Electric Vehicle Supply Equipment: Tariff Design Support to the Lao PDR

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Agenda

1. Electric Vehicle (EV) Tariffs for Personal Vehicles
2. EV Tariff Design Principles
3. Where and How Do We Charge?
4. Home Charging – EV Tariff Design Considerations
5. Public Charging – EV Tariff Design Considerations
6. Retail Customer Charges for Public Electric Vehicle Supply Equipment (EVSE)
EV Tariffs for Personal Vehicles
Today’s Scope

• Designing retail tariffs for personal use vehicles in public and at home

• Two kinds of tariffs we can discuss
  1. Tariff between EVSE owner and customer
  2. Tariff between electric utility and EVSE owner

• EVSE business models are very relevant for today’s discussion
  – Tariffs can be designed for:
    • EV owner who charges at home
    • Public EVSE owned by electric utility
    • Public EVSE owned by private company

Source: Adapted from M.J. Bradley & Associates
Different Tariff Components

**UTILITY CHARGES**: Component of a retail electricity tariff designed to collect revenue from customers. At a high level, different kinds of charges include:

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENERGY CHARGE [$/kWh]</strong></td>
<td>A utility charge designed to collect revenue based on the volume of electricity consumed</td>
</tr>
<tr>
<td><strong>DEMAND CHARGE [$/kW]</strong></td>
<td>A utility charge designed to collect revenue based on the maximum instantaneous demand of the customer (stated in $/kW or $/kVa)</td>
</tr>
<tr>
<td><strong>CONNECTION CHARGE [$/month]</strong></td>
<td>A utility charge designed to collect a fixed amount of revenue from a customer each billing cycle, regardless of their consumption behavior</td>
</tr>
<tr>
<td><strong>TAXES [%]</strong></td>
<td>A government levy that is a fixed percentage of charges</td>
</tr>
</tbody>
</table>
EV Tariff Design Principles
Why Create Special EV Tariffs?

• Tariffs can be used to influence customer behavior to benefit the electricity system

• EV tariffs can be designed to:
  – Discourage charging during critical peak times, which stress infrastructure
  – Encourage charging when electricity is cheap and abundant and existing infrastructure is not fully utilized

Example: Time-of-use rates can reduce peak demand

Why Is Charging Behavior Important?

• EVs can have a large impact on a utility’s load

• This large, new demand can help OR hurt a utility

• Tariffs are used to manage this new demand in a helpful way

Example: Using Time-of-Use EV Energy Charge

<table>
<thead>
<tr>
<th>Utility</th>
<th>Off-peak</th>
<th>Mid-peak</th>
<th>On-peak</th>
<th>Super off-peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCE</td>
<td>9¢</td>
<td></td>
<td>17¢</td>
<td>9¢</td>
</tr>
<tr>
<td>SDG&amp;E</td>
<td>19¢</td>
<td>23¢</td>
<td>49¢</td>
<td>23¢</td>
</tr>
<tr>
<td>PG&amp;E</td>
<td>12¢</td>
<td>25¢</td>
<td>45¢</td>
<td>25¢</td>
</tr>
<tr>
<td>LADWP</td>
<td>10¢</td>
<td>20¢</td>
<td>10¢</td>
<td></td>
</tr>
<tr>
<td>DTE</td>
<td>9¢</td>
<td>21¢</td>
<td>9¢</td>
<td></td>
</tr>
<tr>
<td>HI Electric</td>
<td>45¢</td>
<td>35¢</td>
<td>49¢</td>
<td>45¢</td>
</tr>
<tr>
<td>Connexus</td>
<td>7¢</td>
<td>11¢</td>
<td>46¢</td>
<td>7¢</td>
</tr>
<tr>
<td>Con Edison</td>
<td>1¢</td>
<td>21¢</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BGE</td>
<td>5¢</td>
<td>15¢</td>
<td></td>
<td>5¢</td>
</tr>
</tbody>
</table>

