

Business Account Survey for Electric Pricing Options

Introduction:

Dear Business Partner,

PSE is conducting a survey to understand your preferences regarding different electric pricing methods for EV charging services. Your feedback will help us design pricing plans that better meet your needs. The survey will take approximately 10 minutes to complete, your responses will be kept confidential.

Please forward this email to whomever is responsible for operational costs or energy management.

Thank you for your participation!

Section 1: Business Information

Q1. What is the size of your business?

- Small (1-50 employees)
- Medium (51-200 employees)
- Large (201+ employees)

Q2. Does your business provide public charging services?

- Yes
- No [skip Q3, Q14]

Q3. How many public EV charging stations do you operate?

- 1-5
- 6-10
- 11-20
- 21-50
- More than 50

Q4. Does your business operate a fleet of one or more company vehicles?

- No [skip Q5-Q7, Q13]
- No, but we are interested in acquiring fleet vehicles [Skip Q5, Q7]
- Yes

Q5. Which of the following best describes your business regarding fleet vehicles?

- Our fleet does not contain any Plug In Electric Vehicles.
- Our fleet is partially Plug-In Electric vehicles and partially other fuel type vehicles.
- Our fleet is entirely Plug-In Electric vehicles. [Skip Q6]

Q6. Please indicate how interested your business is in electrifying some or all of its fleet vehicles from 1 (Not at all interested) to 5 (Extremely Interested).

| 1 2 3 4 5

Q7. What level of charging equipment do you use? Select all that apply:

- Level 1
- Level 2
- DC Fast (up to 150kW)

- DC Fast (above 150kW)

Section 2: Pricing Options

Below are four pricing options that PSE is seeking customer feedback on. These rates would be available for separately metered EV charging services only.

Description of Pricing Options

- 1. Energy & Demand Option:**
 - a. Basic charge:** A fixed monthly charge.
 - b. Variable Energy Charge:** Based on total kilowatt-hours (kWh) consumed during the billing cycle, varying with time of day.
 - c. Peak Demand Charge:** Calculated from the highest kilowatt (kW) demand in a billing cycle. Charges are higher during on-peak hours.
- 2. Energy Only Model:**
 - a. Basic charge:** A fixed monthly charge.
 - b. Variable Energy Charge:** Based on total kilowatt-hours (kWh) consumed during the billing cycle, varying with time of day. This charge is substantially higher than in the Energy & Demand option.
- 3. Demand Only Option:** This option comprises
 - a. Basic charge:** A fixed monthly charge.
 - b. Peak Demand Charge:** Calculated from the highest kilowatt (kW) demand in a month. Charges are higher during peak hours. This charge is substantially higher than in the Energy & Demand option.
- 4. Subscription Option:** In this plan:
 - a. Basic charge:** A fixed charge that also covers a predetermined level of peak demand and energy usage. This charge is substantially higher than other pricing options.
 - b. Excess Demand Charge:** Applies if peak level is exceeded, it is substantially higher during peak hours.

Q8. Please rate each pricing option from 1 (very poor) to 5 (very good) for the following attributes:

- *Fairness:* How equitable and just the pricing option feels.
- *Affordability:* The extent to which the pricing option is financially manageable.
- *Simplicity:* Ease of understanding the pricing option.
- *Predictability:* How predictable the costs are under this option.
- *Suitability for your business:* How well the option fits your business needs, specifically for EV charging.

Pricing Option	Fairness	Affordability	Simplicity	Predictability	Suitability for EV charging Business
the Energy & Demand Option	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Demand Only Option	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Energy Only Option	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Subscription Option	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Q9. Please rank the four pricing options in order of preference (1 being most preferred and 4 being least preferred):

Pricing Option	Rank
Energy & Demand Option	
Energy Only Option	
Demand Only Option	
Subscription Option	

Q10. What do you like most about your most preferred pricing option? (Open-ended)

Q11. What do you like least about your least preferred pricing option? (Open-ended)

Q12. Electric power supply is most constrained during peak demand hours in the evening. Time-of-use rates (like these pricing options) are intended to encourage electricity use outside of this peak window. What duration of peak window would you be most interested in seeing? Note that the smaller the peak window, the higher the differential in price between on-peak and off-peak.

- 5:00pm – 9:00pm (4 hours)
- 5:00pm – 10:00pm (5 hours)
- 4:00pm – 10:00pm (6 hours)
- 3:00pm – 10:00pm (7 hours)

Section 3: Potential Impact of Alternative Rates

Q13. [Skip if Q4 was “No”] How likely are you to electrify your fleet if you switched to your most preferred pricing option?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Q14. [Skip if Q2 was “No”] How likely are you to increase the amount of charging you provide if you switched to your most preferred pricing option?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Q15. How likely are you to schedule charging time outside of these peak demand windows if you switched to your most-preferred pricing option?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Section 4: Final Thoughts

Q16. Do you have any additional comments or suggestions regarding the pricing options? (Open-ended)

Conclusion:

Thank you for completing our survey! Your feedback is invaluable in helping us improve our services and create pricing plans that better meet your needs. If you have any further questions or comments, please contact us at [contact information].