



Dianne M. Triplett
DEPUTY GENERAL COUNSEL

December 19, 2024

VIA ELECTRONIC FILING

Adam J. Teitzman, Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Re: *Duke Energy Florida, LLC's Application for limited proceeding to approve 2021 Settlement Agreement and 2017 second revised and restated settlement agreement;*
Docket No. 20170183-EI and 20210016-EI

Dear Mr. Teitzman:

Enclosed for filing on behalf of Duke Energy Florida, LLC ("DEF") is DEF's Electric Vehicle Programs— 7th Annual Report (December 2024), in accordance with Paragraph 17.f.ii of the 2017 Second Revised and Restated Settlement Agreement, which was approved in Order No. PSC-2017-0451-AS-EU, dated November 20, 2017 and Paragraph 17 of the 2021 Settlement Agreement and approved by Order No. 2021-0202-AS-EI, dated June 4, 2021.

Thank you for your assistance in this matter. Please feel free to call me at (727) 820-4692 should you have any questions concerning this filing.

Sincerely,

/s/ Dianne M. Triplett

Dianne M. Triplett

DMT/vr
Enclosure

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a true and correct copy of the foregoing has been furnished via electronic mail to the following this 19th day of December, 2024.

/s/ Dianne M. Triplett

Attorney

<p>Margo DuVal/ Suzanne S. Brownless Office of the General Counsel Florida Public Service Commission 2540 Shumard Oak Boulevard Tallahassee, FL 32399-0850 mduval@psc.state.fl.us sbrownle@psc.state.fl.us</p> <p>Jon C. Moyle, Jr. Moyle Law Firm, P.A. Florida Industrial Power Users Group (FIPUG) 118 North Gadsden Street Tallahassee, FL 32301 jmoyle@moylelaw.com</p> <p>George Cavros Southern Alliance for Clean Energy (SACE) 120 E. Oakland Park Boulevard, Ste. 105 Fort Lauderdale, FL 33334 george@cavros-law.com</p> <p>Spilman Law Firm Walmart Barry A. Naum 1100 Bent Creek Boulevard, Suite 101 Mechanicsburg PA 17050 (717) 795-2742 (717) 795-2743 bnaum@spilmanlaw.com</p>	<p>Charles J. Rehwinkel Office of Public Counsel c/o The Florida Legislature 111 West Madison Street, Rm. 812 Tallahassee, FL 32399 rehwinkel.charles@leg.state.fl.us</p> <p>Robert Scheffel Wright / John T. LaVia III Gardner Law Firm Florida Retail Federation (FRF) 1300 Thomaswood Drive Tallahassee, FL 32308 schef@gbwlegal.com jlavia@gbwlegal.com</p> <p>James W. Brew / Laura W. Baker/ Michael K. Lavanga Stone Law Firm PCS Phosphate 1025 Thomas Jefferson Street, N.W., Ste. 800 Washington, DC 20007 jbrew@smxblaw.com lwb@smxblaw.com mkl@smxblaw.com</p> <p>Nucor Steel Florida, Inc. Corey Allain 22 Nucor Drive Frostproof FL 33843 (843) 546-5777 corey.allain@nucor.com</p> <p>Spilman Law Firm Stephanie U. Eaton 110 Oakwood Drive, Suite 500 Winston-Salem NC 27103 seaton@spilmanlaw.com</p>
--	--

Duke Energy Florida, LLC

Electric Vehicle Programs

7th Annual Report

December 2024



Contents

EXECUTIVE SUMMARY2

 Program History 2

 Program Status..... 2

 Park & Plug DCFC 2

 Residential Off-Peak Credit..... 2

 EVSE C&I Rebate 3

2021 SETTLEMENT AGREEMENT3

 Park & Plug DCFC Expansion 3

 Residential Off-Peak Credit..... 3

 EVSE C&I Rebate 3

PARK & PLUG DCFC EXPANSION3

 Deployment Approach 3

 Data Collection 4

 DCFC Expansion Status 4

 Program Spend..... 6

 Operating Statistics of Installed Charger Network 6

RESIDENTIAL OFF-PEAK CREDIT8

 Program Summary 8

 Program Status 9

 Load Shift Results..... 9

 Program Spend..... 10

 Lessons Learned: 10

EVSE C&I REBATES.....11

 Program Summary 11

 Program Status & Results to Date 12

 Program Spend..... 14

 PAGEREF _Toc184728847 \h Figure 16. Car Dealership Site 2..... 16

 Program Challenges 16

EDUCATION & OUTREACH17

 General EV Advertising 17

EXECUTIVE SUMMARY

Program History

On November 20, 2017, the Florida Public Service Commission (“FPSC”) approved the 2017 Second Revised and Restated Settlement Agreement (“2017 RRSSA”) with Duke Energy Florida (“DEF”) that included a provision to allow DEF to initiate a Pilot Program, known as “Park & Plug” or “P&P,” to install, own and operate electric vehicle service equipment (“EVSE”) infrastructure within its service territory (“EVSE Pilot”). The FPSC later approved Duke Energy’s 2021 Settlement Agreement, which allowed DEF to continue certain aspects of the EVSE Pilot and pursue additional EV programs. This report provides an update on the transition of portions of Park & Plug not continued by the 2021 Settlement agreement as well as deployment of the EV programs authorized by the 2021 Settlement Agreement.

The EV programs that were approved as part of the 2021 Settlement Agreement are the Residential Off-Peak Credit program, the EVSE Commercial and Industrial (C&I) Rebate program and the Park & Plug DCFC Expansion program. The Residential Off-Peak Credit program provides eligible EV drivers a monthly \$10 bill credit for avoiding charging during peak hours. The EVSE C&I Rebate program provides eligible C&I customers rebates for installing EV chargers. Rebate amounts for this program vary by segment. The P&P expansion effort was originally approved to install up to 100 new DC fast chargers at 50 sites and upgrade up to 50 DC fast chargers at existing locations. However, as demonstrated in this and prior reports, DEF has not pursued installations at those limits.

