CONSOLIDATED EDISON COMPANY OF NEW YORK, INC.

MANAGED CHARGING IMPLEMENTATION PLAN

Filed September 17, 2025

Case 18-E-0138

Pursuant to New York Public Service Commission's July 14, 2022 *Order Approving Managed Charging Programs with Modifications*

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0. Version Control

Revision Effective Date	Changes
9/26/22	Initial filing
1/30/23	Version 2
1/30/24	Version 3 – 2023 Annual Filing
1/30/25	Version 4 – 2024 Annual Filing
9/17/25	Version 5 – Extension Order Update

0.0 Program Modification and Clarification

This Managed Charging Implementation Plan was updated to include program updates reflected in the New York Public Service Commission's ("Commission") August 2025 Order Modifying Managed Charging Programs.[1]

[1] Case 18-E-0138, *Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure*, Order Modifying Managed Charging Programs (August 18, 2025).

1. Executive Summary

The EV market has continued to grow and evolve over the past year as OEMs release new BEVs and PHEVs, and consumer incentives for owning an EV are available. As of September 02, 2025, 104,249[2] EVs are on the road in the Con Edison service area, accounting for about 2.5% of light duty vehicles on the road. In 2024, about 31,500 new EVs were registered in the service area.

This continued growth creates a larger and more diverse pool of EV owners and operators, and the program is seeking to capture these new drivers while achieving the Program goals. The goal of the Program is to promote grid-beneficial electric vehicle charging behavior to as many EV owners and operators as possible, while providing a best-in-class customer experience. In 2024, the Program saw about 97% of energy consumed outside of On-Peak hours, received a 92% satisfaction rating from participants, and enrolled 25.9% of light duty EVs in the service area.

As EV adoption continues to accelerate, Con Edison will continue to grow the program and improve Program features. We will look to increase our list of compatible EVs and EVSEs, and we will expand the educational material about the program and outreach channels for our Participants and customers so they may better understand the program structure and benefits.

[2] EV registration and EV's on the road data in the Con Edison service area was pulled from the EValuateNY website, (EValuateNY – Atlas Public Policy (atlaspolicy.com), operated by Atlas Public Policy on September 2, 2025.

2. Introduction

2.0 Background and Summary of Order

The Commission's July 2022 Managed Charging Order ("Order")[3] authorized utilities to implement managed charging programs and directed the utilities to file Managed Charging Implementation Plans ("MCIP"), detailing the design and operation of these programs. Managed charging programs encourage customers to charge their vehicles at times that will not contribute to system peak electric load through paying incentives for grid beneficial charging behavior. Consolidated Edison Company of New York, Inc. ("Con Edison" or "Company"), has been implementing its SmartCharge NY ("SCNY") managed charging program ("Program") since 2017 by paying incentives to customers to avoid Electric Vehicle ("EV") charging during peak hours and for overnight charging. The Order continued the SCNY program through 2025, with some changes, including, for example, setting cost-based incentive levels and establishing a more structured Participant dispute resolution mechanism.

On August 18, 2025, the Commission issued its Order Modifying Managed Charging Programs ("Extension Order") approving a petition filed by the Joint Utilities ("JU")[4] to extend the Programs at each utility beyond the original end date of December 31, 2025 utilizing existing budgets.[5] The Extension Order authorized a short-term extension until a full program review is completed. The Commission also directed the JU to host a technical conference and file a comprehensive report by January 30, 2026. This MCIP filing reflects the requirements of the Extension Order and otherwise maintains the implementation details along with the 2024 annual update filed on January 30, 2025. No new implementation details have been included for 2025 in this filing.[6]

2.1 Con Edison Perspective on Electric Vehicles

Con Edison is committed to effectively implementing the Commission authorized program and supporting state policy goals seeking to deliver a clean energy future for customers. Supporting the transition to electric vehicles aligns with these policy objectives, as the critically important transportation sector accounts for 19% of New York's statewide greenhouse gas emissions[7] and is a key policy target for reductions under New York's Climate Leadership and Community Protection Act.

Satisfying peak demand growth, including growth driven by electric vehicle ("EV") charging, can require the installation of infrastructure across supply and delivery systems.

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[3] Case 18-E-0138, *Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure,* Order Approving Managed Charging Programs with Modifications (July 14, 2022) (the "Order").

The Joint Utilities are Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., Niagara Mohawk Power Corporation d/b/a National Grid, New York State Electric & Gas Corporation, Orange and Rockland Utilities Inc., and Rochester Gas and Electric Corporation.

[5] Case 18-E-0138, *Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure*, Order Modifying Managed Charging Programs (August 18, 2025) ("Extension Order").

[6] Con Edison may, at its discretion, alter or change any of the plans If changes are made, Con Edison will update this implementation plan and file a revised versions of this plan.

[7] "2024 Statewide GHG Emissions Report", New York State Department of Environmental Conservation, published 12/2024.

Through a managed charging program, Con Edison aims to promote and entrench grid-beneficial charging behavior that can help reduce EV demand at peak times by shifting EV charging to off-peak and overnight times.

Con Edison also offers additional incentives to help make transportation electrification easier for customers.

- The Company's PowerReady Program offers incentives to install light-duty electric vehicle supply equipment ("EVSE") and is committed to installing over 24,000 Level 2 ("L2") and direct current fast charging ("DCFC") plugs to the service territory by 2025, as well as a pilot medium- and heavy-duty pilot make-ready program and a micromobility make-ready program.
- The Company offers a Commercial Managed Charging Program ("CMCP") called SmartCharge Commercial[8] that provides operating cost support to qualifying commercial EV charging customers while incenting cost-efficient grid-beneficial electric vehicle charging, and a Demand Charge Rebate ("DCR") to reduce demand charges for public DCFC stations.
- The Company's SmartCharge Tech[9] ("SCT") Program offers incentives to install load management systems and battery storage at commercial charging station sites to enable a site to balance and shift EV charging load.

2.2 Program Structure

SCNY promotes grid-beneficial charging behavior through two categories of incentives targeted at EV drivers and/or operators: (i) a primary incentive for avoiding on-peak EV charging during summer weekdays (June-September) and (ii) a secondary incentive to encourage overnight off-peak (midnight-8 am) charging. The primary incentive requires consistent behavior over the entire month over which the Company disburses incentives, *i.e.*, on a monthly or quarterly basis, whereas the secondary incentive is earned on a rolling basis with monthly or quarterly incentive disbursements; it is on a rolling basis since it depends on the volumetric energy use during off peak hours. For the purposes of this Program, a charge session is defined as >1 kilowatt-hour (kWh).

The Company has set incentive levels to be below the ceiling level as directed in the Order; thus, incentives are lower than the difference between standard and time of use or alternative off-peak rates for the supply and delivery portions of an illustrative EV charging electricity bill. In line with the Order, starting in 2023, SCNY limits participation to mass-market

[8] Con Edison's SCC program is available at: https://www.coned.com/en/our-energy-future/electric-vehicles/commercial-electric-vehicle-charging-station-rewards

[9] Con Edison's SCT program is available at: https://www.coned.com/en/our-energy-future/electric-vehicles/commercial-electric-vehicle-charging-station-rewards/smart-charge-tech

customers who are not on any time of use rate structures and commercial light duty vehicle ("LDV") fleets currently eligible to participate in SCNY.[10]

3. Managed Charging Program Implementation

3.0 Eligibility Criteria

Any residential and light duty fleet EV owner or operator charging their electric vehicle(s) within the Con Edison service territory is eligible to participate if they have the technology that is compatible with application/interface used to connect vehicles/EVSE and collect charging data (SCNY platform) to verify performance and satisfy certain electric service[11] criteria. The eligibility criteria and a list of compatible technologies is publicly available[12]. Medium and heavy-duty vehicles ("MHDV") are excluded from the Program but will be eligible to participate in the Company's CMCP, SmartCharge Commercial ("SCC").

3.1 Enrollment Incentives

Since SCNY relies on customer response to price signals as opposed to active utility curtailment, the Program is categorized as a passive managed charging program. Enrollment incentives are capped at $25 per enrollment by Ordering Clause 17 and the Company offers enrollment incentives at that level. This incentive is earned on a per-vehicle or per-charger basis after three months of continued participation in SCNY; continued participation means that the participant charges at least once monthly for three months.

3.2 Charging Incentives

SCNY is structured so that participants are incentivized to avoid a specific 4-hour peak window for charging their vehicle. Participants are further incentivized to charge their vehicle during the overnight off-peak period. The incentives listed below became effective on January 1, 2023.

The Avoided On-Peak Charging Incentive is earned on a per-vehicle or per-charger basis when 1) there were no charge sessions recorded in the specified 4-hour period that was to be avoided for the month and 2) at least one charging session was recorded for the month. In response to customer feedback received in the early phase of the Program, the Company will allow participants to charge a limited amount during the summer month peak period; this is described below in section 3.2.1.

