

Oracle Utilities Opower Load Shifting Cloud Service, Electric Vehicle Load Shifting Electric Vehicle Product Overview V3



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Getting Started

The Oracle Utilities Opower Load Shifting Cloud Service, Electric Vehicle V3 is part of Opower's solution for managing daily grid load for utilities. This service provides features that deliver insights to customers that educate them about when to charge their vehicle and motivate them to change their charging patterns accordingly.

The transition to electrified vehicles (EVs) is rapidly increasing, and utilities must figure out how to manage the charging behavior of EV owners. Given the increase of extreme temperatures that strain the grid, intermittent supply-side capacity, and the proliferation of EVs, it's imperative that EVs are not adding to grid load at times when the grid is strained by other high-demand end uses, such as air conditioning, which are considered non-negotiable.

At the same time, EV customers want to maintain their independence and have the ability to charge their cars where and when they please. EV customers are wary of situations where they can't get somewhere important, such as work, the hospital, or starting a road trip, because their car wasn't charged. Additionally, EV customers might want to reduce the cost of charging their car, but only to the extent that it doesn't cause inconvenience, and only if they understand how their rate or charging program works.

Utilities must keep the electric grid reliable and affordable as this transition takes place, while also keeping their customers satisfied. The Load Shifting Cloud Service, Electric Vehicle features can help:

- Reduce grid peaks by reducing EV charging during certain peak times.
- Avoid creating secondary peaks caused by time-of-use (TOU) rate schedules by getting EV drivers to stagger their charging throughout off-peak hours.
- Increase customer satisfaction for EV customers.
- Provide coaching that helps both TOU and non-TOU customers understand their rates and charging programs.
- Customers save money through avoided procurement costs.

The following components are available in this service:

- [Electric Vehicle Rate Coach Emails V3](#)
- [EV Load Shifting Insights in Weekly Energy Update Emails](#)

2

Electric Vehicle Rate Coach Emails V3

The Electric Vehicle (EV) Charging Coach Email V3 feature includes a series of emails sent to customers on time-of-use (TOU) rate plans who charge electric vehicles. The emails are intended to educate customers about how they can shift or stagger their EV charging to support the grid and save money on their electric bill.

In this chapter:

- [Requirements and Limitations](#)
- [Customer Experience for EV Charging Coach Emails](#)
- [Enrollment in EV Charging Coach Emails](#)
- [Delivery of EV Rate Coach Emails](#)
- [EV Charging Coach V3 Email Modules](#)

Requirements and Limitations

The following data requirements and limitations apply to all utilities and customers using the EV Charging Coach V3 program. These requirements must be met for a utility and a customer to participate in the program.

Utility Data Requirements

Utilities must meet the following criteria:

- **Rate Modeling or Rate Engine Plus:** In order for the platform to support utility-specific rates, an intensive rates modeling and configuration process is necessary.
- **Required Cloud Services:** Oracle Utilities Opower Load Shifting Cloud Service, Electric Vehicle and one of the following:
 - Oracle Utilities Opower Load Shifting Cloud Service, Rate Coach
 - Oracle Utilities Opower Proactive Alerts Cloud Service

Customer Data Requirements

Customers must meet the following criteria:

- **Billing Frequency:** Monthly or bi-monthly.
- **Electric Vehicle:** Customers must charge an electric vehicle at their residence.
- **Data Delivery Frequency:** Daily. Must be received within 48 hours from last data read.
- **Data Requirements:** Interval data (hourly or more granular). There are additional AMI data requirements to show advanced insights such as appliance-level disaggregation. Contact your Delivery Team for more information.
- **Data History:** Advanced Metering Infrastructure (AMI) data going back to the beginning of the current billing cycle.
- **Data Coverage:** Estimated reads are not supported.

- **Fuel Type:** Electric-only or dual fuel. Note that these emails cover only the electric portion of the customer's bill and usage.
- **Meter Type:** The customer must have an AMI meter that measures whole-home usage, and not an EV-only meter.
- **Charger type:**
 - **L2 chargers:** All features are supported.
 - **L1 chargers:** Features that include disaggregation data are not supported.
- **Rate Plan:** Customers must be on a time-of-use (TOU) electric rate plan.
- **Email Address:** Customers must have a valid email address established with the utility.

Limitations

The following are known limitations:

- **Meters:** EV-only meters are not supported.
- **Solar:** Solar customers are not supported.
- **Zero Usage:** In the case when a customer hasn't used any electricity during the week, several checks are completed to determine whether to hide modules, or to fail the entire email communication. The checks are as follows:
 - **Introduction Email:** If the Hourly Usage module has 0 usage, exclude that module but send the communication.
 - **Weekly Email:** If the Hourly Usage module has 0 usage, exclude that module but send the communication.

Customer Experience for EV Charging Coach Emails

EV Charging Coach V3 emails are designed to encourage customers who own electric vehicles to shift their EV charging to times when the grid is less strained. These emails include rate plan details, personalized energy use insights, and actionable load shifting tips to help customers save money on their energy bills.

Customers receive one of the following emails each week:

- **Introduction emails:** During the first three weeks, EV customers receive weekly emails that introduce them to the main concepts associated with EV charging.
- **Weekly Coach emails:** After the introduction emails have been sent, customers receive a standard weekly email during most weeks, except for the week when they receive their Post-Bill Report email. These emails help customers understand how their EV charging impacts their bill, and provides them with insights about how they can shift or stagger their charging to save money and support the grid.
- **Post-Bill Report emails:** Customers receive this email shortly after they receive their monthly bill. This email provides insights about how a customer's EV charging impacted their monthly spending, and provides insights about how they can save additional money and support the grid by shifting or staggering EV charging.