Program Status

Park & Plug DCFC

The Park & Plug program is on track to construct twelve DCFC sites in 2024, including three new locations and nine upgraded sites. Hardware deployed to date includes both 150 kW and 180 kw chargers, an increase in capacity as compared to the majority of hardware installed in the first phase of deployment.

In 2024, the program continued to focus on reliability during the refurbishment of older sites and installation of new sites with new models of equipment. Typical monthly snapshot average of the charger network showed that 88% of units were online and available to the public.

Residential Off-Peak Credit

The Florida Off-Peak credit program continued success in 2024. Customer participation has once again reached the annual enrollment limit of 1,000 new customers, with an additional 1500+ customers on a waitlist anticipating open spots in 2025 when the program will transition from limited-enrollment pilot to a permanent program that allows unlimited enrollment.

In 2024, the program also saw results in terms of shift in EV charging load. As participants have adapted to the charging guidelines set within the program, on-peak charging has decreased by more than 68% as compared to before program implementation.

EVSE C&I Rebate

The program launched in January of 2022 and has received 134 applications. Notably, participation has been limited in part because customers chose not to go on the single rate available to remain eligible for rebates. In response to this, the Company has added additional, eligible rates. To date, the program has issued rebates to 15 customers for 103 EVSE totaling \$931,597.

2021 SETTLEMENT AGREEMENT

The 2021 Settlement Agreement authorized the Company to deploy three programs, as follows:

- Park & Plug DCFC Expansion
- Residential Off-Peak Credit
- EVSE C&I Rebates

Park & Plug DCFC Expansion

Approval for the DCFC Expansion includes \$25 million in capital expenditure to be used to deploy up to fifty new DCFC sites along highway corridors as well as to upgrade current Park & Plug DCFC sites.

Residential Off-Peak Credit

Approval for the Off-Peak Credit program allows the Company to enroll up to 1,000 customers per year for the years 2022-2025. The program pays a \$10 per month bill credits to participating customers, provided that those customers avoid charging their EV during on-peak hours.

EVSE C&I Rebate

Approval for the C&I Rebate program enables the Company to pay up to \$28.4 million in rebates to non-residential customers that install separately metered EV charging equipment in any of ten use case categories. Rebates paid are to be booked to a deferred regulatory asset account.

PARK & PLUG DCFC EXPANSION

Deployment Approach

DEF is sourcing new site hosts across its territory and, in lieu of securing a turnkey provider, serving as an integrator for EVSE procurement, engineering, electrical installers, and associated sub-contractors. To combat supply chain challenges the Company ordered chargers for sites planned through 2025. All inventory arrived in 2023.

Data Collection

All EVSE deployed are presently connected to the ChargeUp or EV Connect communications networks via cellular nodes within each EVSE or via local Wi-Fi connection. The communications network allows data collection and remote management of units (i.e., price configuration, charging load management, and ability to “push” unit software upgrades). The networks’ database captures data across the network at the individual unit level for aggregation up to the system level.

Data collection is a key component to give visibility into usage and to characterize loads and load shapes to inform a utility on methods to better serve EV load. Through the network software DEF has returned key data to help DEF understand:

- Load curves
- Utilization rates of various installations over time
- Unique drivers
- Specifications for DEF infrastructure to support EVSE sites

EV drivers utilize the network via phone apps, which allows users to:

- Find available units to charge
- Enable charging sessions at the charging station
- Pay for sessions¹
- Have visibility into charging activity for their vehicle
 - View charging sessions in real time
 - View billed amount, if applicable, for each session
 - View history of charging activity on Park & Plug network

Other resources that show the P&P stations include Plugshare.com and the Alternative Fuels Data Center station finder on the website for the Department of Energy. DEF has limited ability to update and program 3rd party EVSE locating information or mobile apps.

DCFC Expansion Status

In 2024, twelve sites were contractually secured. Nine were existing sites that are being upgraded and three are net new. Eleven of twelve have been constructed as of the writing of this report and the final site will be built by year end. The selected locations are along highway corridors with limited EVSE investment and are intended to expand the EV charging network in Florida. Figure 1 shows the location of Duke Energy Florida DCFC sites.

¹ DC fast charging locations, rate FCF-1 is charged as a driver fee.