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[10] The Company notes here that as of January 19, 2023, and in compliance with Public Service Law (PSL) §66-s which requires consideration of EV charging market needs in individual utility service territories for operating cost relief; the Commission authorized the development of a commercial managed charging program as one of means by which to provide such operating cost relief to chargers in compliance with state law. The Company transitioned the heavier classes of vehicles that were participate in SCNY to the commercial managed charging program.

[11] EV owners and operators may not earn incentives in the program if their primary charging location address receives electric service on a residential or small commercial TOU rate. Customers receiving service under SC 9 may not participate under SC 9 III or any high-tension delivery rate. For a complete list of included service classes, see §4.1.4 "Incentive Service Class Eligibility" of this document.

[12] A list of SCNY supported EVs and EVSEs can be found at the following webpage: https://www.ev.energy/scny/faq

To spur high and consistent levels of performance, this MCIP introduces a bonus incentive, which is earned when the participant records no charge sessions during the 4 hour on-peak period for the entire 4-month summer period (June 1- September 30).[13]

The Off-Peak Charging Incentive is a volumetric (per kWh) incentive for energy consumed during the 8-hour off-peak period of 12 midnight – 8 am.

3.2.1 Standard Charging Incentive Structure

Charging incentives for light-duty are structured around two separate preferred behavior outcomes: 1) Avoiding On-Peak charging (weekdays 2 pm – 6 pm) during summer months (June – September) to mitigate adding to the system peak load that drives long-term infrastructure needs, and 2) shifting charging to the overnight, off-peak period hours (12 midnight – 8 am, year-round) when infrastructure is typically less constrained.

Category	**Incentive Amount**	**Notes**
Avoided On-Peak charging weekdays 2 pm – 6 pm	$35/mo./vehicle	Earned in summer months only. Must be active during the summer month to be eligible.
100% Performance Bonus	$35/vehicle	Earned once annually if 100% performance is achieved during 4-month summer period (June 1-September 30). Must be active in at least one summer month to be eligible.
Overnight Off-Peak charging (12 midnight – 8 am)	$0.10/kWh	Available everyday

Table 1: Light duty charging incentives.

Given the early stage in customer adoption of EVs, the Program allows for a level of Participant flexibility to charge a small amount during peak periods. In these cases, Con Edison will offer a reduced incentive rather than offering no incentive. Such a reduction in incentive will be based on the number of times participants charge during the 4 hour on-peak period, as well as their peak energy demand for the charging session in the summer months. Charging sessions recorded during the on-peak period will be logged as infractions and a participant is allowed a peak demand limit per month. Infractions and energy use are accumulated monthly and refreshed at the start of each month. The incentive amount is reduced for the month in which the infraction(s) occurred based on the table below. As noted above, to incentivize full peak avoidance, the Company separately offers a bonus incentive for customers who fully avoid the peak during the summer period.

[13] Avoided On-peak incentives can only be earned on a per-vehicle or per-EVSE basis. If a participant cannot share vehicle-specific data, they are only entitled to earn on-peak charging incentives for each registered EVSE that meets the charging criteria described above.

Charging Session Infractions (per month)	**Peak Demand (kW) during peak period**	**Incentive Amount Reduced to**
Any	> 5	$0/vehicle/month
One	=< 5	$35/vehicle/month
Two	=< 5	$17.5/vehicle/month
Three or more	Any registered charging session	$0/vehicle/month

Table 2: Avoided On-Peak Charging Flexible Incentive Reductions

3.3 Participation Requirements

EV owners/operators actively enrolled in SCNY as of December 2022 had the option to enroll in the new Program before January 1, 2023, except for mass-market participants that are on a TOU rate or had neither an EV model nor charging station that was supported by the new Program. To ease the transition, participants were notified in early December 2022 that the previous program was ending and informed them of the 2023 relaunch of SCNY. Con Edison began enrolling these participants in December 2022 to promote a smooth transition between program implementations. Transitioned participants agreed to new Program terms and conditions prior to enrollment in the new SCNY Platform. Prospective participants will need to complete an application form online to be onboarded into the Program.

Vehicles that participated in the previous SCNY program have the option to either transition to eligible vehicle-based telematics or networked EVSE channel. The original equipment manufacturer ("OEM") application programming interface ("API") option is limited to certain vehicle makes, models, trims, and years with capabilities to connect to the SCNY Platform. The networked EVSE option is also limited to certain EVSE makes and models that the SCNY Platform can communicate with. A list of SCNY supported EVs and EVSEs can be found on the program website. This list of compatible technologies will be further refined as the Technology Standards Working Group receives approval for qualified product criteria.

To enroll in SCNY, the Applicant needs to provide personal information that can be used to verify an Applicant's eligibility. Applicants will self-identify if they are on a TOU rate during enrollment. The Applicant will then connect their vehicle or EVSE through their OEM API or EVSE network to the SCNY Platform. The Applicant agrees to the Program Terms and Conditions prior to connection and data transfer. Con Edison will review all Applicants who apply to the Program and verify if they are on a TOU rate. Applicants who are identified as being on a TOU rate will be notified and be ineligible to earn incentives from the SCNY Program.

It is the responsibility of the EV owner/operator to either: 1) initially install a compatible networked EVSE and follow instructions to connect to the SCNY Platform, or 2) register their compatible vehicle via the onboard telematics/API to the SCNY Platform. This connection must be maintained with their EVSE or API so that charge data continues to be shared with Con Edison. The Company is not responsible for data reporting issues that may transpire with vehicle telematics or an EVSE and can only allow participants to earn incentives if data is shared. If a connection is lost, the SCNY Program will notify the EV owner/operator immediately and will assist where possible to reestablish the connection. The participant is responsible for reporting any suspected reporting issues to the SCNY Program as soon as possible to facilitate

troubleshooting and resolution. Further details on data gaps are covered in Section 6.2 "Dispute Resolution Framework."

3.4 Eligible Technology

As per the Order, Con Edison will permit program participation through onboard vehicle telematics and networked EVSEs. Specific vehicle makes and models supported by the telematic option and specific networked EVSEs will be listed online[14] as part of program materials. To permit anticipated frequent updates to supported technologies, this list will be posted publicly. At the time of this filing, 91 EV makes and models and 3 chargers are supported by our current SCNY Platform provider.

Con Edison is participating with the Joint Utilities Technical Standards Working Group ("TSWG") to identify and test additional technology for inclusion in the program. The method and plan for this testing will be consistent with Ordering Clause 6 of the Order.

3.4.1 Testing Accuracy

In the Managed Charging Order, the Commission requires that the Joint Utilities "shall propose a method for testing the accuracy of managed charging-enabling technologies no later than 180 days after issuance of this Order. The utilities are further directed to file such proposal with the Secretary."[15] The Joint Utilities filed their proposal on January 10, 2023, which was informed by industry research and external stakeholder engagement, including through the convening of the Technical Standards Working Group ("TSWG") on December 9, 2022.[16]

The Order also required the TSWG, composed of the Joint Utilities and Department of Public Service Staff ("Staff") with active participation from stakeholders, to propose eligibility criteria for devices to be tested by July 14, 2023. The JU presented their criteria to the TSWG on April 12, 2023. In May 2023, the Joint Utilities released a request for information ("RFI") to formally gather stakeholder input on the testing setup, testing protocol, devices intended for testing and sample size of devices, and testing implementation costs and schedule. The results of the RFI were used to inform the implementation of an accuracy testing effort. Pursuant to the Order, in December 2023, the Joint Utilities, in consultation with Staff, contracted with the Electric Power Research Institute ("EPRI") to design a testing protocol and conduct testing of eligible devices. EPRI prepared The Methodology for Testing the Accuracy of Data Collected from Managed Charging Enabling Technologies (TAFT Report),[17] which summarized the protocol, its development through an initial round of testing, its application to a series of EVs, telematics providers, EVSEs and EVSE data hosts, and the results. The Joint Utilities filed the report on September 12, 2024.

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[14] A list of SCNY supported EVs and EVSEs can be found at the following webpage: https://www.ev.energy/scny/faq

[15] Case 18-E-0138, Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure, Order Approving Managed Charging Programs with Modifications (issued and effective July 14, 2022) ("Order"). Ordering Clause 5.

[16] Case 18-E-0138 - Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure, Notice Announcing Technical Standards Working Group Meeting (Issued November 21, 2022).

[17] Case 18-E-0138, Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure, JU TATF Report 09-12-2024 (filed September 12, 2024).