Note

Oracle recommends using the default order of the modules, as the emails were designed to be read from top to bottom, to provide the reader with an easy-to-understand message about their energy use. The default order of the modules for each email is listed in the following topics.

Introduction Emails

The EV Charging Coach V3 experience starts with a series of three emails that are designed to welcome customers with electric vehicles to the EV charging experience, provide energy use insights, and offer tips on how to shift or stagger EV charging to reduce electricity costs.

The first week customers receive an introduction email that includes these modules, in order:

1. [EV Charging Coach Subject Lines and Preview Text](#)
2. [Email Header](#)
3. [EV Hero Module](#)
4. [TOU Transition Module](#) in the welcome state variation
5. [TOU 101 Module](#)
6. [TOU Hourly Usage Module](#)
7. [EV Thanks Module](#)
8. [EV Habits Module](#)
9. [EV Confirmation Module](#)
10. [Email Footer](#)

During the second week of the EV Charging Coach program, customers receive an email that is similar to the weekly email, but also includes additional information. This is the default list of modules, in order:

1. [EV Charging Coach Subject Lines and Preview Text](#)
2. [Email Header](#)
3. [EV Hero Module](#)
4. [EV Weekly Main Insight Module](#)
5. [EV Why Off Peak Module](#)
6. [EV Confirmation Module](#)
7. [TOU 101 Module](#)
8. [TOU Hourly Usage Module](#)
9. [TOU Peak Period Disaggregation Module](#)
10. [TOU Tips Module](#)
11. [Email Footer](#)

During the third week of the EV Charging Coach program, customers receive an email that is similar to the weekly email, but also includes the EV Best Time Off-Peak Module. This is the default list of modules, in order:

1. [EV Charging Coach Subject Lines and Preview Text](#)

2. [Email Header](#)
3. [EV Hero Module](#)
4. [EV Weekly Main Insight Module](#)
5. [EV Best Time Off Peak Module](#)
6. [EV Confirmation Module](#)
7. [TOU 101 Module](#)
8. [TOU Hourly Usage Module](#)
9. [TOU Peak Period Disaggregation Module](#)
10. [TOU Tips Module](#)
11. [Email Footer](#)

Weekly Emails

The weekly email is delivered to customers each week as part of the EV Charging Coach V3 email program. It provides EV charging and energy use insights, as well as tips to help the customer save money. Customers begin receiving the weekly email after they receive their three introduction emails, and they do not receive the weekly email in weeks when they receive the post bill report email.

The weekly email includes these modules, in order:

1. [EV Charging Coach Subject Lines and Preview Text](#)
2. [Email Header](#)
3. [EV Hero Module](#)
4. [TOU Transition Module](#)
This module is included in the weekly email on weeks before and after a TOU rate change, using either the pre-transition state or the post-transition state.
5. [EV Weekly Main Insight Module](#)
6. [TOU 101 Module](#)
7. [TOU Hourly Usage Module](#)
8. [TOU Peak Period Disaggregation Module](#)
9. [TOU Tips Module](#)
10. [Email Footer](#)

Post-Bill Report Email

The Post-Bill Report email is delivered to customers at the end of each billing period, replacing the weekly email. It includes details about how the customer's electricity costs this month compared to costs from the previous month. It also provides insights on your EV charging for the month and identifies opportunities to save more during the upcoming billing period.

The Post-Bill Report email includes these modules, in order:

1. [EV Charging Coach Subject Lines and Preview Text](#)
2. [Email Header](#)
3. [EV Hero Module](#)

4. [TOU Post-Bill Report Bill Period Comparison Module](#)
5. [EV Post-Bill Report Main Insight Module](#)
6. [TOU Peak Period Disaggregation Module](#) in the post-bill state.
7. [TOU Tips Module](#)
8. [Load Shifting Collective Benefit Module](#)
9. [Email Footer](#)

Enrollment in EV Charging Coach Emails

Customers can be enrolled to receive EV Charging Coach V3 emails through an opt-out program. In an opt-out program, customers are automatically enrolled as long as they meet the eligibility criteria, and they can unsubscribe at any time.

Delivery of EV Rate Coach Emails

EV Charging Coach V3 emails are regularly scheduled communications. The rules that govern delivery of these emails include:

- **Waking Hours:** Messages must be delivered during waking hours (between 9 a.m. and 6 p.m.) in a utility-specific delivery window. You cannot choose the specific time to send.
- **Weekdays:** Messages must be delivered only on business days (Monday-Friday). They cannot be delivered on weekends.
- **Weekly Cycle:** Weekly cycles begin on Monday at 12:00:00 AM (midnight) and end on Sunday at 11:59:59 PM. This is consistent with how people typically think about weekly events, and allows customers to better analyze their weekday usage compared to their weekend usage. The email is sent as close to the end of the weekly cycle as possible, depending upon when the AMI data becomes available. Weekly cycles and billing cycles are independent of one another. A weekly cycle may contain the end of one billing cycle and the beginning of another.
- **Delivery Frequency:** Ideally, customers will receive their weekly email shortly after the end of a weekly cycle. This is typically 2-4 days after the data is received by the utility. During the first week, customers receive the Introduction email. Every fourth week, the Peak Usage Summary or Post-Bill Report email is delivered to TOU customers, and the Monthly Demand Report email is delivered to demand rate customers. During all other weeks, customers receive the weekly email. Note that customers cannot opt out of one type of Rate Coach email without also opting out of all Rate Coach emails.
- **Blackout Periods:** Blackout periods are a span of time (usually a certain week or day) during which clients do not want us to send email communications to their customers. Blackout periods are not supported for these emails.
- **Emails and Attachments:** Email content is delivered directly in the email message with no attachments. This makes it more convenient for customers to quickly view the information, and it makes the emails less likely to be blocked by spam filters.