Source: [https://about.bnef.com/blog/u-s-utilities-offer-multiple-electric-car-charging-rates/](https://about.bnef.com/blog/u-s-utilities-offer-multiple-electric-car-charging-rates/)
Principles of Tariff Design

Tariffs are designed to:
- Ensure cost recovery for utility
- Ensure revenue stability for utility
- Fairly apportion the cost of service to different customers based on “cost-causation”
- Encourage energy conservation and “grid-friendly” behavior

Tariffs should be:
- Simple
- Understandable
- Feasible to implement
- Publicly acceptable
Importance of Resource Availability, Price, and Load

Example: CAISO Hourly Supply
February 14, 2019

Figure adapted from data from:
http://www.caiso.com/TodaysOutlook/Pages/default.aspx;

CAISO – California Independent System Operator
Importance of Resource Availability, Price, and Load

Tariffs can be designed that proactively influence load profiles if:

- The current load profile is understood
- The desired future load profile is understood
- How the resource availability and energy prices correspond with the load profile is understood

Example: CAISO Hourly Supply and Prices
February 14, 2019
Importance of Resource Availability, Price, and Load

Example: Average Monthly Precipitation in Vientiane, Lao PDR

- Tariffs can be designed around seasonal resource availability if:
  - Seasonality of abundant, low-cost seasonal resources, such as hydropower is understood
  - Electricity demand patterns profiles during this season are understood
  - Appropriate seasonal tariff structure to capture these resources is identified

- Implementing seasonal tariffs does not require special meters

Source: www.weather-and-climate.com
Importance of Resource Availability, Price, and Load

System 1 – Peak Day Load Curve

opportunities for EV Charging

Short Peak

System 2 – Peak Day Load Curve

opportunities for EV Charging

Short Peak

Existing distribution network capacity with tariff design can be exploited if:

- Network load profiles and utilization rates are understood
- Times with existing grid capacity for new loads, such as controllable EV charging loads, are identified

Specialized EV Tariffs Require New Meters

• **EV tariffs can be implemented using existing meters**
  - *Caveat*: Cannot distinguish between EV and non-EV load
  - *Caveat*: For time-variable tariffs, meter must have required capabilities
    • Typically need to measure electricity use over time
  - *Caveat*: For home charging, separate meter or ability to distinguish between EV and non-EV loads may be required

• **EV tariffs typically use new meters**
  - Allows EV and non-EV load to be separated
  - Allows custom design of meter capabilities
  - *Advantage*: Can more directly influence, measure, and bill for EV charging behavior
  - *Disadvantage*: Additional cost and administration needs
    • Government typically determines who pays for new meter

*These considerations may also apply to general time-of-use tariffs.*
Basic EV Charging vs. Smart EV Charging

**Basic Charging**
- Simple
- Affordable
- Less usage data available

**Car-enabled Smart Charging**
- User programs car to charge at cost-effective times
- More expensive EV required
- Less usage data available

**EVSE-enabled Smart Charging**
- EVSE can respond to utility signal
- More expensive EVSE required
- Less usage data available

Matthew Staver, NREL

tesla.com
Discussion Questions

1. What is the main goal of EV tariff design for your institutions?

2. What charging behavior do you want to see and why?

3. What was the motivation behind your current EV tariffs?

4. How could the EVSE tariffs for public EVSE users be structured in your jurisdiction?
Where and How Do We Charge?
Where and How Do We Charge?

Comparing Home and Public Charging

**Home Charging**

Charging demand is more flexible and “elastic”
Drivers may park overnight or for a significant time

- Long dwell (or stay) times
- More flexibility on timing for charging
- More responsiveness to tariffs

**Public Charging**

Charging demand is less flexible and “inelastic”
Drivers want to charge immediately (like a gas/Shell/PTT Fuel station)

- Short dwell (or stay) times
- Less flexibility on timing for charging
- Less responsive to tariffs

Kendall Septon, NREL
tesla.com
Home Charging – EV Tariff Design Considerations
Objectives of Home Charging Tariff Design