Following the filing of the TATF Report, the Order required that the TSWG submit a comprehensive filing with recommendations to the Commission based on the results of the accuracy testing. On September 2, 2025, Staff published the Technical Standards Working Group Report Addressing Electric Vehicle Supply Equipment and Telematics Accuracy.[18] The Report details the findings of the TSWG and proposes recommendations to address the findings.

3.5 Program Timelines

The following table lays out the major pre- and post-launch activities and regulatory filings of the program.

Milestone	Date
Initial MCIP Filed	September 2022
RFP Issued	September-October 2022
RFP Proposals Due	October 2022
Vendor Selection	November 2022
Marketing Activities	December 2022
New Program Begins	January 2023
Updated MCIP Filed	January 2023
2023 Annual Report Filed	January 2024
2024 Annual Report Filed	January 2025
Extension Petition Filed	April 2025
Extension Approved	August 2025
Updated MCIP Filed	September 2025

Table 2: Program timeline

3.6 Customer Resources

Con Edison implemented a new participant portal in May 2023. The portal functions like Con Edison's previous participant portal. It offers customers the opportunity to view their prior behavior and update the details of their participation. Prior reward period statements are available, giving customers the opportunity to confirm the status of incentive payments and review the criteria that led to their incentive determination.

The SCNY participant dashboard includes a mobile app and mobile-friendly website that allows participants to view the status of their vehicle, including connection, plug-in status, and

[18] Case 18-E-0138, *Proceeding on Motion of the Commission Regarding Electric Vehicle Supply Equipment and Infrastructure*, Technical Standards Working Group Report Addressing Electric Vehicle Supply Equipment and Telematics Accuracy (filed September 02, 2025).

battery level. Once participants have successfully completed enrollment in the program and connected their hardware, a history of their charging sessions in the program will become available to them.

A list of qualified contractors operating within the Con Edison service territory with the ability to perform EVSE installations can be found on the Joint Utilities website (Contractor List | Joint Utilities (jointutilitiesofny.org)).

4. Program Budget

4.0 Order Authorized Budget[1]

Cost Category	2023	2024	2025	Total
Implementation and Enrollment	$7,337,705	$10,170,509	$13,441,854	$30,950,067
Incentives	$15,088,144	$23,919,425	$32,750,563	$71,758,131
Total	$22,425,849	$34,089,934	$46,192,417	$102,708,198

Table 4: Order Authorized Budget

[1] The budget is based on the high participation scenario previously discussed with staff and does not reflect the anticipated savings from the selected vendor. The budget is shown and to be used against as a benchmark.

Implementation and Enrollment budgets consist of vendor costs, Program Implementation and Administration that includes, IT/billing integration costs, enrollment incentives, Company staffing, and evaluation costs and marketing cost. Incentives budget includes charging incentives described in section 3.2 above. Based on the current program spend, the Company still expects to implement the program through 2025 within the authorized budget levels.

In the Extension Order, the Commission authorized the Program to continue to run on the current budget until program review outlined in the Extension Order is completed. The Commission also authorized the JU the ability to reallocate their funds after consulting with Staff. If the budget is reallocated the MCIP will be updated to reflect the change within 30 days of the modification.

Implementation and Enrollment Budget Components	Budget
Program Implementation and Administration	30% - 40%
Vendor Cost	40% - 50%
Marketing	10% - 30%

Table 5: Implementation and Enrollment Budget Components

4.1 Incentive Derivation

4.1.1 Guiding Principles

In setting incentive levels, Con Edison worked with two key rules in mind:

1. Develop cost-based incentives:
   Ordering Clause 15 requires incentives offered through SCNY be cost-based, based on the difference between flat standard and off-peak supply and delivery costs for conventional and time-of-day service.

2. Prevent participant from receiving payments to charge:
   Incentive rates should be set at a relevant level to eliminate the possibility of net-positive credits, *i.e.*, credits that exceed the electricity costs to charge, to the customer. This will be discussed in further detail in the following section.

4.1.2 Scope

Not every Con Edison service class (SC) will support EV load. Of the service classes published in the tariff,[19] customers on only three are likely to have electric vehicle load. An overview of active tariffs and their expected participation is listed below:

Service Classification	Purpose	EV load expected?	Type of vehicles
SC 1	Residential & Religious	✓	Light duty
SC 2	General – Small	✓	Light duty
SC 5	Traction Systems		
SC 6	Street Lighting		
SC 8	Multiple Dwelling – Redistribution		
SC 9	General – Large	✓	Light duty, MHDV
SC 11	Buy-Back Service		
SC 12	Multiple Dwelling – Space Heating		
SC 13	Bulk Power – Housing Developments		

Table 6: Con Edison service classes and purpose

4.1.3 Incentive Calculation

While this approach naturally lends itself to the default residential rate, SC 1, commercial service classes are constructed using demand delivery rates. A breakdown of the relevant Con Edison service classes and their subclasses into their component elements is detailed in the table below. Non-standard demand-based rates listed under Rider Z of the Con Edison Tariff are being evaluated for applicability for program inclusion.

Tariff Rate Property	Customer Charge ($)	Conventional Energy Supply Charge ($/kWh)	Conventional Energy Delivery Charge ($/kWh)	TOD Energy Delivery Charge ($/kWh)	Conventional Demand Delivery Charge ($/kW)	TOD Demand Delivery ($/kW)
SC 1 Rate I	✓	✓	✓			
SC 1 Rate II	✓	✓		✓		
SC 1 Rate III	✓	✓		✓		
SC 2 Rate I	✓	✓	✓			
SC 2 Rate II	✓	✓		✓		

[19] Consolidated Edison Company of New York, Inc. "Schedule for Electricity Service," effective 4/1/2022.

SC 9 Rate I		✓			✓	
SC 9 Rate II	✓	✓				✓
SC 9 Rate III	✓	✓				✓
*SC 9 Rate IV**	✓	✓				✓
*SC 9 Rate V**	✓	✓				✓

Table 7: Con Edison tariff elements

* Class is subject to standby rates, which include a contract demand delivery charge and as-used daily demand delivery charges,

For purposes of this document, we offer the following definitions:

Standard Charges

- Customer Charge: A flat rate paid regardless of energy or demand consumption.

Energy Charges

- Conventional Energy Supply: Charges pertaining to the cost of supplying the energy commodity consumed. Does not vary based on the time-of-day energy is delivered.
- Conventional Energy Delivery: Charges pertaining to the cost of delivering the energy commodity consumed. Does not vary based on the time-of-day energy is delivered.
- TOD Energy Delivery: Charges pertaining to the cost of delivering the energy commodity consumed. Varies based on the time of day (TOD) the energy is consumed.

Demand Charges

- Conventional Demand Delivery: Charges pertaining to the cost of delivering the peak power consumption. Does not vary with the time-of-day of delivery.
- TOD Demand Delivery: Charges pertaining to the cost of delivering the peak power consumption. Varies based on when the power is consumed.

The following sections detail the development of the incentives for each subclass. In each case, the assumed shift to off-peak charging was 362.5 kWh and 75 kW. Historic supply data was obtained from publicly available sources,[20] and all available data was used to construct supply ranges.

4.1.3.1 Residential – SC 1

For residential and religious participants under this class, Con Edison created ranges for both energy supply and delivery rates by comparing standard

[20]Con Edison's MSC Supply Lookup File, available online at: https://dcx-downloads-prod.azureedge.net/file-downloads/LDS_APPND.CSV

(Rate I) rates to TOD rates (Rate III which is voluntary). Proposed incentive levels were then tested against these ranges so that incentive levels fell within the bounds prescribed by the Order and adhered to Guiding Principles 1 and 2.

Con Edison also looked at SC 1's two voluntary TOD-based rates, Rates II and III. While the standard approach for TOD rates is to compare the difference between the summer peak and off-peak periods (discussed below), it should be noted that these subclasses currently receive customer charge reductions for customers who register an electric vehicle with the Company. They are therefore excluded from program participation.[21]

4.1.3.2 Commercial – SC 2, SC 9

(1) SC 2 – General, Small

SC 2 customers are defined as small, non-residential customers with under 10 kilowatts (kW) of peak demand. Since some L2 chargers operate below this threshold, it is possible some charging may happen at these customer locations. SC 2 Rate I is the standard rate for this class, and the evaluation of incentive eligibility was like the process for SC 1.

SC 2 II however, is the voluntary time-of-day rate for this service class and therefore the default TOD rate. Since any incentives on top of the base tariff would violate Guiding Principle 1, it was stricken from further consideration and customers registering EVs or EVSE associated with this service class will be ineligible to participate in the program.

(2) SC 9 – General, Large

Since subclasses of rates for SC 9 rates are designed differently, a different approach is required to setting incentives. For example, SC 9 Rate I charges for peak demand on a single monthly maximum basis, whereas the voluntary TOD class SC 9 Rate III has three separate windows where demand values are calculated. This precludes an apples-to-apples approach and thus the Company used a whole-bill comparison to meet the requirements of Guiding Principle 1.