EV Charging Coach V3 Email Modules

EV Charging Coach V3 emails are made of up individual modules. This section describes each of the modules used in the emails, which include:

- [EV Best Time Off Peak Module](#)

- [Email Footer](#)
- [Email Header](#)
- [EV Charging Coach Subject Lines and Preview Text](#)
- [EV Confirmation Module](#)
- [EV Habits Module](#)
- [EV Hero Module](#)
- [EV Post-Bill Report Main Insight Module](#)
- [EV Thanks Module](#)
- [EV Weekly Main Insight Module](#)
- [EV Why Off Peak Module](#)
- [Load Shifting Collective Benefit Module](#)
- [TOU 101 Module](#)
- [TOU Hourly Usage Module](#)
- [TOU Post-Bill Report Bill Period Comparison Module](#)
- [TOU Peak Period Disaggregation Module](#)
- [TOU Tips Module](#)
- [TOU Transition Module](#)

EV Best Time Off Peak Module

The Best Time Off Peak module explains to the reader when the best times are to charge their electric vehicle (EV) during off-peak hours. The module explains how this behavior can ease the strain on the grid. This module is used only in the third introduction email.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

The EV Best Time Off Peak module includes:

Header: The header of the module tells the reader that they can save money by charging their EV during off-peak hours. For example, "Save money by charging your EV during off-peak hours"

Extra Mile Statement: This statement tells the reader that they can help make the grid more reliable and affordable. The statement reads, "Go the extra mile to make the grid more reliable, affordable and clean by charging at certain times within off-peak hours."

Tip 1: The first tip is identified by a trophy graphic, the header "Charge when the sun is shining", and is followed by the statement "Make your EV driving even greener by charging midday when clean solar energy powers the grid."

Tip 2: The second tip is identified by a trophy graphic, the header "Set a delayed start time", and is followed by the statement "Help avoid straining the grid at the beginning of off-peak"

hours, when many people start charging their vehicle, by setting your schedule to start a couple hours into the off-peak period."

Tip 3: The third tip is identified by a trophy graphic, the header "Set a "departure" time", and is followed by the statement "Some vehicles and chargers let you set the time by when you need your car ready. This ensures charging finishes before you leave and helps avoid demand spikes on the grid."

Save money by charging your EV during off-peak hours

Go the extra mile to make the grid more reliable, affordable and clean by charging at certain times within off-peak hours.



Charge when the sun is shining

Make your EV driving even greener by charging midday when clean solar energy powers the grid.



Set a delayed start time

Help avoid straining the grid at the beginning of off-peak hours, when many people start charging their vehicle, by setting your schedule to start a couple hours into the off-peak period.



Set a "departure" time

Some vehicles and chargers let you set the time by when you need your car ready. This ensures charging finishes before you leave and helps avoid demand spikes on the grid.

Email Footer

The Footer module is included at the bottom of all EV Charging Coach V3 emails, and provides context about the email and includes legal and regulatory information that is required to be included in all email communications.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module can include:

Utility Contact Information: The utility's mailing address, phone number and website. The mailing address must appear due to CAN-SPAM regulations in the US and similar regulations abroad.

Information Statement: A statement that tells the customer any additional information the utility wants to include in the footer. This could be a disclaimer about estimated savings, or a holiday statement telling users that peak pricing does not apply to specified holidays. This statement is configurable by the utility.

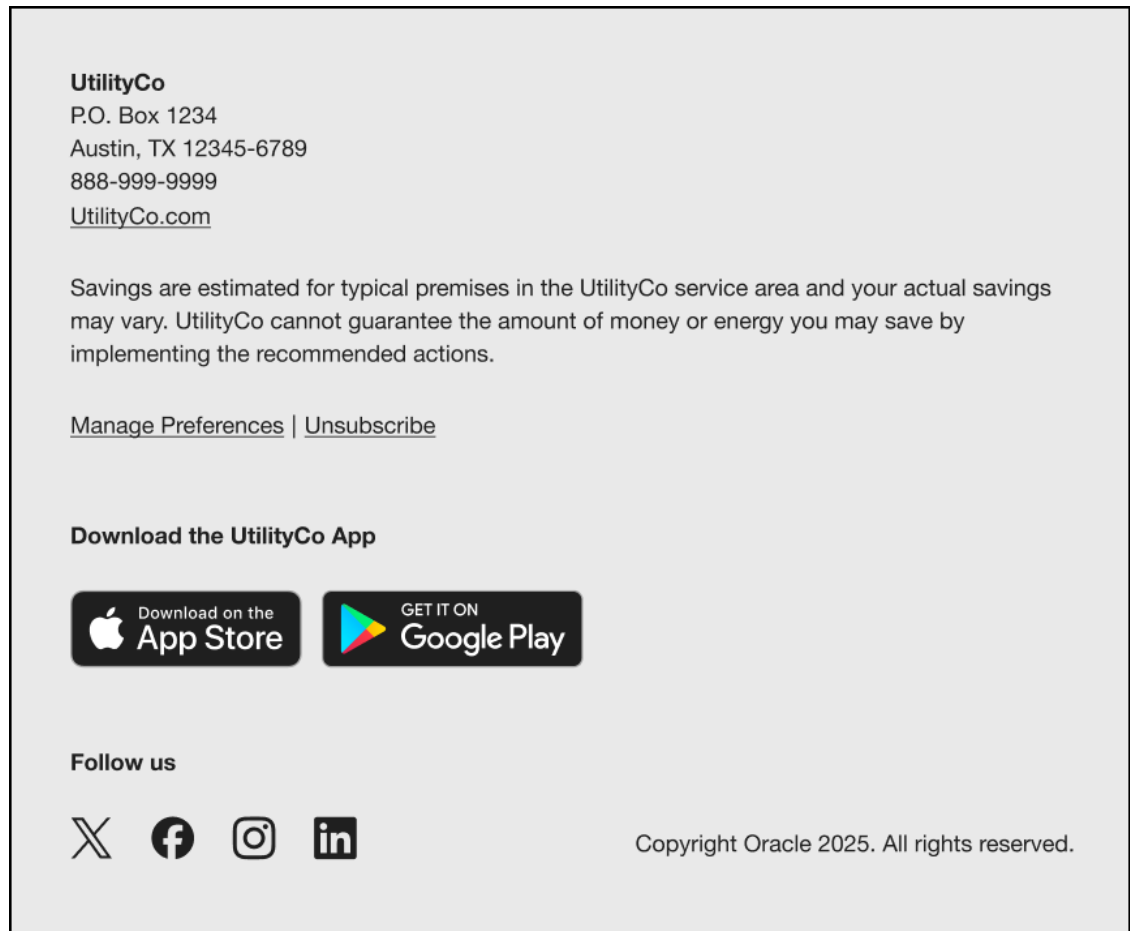
Manage Preferences: A link to the Web Portal page where a customer can edit their communication preferences.

