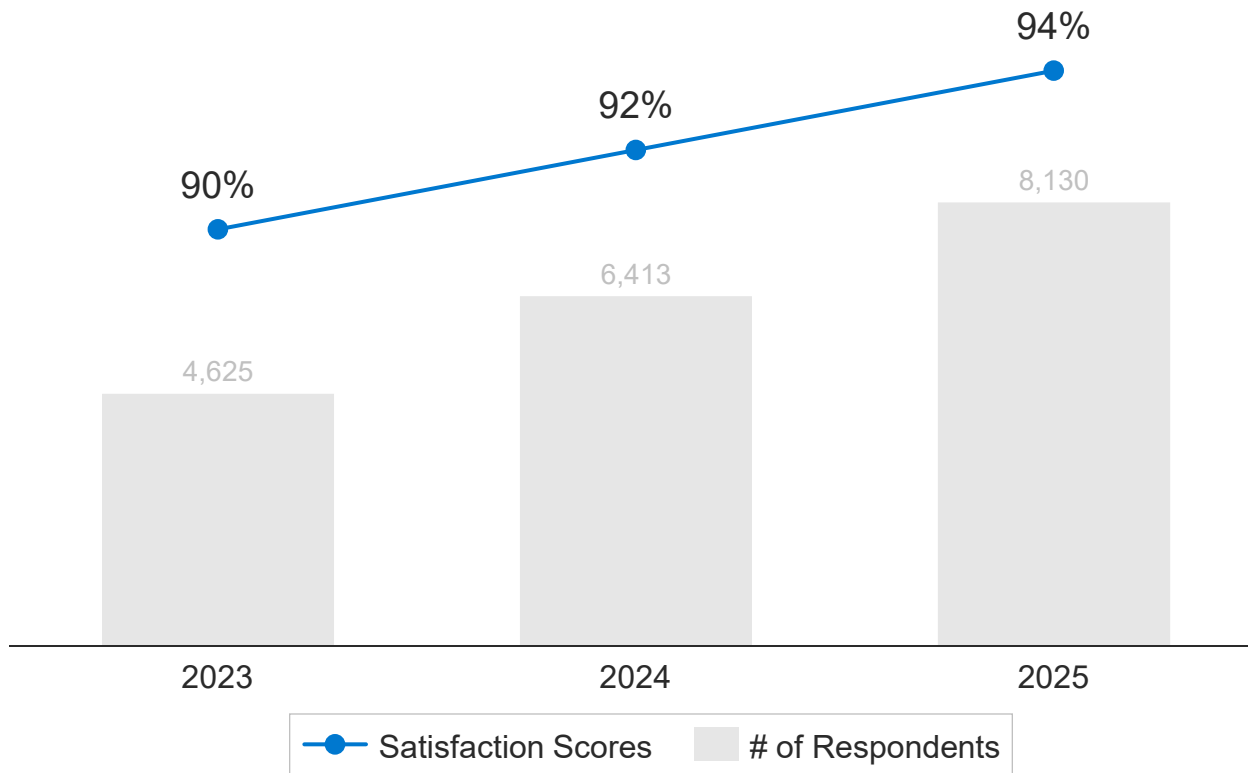
[Learn more](#)



Once enrolled, participant satisfaction supports retention rates; satisfaction continues to improve in response to program initiatives



Participant satisfaction scores, 2023-2025¹



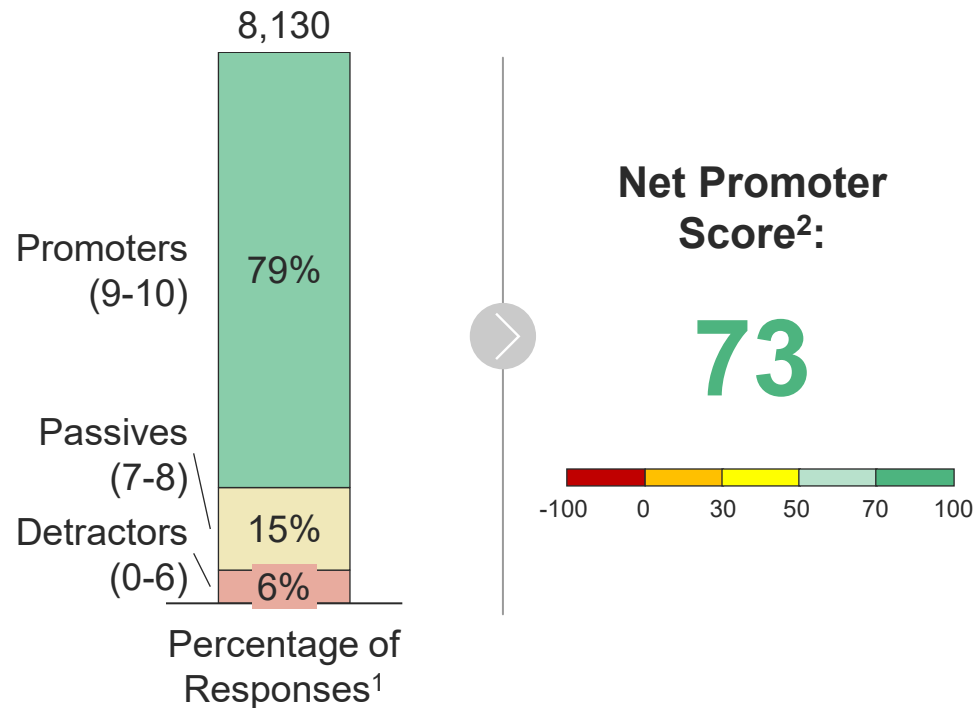
- Provided consistent off-bill monthly incentives through Venmo or PayPal, paired with clear participant messaging
- Delivered strong customer support, resulting in ~90% of participants who had contacted support reporting a positive experience
- Expanded program reach through Refer-a-Friend, which fostered trust and personal connection; about one-third of participants learned about the program through friends, family, or colleagues
- Developed and maintained an easy-to-use participant web portal, which participants consistently found useful and intuitive

[1] Participants respond to a single question asking how satisfied they are with SCNY. Overall satisfaction was determined by the percent of survey respondents who respond as either “somewhat satisfied” or “completely satisfied.”

Happy participants are more likely to promote or generate referrals, leading to a larger and therefore higher performing program



Likelihood to recommend, 2025



Participant Testimonials

“After joining the program, I feel more **knowledgeable about charging** usage, and Con Edison has been incredibly **supportive and helpful** with sharing information!”

– **D.P., Completely satisfied, Tesla Model 3**

“Getting **rewards and discounts** for charging mean a lot to me as a customer, it impacts the **family budget** at the same time as doing something **positive for environment.**”

– **J.C., Completely satisfied, Tesla Model Y**

“I **love your program**, I love the **credits**, I love the **information the portal provides** me, especially the amount of energy consumed.”

– **K.C., Neither satisfied nor dissatisfied, Hyundai Ioniq 5**

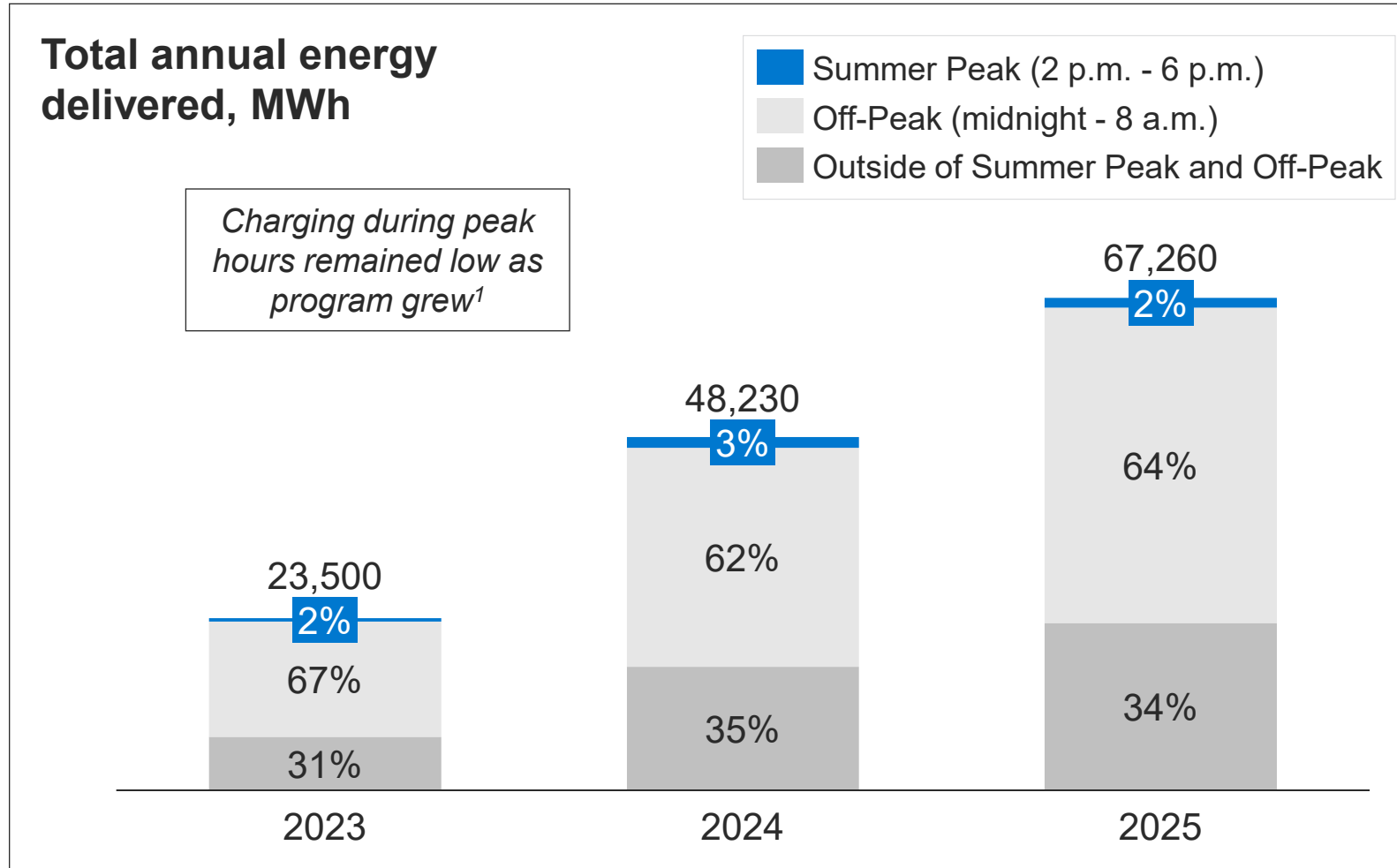
“SmartCharge **works well** and makes it **more economical to own an EV** while **protecting the grid and the environment.**”

– **N.S., Completely satisfied, Tesla Model S**

[1] Participants respond to a single question asking how likely they are to recommend the program to others on a 0-10 scale. Respondents who select 9 or 10 are classified as “Promoters,” those selecting 7 or 8 are considered “Passives,” and those selecting 0-6 are categorized as “Detractors.”