Delivery incentives for SC 9 Rate I were set by first estimating charges for both this standard rate and the lowest-cost TOD rate (SC 9 Rate IV) and subtracting the latter from the former on an annual basis. This difference was then compared to the lowest overnight delivery rate and the lower of the two values was used to cap incentive payouts to

[21] As part of its pending rate case filing, Case 22-E-0064, Con Edison proposed removing this customer charge. Should this revised tariff receive Commission approval, Con Edison will revisit incentives for the least-cost service class of either SC1 II or SC1 III post Commission approval. For details on the proposed customer charge changes, see Case 22-E-0064: "Consolidated Edison Company of New York, Inc. Direct Testimony - Electric Rate Panel", Exhibit_(ERP-2), pgs. 7-8 (filed January 8, 2022)

prevent violating both Guiding Principles. Supply incentives were also bounded in a manner like SC 1 Rate I and used to create a range of incentives.

Con Edison continues to review the appropriateness of including commercial TOD rates in SCNY.

Supply incentives for the commercial TOD rates are also complex. In this case, the supply difference between peak times and off-peak times is on average sufficient to drive modest value that can be provided to customers in this rate class. Con Edison therefore intends to use the daily on/off peak supply delta as a cost-based value driver for program incentives. Con Edison will continue to review this approach.

4.1.4 Incentive Service Class Eligibility

After completing the review above, customers receiving Con Edison electric service under the following service classes will be eligible to participate in SCNY.

Rate Classification	**Participation Eligible?**
SC 1 I	✓
SC 1 II	
SC 1 III	
SC 2 I	✓
SC 2 II	
SC 9 I LT	✓
SC 9 I HT	✓
SC 9 II LT	✓
SC 9 II HT	✓
SC 9 III LT	✓
SC 9 III HT	✓
SC 9 IV LT	✓
SC 9 IV HT	✓
SC 9 V LT	✓
SC 9 V HT	✓

Table 8: SCNY permitted service classes

4.2 Cost Recovery

As per Ordering Clause 24, program costs associated with SCNY enrollment and implementation are to be recovered through the Make-Ready surcharge while cost associated with incentives are to be recovered through existing delivery and supply rate reconciliation mechanisms. Costs will be recovered one year after being incurred.

Costs will be allocated to the relevant service classes (SC) based on the proportional share of participation incentive dollars paid out each year. Program administration and implementation costs will be similarly proportionally split. Fleet vehicles and New York Power Authority supply charges will always be recovered through SC 9.

5. Program Outreach and Feedback

5.0 Marketing, Outreach and Education

5.0.1 Participant Acquisition

SCNY will continue to leverage the outreach channels it used in 2023 and 2024 to acquire new participants. These outreach channels include sending out email/print collateral, webinars, enrollment surveys, websites, newsletters, social media, and targeted digital engagement, (i.e., display advertising and search engine marketing). Participants are also acquired via the Refer a Friend program, which has expanded into working with marketing partners, including charger manufacturers and operators. SCNY has conducted many in-person engagements over the last year including, auto enthusiast meetups, fleet shows, auto shows, auto dealer visits, and booths at charger hub sites to further drive enrollments. SCNY plans to continue efforts across a variety of channels to engage and enroll as many EV owners and operators as possible.

The Company will continue to engage with auto manufacturers and dealerships about connected car subscription costs that may create financial barriers for customers to participate in the SCNY program.

SCNY developed an auto dealer training program that was relaunched in 2024. This program included the development of dealer recruitment strategy, training materials, and salesperson training on how to educate car buyers on the benefits of enrollment.

5.0.2 Outreach Materials and Participant Education

The Company's SCNY outreach strategy is a multifaceted approach that aims to engage potential customers across a variety of channels. In addition to the outreach plan, the Company has developed program participant representatives to actively seek out prospective participants. These representatives organize and attend events, advocate for the program, and are available to assist participants in signing up for SCNY. This section will be updated annually, as updated materials become available. Sample program outreach materials are included in Appendix 1.

Online, program information will be posted on the Con Edison EV web portal as well as the application website, including frequently asked questions ("FAQs"), testimonial videos, instructional videos, infographics, and an incentive calculator. Con Edison also engages in program marketing through targeted advertising and will continue this outreach each year of the program.

The Company will partner with various EV owner's clubs, non-governmental organizations, dealerships, developers, building management companies, EV charger developers and other businesses to help educate their members, employees, and customers about SCNY.

5.1 Customer Satisfaction

Con Edison will solicit participant feedback, with details, covering the clarity of the program, satisfaction with program elements, and any issues that may have been encountered

and detail the results of these efforts. These efforts will be undertaken during each year of the program, and the results will be published in the annual filings of the MCIP. The results of the 2024 annual survey including the program satisfaction rate and the net promoter score can be found in Section 7.1.5 below.

A dedicated customer outreach specialist will work across different organizations within the Company to prepare regular customer satisfaction surveys in accordance with program needs and regulatory requirements. Survey results will be used to continuously improve the program, including improvements to the customer experience.

5.1.1 Annual Satisfaction and Net Promoter Survey

Con Edison will establish and implement a Satisfaction and Net Promoter Survey. The survey will take place around the beginning of the fourth quarter of each year so that results can be published in the January MCIP. The Satisfaction and Net Promoter survey will use the following language to determine the net promoter score:

On a scale of 0 to 10, how likely are you to recommend the Con Edison's Managed Charging program (SmartCharge New York) to other EV owners? (0=Not at all likely and 10=Extremely likely)

To determine Participant satisfaction with the with the Program, the following langue will be used:

Overall, how satisfied are you with SmartCharge New York? (Completely dissatisfied, somewhat dissatisfied, neither satisfied nor dissatisfied somewhat satisfied, completely satisfied)

As per Ordering Clause 29, Overall Satisfaction with the program, will be determined by the percent of survey respondents who respond as either somewhat satisfied or completely satisfied. An aggregate response of under 75% will trigger an automatic review of program procedures and operations. Following this review, Con Edison will file an updated MCIP detailing options it considered and programmatic changes it is implementing to improve the customer experience.

Working with a partner, the Net Promoter Survey will be distributed via email to registered program participants. Con Edison drafts a communication package including invites and reminders that are sent to participants. The survey is currently offered in English, and Con Edison is reviewing the benefits of including other prominent service territory languages as well. Email reminders are sent out throughout the duration of the survey period.

In addition to the core mission of gauging baseline satisfaction with the program, survey results are used to determine the efficacy of program features and demographic makeup of program participants. These responses are critical to helping Con Edison understand the drivers of customer behavior in its service territory and stay ahead of any emerging program issues.

6. Customer Inquiries and Complaints

The Company is implementing a process for customers to provide feedback about program user experiences, preferred enhancements, and concerns. All customer inquiries and complaints related to the Managed Charging Program are recorded.

6.0 Channels

The SCNY program will address customer inquiries and complaints appropriately and in a timely manner. Program participants may file inquiries and complaints through:

Company	**Email**	**Phone**
Vendor	scny@ev.energy	419-909-6237
Con Edison	smartcharge@coned.com SCNYSurvey@coned.com (only used during the annual net promoter survey)	1-800-75-CONED Call center

Table 9: Customer Support Channels

When a program participant is unsatisfied with an initial outcome, the Company follows the appropriate escalation pathway to reach a resolution. All customer inquiries are categorized and will be responded to. If "first response resolution" is not achieved, inquiries will be internally prioritized and reviewed further for internal escalation. Escalated inquiries will be reviewed and the SCNY program team will provide a dispute resolution to the customer. A high-level overview of inquiries and complaints is included below in Section 7.0.

6.1 Categorization of Inquiries and Complaints

Based on feedback received, the Company groups customer queries into 16 main categories to help process and track issues in an effective and consistent manner. The Company will use a common categorization tagging approach to develop standardized processes and communication for common issues. These are the 16 main categories:

Inquiry Type	**Description**
Charging data or location incorrect	Charging data/location was recorded in the SCNY Platform but appears to be inaccurate/incorrect
Charging data missing	Charging data/location was not recorded in the SCNY SCNY Platform
Customer portal unresponsive	Participant portal has partial or entirely stopped working for a participant
Connect >1 EV	Question or issue connecting more than on EV to the account
Complaint about connected-car subscription fees charged by the auto OEM	Complaint about having to pay for a subscription to an OEM to participate in program
EV not compatible	Question around compatible vehicle list
Trouble connecting EV	Question or issue getting a compatible EV connected to the SCNY Platform

EV offline/disconnected	Question or issue about an EV that is/was connected to the SCNY Platform
EVSE not compatible	Question around compatible EVSE list
Trouble connecting EVSE	Question or issue getting a compatible EVSE connected to the SCNY Platform
EVSE offline/disconnected	Question or issue about an EVSE that is/was connected to the SCNY Platform
General query - program eligibility or rules	General question about the program eligibility or how incentives are earned
Incentives/payment query	Question or issue about a payment that has or has not been received by the participant
User Error	Participant purposefully or accidently took an action that caused an unintended change to their account/connected hardware (e.g., incorrect input to payment info or forgot to add in a promo code)
Complaint about vendor	Participant has an issue about an interaction with the vendor
Other	All other question or complaints

Table 10: Inquiries and Complaints Categories

The program customer service representative(s) will be trained to confirm which category the issue fits under and a pathway to resolution. It may be necessary to create new categories as the Program evolves. After a customer service representative(s) determines the category of the inquiry or complaint, they will determine if a program customer support script can be utilized. The program customer support scripts are included in Appendix 2.