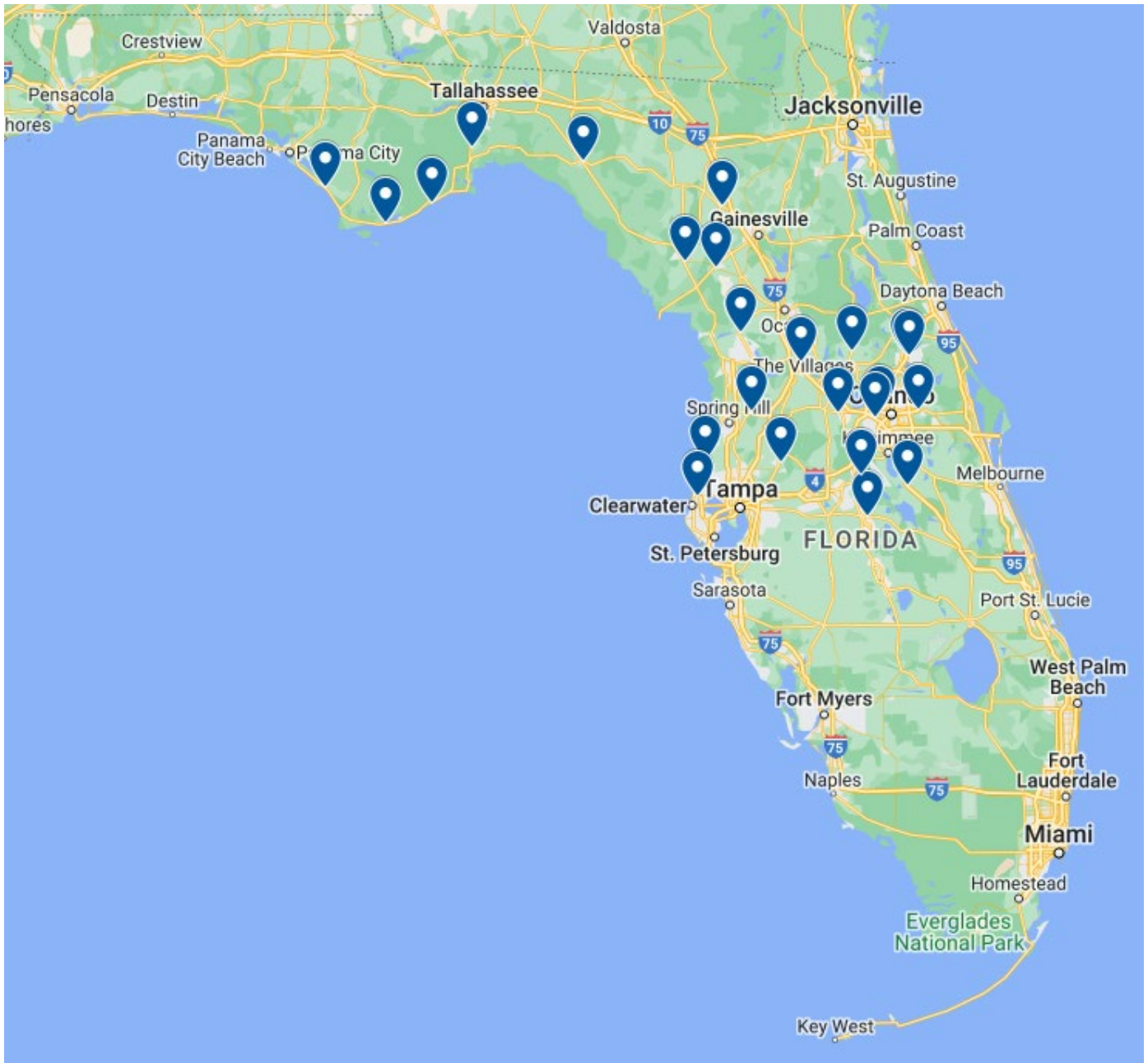


Figure 1. Map of Park & Plug DCFC Locations

P&P continues to connect major corridors and evacuation routes throughout Florida.

- **US 19/98 Corridor** locations include Mexico Beach, Carrabelle, Crawfordville, Apalachicola, Perry, Cross City (Negotiating Agreement), Chiefland, Crystal River, New Port Richey and Dunedin.
- **US 27 Corridor** locations include Chiefland, Bronson, High Springs (Contracted), Clermont, Bellview (Negotiating Agreement), Lake Wales and Lake Placid (Negotiating Agreement).
- **I-4 Corridor** locations include Deltona, Davenport, and Orange City.

- **Florida Turnpike & US 301** locations include Turkey Lake and Canoe Creek service plazas, Wildwood, and Zephyrhills.
- **Urban DCFC** locations include Orlando, Dunnellon, Umatilla, Brooksville, and University of South Florida at St. Petersburg (Contracted).

Program Spend

Table 1 below details the program capital expenditures applicable to the DCFC expansion in 2024 as well as ongoing maintenance for all units for December 2023 through November 2024.

Table 1. Park & Plug Program Costs

Capital	O&M
\$1.35M	\$352K

Operating Statistics of Installed Charger Network

Since the start of 2022, over 32,800 unique drivers have leveraged the Park & Plug network of DC fast chargers. Figure 2 documents the number of charging sessions across the network of public DCFC from the start of 2022 through October 2024. Notably, utilization of the network is down for portions of 2024. This is the result of the in-progress upgrade or decommissioning of some older DCFC equipment. As upgraded and new sites are brought online, it is expected that the previously observed trend of growth in charging sessions will resume.