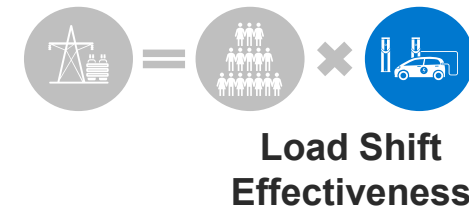
[2] Net Promoter Score (NPS) is calculated as the difference between promoters and detractors; NPS color scale derived from Sybill

Charging during peak hours continues to remain low as program scales

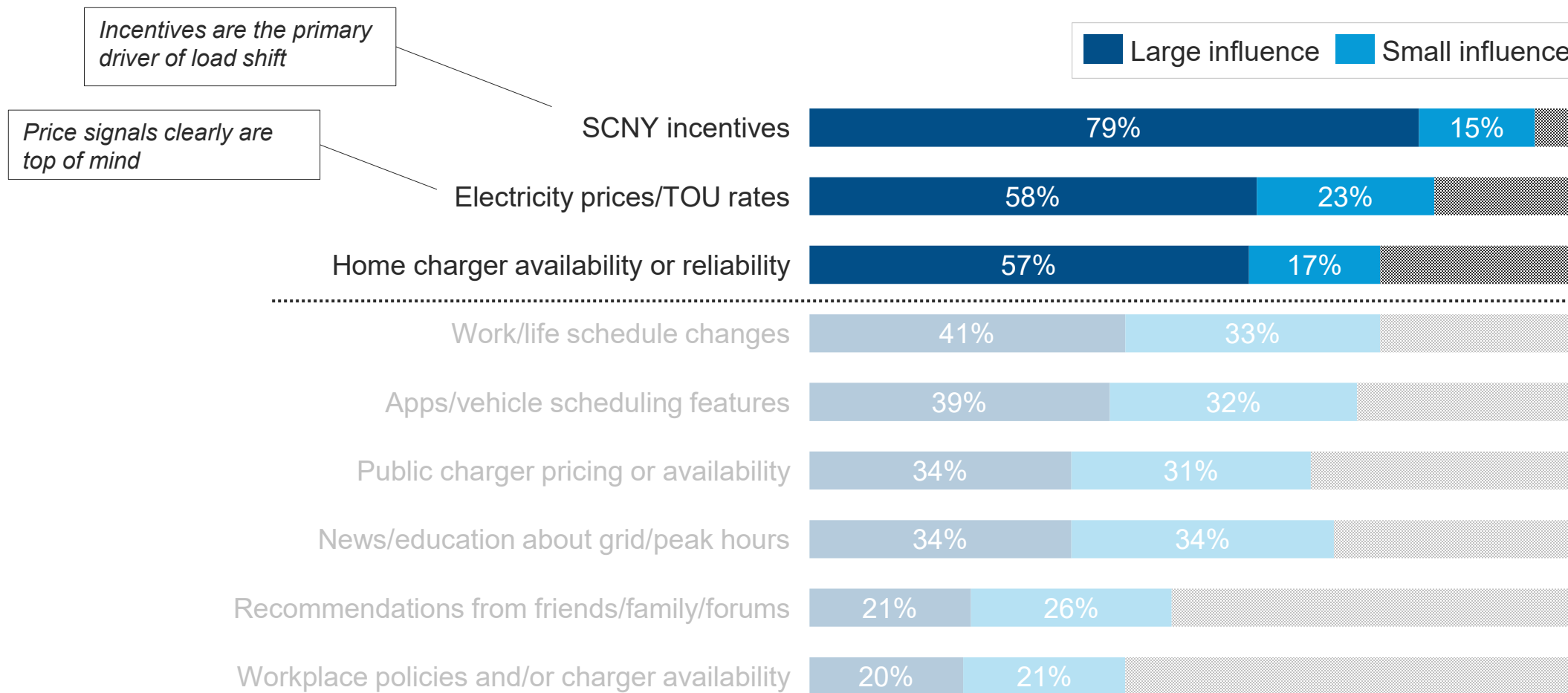


[1] Peak percentage is calculated as the energy consumption during peak period (2 p.m. to 6 p.m.) in the summer months only (June-September) divided by the total annual energy consumption.

Customer decisions on when to charge is driven more by incentives than any other reason



Factors influencing EV charging decisions¹



[1] Based on results from 2025 participant survey (n=8,130); participants were asked the question: Since getting an EV, what has influenced your decision of when you charge it?

Central Hudson

Presenter: Natalie Khalil



Contents For Discussion Purposes Only – Subject to Change



Central Hudson Launched the EV ChargeSmart Program in November 2023

Passive Managed Charging

- **Overview:** Participants in passive programs earn incentives by voluntarily shifting their charging habits to off-peak hours (outside the hours of 2pm-7pm)
- **Eligibility:** Participants must be residential electric customers with an eligible device that are not on a TOU rate
- **Incentives:** Calculated using charging data from participants
 - \$25 enrollment bonus (after 3 months of successful participation)
 - \$0.04/kWh of off-peak charging
 - Incentives show up as on bill credits every month

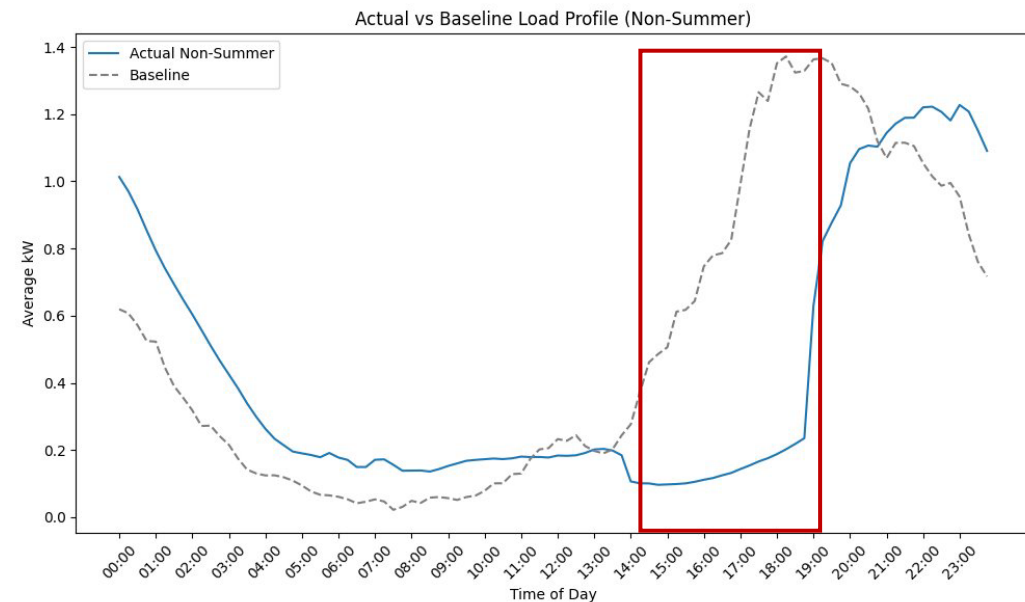
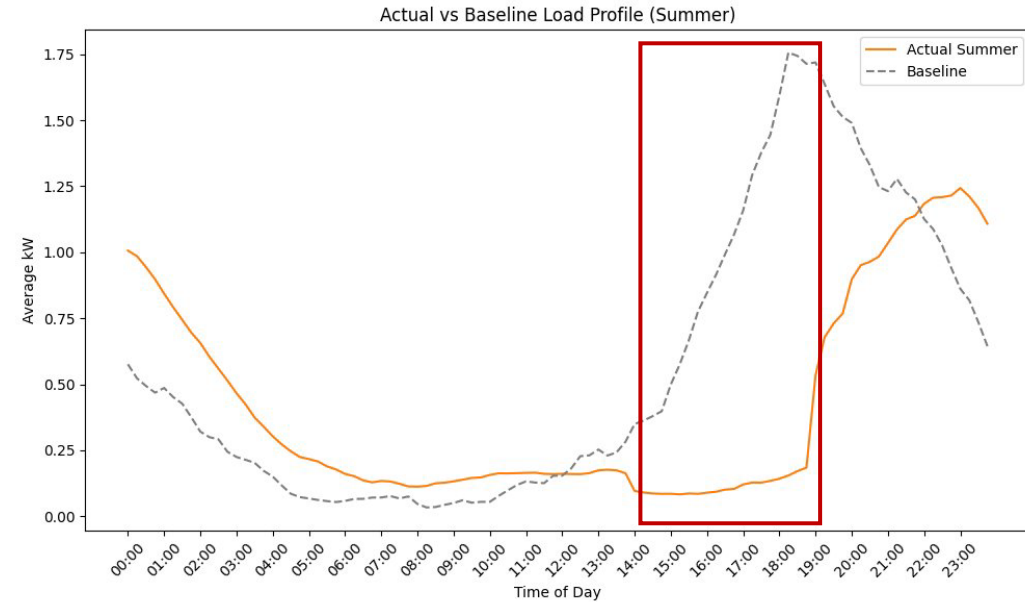
Active Managed Charging