6.2 Dispute Resolution Framework

6.2.1 Procedure

Disputes occur when inquiries and/or complaints have not been resolved with the customer. Con Edison expects disputes with customers will primarily be restricted to missing or inaccurate charging data, described in detail below. Con Edison will employ its customer service representatives in the customer call center to handle basic questions about program issues and instruct them to pass advanced queries and disputes over the program personnel[22] for resolution.

Con Edison is offering SCNY as a utility incentive program and does not anticipate disputes around electric meter accuracy given that meter data is not currently used for SCNY. The Company is still working to understand the limitations of load disaggregation technology on the market today.

[22] A customer outreach specialist in the SCNY program team will act as a point of escalation for customer issues. This specialist will work to improve customer experience, assist with enrollment, incentive payments, or other issues in accordance with program rules. This resource is also responsible for tracking customer issues in a consistent format and reporting on an annual basis.

6.2.1.1 Missing Data

In this case, Con Edison has no records of customer charging behavior during the time in question, due to either EV/EVSE connectivity issues or data corruption. This is frustrating for the customer, as they expect to be compensated for positive actions they have undertaken. It is also a challenge to the program administrator, which relies on the uptime, reliability, and connectivity of the auto OEMs and EVSE manufacturers whose hardware is eligible for the Program. In extreme cases, if there is alternate data available, for example from the customer's vehicle OEM or EVSE app, Con Edison may accept data from an alternate source so long as it does not provide a pathway for double-incentivization (e.g., a participant submits at-home EVSE records to supplement missing vehicle telematic data for overnight charging).

Considering this, Con Edison's policy is to remind program participants that they are responsible for confirming that their charging behavior is being recorded appropriately within the customer portal after they first connect and on a regular basis thereafter. Con Edison may provide favorable judgement to customers on occasional disruptions but may choose to remove an auto OEM or EVSE manufacturer from the list of eligible hardware if there are persistent issues with data quality across participants.

6.2.1.2 Inaccurate Data

For cases where Con Edison data and participant data sources disagree, Con Edison must necessarily rely on the participant to raise a concern. Given the nascence of the managed charging market and the lack of standard technology requirements, it is entirely conceivable that two sources could report moderately different behavior.

To provide a seamless customer experience, Con Edison will accept cases where customers report a charging or invoicing discrepancy in their favor so long as they are able to provide a record of the behavior in question from their auto OEM or EVSE charging app. This record must be produced by a third party and not altered in any way. Con Edison will limit payouts to light duty EV drivers in this manner. Repeated inaccurate data reports from the same participants may trigger a reevaluation of the equipment with which the customer participates in the program. For example, if a customer's EVSE is consistently reporting higher charging values than the vehicle, Con Edison will seek to automatically pull the data from the EVSE instead to reduce administrative burden.

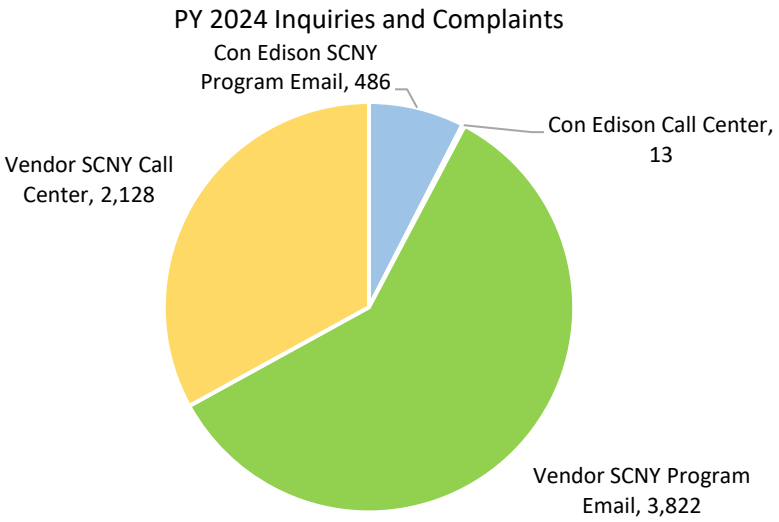
Con Edison will look for common issues with OEM equipment in the marketplace and work to stay ahead of any widespread issues. This may include de-listing technology that would otherwise be accepted to minimize participant negative experiences.

7. Program Year 2024 Annual Reporting

7.0 Customer Inquiries and Complaints

As described above, Program participants can send inquiries and complaints to either Con Edison or the Program vendor, through email or phone. Inquiries received through either Con Edison or the vendor call centers are typically followed by an email if an issue could not be resolved on the call. As per Ordering Clause 30, a high-level overview of the inquiries and complaints and the responses are provided below.

In total, 6,449 number of inquiries and complaints were recorded for the SCNY program during the 2024 program year (PY). Below is a break down between Con Edison, our vendor, calls and emails.



Below is a list of the top five types of inquiries and complaints received:

1. Incentives/payment query: about 31%
2. Trouble connecting EV or EVSE: about 14%
3. General query - program eligibility or rules: about 13%
4. EV or EVSE not compatible: about 10%
5. EV or EVSE offline/disconnected: about 10%

When Con Edison or the vendor respond to inquiries or complaints, the program team member attempts to resolve questions in a clear and concise manner to minimize the back and forth. The following is a high-level overview of how customer support response is generated. To do this the program team member should complete the following steps before responding:

1. Determine what information the customer is looking for.
2. Determine what information we have on the participant that is relevant to the request (account information, charging data, payments).
3. Identify what information is missing.

After the participant request and information has been reviewed, the program team member should determine if a response from the standard responses is appropriate. If a standard response is not available, the CS representative should draft a clear and concise response. All follow up responses follow the same logic until a resolution is achieved. Examples of response are in the customer support scripts included as Appendix 2.

7.0.1 Escalated Complaints or Disputes

Of the 6,449 total number of inquiries and complaints from PY 2024, six were escalated using our dispute resolution system and resolved to the participants satisfaction. Five of the six escalated cases centered around missing or inaccurate charging data and the remaining case was about a vehicle being removed from the compatible vehicle list. For each case, the underlying issue was identified, and resolution was implemented. Once the issue was corrected, Con Edison weighed the facts in favor of the Participant to compensate them compensated for any incentives missed.

7.0.2 PSC Standard Resolution System

One customer complaint was submitted and handled through the PSCs Standard Resolution System (SRS). The participant's complaint was centered around the need to pay for a connected car subscription so the vehicle can send charging data to the program. Con Edison communicated with the participant and was able to discuss the requirements of the program and some alternative ways they would be able to participate to resolve the case.

7.1 Program Evaluation and Measurement

This Evaluation, Measurement, & Verification ("EM&V") reports on program data and interprets the effectiveness of the programs. The section examines the broader impacts of the program, including how the market is evolving, the effects of emerging technologies and trends, and EV participants' attitudes and behaviors regarding EV managed charging.

7.1.1 Program Enrollment and Incentives

As of December 31st 2024, the program has enrolled 23,520 EVs into the program. Monthly enrollment, attrition, and incentives for the program year 2024 are detailed in the table below.

Month	New Enrollments	Attrition[1]	Incentives
January	1,112	211	$172,696
February	947	667	$212,571
March	758	438	$182,656
April	951	479	$267,395
May	865	188	$118,558

June	870	281	$562,943
July	944	281	$394,832
August	1,334	836	$564,553
September	1,033	433	$771,970
October	767	47	$89,815
November	696	-	$284,650
December	665	-	$347,048
2024 Total	10,942	3,861	$3,969,686

Table 11: Monthly Enrollment, Attrition, and Incentives

[1] Number of vehicles that have not charged in the service territory in at least three months.

7.1.2 Program Administration

About $1.75M was spent to administer the Program. Administration costs incurred are attributed to Con Edison staff salaries, company overhead or other costs that do not include direct program implementation, incentives and services, and program evaluation.