Unsubscribe: A link to a page where customers can unsubscribe from EV Charging Coach emails. An unsubscribe link must appear due to CAN-SPAM regulations in the US and similar regulations abroad.

App Downloads: You can include a section with buttons that direct users to install the utility mobile app on their device.

Social Network Information: You can include links to the utility's social media accounts, including Facebook, X, Instagram and LinkedIn.

Legal Text: This is the copyright and any other legal text required by the utility and/or Opower.



Email Header

The header module used in all of the EV Charging Coach V3 emails deliver high-level information to the customer.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

The header includes:

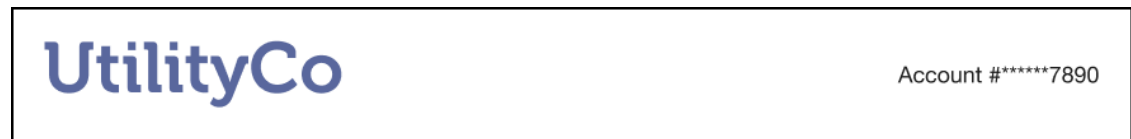
Logo: A logo provided by the utility. The default dimensions for the logo are 180 x 60 pixels. If the utility has a logo with a different size, the dimensions can be changed.

Customer Name: The name of the primary account holder. Display of the name is optional.

Account Number: The customer's utility account number, which is controlled by the

`outbound.delivery.accountNumber.unmaskedChars`

property. This property is used for all outbound communications. By default, 4 characters in the account number are shown (unmasked), and the rest of the numbers are replaced with asterisks (**). This property can be configured to display a different number of characters, but any changes will impact all outbound Opower communications, not just this deliverable.



EV Charging Coach Subject Lines and Preview Text

The subject lines and preview text that are used in the EV Charging Coach V3 are the same as those used in the Load Shifting Reports.

For additional details about the subject and preview text, including requirements and variations, see [Email Header and Subject Lines](#) in the Opower Load Shifting, Rate Coach V3 Product Overview.

EV Confirmation Module

The EV Confirmation module asks the reader to confirm whether they have an electric vehicle. If the users confirms they have an EV, they will continue to receive EV Charging Coach V3 emails. If the user does not have an EV, they will no longer receive the emails.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module includes:

Header: The header of the module asks the reader if they have an EV. For example, "Don't have an EV?"

Detection Message: The message below the header explains to the reader that the detection process used to identify EV drivers is not always accurate, and asks them to confirm whether they drive an EV so that the utility can provide them with a better experience. For example, "Our detection algorithms may not always get it right. Let us know so we can provide you a better experience."

Confirmation Buttons: Below the detection message, the module includes 2 buttons that let the user confirm whether or not they have an EV:

- NO, I DON'T HAVE AN EV
- YES, I HAVE AN EV

Don't have an EV?

Our detection algorithms may not always get it right. Let us know so we can provide you a better experience.

No, I don't have an EV

Yes, I have an EV

EV Habits Module

The EV Habits module helps to coach readers about how they can create good charging habits for their EV. The module provides two standard charging tips that can save them money and time, and then asks if they can adopt a third tip that will help to alleviate stress on the electric grid.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module includes:

Header: The header identifies that this module provides the reader with information about good EV charging habits. For example, "Good EV charging habits".

Habit 1 Statement: The first statement tells the user to avoid charging their EV during on-peak hours. For example, "Avoid charging during on-peak hours". This statement is followed by an additional statement telling the user to charge their EV during off-peak hours, when they can save more. For example, "Charge your EV during off-peak hours when savings are greater."

Habit 2 Statement: The first statement tells the user to set a schedule to charge their EV. For example, "Set an automated charging schedule". This statement is followed by a statement that tells the user that an automated schedule is more convenient. For example, "No more going into the garage to plug in when off-peak hours start. With an automated schedule, you can plug in anytime, adding convenience to your routine!"

Extra Mile Statement: Below the two charging habits, the extra mile statement asks the user if they can delay their charging to help avoid strain on the grid. For example, "Can you go the extra mile? Delay your scheduled start time", followed by the statement, "Help reduce grid strain at the start of off-peak hours, when many people begin charging their vehicles, by scheduling your charge to start a few hours later."

Good EV charging habits

- ✓ **Avoid charging during on-peak hours**
Charge your EV during off-peak hours when savings are greater.
- ✓ **Set an automated charging schedule**
No more going into the garage to plug in when off-peak hours start. With an automated schedule, you can plug in anytime, adding convenience to your routine!



