

Case Study

Sonoma Clean Power CleanCharge EV Program



CUSTOMER

SCP is a community choice energy provider in northern California with approximately 230,000 accounts. SCP provides a variety of competitively priced energy tariffs that utilize up to 100% renewable generation, much of which is locally produced, thus creating thousands of well-paid jobs in the regional solar, wind and geothermal industries.



MISSION

SCP's mission is to provide cleaner energy at competitive rates and promote local solutions to climate change. SCP needs to provide energy reliably while also balancing the grid, eliminating over procurement or over generation of renewable energy.



CHALLENGE

SCP needed to find a solution that could help "shape" demand by utilizing excess energy during peak renewable generation or reducing demand during low points.

SCP selected eMotorWerks as a one-stop shop to implement their CleanCharge EV program, providing:



SOLUTION

- JuiceNet load aggregation & control software
- Custom web store with diverse smart-grid enabled EVSEs
- Customer support and administration
- Energy services management

The resulting program included up to two free smart-grid enabled charging stations (EVSEs) for homeowners along with incentives to enroll stations in smart-grid programs.

Phase I Results

500

free chargers were distributed

2x

the number of EVs sold through the program, thereby serving both SCP customers who owned EVs and new EV drivers

86%

of program participants stated that they would not have purchased an EV without the SCP program incentives*

*Source: Drive Evergreen evaluation report, Center for Sustainable Energy, April 2017

SCP BENEFITS

eMotorWerks provides SCP a charging control platform which supports a variety of EVSE hardware from different manufacturers, the ability to aggregate and view charging data, and the long-term ability to participate in energy markets.

Customer Outreach	Design and implementation of online, email, print and social media campaigns
Custom Web Store	Creation & ongoing storefront management, with fulfillment from 3 leading EV charging station vendors
Smart-Grid Cloud Software	Collection of EV charging data, charging control, and customer rewards platform
Energy Programs	Customer enrollment and services for future wholesale and retail market participation
Reporting & Metrics	Metrics such as the number of stations, enrollments, load capacity & charging histories
Customer Service	End-to-end customer acquisition, purchase, program enrollment and technical support

END-CUSTOMER BENEFITS

Adopting eMotorWerks JuiceNet platform and concierge services provided SCP with:

- ✓ A suite of high quality, grid-enabled EVSE products to offer homeowners
- ✓ Fully turnkey solution that cost-effectively augmented SCP's in-house expertise
- ✓ A clear implementation roadmap for participation in active and new energy markets
- ✓ Guidance and support for sorting through various ISO, FERC and related requirements
- ✓ Cloud platform for grid balancing and flexible demand management
 - Curtail and increase a specific set of loads based on where renewable energy generation is highest/lowest
 - Risk mitigation for Community Choice Energy providers to support more solar and renewables

"We need flexible generation AND flexible demand, CCAs like us are otherwise at risk to excessive costs of imbalance due, ironically, to the success of renewable solar energy."

– GEOFF SYPHERS, CEO OF SCP