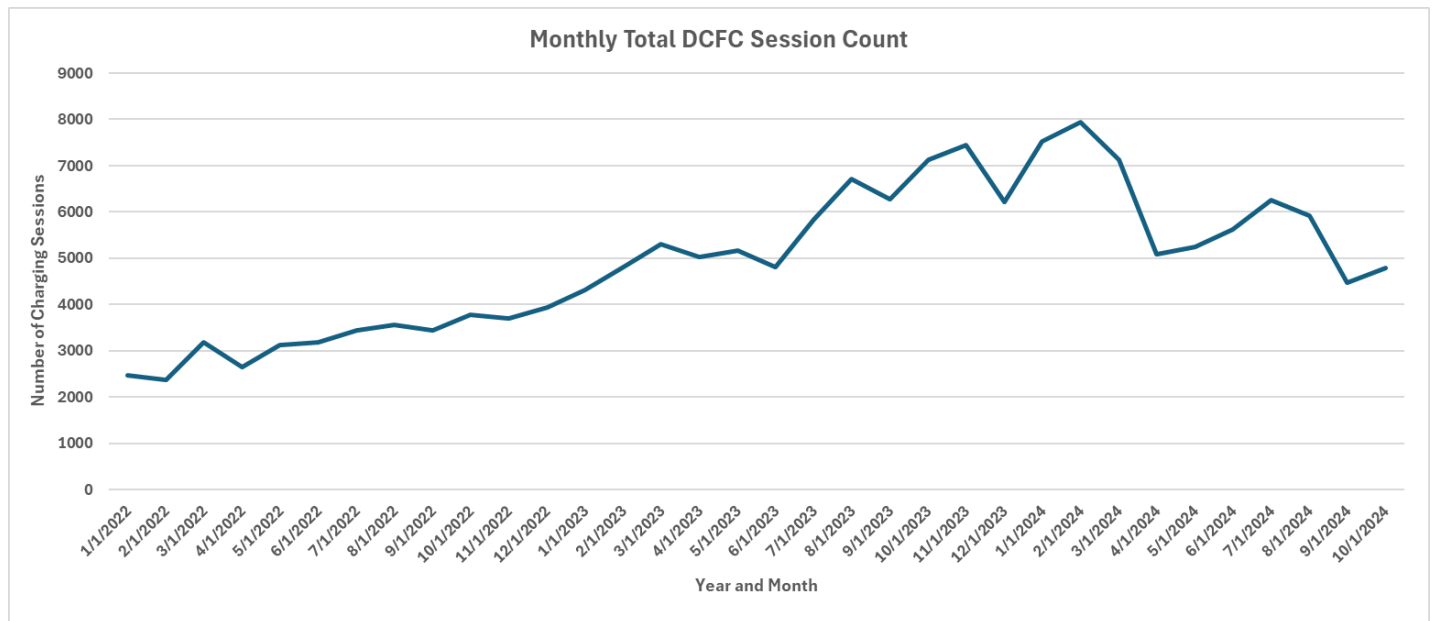


Figure 2. Park & Plug DCFC Charging Sessions Over Time

Figure 3 provides the trend of energy dispensed by the DCFC network dating back to 2022. In the most recent twelve months shown, nearly 2.1 million kWh have been dispensed. Assuming an average vehicle efficiency of 3.5 miles per kWh, the DCFC network has enabled close to 7.4 million miles of EV driving.

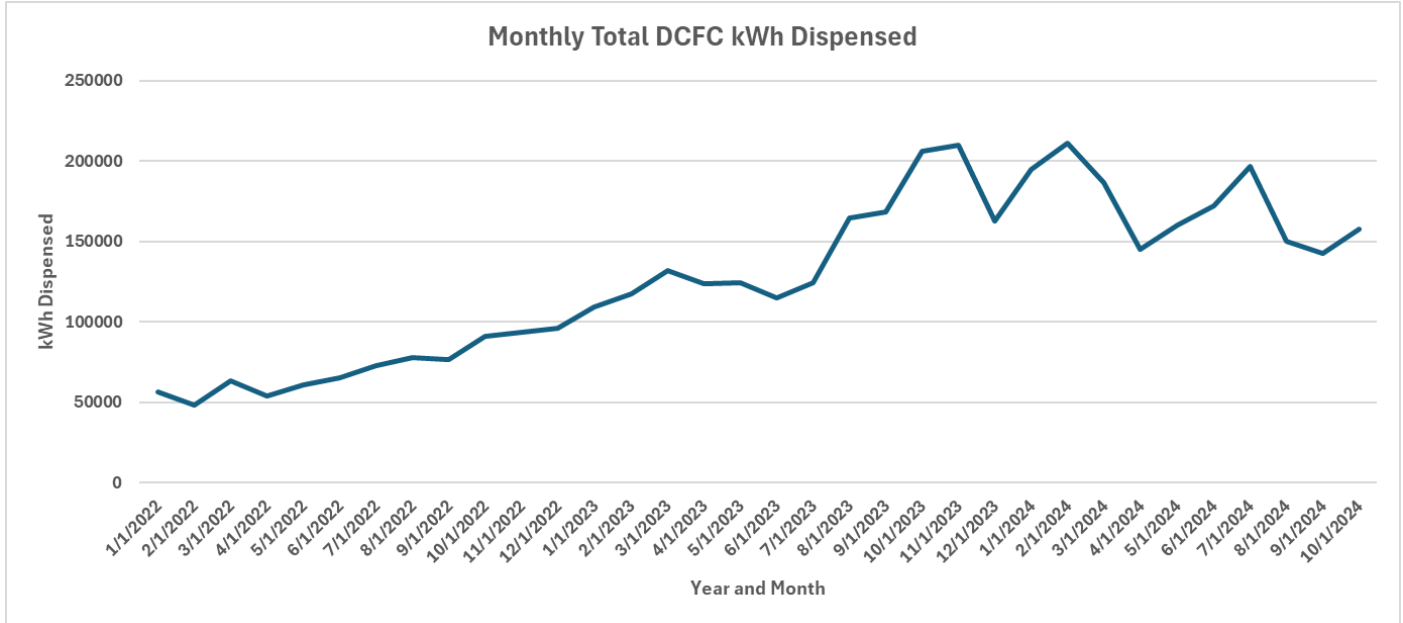


Figure 3. Park & Plug DCFC kWh Dispensed Over Time

Figure 4 displays the hourly load curve shape for DCFC chargers. Because the plot is intended to show relative load shape, labels and quantification are not provided for the vertical axis. DC fast charging is relatively steady during hours when long distance travel is typical. Interestingly, there is some element of charging later in the evening hours as well.