Can you go the extra mile? Delay your scheduled start time

Help reduce grid strain at the start of off-peak hours, when many people begin charging their vehicles, by scheduling your charge to start a few hours later.

EV Hero Module

The EV Hero module welcomes the customer to their EV Charging Coach V3 email. The module welcomes the customer by name, provides the date range associated with the message (except when used in the introduction email), and includes an image that depicts an EV charging in the garage, and a kitchen with various appliances. Together, this information helps the user understand that this message provides energy insights related to EV charging as well as the rest of the home.

Requirements

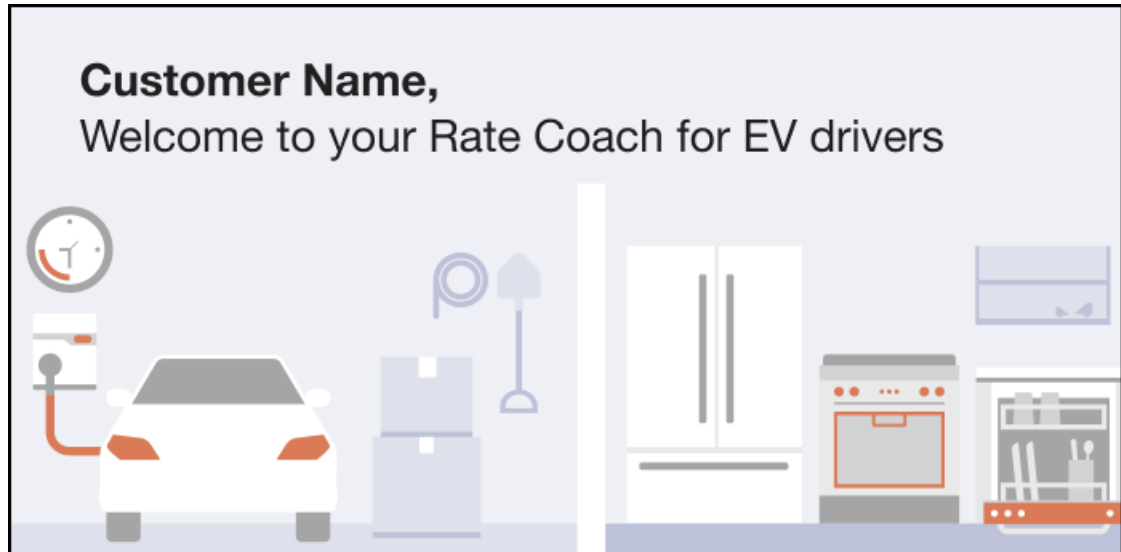
There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module includes:

Welcome Message: The welcome message varies depending on which email is delivered. In the introduction email, the welcome message introduces the reader to the email. By default, the message reads "<First Name>, Welcome to your Rate Coach for EV drivers". See the User Experience Variations below for details on how this message varies.

Image: Below the welcome message, an image is displayed that depicts an EV charging in the garage and a kitchen with various appliances.



User Experience Variations

This topic discusses how the module can vary.

Welcome Message Variations

When this module is included in the Introduction email, the statement reads "<First Name>, Welcome to your Rate Coach for EV drivers".

When included in standard weekly emails, the welcome message reads ""Here's how you used electricity this past week".

When included in the Post-Bill Report email, the welcome message changes to "<First Name>, Here's how you used electricity this past bill period" and is followed by the date range covered by the post-bill report.

EV Post-Bill Report Main Insight Module

The EV Post Bill Report Main Insight module provides the reader with an overview of their electric vehicle (EV) charging during the most recent billing period. The module identifies how much they spent charging their vehicle, provides tips to improve their charging habits, and explains how the utility tracks EV charging data.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module includes the following components.

Image: The EV charging image appears at the top of the module.

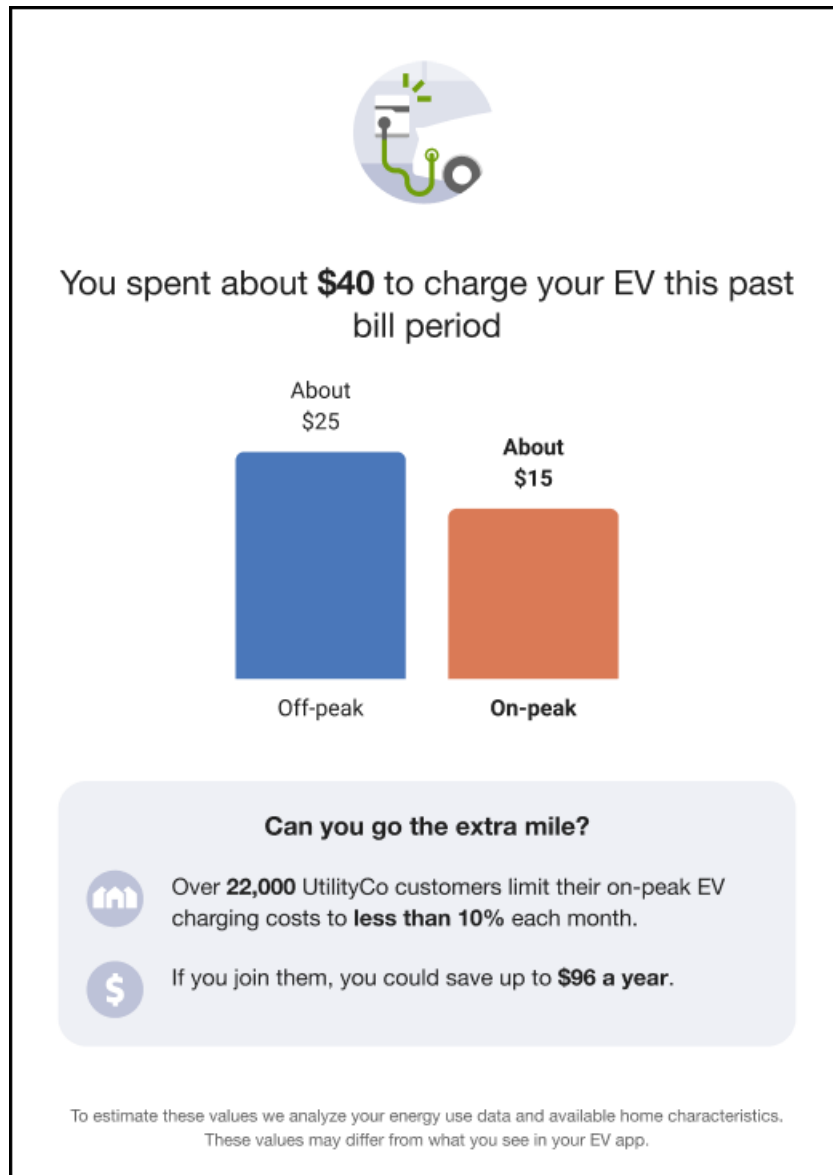
Spending Statement: Below the image, a statement provides the total cost of charging the EV during the billing period. For example, for people who charged more than 10% of the time

