



## Electric Vehicle Managed Charging Initiative

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## 1. Initiative Summary

Efficiency Maine’s Electric Vehicle Managed Charging initiative incentivizes customers to reduce their energy consumption when demand on the New England electric grid is forecasted to be at its system peak. This is achieved by setting and controlling a charging schedule that moves vehicle charging to later in the evening when electricity is less expensive and less carbon intensive to produce. This reduction of energy consumption in response to grid conditions is broadly called demand response. When enrolled, participants simply plug their car in as they normally would, and Efficiency Maine will prevent it from charging until peak grid conditions have subsided. Participants are always able to opt out of these demand response events.

Customers are compensated on a continuous enrollment basis for permitting Efficiency Maine to manage the charging of their electric vehicle through its distributed energy resource management system (DERMS), an online platform run by a competitively selected third party called Virtual Peaker. The DERMS platform allows Efficiency Maine to message participants of impending demand response events, manage their charging during the event period, track performance across all demand response events, and issue virtual incentives after the end of the summer capacity season.

It should be noted that Efficiency Maine only provides incentives for the enrollment and control of vehicles and chargers, not for equipment purchase and installation. Participants will only be eligible for incentives for summer capacity seasons in which they are enrolled, and their participation meets the minimum requirements as outlined in this document.

Table 1. Summary of Initiative Offerings

Criteria	Detail
Open Access (also known as Bring-Your-Own-Device) Incentive	One time \$50 incentive upon enrollment, then \$50 annually
Eligible Customers	Residential electric customers
Permitted System Types	Both new and existing chargers
	Both new and existing electric vehicles
Demand Response Events per Year	Approximately 40 and no more than 60
Days Events Can Occur	Non-Holiday weekdays from June 1 – September 30
Event Duration	8 hours from 1:00PM to 9:00PM



## 2. Participation Requirements

To be eligible to participate in the initiative, a customer must have an electric vehicle charger OR an electric vehicle made by an approved manufacturer listed on Efficiency Maine's EV Managed Charging website. The charging speed of the primary charger (or charging outlet) must be at least 2.8kW and at most 19.2kW of power. Only residential electric customers are eligible to participate. Virtual Peaker, through their respective partnerships with manufacturers, is responsible for managing the vehicles and chargers enrolled in the initiative. A household is permitted to enroll one managed charging device in this initiative. More information on device eligibility requirements can be found in Section 7.

## 3. Device Description

### Onboard Charging Management (Telematics)

Controls built into vehicles, known sometimes as telematics, support an innovative way of managing vehicle charging that allows Efficiency Maine to remotely control a vehicle's onboard charging schedule. By doing this, participants can enroll in incentives without the need for costly and sometimes unnecessary home charging equipment upgrades. It should be noted that some vehicle manufacturers require subscription fees to maintain this service. Participants should feel free to reach out to [info@efficiencymaine.com](mailto:info@efficiencymaine.com) for more information.

### Smart Home Level 2 Charger

Participants can enroll their smart level 2 home chargers if they are manufactured by one of the supported vendors. A comprehensive list of these can be found on the Efficiency Maine website here.

### Device Enrollment Limit

A household is permitted to enroll one managed charging device.

## 4. Enrollment Process

To enroll, customers must complete the online enrollment process following the link on the Efficiency Maine website. Once enrolled, customers will be automatically re-enrolled annually unless they choose to unenroll or unless the incentive is discontinued.

## 5. Enrollment Incentive Payment Process

A one-time, \$50 upfront incentive payment will be issued according to the following schedule. Enrollment incentives will be issued on the last business day the May preceding the participant's first summer capacity season.



## 6. Annual Incentive Rates

The incentive rate for various participant types is described below in Table 3.

Table 3. Summary of Incentive Rates by Participant Type

Customer Type	Incentive Rate
Residential (Self-enrolled)	\$50 annually
Residential (Aggregator-enrolled)	

Annual, non-enrollment incentive payments for ongoing enrollment in the summer demand response period (June 1 – September 30) will be issued in December on an annual basis. Incentives will be issued virtually to initiative participants via email per the protocols outlined above.

*For example, Jack enrolls his L2 smart home charger in managed charging in March of 2024. Jack would receive his enrollment incentive May of 2024 and his annual incentive in December of 2024.*

## 7. Eligibility Requirements

To be eligible for incentives, the customer must meet the following criteria:

- The primary charging site of the vehicle must be sited in Maine and behind the meter;
- Self-enrolled residential customers must own the home in which the primary charging is sited;
- The customer must be on a residential electric rate;
- The charging speed of the primary charger or charging outlet must be at least 2.8kW and at most 19.2kW; and,
- The vehicle or charger is made by one of the eligible manufacturers listed on the Efficiency Maine website.