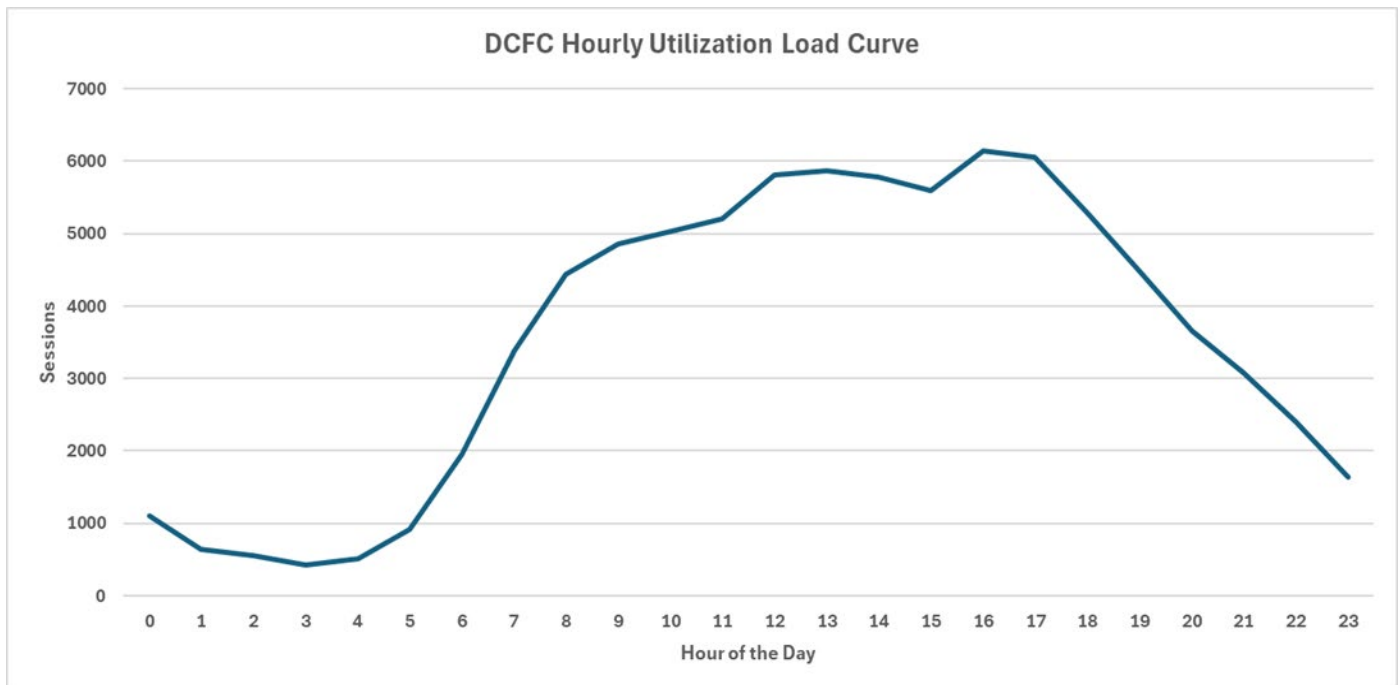


Figure 4. Park & Plug DCFC Hourly Utilization Load Curves

RESIDENTIAL OFF-PEAK CREDIT

Program Summary

The DEF Off-Peak Credit program was launched in January of 2022 and is a residential program that incentivizes customers to charge their Electric Vehicles during non-peak demand periods. The program is scheduled to operate for four consecutive years with participation limits capped at 1,000 incremental customers annually. Customers are provided a \$10.00 monthly bill credit to avoid charging their EV’s during peak periods. Participants are allowed to enroll a maximum of two (2) EVs per account and are also permitted to “opt-out” and charge during peak-hours twice in a single month, without forfeiting their credit for that month. The off-peak periods defined for the program are Monday through Friday 10 a.m. to 6 p.m. and 9 p.m. to 5 a.m. as well as holidays and weekends.

To participate in the program, a customer must:

- Be a Duke Energy residential customer in Florida.
- Complete an online application
- Provide proof of a level 2 charger
- Provide a copy of vehicle registration, lease or otherwise operate on a regular basis a plug-in EV
- Submit a picture of EV display showing charging timer set to off-peak period.
- Not be on a TOU rate.

The Off-Peak program uses a 3rd party implementation vendor to help validate that the participant is a Duke Energy Florida customer, process applications, review documentation, track customer charging via vehicle telematics or load disaggregation, and provide customer care services.

For the EV charging data gathering functionality, the program utilizes two methods for detecting EV charging. These are vehicle telematics and AMI Disaggregation. Through the vehicle telematics method, the Company's third-party program vendor monitors participant EVs for charging via the vehicle's on-board communications system. The second method used is AMI meter data analytics. With this method, our third-party vendor analyzes data through the customers meter to detect and measure EV charging load "spikes." Both methods gather charging data during peak periods as well as off-peak time periods.

Program Status

As the program continues to build on its success from 2022 & 2023, it has again reached its annual incremental participation limit of 1,000 new customers for 2024.

As of the writing of this report, there are 2954 customers actively participating with over 95 additional customer applications in progress, but not complete. Of those EV drivers, 2873 drive Battery Electric Vehicles (BEV's) while 81 participants drive Plug-in Hybrid Electric Vehicles (PHEV). The lion's share of vehicles in the program Tesla models, with over 1927 actively participating. Ford and Chevrolet models have 202 & 127 enrollments, respectively.

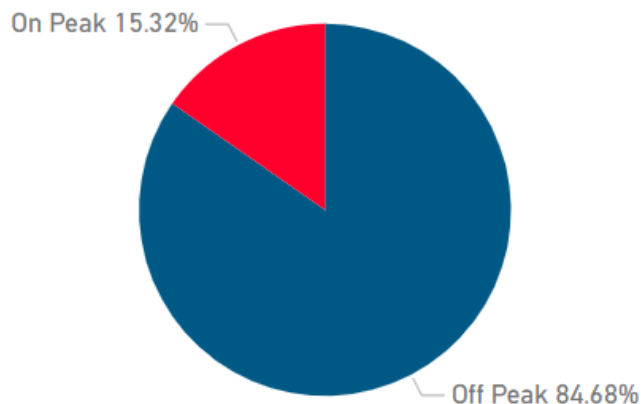
To date, very little marketing has been necessary to achieve participation targets. In fact, in all three years of the program, a waitlist has had to be implemented within the second half of the year. In 2022 & 2023, the waitlist was executed very early in the 3rd quarter. In 2024 the program found it necessary to implement the waitlist in June.

At this time, there are over 1500 prospective participants on the waitlist. The program is on target to reach the yearly annual participation allotment, and any customer on the waitlist at year end will be contacted in 2025 for new openings.