- **Influence customer charging behavior**

  - Encourage home charging of EVs during desired times to reduce system costs
    - Improve utilization of existing network infrastructure
    - Manage growth in peak demand
  
- Avoid expensive transmission and distribution upgrades

Erik Nelson, NREL
Tariff Considerations for Home Charging

**Time-of-use energy rates**
- If designed and communicated properly, residential customers can understand
- May require separate EV meter
- Aligned with system conditions, e.g., seasonal energy availability or hourly peak demand

**Demand charges**
- $ per kW charge for peak demand
- Not typically applied to residential customers

Metering Considerations for Home Charging

– **Issue:** Is an additional meter needed? What is the cost?

– **Issue:** Will EV charging occur at multi-family dwelling units?

– **Issue:** Will EV owners register for an EV tariff?
EVSE Considerations for Home Charging

- Car- and EVSE-enabled “smart” charging enables:
  - Customers to take advantage of a time-of-use tariff in an automated way
  - Utilities to reduce operational costs

- If more system-friendly charging behavior is desired, then this must be considered in program and tariff design

- Utility might offer a rebate for a smart charger (instead of offering for all chargers)
Discussion Questions

1. What EV home charging behavior do you want to create?

2. Are time-of-use or seasonal rates being considered?

3. Are new EV tariff meters required? Is “smart” EVSE required? Are rebates under consideration?
Public Charging – EV Tariff Design Considerations
Objectives of Public Charging Tariff Design

• Ensure utility costs are recovered for serving public EVSE (if additional network investments are made)

• Ensure utility-owned or -franchised EVSE rates EV owners are charged are reasonable

• Ensure private sector businesses that own EVSE can recover their costs while charging EV owners a reasonable rate
Basic Concepts for Public Charging

• Customers are typically less concerned about price if they must charge at public EVSE

• Not all public EVSE in every location will be profitable, but it may be necessary for the public good
  – Some public EVSE will have a low “utilization rate” (i.e., the percentage of time EVSE is being used by a customer)

• Utility-owned EVSE is paid for by ratepayers and is inherently subsidized
  – Profitability can be less of a focus
  – Still must decide on what rate to charge EV owners

• Tariff design decisions strongly influence the profitability of privately owned EVSE (especially for low-utilization EVSE)
  – “Make-ready” investments, direct subsidies, etc., also influence profitability
  – Subsidies are more important when an EV market is in its infancy
### Demand Charges and Utilization Rates

#### Low Utilization DC Fast Charger

<table>
<thead>
<tr>
<th># of 30-minute charges per month</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total charging time</td>
<td>60 minutes</td>
</tr>
<tr>
<td>Total kWh used</td>
<td>50</td>
</tr>
<tr>
<td>Energy rate</td>
<td>$0.10 per kWh ($10)</td>
</tr>
<tr>
<td>Demand charge</td>
<td>$4 per kW ($200)</td>
</tr>
<tr>
<td>Total monthly bill</td>
<td>$210</td>
</tr>
<tr>
<td>Equivalent price per kWh</td>
<td>$4.20</td>
</tr>
</tbody>
</table>

#### High Utilization DC Fast Charger

<table>
<thead>
<tr>
<th># of 30-minute charges per month</th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total charging time</td>
<td>6,000 minutes</td>
</tr>
<tr>
<td>Total kWh used</td>
<td>5,000</td>
</tr>
<tr>
<td>Energy rate</td>
<td>$0.10 per kWh ($500)</td>
</tr>
<tr>
<td>Demand charge</td>
<td>$4 per kW ($200)</td>
</tr>
<tr>
<td>Total monthly bill</td>
<td>$700</td>
</tr>
<tr>
<td>Equivalent price per kWh</td>
<td>$0.12</td>
</tr>
</tbody>
</table>
Tariff Design Approaches for New Markets

- Avoid demand charges while market is young, instead use volumetric energy charges
- As market matures, demand charges scale up and energy charges scale down
- Market maturity can be tracked based on EVSE utilization rates