- **Overview:** Central Hudson calls conservation events throughout the summer season (June-September). During an event, Central Hudson will pause or reduce the charging of participants devices to ease stress on the grid.
- **Eligibility:** Available to individuals living in CH NWA (Merritt Park & Northwest Corridor)
- **Incentives:** Calculated based on event participation
 - Distributed at a \$40 flat rate at the end of the season
 - Participants receive a \$20 bonus if they did not opt out at all during the season



Average Seasonal Daily Load Profiles

- Evaluated program effectiveness in shifting peak demand by comparing managed charging data to industry-standard unmanaged charging baseline
- Managed load profiles represent average hourly demand per participant, calculated across 837 unique devices over the 2025 program year
- Unmanaged baseline load profiles generated using the National Renewable Energy Laboratory's (NREL's) EVI-Pro simulation tool
- Summer (June – September) saw an average peak load reduction of **0.88 kW/participant** while non-summer (October – May) saw **0.72 kW/participant**



Program by the Numbers

- **760** enrolled devices (6.1% of EVs in service territory)
- From 2024 to 2025 customer satisfaction **increased 8%** and NPS **increased 24 points**
- **\$108** average incentive in 2025
- **93%** average off-peak charging
- **<5%** of participants chose to opt out of an event on average

Figure 1: Enrolled Devices by Date

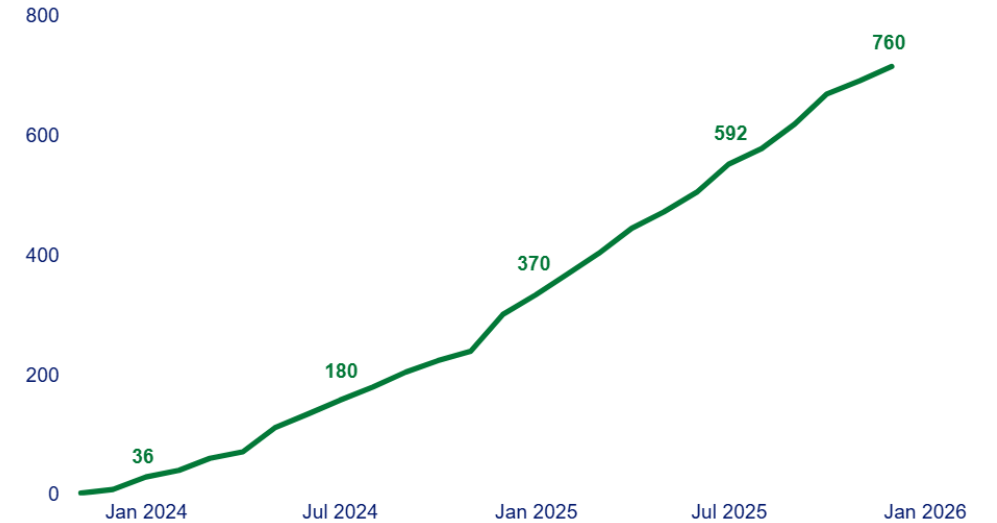
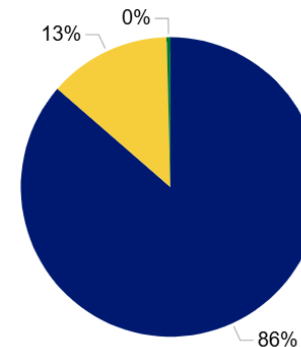
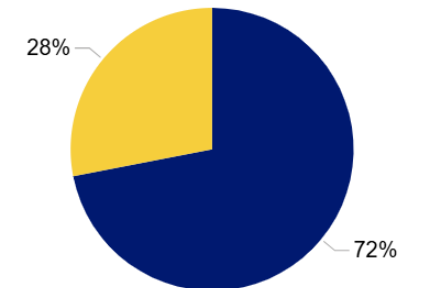


Figure 2: Percent of Devices by Program



Program ● Passive Only ● Passive and Active ● Active Only

Figure 3: Percent of Devices by Type



Device Type ● ev ● evse



Enrollment Driven by Marketing and Outreach Efforts

- Targeted **email and direct mail** marketing campaigns to identified EV owners
- **Social media** posts on Central Hudson accounts
- **Bill inserts** raising awareness of program for residential customers
- Central Hudson hosted **Ride & Drive** events in the community
- Offered **referral program** to drive enrollment through word of mouth
- Engaged key **community organizations** sharing program information and distributing collateral to foster partnerships
- Direct outreach to **EV dealerships** throughout the Central Hudson territory to provide dealerships with marketing collateral
- **EVSE OEMs** partner marketing to share program information through their established communication channels (apps, email lists)



Customer Feedback & Lessons Learned Led to Program Changes

- Introduced new **flat incentive rate (\$/kWh)** at the end of 2025. Change is designed to simplify the rewards process, making it easier for customers to anticipate and understand the benefits they receive from the program.
- Beginning in 2026, **transitioned from quarterly to monthly participation incentives**. Participants receive rewards more regularly, allowing them to more clearly connect their charging habits each month with the programs financial benefits.
- In 2025, launched a **Home Charging Report** to provide participants with insights into their electric vehicle charging behaviors and the incentives earned through the program. Distributed via email alongside incentive payments, the report is intended to keep participants informed and engaged regarding their performance and the advantages of shifting charging to off-peak hours.

"I'm happy to help this program however possible. I want it to grow and become more useful for myself and others!"



"I am very glad that you offer this program, which I hope you will continue. Thank you"



"I think it's great that Central Hudson is doing things to help the environment"



National Grid

Presenter: Vika Wasyliv-Yap



Contents For Discussion Purposes Only – Subject to Change

Charge Smart New York (CSNY) – Program Overview

Program Details

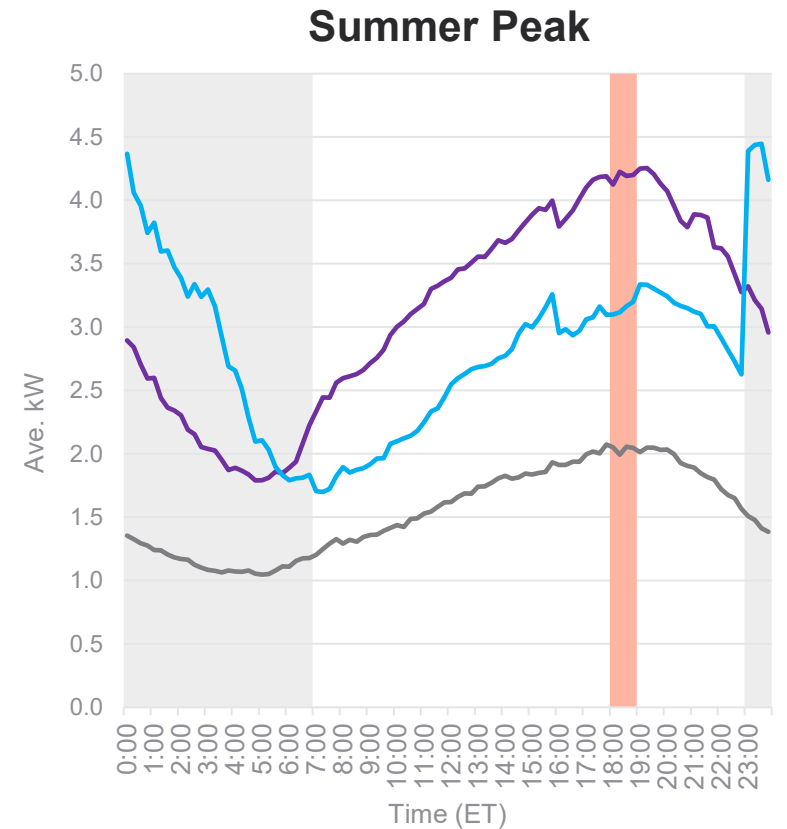
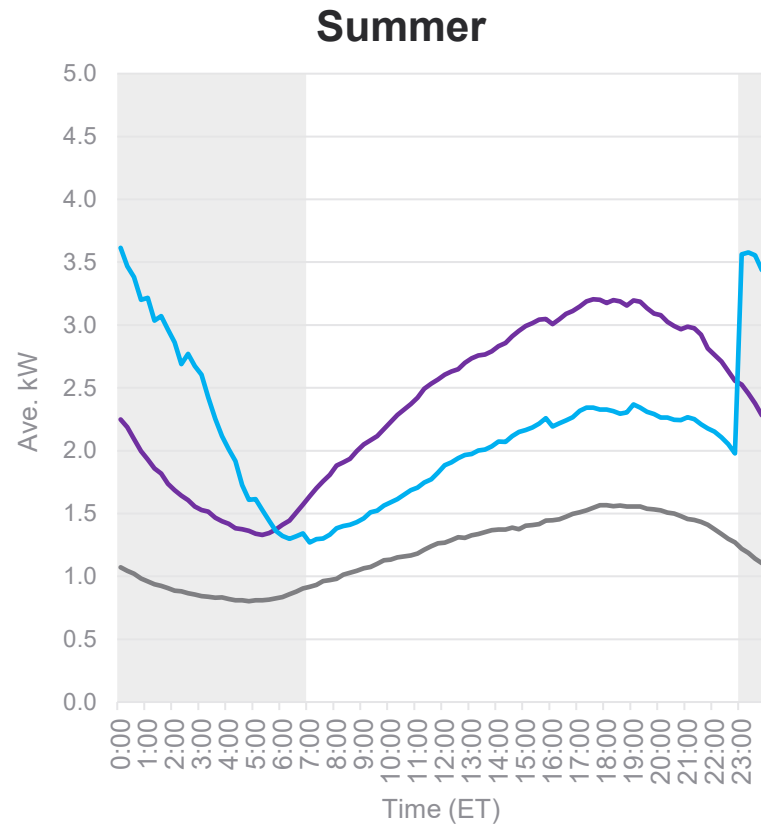
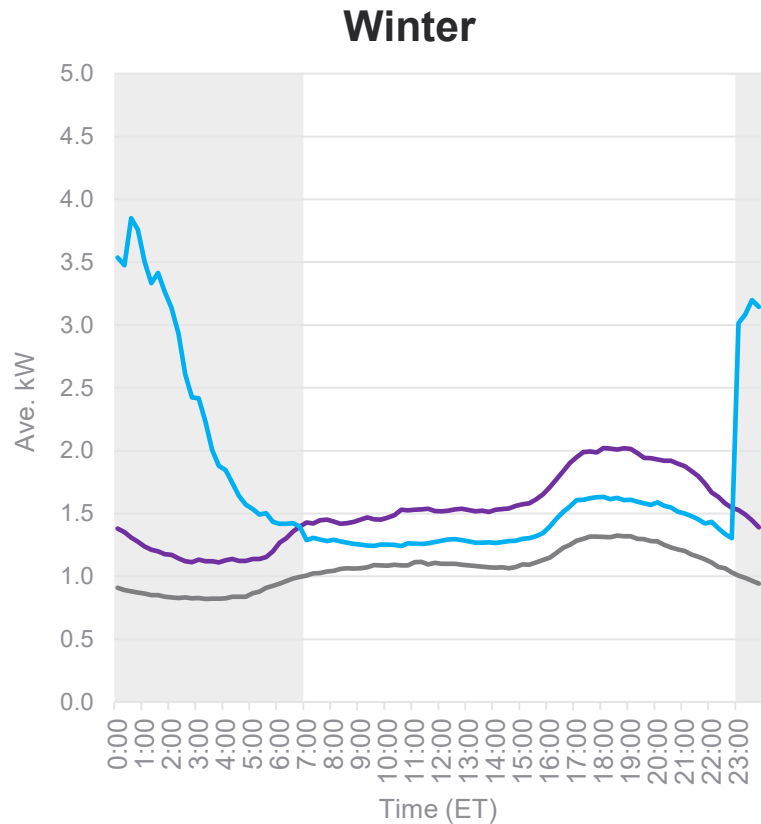
Off-Peak Hours	11 p.m. to 7 a.m. daily
Requirement to Earn	At least 80% of at-home charging is completed during off-peak hours.
Monthly Incentive	\$25 per customer Past: \$24 – September 2025 – March 2026 \$15 – September 2024 – August 2025
Enrollment Incentive	\$25
Incentive Payment Method	On-bill
Eligibility	National Grid Customers on a Standard Residential SC-1 Rate

