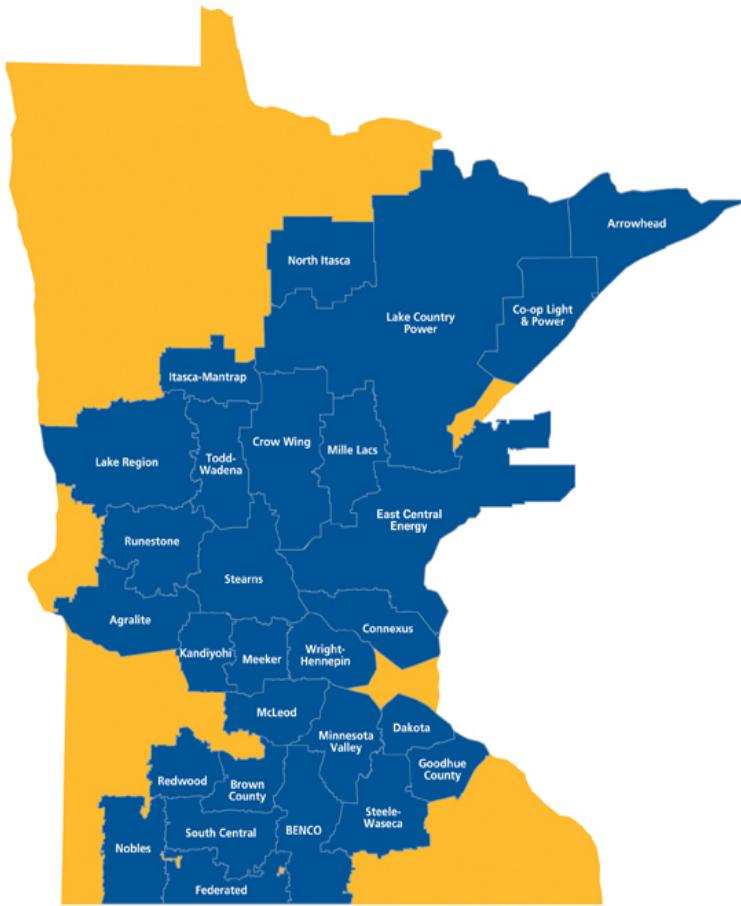


Gary Connell

Director, Demand Response
and Member Services



Smarter Home Solutions

Vision of “*All Things Electric*”

- Electricity is a smart choice
- Electrification efforts underway
- Electric vehicles are a long-term strategy
 - Smart use of electricity
 - Environmental benefits
 - Efficiency benefits



Determining Our Role

- ▶ Energy expert
- ▶ Member satisfaction
- ▶ Rates, reliability and time of use
- ▶ Stakeholder meetings
 - Electric Vehicle Roundtable 9/2014
- ▶ Utility collaboration discussions



Affect on load

- ▶ Increases in EV sales will increase electric load
- ▶ The effect of this new load will depend on where/when EV drivers charge
- ▶ Understanding customer's EV expectations and purchase intentions is critical



revojt

EMBRACE ELECTRIC VEHICLES



“Hello there,”

...meet Eevie





*“I'M NOT ONLY
OPENING A DOOR.
I'M LEADING THE WAY.”*

Hi. I'm Eevie. And I'm proud to introduce you to Revolt — a groundbreaking initiative powered by Great River Energy to promote adoption of electric vehicles and a more sustainable EV future. Visit me at MNrevolt.com to find out how you can benefit and help us all move from where we are to where we want to be.

revolt
EMBRACE ELECTRIC VEHICLES

Meet Frank & Zhoey

- New variables to consider
- Decision factors are evolving
- More players involved
 - Utility is one of them



great American
innovative love it green
technology smooth agile handling
fantastic user friendly
high quality well designed stylish exciting
high tech well engineered beautiful
electric America environmentally responsible
good acceleration well built efficient revolutionary future
well built awesome sporty acceleration sleek
environmentally friendly no gas excellent perfect
comfortable fuel efficient luxury
handles well extended range great looking
good looking quiet
amazing

Three “Pillars” of EV Growth

EV electric sales growth

Charging
infrastructure

Market
stimulation

Member
retail
initiatives

Our offer

- ▶ Purchase or lease a plug-in electric vehicle and you qualify for renewable energy at ZERO additional cost (above standard electric rates) for lifetime of the vehicle.
- You may also qualify for a \$500 electric charger rebate too!



In summary

Consider three end-use trends...

- Electric end-use appliances are more widely available and offer a path toward a lower carbon future
- In designing policies, important to consider how the grid operates today and the grid's longer-term trends
- There is an increase need to find solutions to integrate variable resources into the grid – this can be greatly assisted with end-use electric appliances – including the often forgotten water heater