<table>
<thead>
<tr>
<th>EVSE Utilization</th>
<th>Energy Charge</th>
<th>Demand Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 15%</td>
<td>$0.25/kWh</td>
<td>$0/kW</td>
</tr>
<tr>
<td>15–30%</td>
<td>$0.20/kWh</td>
<td>$1.25/kW</td>
</tr>
<tr>
<td>30–45%</td>
<td>$0.15/kWh</td>
<td>$2.50/kW</td>
</tr>
<tr>
<td>45–60%</td>
<td>$0.10/kWh</td>
<td>$3.75/kW</td>
</tr>
<tr>
<td>&gt; 60%</td>
<td>$0.05/kWh</td>
<td>$5/kW</td>
</tr>
</tbody>
</table>

Source: Adapted from Nelder (2018)
Combination of fixed charges (based on connected load) and time-of-use energy charges

- No demand charges
- Time-of-use energy charge is matched so system conditions support cost recovery
- Tariffs are stable throughout year

Source: Adapted from Nelder (2018)
Co-locating EVSE with Existing Load

• Some EVSE may be located next to existing commercial customer load (e.g., a shopping center)

• If demand charge, leads to relatively smaller incremental demand charge

• If energy charge, EVSE only pays for electricity used and shares smaller portion of other fixed bill charges
Discussion Questions

*Discuss the primary tariff design considerations for:*

- Low-utilization public EVSE
- High-utilization public EVSE

*Discuss these questions:*

1. In what kinds of locations would you expect to see your EVSE?
2. What business models might be best suited for your EVSE?
3. What are the tariff design issues for your EVSE?
4. What types of tariff designs and/or subsidies might be appropriate for your EVSE?
Retail Customer Charges for Public EVSE
NREL has created a tool to compare the cost to operate a vehicle per 100 km for the Lao PDR

- The user can change the price of the fuel and vehicle model
- The tool will then calculate the price to operate the vehicle per 100 km

The values shown for Lao PDR are for demonstration purposes only and are not intended to be the basis of any investment, policy, or regulatory decisions. The results are based on data available at the time of analysis, and results could be different if new data become available and are incorporated.

### Table 1: Average Fuel Prices

<table>
<thead>
<tr>
<th>Fuel Prices</th>
<th>Price</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity (Residential Rate)²</td>
<td>348.00</td>
<td>Lao Kip/kWh</td>
</tr>
<tr>
<td>Electricity (EVSE Providers)⁵</td>
<td>780.00</td>
<td>Lao Kip/kWh</td>
</tr>
<tr>
<td>Diesel⁴</td>
<td>7,900.00</td>
<td>Lao Kip/liter</td>
</tr>
<tr>
<td>Gasoline³</td>
<td>8,890.00</td>
<td>Lao Kip/liter</td>
</tr>
</tbody>
</table>

### Table 2: Fuel Efficiency per 100 Kilometers:

<table>
<thead>
<tr>
<th>Liter or kWh per 100 km</th>
<th>Fuel Efficiency</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric (2020 BYD e6)⁵</td>
<td>19.5</td>
<td>Average kWh/100 km</td>
</tr>
<tr>
<td>Gasoline (2019 Nissan Versa)⁷</td>
<td>6.7</td>
<td>Average Lge/100 km</td>
</tr>
<tr>
<td>Diesel (2019 Chevrolet Cruze)⁸</td>
<td>6.3</td>
<td>Average Lge/100 km</td>
</tr>
</tbody>
</table>

### Table 3: Calculated Fuel Price per 100 Kilometers

<table>
<thead>
<tr>
<th>Fuel</th>
<th>Price</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averaged Electricity (Residential Rate)²</td>
<td>6,786</td>
<td>Lao Kip/100 km</td>
</tr>
<tr>
<td>Averaged Electricity (EVSE Providers)⁵</td>
<td>15,210</td>
<td>Lao Kip/100 km</td>
</tr>
<tr>
<td>Diesel⁴</td>
<td>49,557</td>
<td>Lao Kip/100 km</td>
</tr>
<tr>
<td>Gasoline³</td>
<td>59,751</td>
<td>Lao Kip/100 km</td>
</tr>
</tbody>
</table>