Originally launched a subscription-based offering in 2023. The program re-launched under the current design in Sept. 2024.

Program supports **both active and passive managed charging**. All customers are eligible for the same monthly incentive.

Customers in active managed charging can choose to disable the active scheduling or do a one-time “charge now” option to charge immediately.

Why manage charging? EV loads are significant and, left unmanaged, will impact peak loads.



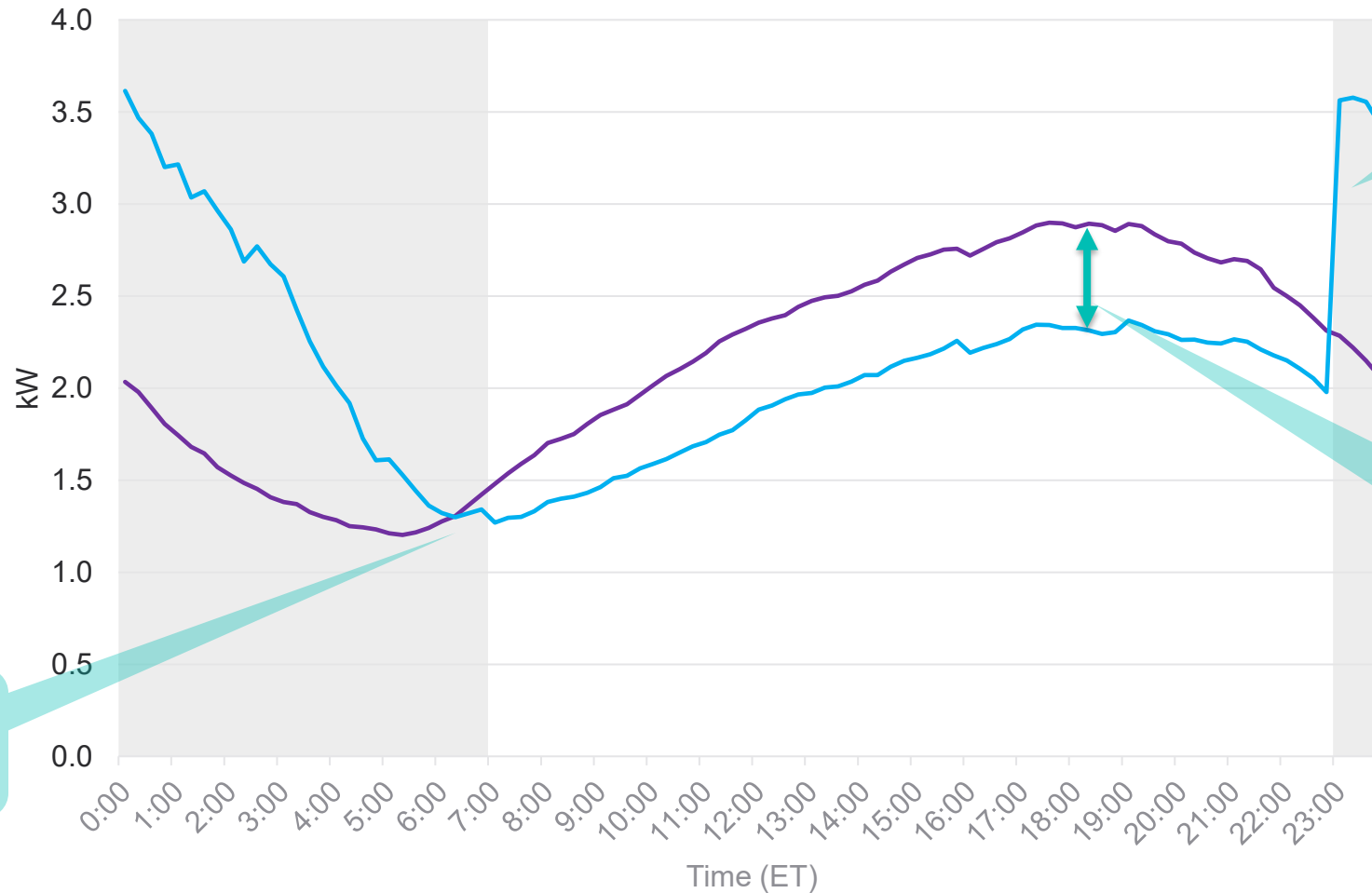
Off-Peak Hours
 Non EV (n = 327)
 Unmanaged (n=326)
 Managed (n=328)

Off-Peak Hours
 Non EV (n = 327)
 Unmanaged (n=326)
 Managed (n=328)

Off-Peak Hours
 Summer Peak Hour
 Unmanaged (n=326)
 Managed (n=328)

CSNY has effectively shifted load away from peak times in alignment with the current design

Average kW per Customer Summer 2025



Among customers who earn the monthly incentive

Most common EV “ready by” time set by customers is 7:00 a.m.

Noticeable “timer peak” at beginning of off-peak period

0.55 kW average reduction from 17:00-20:00 in Summer

National Grid

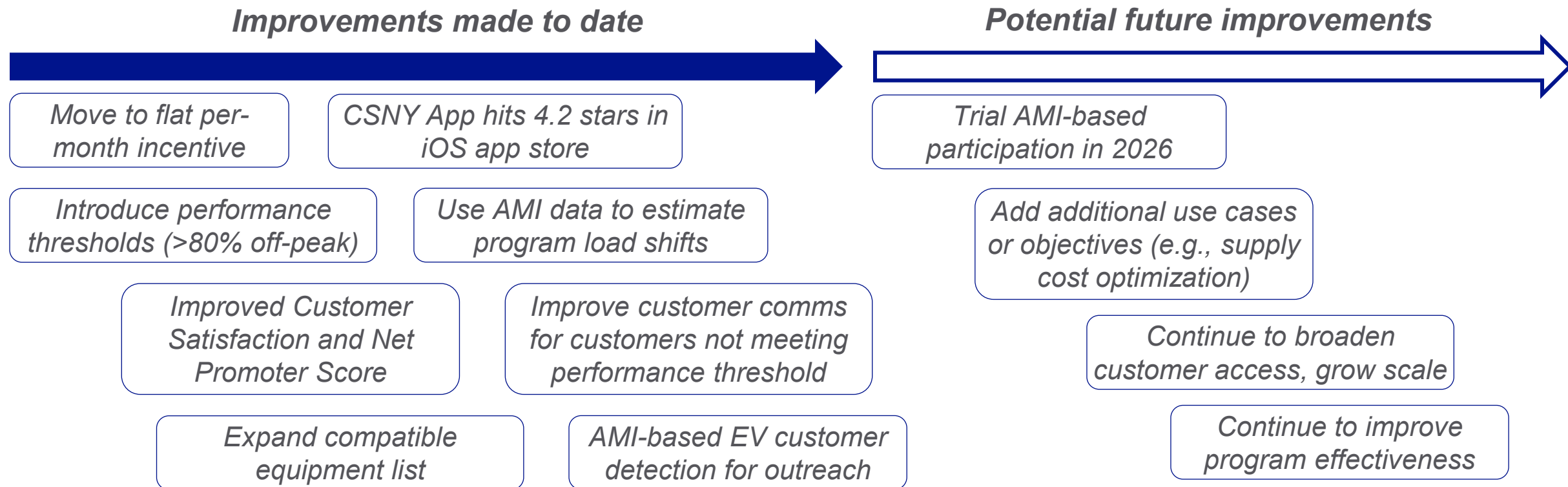
Off-Peak Hours Unmanaged (n=326) Managed (n=328)

* Energy use is normalized across the two groups to account for differences in overall energy use. See January 2026 MCIP in Case 18-E-0138 filing for full methodology.