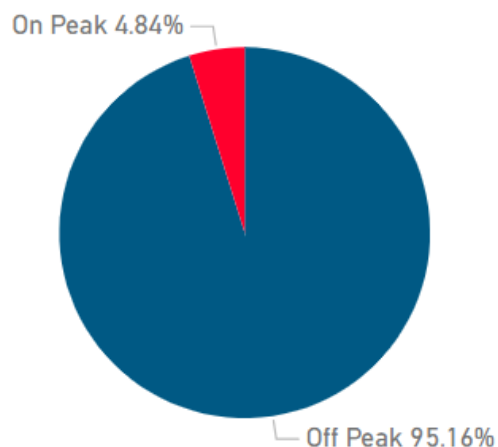
Load Shift Results

In addition to successfully meeting the targeted goals, the program has also been successful in shifting 68% of customers charging on-peak to off-peak time periods. Prior to the implementation of the program, nearly 15% of the energy customers used to charge their EVs was consumed during on-peak hours. Today, only 5% of energy consumed by participants to charge their EVs occurs during peak hours. This result demonstrates customers' willingness to adapt their behaviors for a small incentive within a simple program structure. Figure 5 below graphically depicts the shift in on peak charging behavior by program participants.

Energy Usage - Pre-Enrollment



Energy Usage - Post-Enrollment



Total Energy by Make and Model (MWh)

Figure 5. Off Peak Credit Pre- & Post-Enrollment Energy Usage Comparison

Program Spend

Table 2 provides program costs from January 2022 through November 2024. Implementation costs (O&M) include labor, program implementation costs – including vendor costs – and any limited marketing.

Table 2. Program Spend to Date

O&M	Customer Credits
\$896k	\$480k

Lessons Learned:

The most notable result of the program is that customers are willing to alter their EV charging behaviors in exchange for a modest incentive. Additionally, the simplicity of the program has been praised as most customers have adopted a “set it and forget it” approach to scheduling their charger or their EV itself to charge only during pre-set time windows.

Another takeaway is that multiple data sourcing and analytics methods are necessary to ensure customer participation is not disrupted. In the early stages of the program, telematics was utilized as the data collection method as AMI meter data analytics methods were developed by the program vendor. As the program progressed, it was met with challenges as automotive OEMs began restricting 3rd party access to telematics data. Additionally, some customers have been unwilling to grant telematics-based data access. Having the ability to obtain charging data from various channels has mitigated these challenges.

EVSE C&I REBATES

Program Summary

The Commercial Charger Rebate program was designed to support the installation of \$28.5 million in electric vehicle supply equipment (EVSE) rebates for commercial customers across the Duke Energy Florida (DEF) service territory. Upon acceptance of a customer's application, and verification of proper installation of all EVSE behind a dedicated meter, the participating customer receives a one-time rebate per EVSE installed.

EVSE incentives are available to commercial entities, public or private, including municipalities, schools, apartment dwellings, government fleets and workplace fleets. EVSE incentives are available for the following ten use cases:

- Public Level 2
- Multi-Unit Dwelling Level 2
- Workplace Level 2
- Fleet Level 2
- Public DCFC
- School Bus DCFC
- Transit Bus DCFC
- Fleet DCFC
- Forklift
- eTRU (electric truck refrigeration unit).

Rebate amounts vary by segment. Private Fleet customers must own, lease, or otherwise operate on a regular basis, one or more plug-in electric vehicles per installed EVSE. Plug-in vehicles include both PHEVs and BEVs.

DEF seeks to distribute 10 percent of public and multi-unit dwelling rebates to customers located in low-to-moderate income census tracts as defined by the 200 percent level of the United States Health and Human Services Poverty Guidelines for 2021.

Applications are considered on a first-come, first-served basis. All EVSE must be installed behind a dedicated meter. Customers seeking to install multiple charging segments can use multiple separate meters for each charging segment or choose to submeter each charging segment. Customers choose the make and model of EVSE as well as whether to pursue networked or non-networked hardware.

For electric service at the dedicated meters, customers may select rates GST, GSD, or GSDT. Rates GSD and GSDT were expected to be more advantageous for some customers and were added as eligible rates to drive customer participation. Any usage will be billed thereunder.

Program Status & Results to Date

To combat a slow start in 2022, program marketing ramped up in 2023 and through 2024. In addition to updating program specific webpages, including addition of a checklist for prospective applicant reference, the Company implemented the following marketing tactics:

- Paid internet search
- Paid social media
- Targeted emails to Municipalities and Multi Unit Dwellings
- Duke Energy non-residential newsletter promotion
- Small & Medium Business Welcome Series Emails
- Duke Energy homepage banner
- Cross-promotional webinars
- Program-specific webinars
- Florida League of Cities Conference

To date, there have been 134 site applications for the Commercial Charger Rebate program. Of those, 15 site applications have been fulfilled with live EVSE totaling \$931,597 in rebates. Table 3 provides a breakdown in the quantities of approved EVSE by program segment as well as approved rebate amounts. Five (5) sites are located in low-to-moderate income census tracts. In addition, 21 site applications have been pre-approved, totaling \$260,084 in rebates that are pending completion at this time. Three (3) of those sites are located in low-to-moderate census tracts. Table 4 below provides a breakdown in the quantities of pre-approved EVSE by program segment as well as pre-approved rebate amounts. Pre-approved projects must be completed by June 30, 2025, to be eligible for a rebate.

Table 3. Completed C&I Rebate Applications by Use Case

Eligible Segment	EVSE Quantity	Completed Rebates
Fleet DCFC	5	\$178,000
Transit Bus DCFC	-	-
School Bus DCFC	24	\$501,336
Public DCFC	59	\$247,487
Forklift	-	-
eTRU	-	-
Fleet Level 2	-	-
Public Level 2	-	-
Workplace Level 2	15	\$4,774
MUD Level 2	-	-
<i>Total</i>	<i>103</i>	<i>\$931,597</i>

Table 4. Pre-Approved C&I Rebate Applications by Use Case

Eligible Segment	EVSE Quantity	Pre-Approved Rebates
Fleet DCFC	4	\$142,400
Transit Bus DCFC	-	-
School Bus DCFC	-	-
Public DCFC	23	\$96,485
Forklift	-	-
eTRU	-	-
Fleet Level 2	5	\$5,875
Public Level 2	18	\$11,286
Workplace Level 2	3	\$1,302
MUD Level 2	9	\$2,736
<i>Total</i>	<i>62</i>	<i>\$260,084</i>

Seventy-six (76) applications have been withdrawn. Of those, approximately half of customer applications were withdrawn by the program manager because the applicant did not respond to communication from Duke Energy, despite multiple attempts. The remaining customers asked to withdraw their site applications for reasons including behind-the-meter infrastructure costs, EVSE costs, and being “not ready.” Table 5 below provides a breakdown in the quantities of withdrawn EVSE by program segment as well as withdrawn rebate amounts.