during peak hours, the statement might read "You spent about \$40 to charge your EV this past bill period".

Charging Graph: Below the rating statement, a graph depicts how much the reader spent on on-peak and off-peak charging during the billing period.

Incentive Statement: For customers who charged more than 10% of the time during peak hours, the module includes a section that asks the reader if they can improve their charging habits so they receive a great rating. For example, the header states "Can you go the extra mile?" The module then provides information about the average charging habits of other customers at the utility. This statement begins with a graphic depicting several houses, and reads "Over **22,000** UtilityCo customers limit their on-peak EV charging costs to less than 10% each month." The last section of the statement begins with a dollar sign graphic, and tells the reader how much they can save, based on their charging this month, if they charge mindfully. For example, "If you join them, you could save up to **\$96 a year.**"

Explainer Statement: Below the incentive statement, the explainer statement tells the reader how the utility determines their EV charging information. For example, "To estimate these values we analyze your energy use data and available home characteristics. These values may differ from what you see in your EV app."



User Experience Variations

This topic discusses how the module can vary.

Chart Display Variations

The chart in the module varies as follows, depending on whether the customer has 2 or 3 periods in their rate plan:

- When the customer's rate plan includes two periods, the chart displays two bars.
- When the customer's rate plan includes three different periods, the chart displays three bars.

Low On-Peak Charging

For customers who had less than 10% of their EV charging during on-peak hours, the module varies as follows:

- **Spending Statement:** The statement changes to read "You did **great** with you on-peak EV charging this past bill period!"
- **Incentive Statement:** This statement is removed from the module.

EV Thanks Module

The EV Thanks module is used to tell the reader that driving an EV is impacting their community in a positive way. The module thanks the reader for driving an EV, and tells them that their community thanks them for helping to create a healthier environment, while also saving on fuel and maintenance costs.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

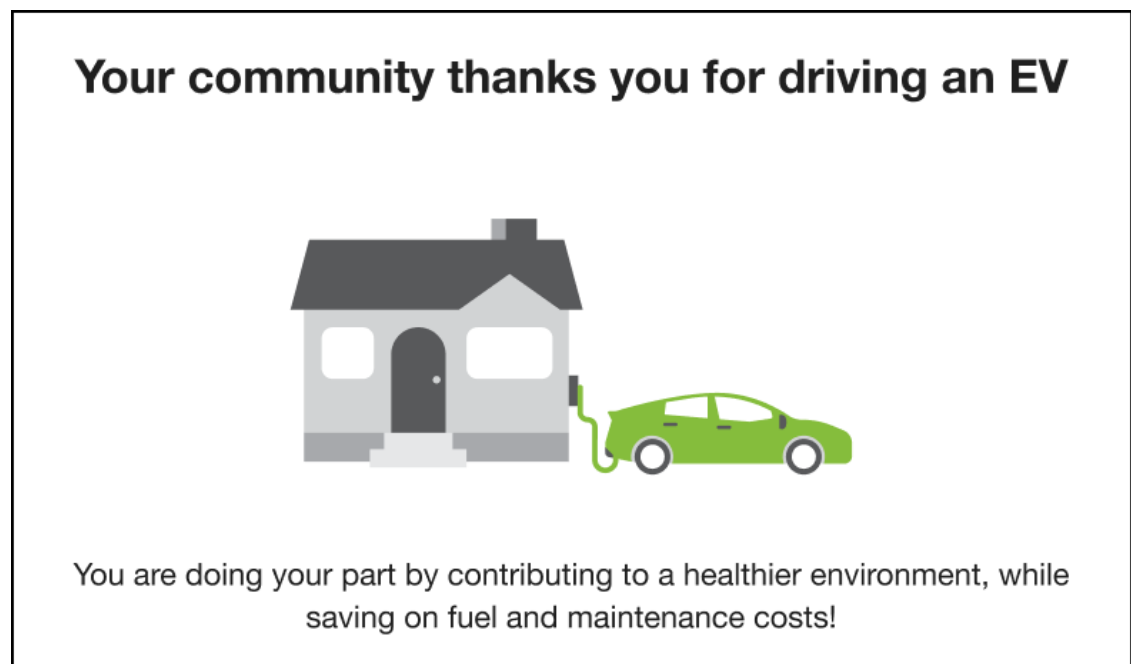
User Experience

This module includes:

Header: The header of the module thanks the reader for driving an electric vehicle. For example, "Your community thanks you for driving an EV".