Additional Lessons Learned

- The threshold model is effective and gives customers simple rules to follow with a predictable reward.
- Customers who know about CSNY want to join. The more enrollment paths available, the better.
- Customers perform better with consistent ongoing progress check-ins.
- Those enrolled in active managed charging tend to earn the incentive more often than those in passive managed charging.
- Participant attrition and disconnection are challenges that we're still figuring out how to address.
- We think there are potential value streams and areas of impact that we're not yet capturing with our current program.

We have made large strides improving our managed charging programs. The proposed recommendations will further allow us to support affordable EV charging.



NYSEG/RG&E

Presenter: Charles Spence



Contents For Discussion Purposes Only – Subject to Change



- Available July 2023 to customers who own or lease a BEV/PHEV.
- Ongoing incentive calculated monthly: Total EV kWh X (SC-1 rate – EV TOU rate).
- Participant must connect qualifying EV and/or EVSE to the platform and participate for ≥12 months.
- Ongoing incentives paid quarterly via Venmo or PayPal.
- Enrollments capped at 2 per utility account.

Baseline Tier (*Passive Managed Charging*)

- **\$25 Enrollment Incentive** (*one-time*)
- *Shift ≥ 80% of at-home EV charging to off-peak*
- *User sets schedule within OEM app or program platform*

Advanced Tier (*Active Managed Charging*)

- **\$150 Enrollment Incentive** (*one-time*)
- **Ready-By Time & State of Charge** set in program platform
- **Must not override optimization >3x per month when that override results in >15 mins of on-peak charging**

Utility	On-Peak & Off-Peak Hours	
NYSEG	Eastern Daylight Time On-peak: 8 a.m. – 12:30 a.m., 7 days a week Off-peak 12:30 a.m. – 8 a.m., 7 days a week; holidays	Eastern Standard Time On-peak 7 a.m. – 11:30 p.m., 7 days a week Off-peak 11:30 p.m. – 7 a.m., 7 days a week; holidays
RG&E	On-peak 7 a.m. – 9 p.m. Monday – Friday. Off-peak 9 p.m. – 7 a.m. - Monday – Friday and all-day Saturday and Sunday; holidays	

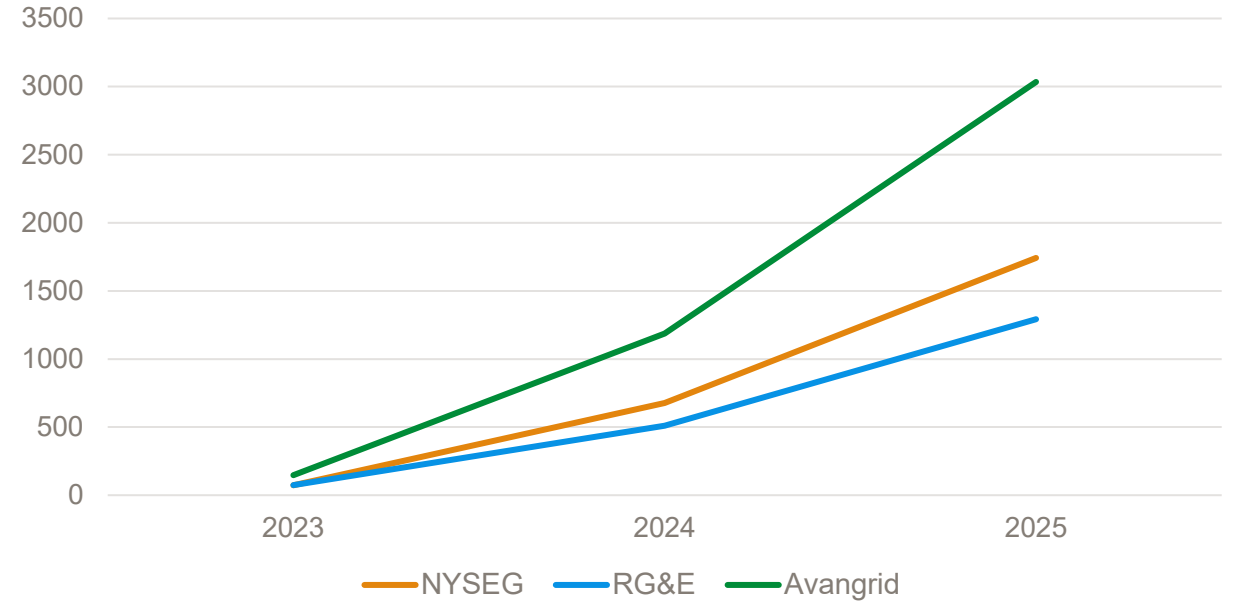
NYSEG

- **1,742 Enrollees** (6% of EVs in service area)
- Average participant earned **\$116 in ongoing incentives**
- Average participant reduced summer peak (2-8pm) load by **0.18 kW**
- In 2025, **69% of charging** took place during the off-peak period; *NYSEG has a very short off-peak period compared to RG&E.*

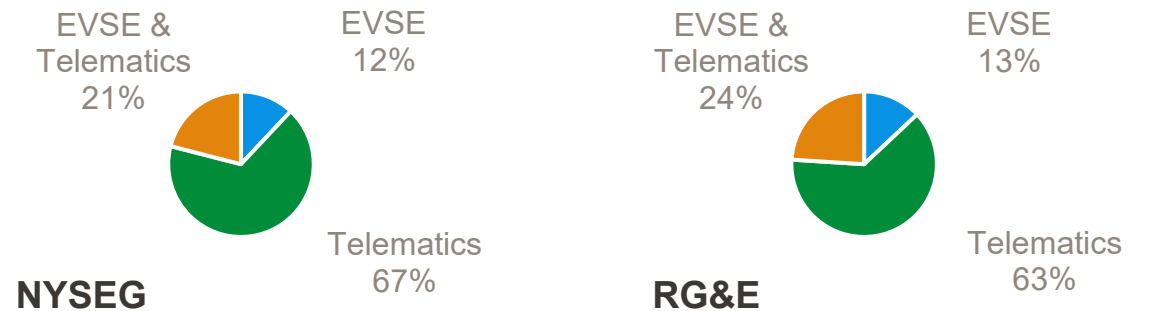
RG&E

- **1,292 Enrollees** (8% of EVs in service area)
- Average participant earned **\$102 in ongoing incentives**
- Average participant reduced summer peak (2-8pm) load by **0.15 kW**
- In 2025, **88% of charging** took place during the off-peak period

Cumulative Enrollments



Percent of Enrollment by Participation Pathway



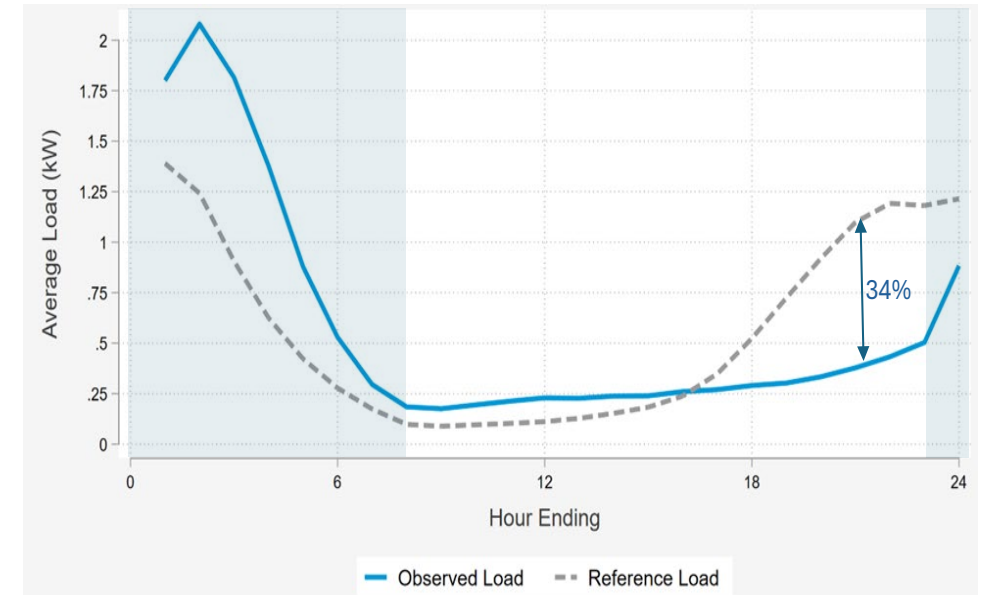
“Charge Now” Counterfactual Methodology

Observed charging demand **versus** estimated customer unmanaged charging usage (counterfactual load via “**Charge Now**” = charging begins on plug in; charges until desired state of charge achieved).

- Observed load is **higher** than the reference load from 12 a.m. – 3 p.m.
- Late afternoon, reference load grows but **observed load is steady until late evening**.
- Participants **shifting charging** from evening to early morning for **off-peak charging**.
- Program load management drives a **34% shift of charging to outside peak period**.
- Est. demand reduction of **0.17MW** and avoided system peak generation of **998 MWh**.

“Charge Now” method **helpful for aggregated estimates**, but using whole home AMI data, NYSEDA Drive Clean rebate data, and participant charging history, able to **sample participants and non-participants directly**.