7.1.3 Billing Impacts

Billing impacts, which for Con Edison program consists of incentives provided for desired charging behavior that effectively offsets electricity bills, are detailed below.

- Average participant savings
  - Participant: About $169 per participant
  - Non-participant: non-participants do not directly save from the program.
- Associated equivalent bill impacts: The estimated bill impact of the program's 2023 costs yields an increase of $0.27 month on the average residential customer's bill.
- Value of participation incentives differentiated by delivery and supply costs
  - Supply: $2,381,812
  - Delivery: $1,587,875
- Supply rates are not forecasted for the program because all incentives are paid off-bill and recovered after final incentives are quantified.
- The Program is implemented off-bill and no adjustment is required for the managed charging credit modified in coordination with the updated supply forecast that informs the EV TOU rates.

7.1.4 Participant Charging Behavior

Participant charging behavior in 2024 is detailed below. For this section, Other is defined as any time outside of the Off-Peak (Everyday Midnight to 8am) and On-Peak (Weekdays from 2pm to 6 pm in June through September) periods.

Average duration of charging sessions: 2.37 hours

Figure 2: Aggregated consumption data (MWh):

- Off-Peak Period: 30,120
- On-Peak Period: 1,542
- Other: 16,900

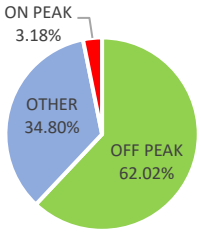


Figure 3: Aggregated duration of a charging event (hours):

- Off-Peak Period: 1,862,729
- On-Peak Period: 23,111
- Other: 902,944
- Charging event spanning more than one period (mixed): 4,090,757

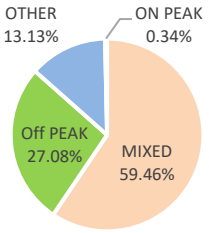
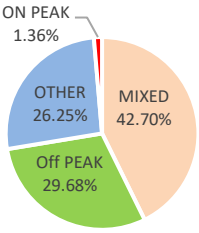


Figure 4: Aggregated number of charging events:

- Off-Peak Period: 810,199
- On-Peak Period: 37,244
- Other: 716,424
- Charging event spanning more than one period (mixed): 1,165,557



7.1.5 Participant Satisfaction

Con Edison conducted the annual Net Promoter survey in the last quarter of 2024 to determine the net promoter score and participant satisfaction with the Program. The survey was completed by 6,413 participants. Based on the results of the two-questions asked in Section 5.1.1 above, the Program achieved a net promoter score of 6.7 and participant satisfaction rate of 92%. The programs satisfaction exceeded the 75% requirement defined in Ordering Clause 29.

As shown by the table below, program participants who are satisfied with the program are also very likely to promote the program. In addition, a statistically significant percentage of participants who were neutral or dissatisfied with the program would still promote the program. This highlights the benefits EV owners and operators see in the Program even if it may not work for them.

Satisfaction and likelihood to promote		**Satisfaction**			
		Total	Satisfied	Neutral	Dissatisfied
	Promoter	75%	80%	21%	15%

Net Promoter[23]	Passives	17%	17%	30%	20%
	Detractor	8%	3%	49%	65%

Table 12: Satisfaction and Promotion

Overall, the survey results have shown that participants are very satisfied and likely to promote the Program and provided valuable insight into areas to improve upon. Con Edison will use the survey results and feedback provided by participants to continue to build out and improve the program.

7.1.6 Efficacy of the Incentive

As per Ordering Clause 10, the efficacy of the incentive levels is determined by the percentage of EVs enrolled, remaining budget, and participant satisfaction. At the end 2024, the Program

- Enrolled 23,520 light duty vehicles that equates to about 25.9% of light duty EVs in the service area;
- Over $86M remains of the authorized budget; and
- Received a 92% satisfaction rate from our participants.

Based on these metrics, the charging incentive levels from the Program do not need to be reevaluated.

8. Technical Conference and Comprehensive Report

In the Extension Order, the Commission directed the JU to host a technical conference and file a comprehensive managed charging report by January 30, 2026, to determine Program efficacy. As required by the Extension Order, the technical conference and the report will detail overall Program successes and lessons learned. The comprehensive managed charging report will be filed in conjunction with the January 30, 2026 version of this Managed Charging Implementation Plan.

[23] On the Net Promoter question asked in the annual survey and detailed in section 5.1.1, Promoters respond with a score of 9 or 10, Passives respond with a score of 7 or 8, and Detractors respond with a score of 0 to 6.

9. Glossary: Abbreviations, Acronyms and Definitions

API	Application Programming Interface. Allows two applications to communicate without the need for human interaction. Some auto manufacturers or OEMs (original equipment manufacturers) have APIs that can be accessed by a third-party for use in SmartCharge New York to share charge data directly from the vehicle via the onboard telematics.
Applicant	Any entity who has submitted program registration details to Con Edison but has not yet been accepted.
Attrition	Vehicles that have not charged in service area in at least 90 days.
Commission or PSC	New York Public Service Commission
Company	Consolidated Edison Company, of New York, Inc. ("Con Edison")
CMCP	Commercial Managed Charging Program
Customer	The entity that is billed for Con Edison electric service
DCFC	Direct Current Fast Charger
DCR	Demand Charge Rebate
Enrollment	Count of vehicles that have connected to the SCNY Platform and charged at least once in the service area.
EV	Electric Vehicle. Any zero- or plug-in-hybrid electric vehicle, as defined by the New York State Department of Transportation. Any plug-in electric vehicle (BEV or PHEV).
EVSE	Electric Vehicle Supply Equipment.
Implementation Plan	Outlined proposal to facilitate the execution of a managed charging program plan.
Joint Utilities	The Joint Utilities are Central Hudson Gas & Electric Corporation (Central Hudson), Consolidated Edison Company of New York, Inc. (Con Edison), New York State Electric and Gas Corporation (NYSEG), Niagara Mohawk Power Corporation d/b/a National Grid (National Grid), Orange and Rockland Utilities, Inc. (O&R), and Rochester Gas & Electric Corporation (RG&E).
L2	Level Two electric supply equipment
LDV	Light-duty vehicles defined as class 1-2 by the US Department of Transportation with a gross vehicle weight under 10,000 lbs.
MCIP	Managed charging implementation plan
MRP	Make-Ready Program to support the development of electric infrastructure and equipment necessary to accommodate an increased deployment of EVs within New York State by reducing the upfront costs of building charging stations. Con Edison's MRP is known as PowerReady.
Managed Charging Program	A utility managed charging program offers participants financial rewards for adopting grid-beneficial behavior.
Mass Market	Private individual consumers who charge vehicles in the Con Edison service territory.

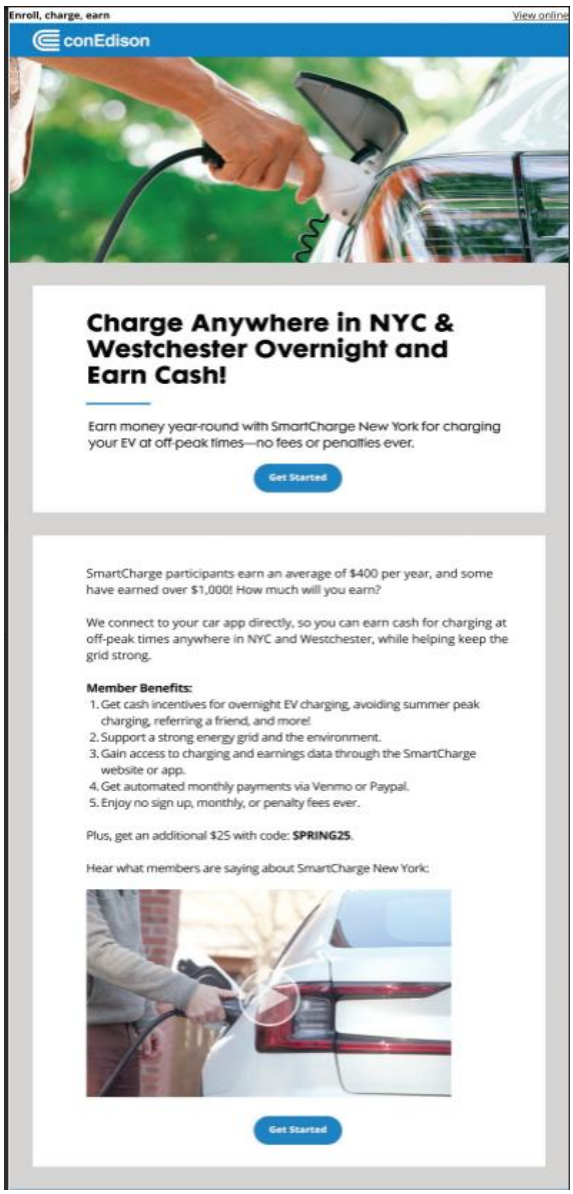
MHDV	Medium- and heavy-duty vehicles. Defined as vehicles that fall into US Department of Transportation's vehicle classes 3-8 and with a gross vehicle weight of over 10,000 lbs.
OEM	Original equipment manufacturer
Off-Peak	Everyday Midnight to 8am
On-Peak	Weekdays from 2pm to 6 pm in June through September
Other	Any time period outside of the On- and Off-Peak periods
Participant	Any accepted applicant participating in and/or receiving program incentives.
Program	The managed charging program operated by Con Edison and referred to as SmartCharge New York.
PSC	New York State Public Service Commission. Con Edison's utility service regulator.
Service Classification (SC)	Electric service delivered under one of Con Edison's tariffs, as filed with the PSC.
SCC	SmartCharge Commercial
SCNY	SmartCharge New York
SCNY Platform	Program application/interface used by program participants to connect vehicles/EVSE and collect charging data.
Staff	Staff of the Department of Public Service.
TSWG	Technical Standards Working Group
Telematics	Onboard vehicle tracking that measures speed, mileage, charging, updates, and other operational characteristics of a vehicle.
Vendor	Company hired to administrate the Program