5. https://afdc.energy.gov/calcf, 29 kWh per 100 miles City or 36 kWh per 100 miles Highway. Average of 32.5 kWh per 100 miles.
7. https://afdc.energy.gov/calcf, 31 miles per gallon City or 39 miles per gallon Highway. Average of 35 miles per gallon.
8. https://afdc.energy.gov/calcf, 30 miles per gallon City or 45 miles per gallon Highway. Average of 37.5 miles per gallon.
Comparing Price per 100 Kilometers in Laos PDR

- Using electricity to power a vehicle is 3 to 8 times more affordable than gasoline or diesel.
- There is ample room for EVSE owners to recover costs within their EVSE rate while remaining competitive with gasoline and diesel prices.

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Customer-Facing Tariffs for Public EVSE

- Options for privately owned EVSE

<table>
<thead>
<tr>
<th>Pricing Structure</th>
<th>Payment Models</th>
<th>Payment Collection Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free (with limitations)</td>
<td>Pay per session</td>
<td>Mobile app</td>
</tr>
<tr>
<td>Flat fee (per session)</td>
<td>Monthly subscription</td>
<td>Credit card processor</td>
</tr>
<tr>
<td>Per kWh</td>
<td></td>
<td>RFID reader (smart card or phone)</td>
</tr>
<tr>
<td>Per minute or hour of charging time</td>
<td></td>
<td>Access code</td>
</tr>
<tr>
<td>Combination (time + kWh)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advanced Energy Partnership for Asia
Customer-Facing Charges for Public EVSE

The pricing structures for public EVSE often vary by network. Most networks require customers to create an account and link their credit card to facilitate automatic payments during charging sessions.

Examples of Pricing Structures for Public EVSE

- **Blink**
  - By kWh consumed during session

- **EVgo**
  - Member & nonmember pricing
  - By the hour or minute (varies)

- **Tesla**
  - By kWh or by the minute (varies)

- **Webasto**
  - Monthly membership for unlimited charging
  - Or priced per session (varies for L2 & DCFC)
Government Role in Setting Private EVSE Retail Customer Charges

**OPTION 1:**
FULL MARKET COMPETITION

Government allows private sector to set customer charge

Private sector competition may reduce costs

**OPTION 2:**
SET MAXIMUM CUSTOMER CHARGE

Government sets maximum customer charge

Private sector can compete to reduce charges below maximum

**OPTION 3:**
SET CUSTOMER CHARGE

Government sets customer charge

All private EVSE has the same price
Establishing Customer-Facing Charges

Consumer-facing EVSE charges (options 2 or 3) may entail some combination of these or other considerations:

<table>
<thead>
<tr>
<th>Energy Rate for EVSE Providers (charged by Electric Utility)</th>
<th>Potential Rate for Public EVSE Users (charged by EVSE providers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considerations</td>
<td>?</td>
</tr>
<tr>
<td>• What are socially acceptable charge levels for a jurisdiction?</td>
<td></td>
</tr>
<tr>
<td>• How much does the private sector or utility need to recover costs?</td>
<td></td>
</tr>
<tr>
<td>• How much should the private sector be allowed to profit from resale of electricity?</td>
<td></td>
</tr>
<tr>
<td>• Do different EVSE types (DC or level 2) and/or locations (capitol or village), utilization rates (low or high) have different costs?</td>
<td></td>
</tr>
<tr>
<td>• Other relevant considerations?</td>
<td></td>
</tr>
</tbody>
</table>
Discussion Questions

1. What should the role of your government be in setting privately owned public EVSE tariffs?

2. Should private EVSE owners be allowed resell electricity to customers (EV drivers) for a profit?

3. What pricing structures and models for privately owned EVSE may be applicable or are of interest to your jurisdiction?
Thank You!

Questions?