NYSEG Managed Charging Observed & Unmanaged Reference Load Profiles



Known EV Drivers – Participant vs. Non-Participant Methodology

Analyzed whole home hourly AMI data to validate program participation load reduction. Load shapes developed using hourly interval data from 3 sample groups of NYSEG and of RG&E customers.

Group 1: Residential EV customers not participating in Managed Charging who are confirmed to have L2 charger at home via NYSERDA Drive Clean rebate list.

Group 2: Baseline Tier participants.

Group 3: Advanced Tier participants.

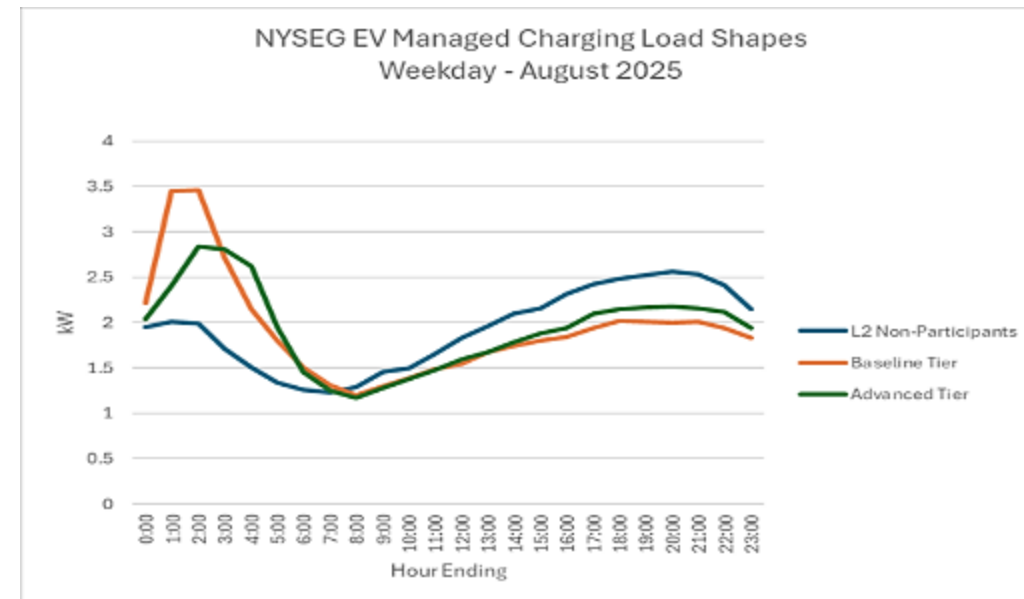
Load shapes show average demand for the weekday hours across samples.

NYSEG August 2025 Load Shapes

- **Consistent reduction** in afternoon & evening **load** (participants vs. non-participants)
- Largest hourly average reduction for **Baseline** was **0.6 kW**.
- Largest hourly average reduction for **Advanced** was **0.4 kW**.

Avoid “Timer Peaks” in Baseline (Passive) Tier with Advanced (Active) Tier Optimization.

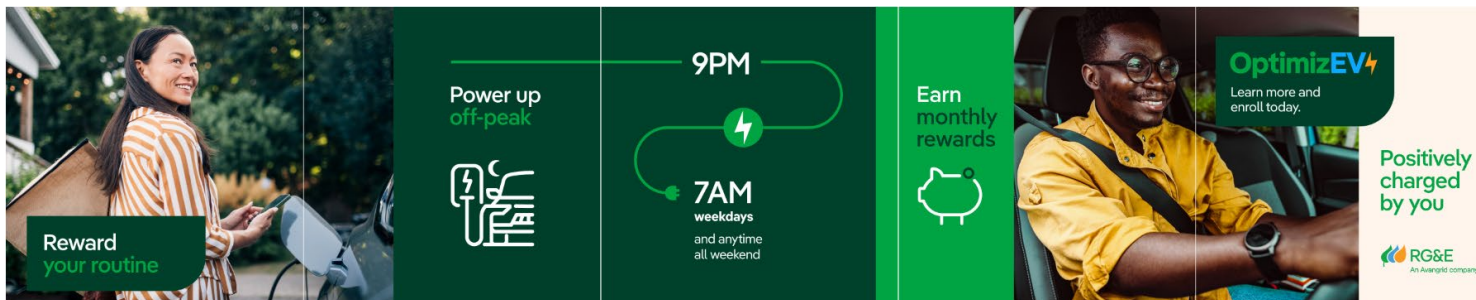
Example Month NYSEG August 2025



NYSEG and RG&E developed and launched several marketing and outreach efforts to drive awareness of programs and enrollments.

- Launched “**Positively Charged**” messaging campaign focusing on dual benefits, behavioral shifts, and the intuitive nature of OptimizEV.
- **Targeted media buying** via social media, streaming audio, and other channels. **Digital video advertising** (Instagram and Facebook) to engage EV lifestyle segments.
- **Redesigned program web pages** to *improve clarity and simplify navigation*, while providing enough information to understand OptimizEV.
- Recurring, targeted **email marketing** campaigns to **NYSERDA Drive Clean Rebate** recipient list.
- Program **brochures** to assist channel partners or event support.
- Ongoing **Google search campaign** targeting those interested in EVs and EV charging information.

Enrollments in OptimizEV increased between 2024 and 2025 by >150%.



Customer Feedback & A Lesson Learned

Opportunities for improving customer experience:

- **Communication & Education:** understanding program structure, tier of participation, and how to use program platform.
- **Incentive Comprehension:** understanding incentive structure, regularity of payouts.
- **Qualifying Equipment:** how the technology they own influences how they can participate the program.

Recent Improvements:

- **Optimized Communications:** Launched 01/2026. Streamlines “in-life” participant communications. Reduced email text. Concise program details. Clearer “calls to action.” Direct links to helpful resources.
- **Improved Website:** Refined website experience. Made more concise. Added more structure and visual aids. Direct links for specific customer actions.
- **Improved “Incentive Tab” in App & Web Portal:** regularity of updates; clarity of information

Improvements will drive better understanding in all program areas, facilitate higher quality educational experiences, create more fluid and simple participation, provide more ongoing and useful insights.

An Additional Lesson Learned:

A universal off-peak period – not tied to tariff periods – would provide **greater flexibility for participants** and **potential future value**.

Example: a similar program in Northeast aligns program's on-peak with ISO peak, not TOU peak. (TOU on-peak is 12-8pm, but ISO peak is 3-9pm)

Incentives

\$266.23

Total earned

Advanced Monthly Incentive

Earn monthly incentives by smart charging and not overriding your managed charging schedule to charge on-peak (7:00am-9:00pm ET M-F...



Payout method

Venmo:

[Edit](#)

Monthly breakdown

November 2025 \$2.37

Advanced Monthly Incentive

✓ Paid · 30 Jan

\$2.37 >

October 2025 \$6.18

Advanced Monthly Incentive

✓ Paid · 30 Jan

\$6.18 >

September 2025 \$23.09

Advanced Monthly Incentive

✓ Paid · 30 Oct

\$23.09 >

August 2025 \$21.17

Advanced Monthly Incentive

✓ Paid · 30 Oct

\$21.17 >

July 2025 \$5.45

Advanced Monthly Incentive

✓ Paid · 30 Oct

\$5.45 >



Dashboard



Smart



Stats



Incentives

Orange & Rockland

Presenter: Adam Smith



JOINT UTILITIES
OF NEW YORK

Contents For Discussion Purposes Only – Subject to Change

SmartCharge New York (SCNY)

Program Overview

Launch Year	April 2023
Program Type	Passive
Incentive Type	Off-bill

Current Charging Incentive Overview

Off-Peak <i>(Year-round, everyday between 12 a.m. – 8 a.m.)</i>	<ul style="list-style-type: none"> • \$0.07/kWh for off-peak charging
Avoided Summer Peak <i>(Jun – Sep, all weekdays between 2 p.m. – 6 p.m.)</i>	<ul style="list-style-type: none"> • \$35 per month for avoided summer peak charging
Additional <i>(referral, 3-month bonus, survey)</i>	<ul style="list-style-type: none"> • \$25 each for referee and referrer • \$25 bonus for every 5 successful referrals • \$25 one-time bonus after 3 months charging (non-consecutive) • \$25 annual survey bonus