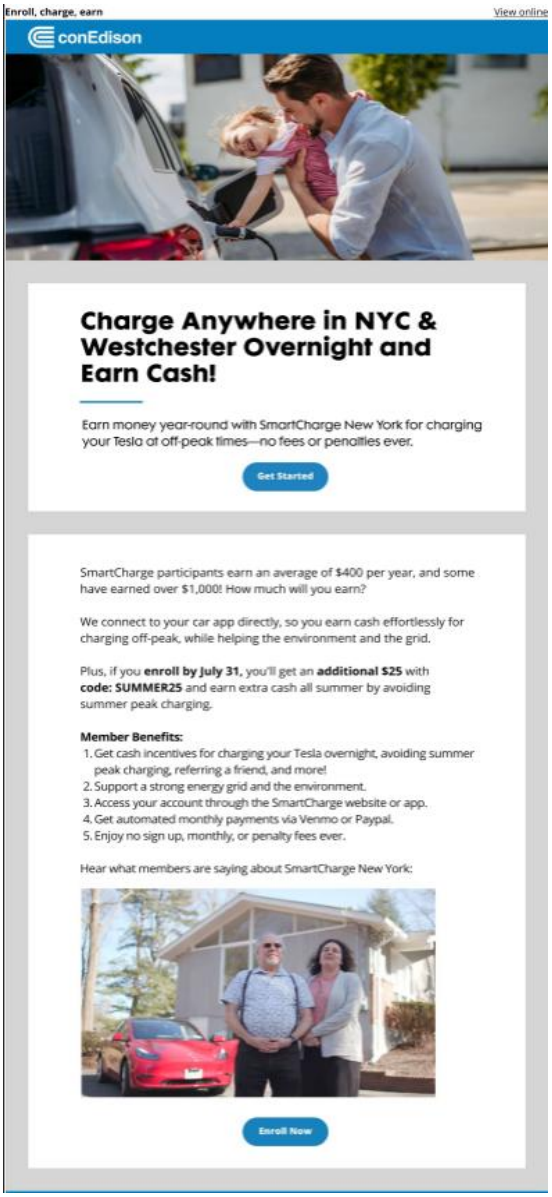
10. Appendices

Appendix 1: Marketing Materials

The following are samples of marketing materials that were developed and leveraged in 2024 to educate, engage, and drive enrollments in the SmartCharge New York program. Marketing materials are intended to support a cross-channel approach to effectively reach EV drivers in our service area. The below include recent email, mail, advertising, and print materials.

2024 Email Campaigns:





Take advantage of incentives this season View online

conEdison



How Much Have You Earned This Summer?

Hot tip: Don't miss out on the summer bonus!

How to Maximize Your Summer Earning:

1. **Spread the word** about SmartCharge New York to your friends who drive electric vehicles by sharing the link and referral code below. As a bonus, you'll **each get $25** once they enroll in the program! Plus, get **an additional $25** for every five referrals. This bonus is available year-round!

   Sign up link: **web.ev.energy/scny/sign-up**
   Your referral code: **(code)**

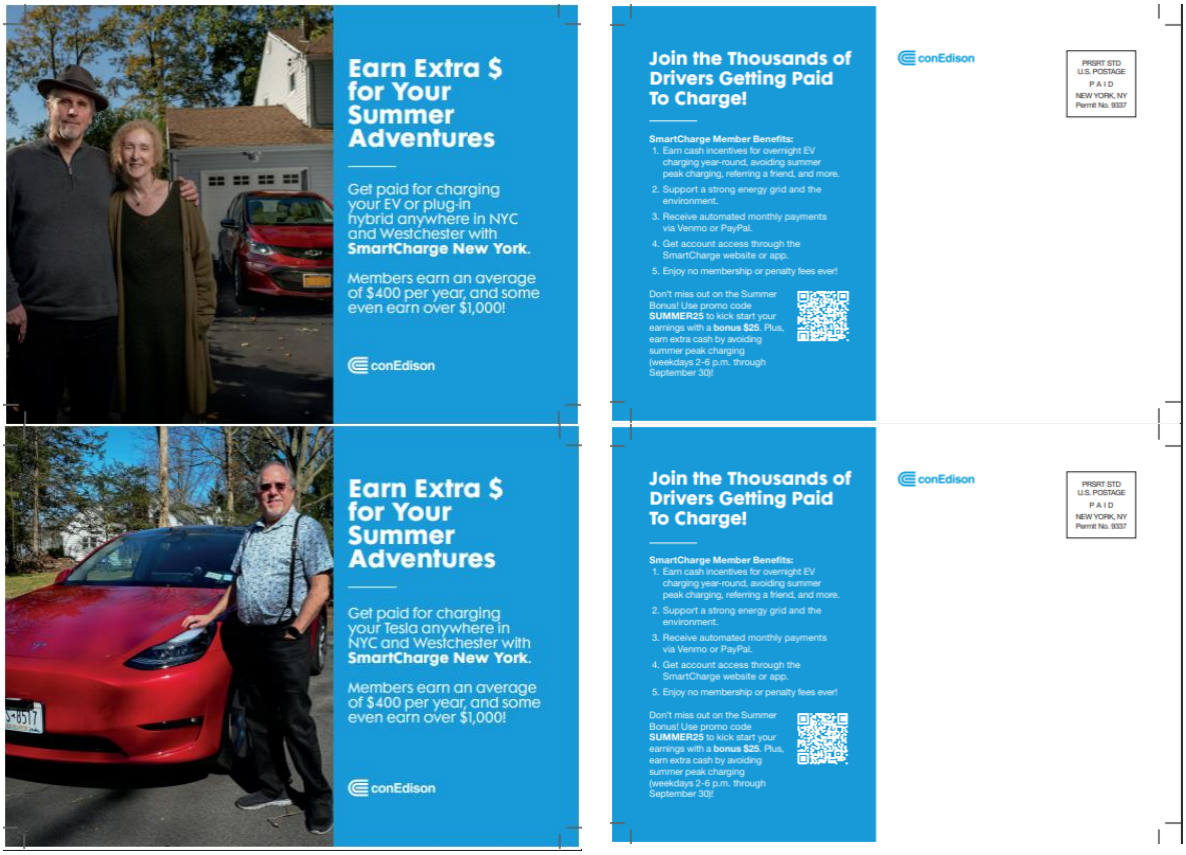
2. **Earn more with the summer bonus** when you avoid charging during summer peak hours (weekdays 2 – 6 p.m., through September 30). You'll receive this bonus on top of the year-round incentives for charging overnight (midnight- 8 a.m. every day). No additional sign up required.

Thanks for participating in SmartCharge New York—you're supporting a strong energy grid, while getting paid to charge smart!