Table 5. Withdrawn C&I Rebate Applications by Use Case

Eligible Segment	EVSE Quantity	Rebate Amounts
Fleet DCFC	3	\$106,800
Transit Bus DCFC	-	-
School Bus DCFC	-	-
Public DCFC	19	\$79,705
Forklift	-	-
eTRU	-	-
Fleet Level 2	6	\$7,050
Public Level 2	30	\$18,810
Workplace Level 2	8	\$3,472
MUD Level 2	10	\$3,040
<i>Total</i>	<i>76</i>	<i>\$218,877</i>

Twenty-two (22) applications have been disqualified for failing to meet program requirements. Of those, half were disqualified for installing EVSE prior to submitting a program application, as the program is not retroactive. Table 6 below provides a breakdown in the quantities of withdrawn EVSE by program segment as well as withdrawn rebate amounts.

Table 6. Breakdown of Disqualified Applications

Eligible Segment	EVSE Quantity	Rebate Amounts
Fleet DCFC	4	\$142,400
Transit Bus DCFC	-	-
School Bus DCFC	3	\$62,667
Public DCFC	1	\$4,195
Forklift	-	-
eTRU	-	-
Fleet Level 2	13	\$15,275
Public Level 2	12	\$7,524
Workplace Level 2	12	\$5,208
MUD Level 2	6	\$1,824
<i>Total</i>	<i>25</i>	<i>\$239,093</i>

Program Spend

Table 7 below provides a breakdown of program spend to date. Implementation costs (O&M) include labor, program implementation costs – including vendor costs – and marketing.

Table 7. Program Spend to Date

O&M	Customer Rebates
\$397k	\$932k

Charging Behaviors

As previously mentioned, (15) applications have been approved with live EVSE on site totaling \$931,597 in rebates. The Company has collected initial load shape data for each site. Load curves vary greatly—by charging segment and individual customer.

Convenience Stores with DC Fast Chargers

As shown in Figures 10-14, convenience stores with public DCFCs have the greatest, most consistent energy usage between 9:30 a.m. and 7:30 p.m. Notably, these results are consistent with observations from the Park & Plug DCFC network.



Figure 6. Convenience Store Public DCFC Site 1



Figure 7. Convenience Store Public DCFC Site 2

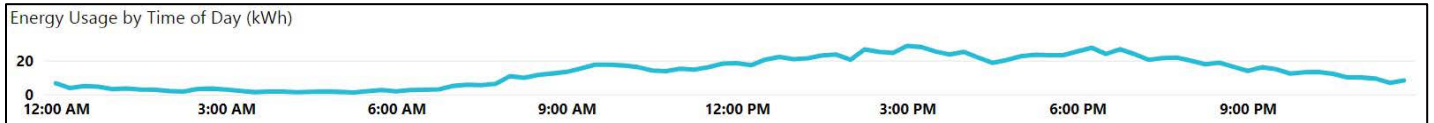


Figure 8. Convenience Store Public DCFC Site 3

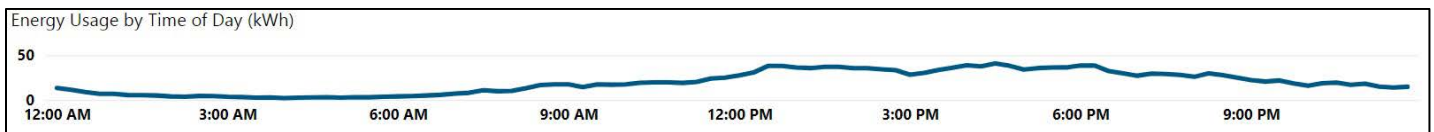


Figure 9. Convenience Store Public DCFC Site 4

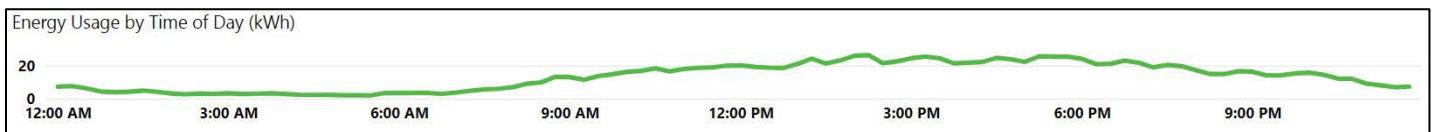


Figure 10. Convenience Store Public DCFC Site 5

School Systems with School Bus DC Fast Chargers

As shown in Figures 11-12, the two enrolled school systems show a similar usage pattern. Clear peaks can be observed mid-morning and again late afternoon to early evening, reflecting charging after both morning and afternoon student transportation.

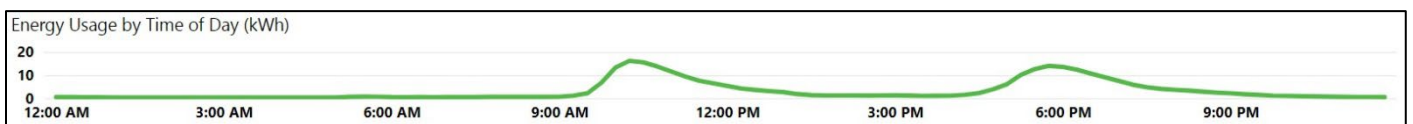


Figure 11. School Bus Site 1

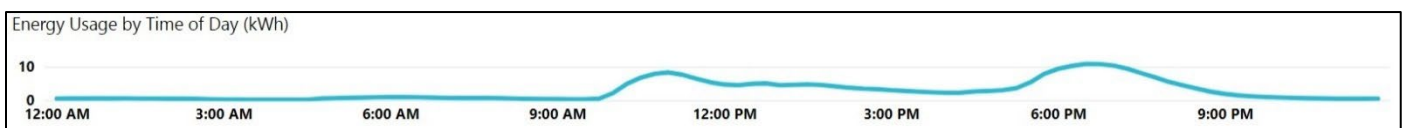


Figure 12. School Bus Site 2

Shopping Centers with Public DC Fast Chargers

Shopping Center charging use follows typical business hours, as shown in Figures 13 & 14. Usage increases throughout the morning and peaks around the lunch hour. Usage curtails after 8 p.m.