Eligibility Requirements

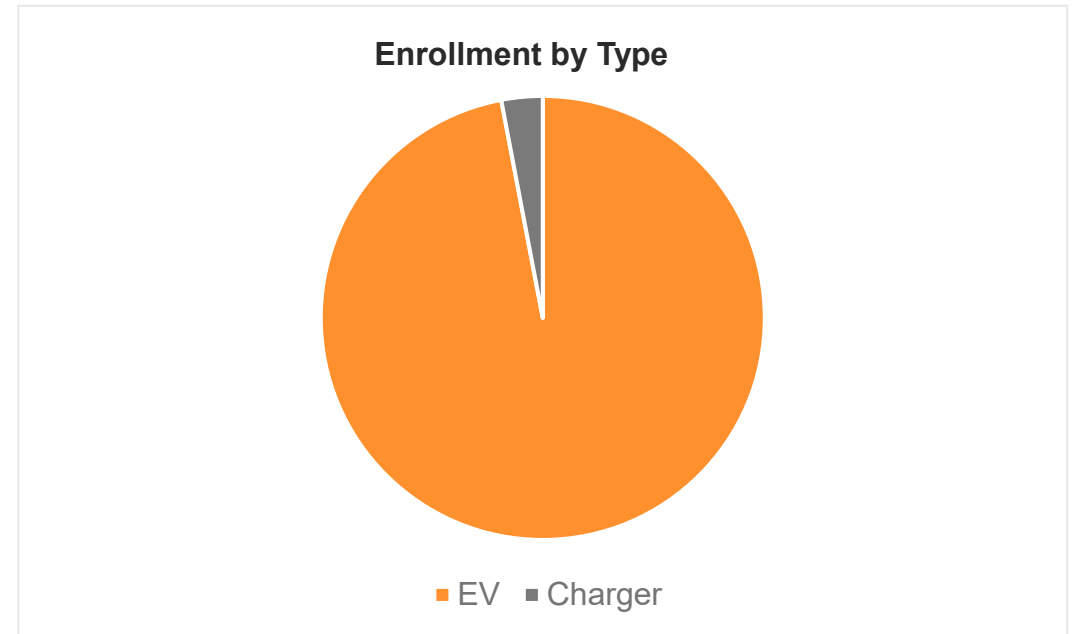
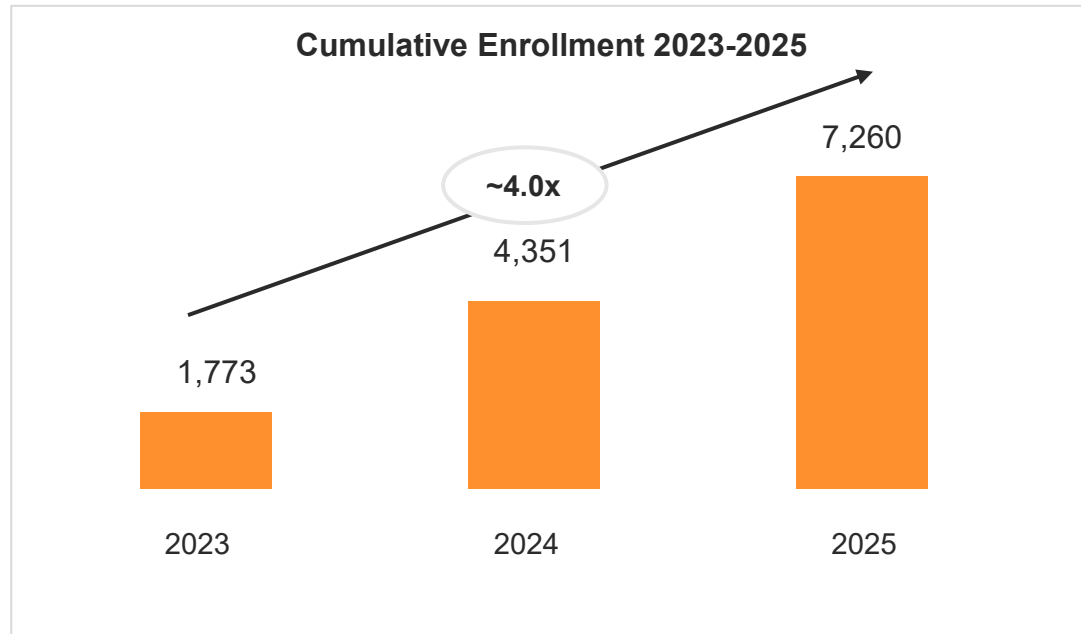
Who	Individuals 18 or older
Where	Charge within O&R's service territory
How*	<ul style="list-style-type: none"> • Own or lease an eligible vehicle • Own a charger connected to O&R's grid

***Compatible Models** Over 100 EV makes and models and 7 EVSEs are compatible as of Dec 2025

Enrollments

Key Takeaways:

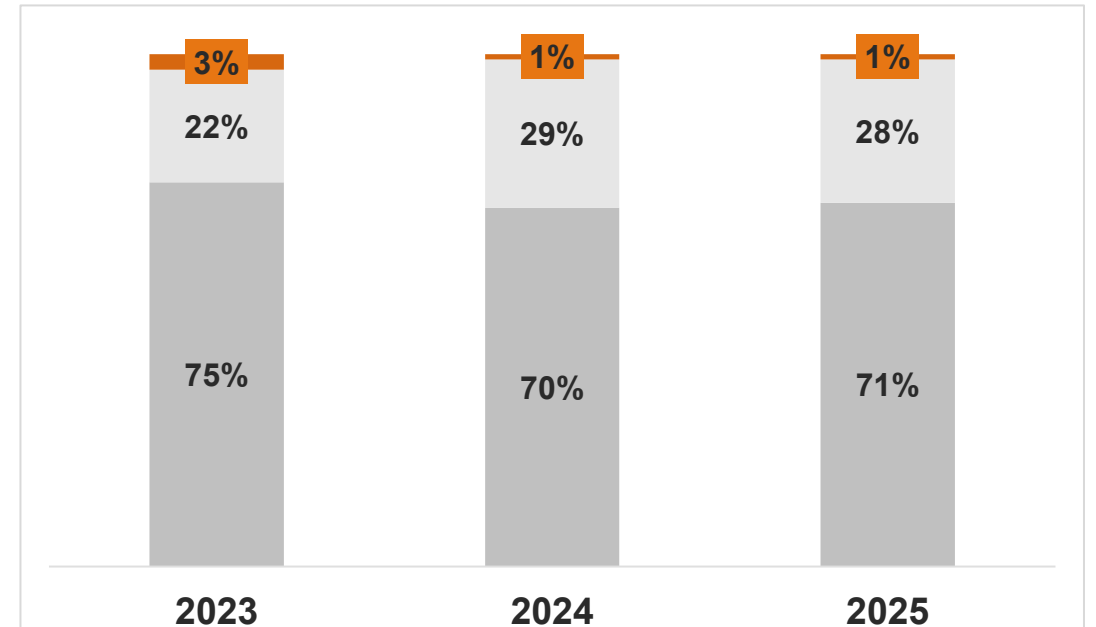
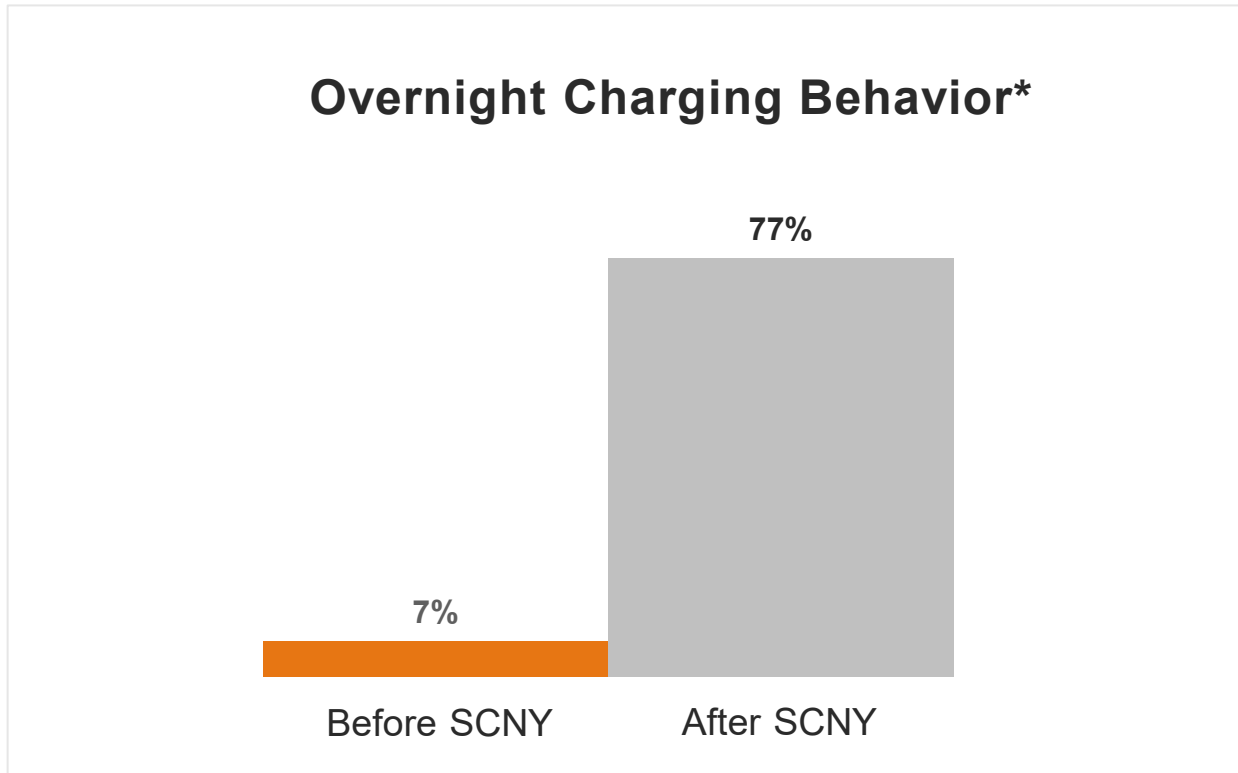
Enrollment increases 400% over last 2 years, reaching 7,260 by YE 2025 — equivalent to 62% of O&R EVs in territory and well above the 25% PSC goal — with 97% participating via telematics.



Charging Behavior

Key Takeaways:

Post enrollment behavior drives material load shifting, with overnight charging increasing from 7% to 77%, and even for those enrolled, on-peak energy use continues to decline from 3% in 2023 to 1% in 2025.