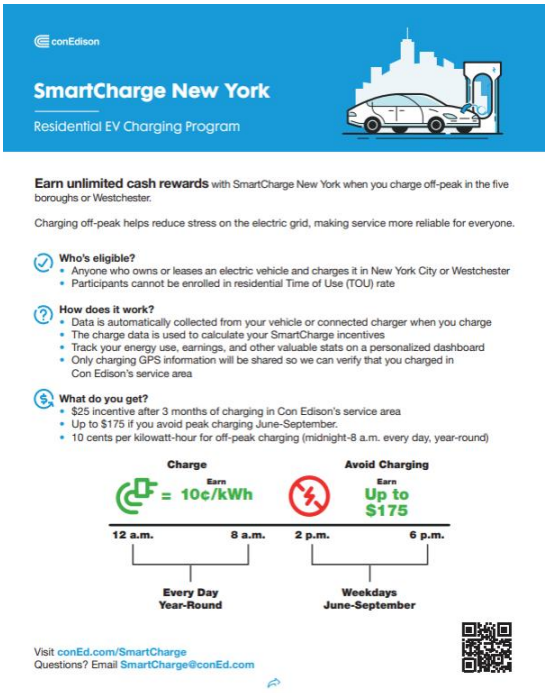
Questions?
Email **SmartCharge@conEd.com**
Visit **scny.ev.energy**

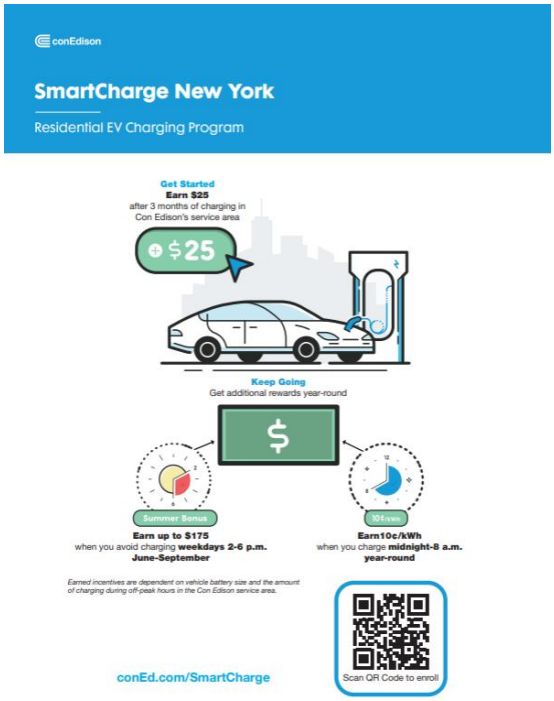
**To refer-a-friend, share your unique referral code, and once your friend applies with your code, activates their account, and charges in the Con Edison service area, you'll both earn $25!*

2024 Mailed Postcards:



Print Materials at in-Person Events:



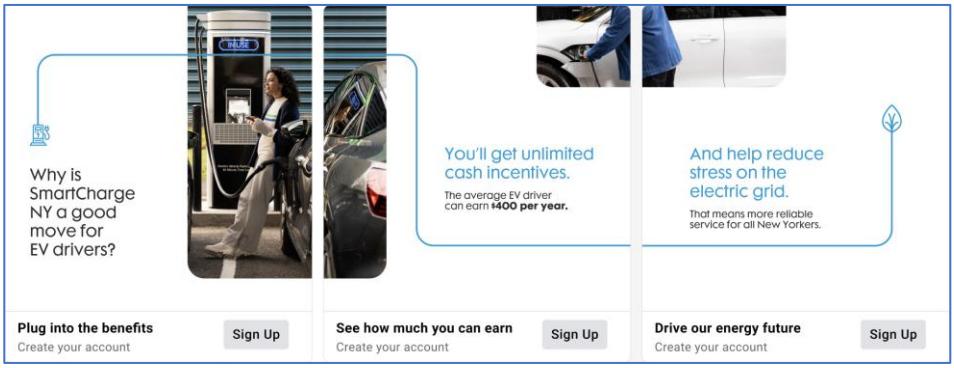


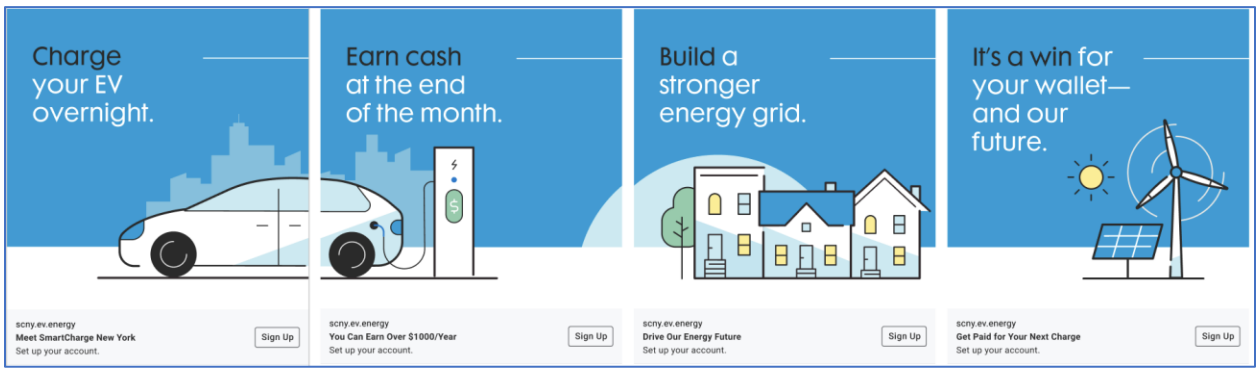




Advertising and Social Media Samples:

Video Link: Electric Vehicles - Where Clean Energy Lives :15 Video (brightcove.net)





Appendix 2: Customer Service Materials

Customer Support Scripts

A list of the most common customer support scripts are included below. These materials continue to be enhanced as the program welcomes new participants and identifies the most common types of inquiries.

1. **Incentives Structure:**

The 3-month bonus is $25 and paid out after three months of logging at least one charging session in the Con Edison service territory per month. The months do not need to be consecutive and a charge of >1kWh is required.

Off-peak incentives are earned by charging during off-peak hours, from 12 midnight to 8am year-round. You earn $0.10 for every kWh added during the off-peak period.

Avoided summer peak incentive is of $35 a month is earned per vehicle or charger for avoiding charging during summer peak hours, assuming you have at least one charge session in the service area. Chargers will only be eligible for the Avoided Summer Peak Charging Incentive if they are associated with a non-compatible EV.

Summer peak is defined as weekdays, 2 pm - 6 pm June 1 – September 30. A charge session is defined as a charging event in which >1 kWh of energy is delivered to the vehicle or charger, at any time of the day.

Con Edison participants can earn an additional $35 bonus per vehicle or charger for avoiding charging during all four (4) summer peak hours periods (weekdays, 2 pm - 6 pm) between June 1 – September 30.

Incentives will be paid out on the month after they are earned. For example, incentives earned in May 2023 will be paid out in June 2023.

If you have any questions regarding incentives, please contact the SCNY team directly and they will be able to assist.

2. **What EVs are supported?**

Connected cars we support via direct integration (no smart charger required) can be found on the FAQs page of the program website link here.

You can also input your VIN into this tool below, and it will tell you what connectivity you need, if any! https://connectyourcar.com/compatibility/

We're working hard to integrate more vehicles and chargers with our system soon, and we're trialing several further integrations. If you do not own one of the vehicles or chargers listed, please let us know your vehicle and charger model, and we'll make sure to reach out to you, should we be able to support them in the future.

3. **What chargers are support?**

The below makes/models of home chargers are supported, with more coming!

- ChargePoint - Home Flex CPH50
- Emporia - Level 2 EV Charger
- WallBox - Pulsar Plus

We're working hard to integrate more vehicles and chargers with our system soon, and we're trialing a number of further integrations. If you do not own one of the vehicles or chargers listed, please let us know your vehicle and charger model, and we'll make sure to reach out to you, should we be able to support them in the future.

4. **Tesla Polling Amount:**

Thank you for contacting SmartCharge New York customer support.

In order to accurately capture your charging data, we poll your vehicle taking into account a variety of factors. For example, we won't poll your vehicle very often if it's just parked, so as not to wake it up from 'sleeping.' However, when we detect that your vehicle is plugged in and/or charging we'll poll it much more frequently to capture the charging data needed for SmartCharge New York.

If you have any other questions, please let me know, as I will be more than happy to help.

5. **Minor charging data discrepancies:**

Thank you for contacting SmartCharge New York customer support.

SmartCharge New York uses a technology called telematics to connect to your EV, which is a wireless way of obtaining charging data wherever you park and charge your vehicle. Telematics technology is relatively new, which means there may be small differences in charging data from other source such as revenue grade meter, auto manufacturer/charging station app or another app and what the SmartCharge New York platform, calculates. SmartCharge incentives will be calculated based on the charging data calculated by the SmartCharge New York platform. If you notice significant difference or missing data, please let us know!

6. **When will i receive my incentives payments?**

Thank you for participating in SmartCharge New York!

The SmartCharge New York incentives are sent to you when you once you have set up a Venmo or PayPal account and set up your preferred payment choice in the SmartCharge New York web portal under the Incentives tab.

Incentives will be paid out on the month after they are earned. For example, incentives earned in May 2023 will be paid out in June 2023. Payment frequency is subject to change. If any changes occur, you will be notified by email and our FAQs page will be updated to reflect the change.