Image: An image of an electric vehicle plugged into a house is displayed.

Insight Statement: The insight statement describes how driving en EV is beneficial to them and to their community. For example, "You are doing your part by contributing to a healthier environment, while saving on fuel and maintenance costs!"



EV Weekly Main Insight Module

The EV Weekly Main Insight module is used to give the reader an overview of their EV charging for the week, provides a comparison to how they charged during on-peak hours the previous week, gives them a tip about how they can improve their charging habits, and explains how the utility identifies their EV charging habits.

Requirements

This module has the following requirements and limitations:

- AMI (hourly or more granular) data and use of the hourly disaggregation service are required.
- EV charging must be detected by the hourly disaggregation service.
- Only L2 chargers are supported.
- Estimated reads are not supported.

User Experience

This module includes:

Header: The header statement of the module identifies the percentage of the customer's charging that was done during on-peak hours. For example, "Over 30% of your EV charging costs came from on-peak".

Charging Chart: The Image depicts an EV that is plugged in, and is surrounded by a chart that depicts the portions of charging that were done during on-peak and off-peak hours.

Legend: Below the charging image, a legend identifies the colors that are depicted in the charging image chart.

Comparative Statement: Below the legend, a statement tells the reader how their charging this week compares to the previous week. The statement begins with an icon, and can be one of the following:

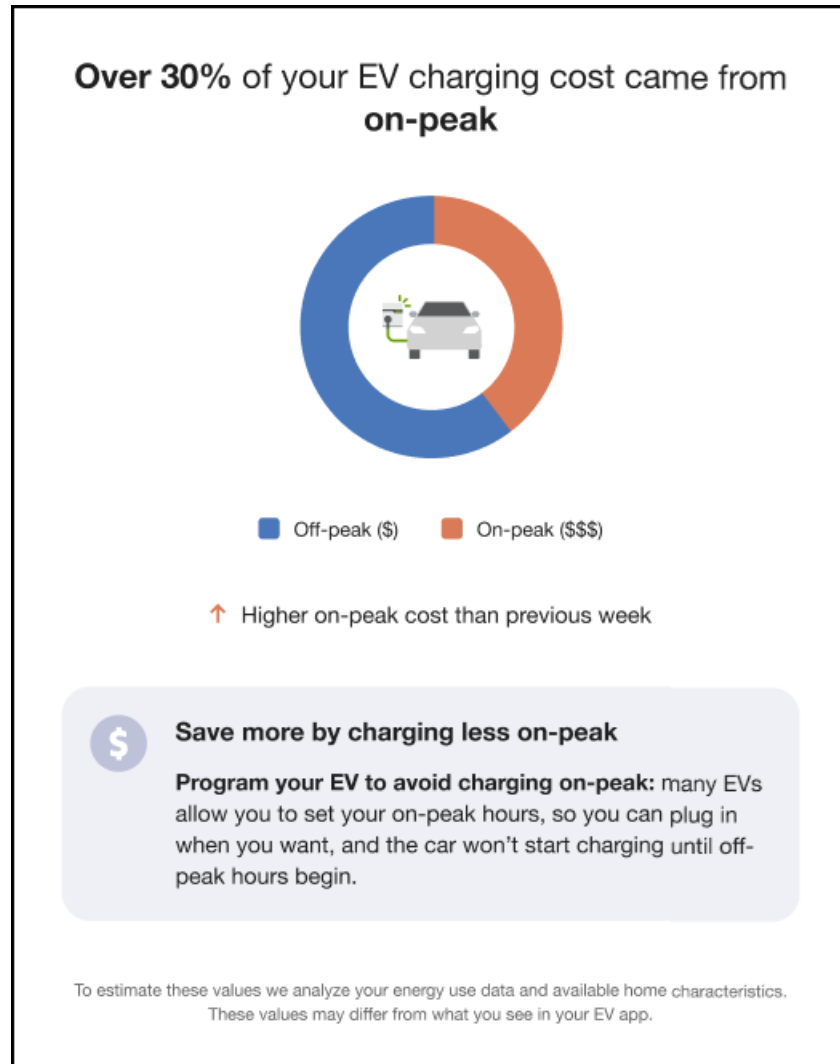
- An arrow pointing up with a statement that reads, "Higher on-peak cost than previous week"
- An arrow pointing down with a statement that reads, "Lower on-peak cost than previous week"
- An arrow pointing from side to side with a statement that reads, "Same on-peak cost as previous week"

Savings Statement: The savings statement tells the reader how they might be able to save more money. The statement begins with a header and is followed by a more detailed statement that provides additional information about the tip. There are three savings statements that are used in this module, and they are selected randomly. All of the statements use the same header, "Save more by charging less on-peak" and are followed by one of the following tips:

- **Program your EV to avoid charging on-peak:** many EVs allow you to set your on-peak hours, so you can plug in when you want, and the car won't start charging until off-peak hours begin.
- **Schedule your start time:** Add convenience to your routine and schedule your start time during off-peak hours so you can plug in whenever you want.

- **Do you have a smart charger?** If so, you can schedule charging from your charger instead of your EV or EV app.

Explainer Statement: Below the savings statement, the explainer statement tells the reader how the utility determines their EV charging information. For example, "To estimate these values we analyze your energy use data and home characteristics. These values may differ from what you see in your EV app."



EV Why Off Peak Module

The EV Why Off-Peak module explains to the reader why it is important and beneficial to charge their EV during off-peak hours. The module explains how this behavior can save them money, make charging more convenient, and ease the strain on the grid. The module also asks them if they can go the extra mile to use clean energy to charge their EV.