Figure 13. Retail DCFC Site 1

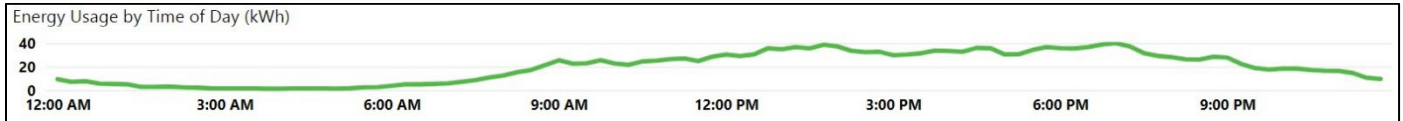


Figure 14. Retail DCFC Site 2

Car Dealerships with Workplace Level 2 Chargers

Charging behavior varies slightly between the two participating car dealerships. In Figure 15, usage increases throughout the day and peaks at approximately 4 p.m. Conversely, in Figure 16, charging use peaks at 9 a.m., 12:30 p.m., and 6 p.m.

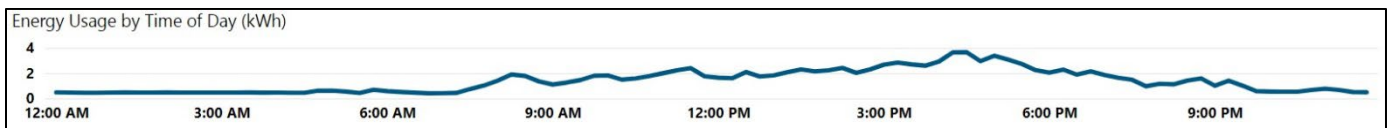


Figure 15. Car Dealership Site 1

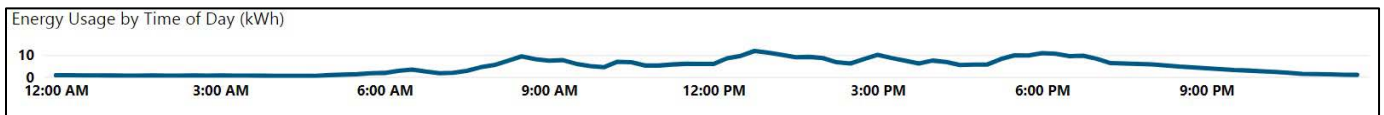


Figure 16. Car Dealership Site 2

Program Challenges

Eligible Rates

Originally, rate GST-1 was the only eligible rate for EVSE to take service for this program. Feedback from prospective applicants indicated this rate is less advantageous for customers seeking to install EVSE. To increase the opportunity for participation in the program, the Company decided to include rates GSD and GSDD as additional eligible rates for EVSE to take service. This proved to be in the best interest of customers as several installed chargers take service on rates GSD and GSDD.

Volume of Withdrawn Applications

As previously noted, (76) applications, over half of all applications, were withdrawn by the customer or program manager. Of those about half noted they withdrew their application because their site was “not ready” specifically noting the cost commitment of a separate, dedicated meter for EVSE. To limit premature applications, the Company developed a checklist to guide customers through action items that should be completed before submitting an application. While the checklist proved to be helpful, the separate metering requirement remained a pain point amongst customers.

Lessons Learned

The Commercial Charger Rebate program was designed to support a customer's EV experience by offsetting charging infrastructure and allow the Company to study EV charging behaviors. While the program did offset some costs, ultimately, it was not enough for most customers. Consequently, 15 customers have participated in the program yielding minimal charging behavior data and grid impacts. Zero active program participants shared feedback when requested in a customer satisfaction survey.

Overall, applicants report seeking a program with higher credit amounts and without separate metering requirements. In addition, residential customers expressed interest in participating. The recent approval of the Charger Prep Credit program that launches January 1, 2025, will address customer feedback.

EDUCATION & OUTREACH

General EV Advertising

Education and Outreach includes program-specific marketing and outreach as well as general EV education and outreach. Program-specific marketing efforts are described in the program-specific sections of this report provided above.

In terms of general EV education, the Company has driven consistent traffic to its educational webpage through channels such as organic search, paid search, and email. Of those channels, organic and paid search have driven the most traffic to the Company's educational content over the last year.

General education campaigns are targeted to a broad audience in Florida with the goal of positioning both the Company's educational website and its suite of programs. The Company's website is intended as a source of information for customers that have not yet made the decision to purchase an EV. Naturally, the Company's programs are presented as solutions for customers as they move toward decision to purchase an EV. General EV education campaigns will continue into 2025 with a similar channel mix.

Education Events in 2024

The EV Garage is an interactive, experiential trailer that travels around the Duke Energy footprint to events and provides the general public with the opportunity to understand EV charging in their homes and on the road. The Garage has Level 1, Level 2, and Fast Charger examples, plus an EV savings calculator, EV selector tool, interactive public charging maps, and is staffed by knowledgeable personnel. The experience fosters conversation and answers commonly asked questions about charging an EV while highlighting relevant programs that the Company offers. Costs associated with this asset are not borne by DEF rate payers.

In 2024, the Company did not activate the EV Garage in Florida. However, the Company plans to attend events in Florida with the EV Garage throughout 2025. A virtual tour of the EV Garage is available on YouTube: [Tour the Duke Energy EV Garage](#).