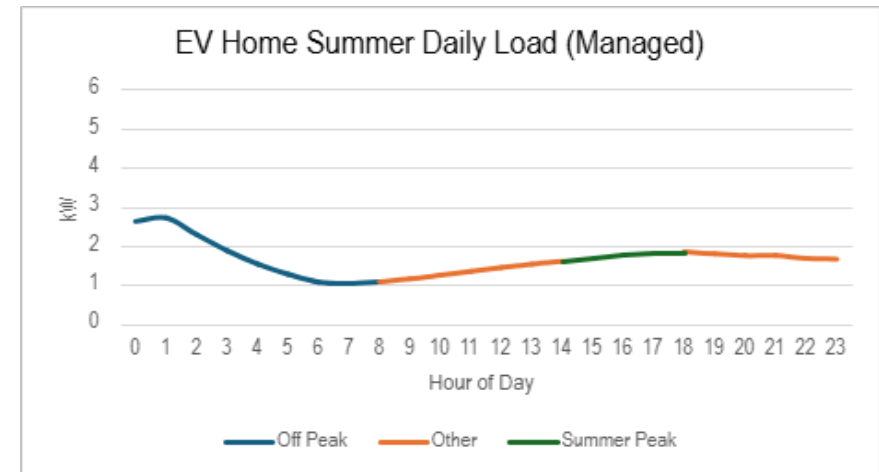
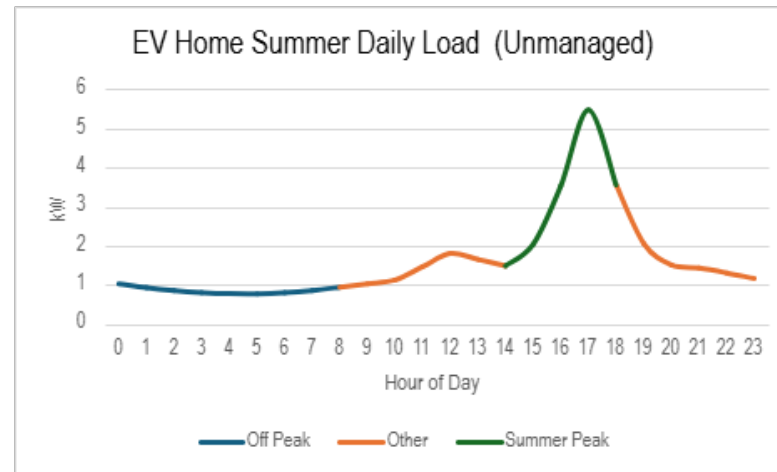
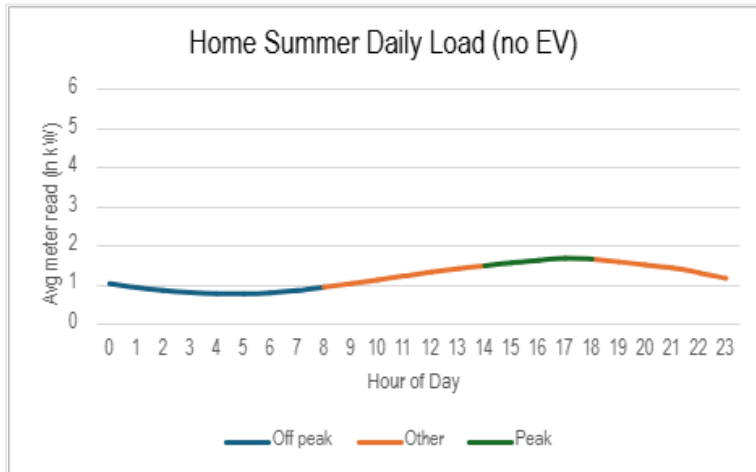
- Summer Peak (2 p.m. - 6 p.m.)
- Off-Peak (midnight - 8 a.m.)
- Outside of Summer Peak and Off-Peak

*(Overnight = midnight to 8am) data from 2025 participant survey

Passive Managed Charging Works

Key Takeaways:

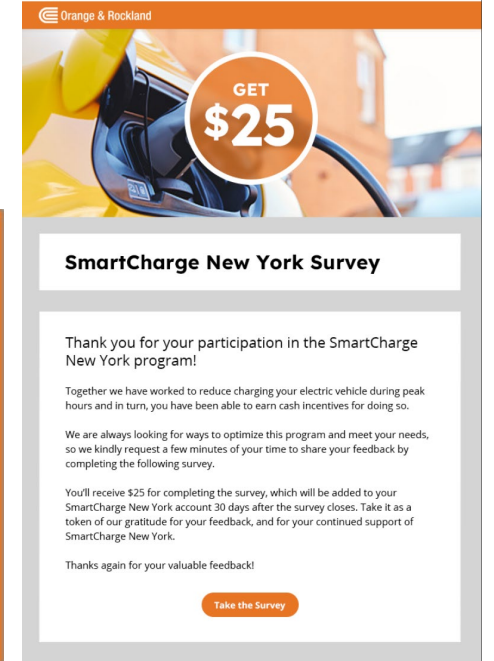
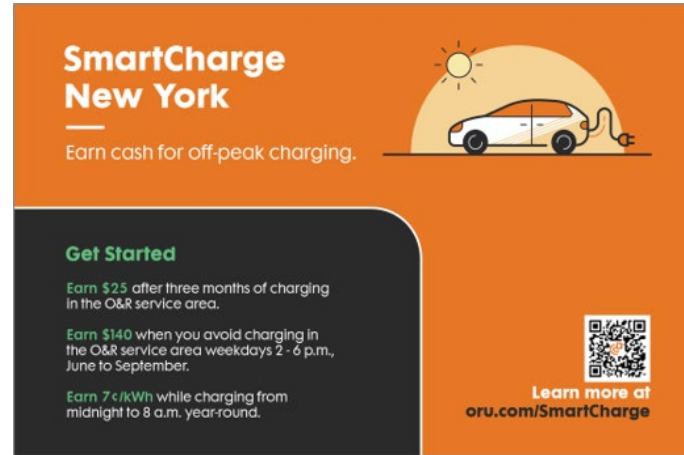
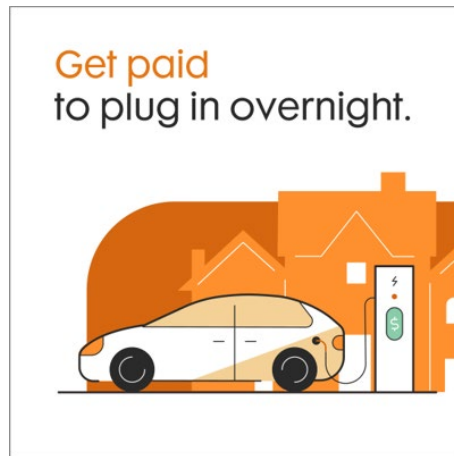
Managed charging significantly mitigates the grid impacts of EV adoption, not changing the total energy consumed but shifting the timing of the load off-peak.



Marketing & Outreach

Key Takeaways:

O&R has significant presence in our community with over 70 events and more than 100 advertising campaigns to date.



Customer Feedback

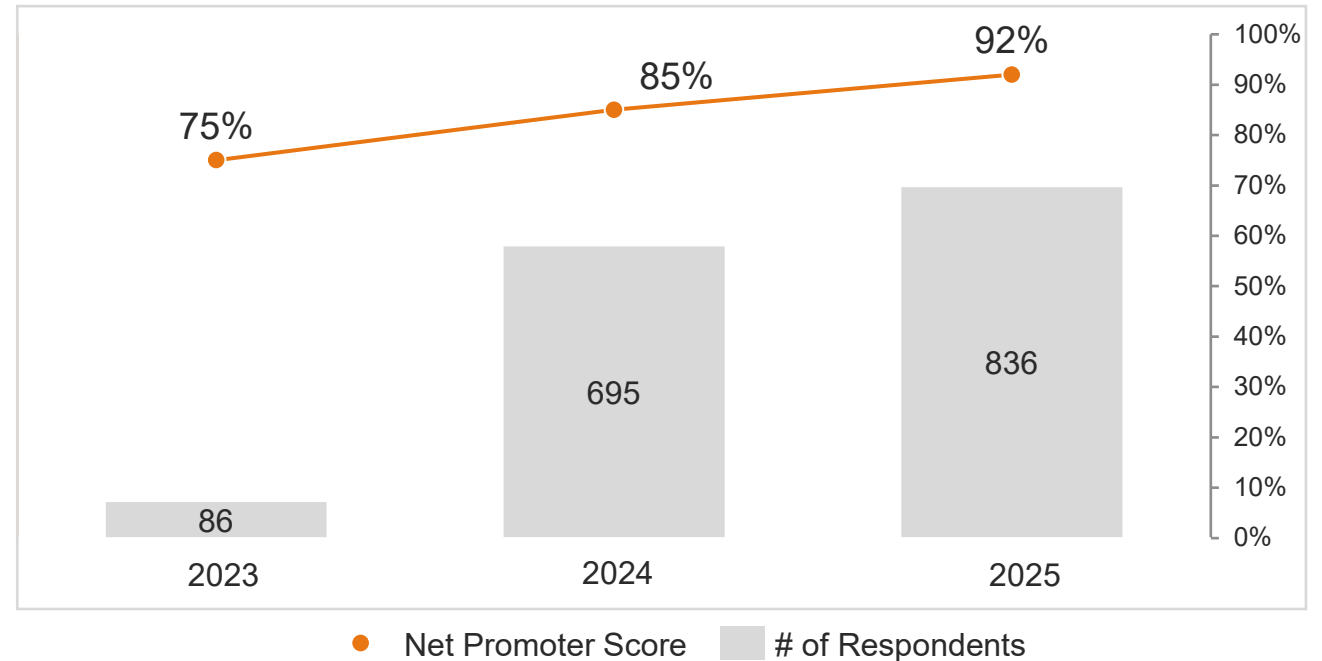
Key Takeaways:

Participants are highly satisfied, with a 92% Net Promoter Score — well above the PSC target of 75% — driven by simple enrollment, clear value, and timely incentive payments.

"This program offers a **fantastic opportunity to give back to those who have chosen to go with electric cars** to help the environment. The program is **super simple** and set up and monitoring couldn't have been easier. The **off-peak summer incentives are great** as it causes me to think how I am charging my car and how I can be more responsible to help the grid." **10/10**

-Jamieson B., O&R : *Completely Satisfied*, Tesla Model Y

Net Promoter Scores, 2023-2025



Lessons Learned

Consistent with Comprehensive Report Recommendations

**Simplicity
Enables Scale**

**Financial
Flexibility**

**Incentives
Drive Outcomes**

**Targeted Outreach
Matters**

**Technology
Flexibility**

Q&A



Contents For Discussion Purposes Only – Subject to Change