## 8. Device Control

Efficiency Maine will manage the “peak load” contributions of enrolled electric vehicles by scheduling their charging to take place during hours of the day where there is traditionally less load on the grid; these hours are often referred to as “off-peak” times. The overnight, off-peak charging schedule will be remotely controlled without the customer’s active participation only when it is necessitated by grid conditions. Participants will plug in their vehicle as they normally would, and Efficiency Maine will ensure that charging does not begin until after these peak conditions have subsided. While enrolled in incentives, the customer’s only obligation is to plug in their vehicle and ensure that the vehicle or charger remains operational and continues to be connected to Wi-Fi to allow communication with the DERMS.

A participant can choose to opt out at any time using the link supplied by Virtual Peaker in the notification emails and text messages sent in the day or days leading up to a demand response event. While there is no penalty for non-performance, customers are expected to participate in most demand response events and Efficiency Maine will monitor customer participation. Should a participant opt out of more than 12 of all demand response events, Efficiency Maine



reserves the right to remove these participants from the program and not issue annual incentive payments for that capacity season.

### 9. Notification of Demand Response Events

Participants will be given twenty-four hours advance notice of a planned event as a courtesy should the participant want to opt out of a specific demand response event. Efficiency Maine will strive to provide an additional follow up notice of a pending event no more than four hours prior to the event. Participants will be able to select their preferred means of event notification during the enrollment process. The participant typically does not need to take any action for their system to respond to an event beyond ensuring their vehicle is plugged in and that devices are connected to their associated networks.

### 10. Demand Response and Large Storms

Many participants are thoughtful around charging their EVs in anticipation of large storms. Efficiency Maine will not call a demand response event during a severe outage or for two days preceding predicted severe outages.

### 11. Unsubscribing from the Initiative

Customers who enroll in Efficiency Maine's Electric Vehicle Managed Charging incentives will be automatically re-enrolled annually or until they provide written notice to [info@efficiencymaine.com](mailto:info@efficiencymaine.com) that they would no longer like to participate. Unenrolling will forfeit the upfront incentive, if applicable, and future participation incentives. A customer can re-enroll in the initiative without consequence.

Notwithstanding anything to the contrary herein, Efficiency Maine reserves the right to modify or discontinue the Program at any time.

### 12. No Transfer of Enrollment

Enrollment in Efficiency Maine's Electric Vehicle Managed Charging incentives cannot be transferred from one customer to another. If a customer moves out of their residence/facility, and the new occupant would like to participate in the initiative, they must submit a new customer application and participate at the incentive rate offered at that time.

### 13. System Maintenance and Internet Connection

Customers or aggregators are responsible for maintaining the customer's electric vehicle or charger to respond to the charging schedule set by Efficiency Maine. If a system is not maintained correctly, the internet connection to the system is not maintained, or if there is any other condition that would cause the system to be unable to receive remote commands or report performance properly, the ability to receive the incentive amount may be adversely affected.



#### 14. Co-Participation in Net Energy Billing (NEB)

Customers may co-participate in net energy billing (NEB) and Efficiency Maine's Electric Vehicle Managed Charging incentives.

#### 15. Loss of Connectivity

Efficiency Maine's Electric Vehicle Managed Charging incentives aim to remove as much responsibility from the end customer as possible. In this spirit, the only obligation a customer has is to maintain connectivity over the course of enrollment and plug in their vehicle as they normally would. Efficiency Maine will provide notice to a customer when their vehicle or charger has been disconnected for more than three consecutive demand response events. If the vehicle or charger has not been reconnected within 7 days of notice, Efficiency Maine reserves the right to unenroll the participant. Unenrolled participants forfeit their eligibility for incentive payments.

#### 16. Testing

A performance test event is planned for the first non-holiday weekday in June. Participants will be given notice at least twenty-four hours in advance. Efficiency Maine may elect to run performance and communication test events as needed to ensure all notification processes are functioning.

#### 17. Terms and Conditions

Participation in the Efficiency Maine's Electric Vehicle Managed Charging incentive is subject to the Terms and Conditions in effect for customer applications at the time that the application is approved by Efficiency Maine. Participants will be required to review and accept the Terms and Conditions during the online enrollment process.