Requirements

There are no module-specific requirements. For product requirements, see [Requirements and Limitations](#).

User Experience

This module includes:

Header: The header of the module tells the reader that the information below will explain why it is beneficial to charge their EV during off-peak hours. For example, "Why charge your EV during off-peak hours?"

Reason 1: The first reason is identified by a green #1 graphic, includes the heading "Save money" and explains to the reader how charging off-peak can save them money. For example, "Your TOU rate plan is set up to save you money! Get the most out of it by charging your EV during off-peak hours when savings are greater."

Reason 2: The second reason is identified by a green #2 graphic, includes the heading "Ease strain on the grid" and explains to the reader how charging off-peak can help relieve strain on the electric grid. For example, "The grid works hard to keep up with demand when people use it most. Charging your EV during off-peak hours eases strain on the grid, which can help avoid electricity cost increases for you and your neighbors."

Reason 3: The third reason is identified by a green #3 graphic, includes the heading "Set it and forget it" and explains to the reader how they can use schedules to make charging off-peak more convenient. For example, "Routines make life easier. Schedule your EV to charge automatically during off-peak hours so you never have to think about it."

Extra Mile Statement: This statement is identified by a trophy graphic below the three reason statements, and asks the reader if they can do more. The heading reads, "Can you go the extra mile?" and is followed by an explanation of how the reader can utilize clean energy. For example, "The best time to charge your EV is when the sun is shining: make your EV driving even greener by charging in the middle of the day when the grid is filled with clean or solar energy."

Why charge your EV during off-peak hours?

- 1 Save money**
Your TOU rate plan is set up to save you money! Get the most out of it by charging your EV during off-peak hours when savings are greater.
- 2 Ease strain on the grid**
The grid works hard to keep up with demand when people use it most. Charging your EV during off-peak hours eases strain on the grid, which can help avoid electricity cost increases for you and your neighbors.
- 3 Set it and forget it**
Routines make life easier. Schedule your EV to charge automatically during off-peak hours so you never have to think about it.



Can you go the extra mile?

The best time to charge is when the sun is shining: make your EV driving even greener by charging in the middle of the day when the grid is filled with clean solar energy.

Load Shifting Collective Benefit Module

The Load Shifting Collective Benefits module is part of the Opower Load Shifting Cloud Service, Rate Coach.

When included in EV Charging Coach emails, the only variation is the background color.

For additional details about this module, including requirements and user experience variations, see [Load Shifting Collective Benefit Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU 101 Module

The TOU 101 module is part of the Opower Load Shifting Cloud Service, Rate Coach. There are no specific variations for the EV Charging Coach.

For additional details about this module, including requirements and variations, see [TOU 101 Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU Hourly Usage Module

The TOU Hourly Usage module is part of the Opower Load Shifting Cloud Service, Rate Coach. There is no EV-specific variation.

For additional details about this module, including requirements and other variations, see [TOU Hourly Usage Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU Post-Bill Report Bill Period Comparison Module

The TOU Post-Bill Report Bill Period Comparison module is part of the Opower Load Shifting Cloud Service, Rate Coach. The standard variation is used in the EV Charging Coach emails. For additional details about this module, including requirements and user experience variations, see [TOU Post-Bill Bill Period Comparison Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU Peak Period Disaggregation Module

The TOU Peak Period Disaggregation module is part of the Opower Load Shifting Cloud Service, Rate Coach. The standard variation is used in the EV Charging Coach emails. For additional details about this module, including requirements and user experience variations, see [TOU Peak Period Disaggregation Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU Tips Module

The TOU Tips module is part of the Opower Load Shifting Cloud Service, Rate Coach. The standard variation is used in the EV Charging Coach emails. For additional details about this module, including requirements and user experience variations, see [TOU Tips Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

TOU Transition Module

The TOU Transition module is part of the Opower Load Shifting Cloud Service, Rate Coach.

For additional information about this module, including requirements and additional variations, see [TOU Transition Module](#) in the Opower Load Shifting, Rate Coach Product Overview.

3

EV Load Shifting Insights in Weekly Energy Update Emails

The Load Shifting Cloud Service, Electric Vehicle (EV) provides insights that can be included in Weekly Energy Update (WEU) V3 emails and the Weekly Energy Update Post Bill Report V3 emails to create an EV-specific WEU experience for utility customers that own EVs.

While this experience can be sent to EV owners on any rate plan, it was designed specifically for customers who are not on a time-of-use (TOU) rate plan. Typically, customers on a TOU rate plan would receive the EV Charging Coach emails instead of the EV-specific Weekly Energy Update. However, this experience can also be sent to TOU customers who do not have modeled rates.

Load shifting EV insights are provided within Load Shifting EV modules that are purpose-built to be included in the WEU V3 emails. These insights are designed to educate customers about their charging habits and encourage them to shift their charging to hours the utility prefers, such as when there is low demand on the grid or high availability of renewable energy.

These are the Load Shifting EV modules you can add to a Weekly Energy Update email:

- **[EV Habits Checklist in Weekly Energy Update Emails Module](#)**: This module is included in the first EV-specific Weekly Energy Update email the customer receives, and then again every six months.
- **[EV Best Time Off-Peak in Weekly Energy Update Emails Module](#)**: This module is included in the second EV-specific Weekly Energy Update email the customer receives, and then again every six months.
- **[EV Load Shifting Main Insight in Weekly Energy Update Emails Module](#)**: This module is included in the Weekly Energy Update Post Bill Report email each month after the customer begins receiving the EV-specific emails.

Requirements and Limitations for Load Shifting EV Insights in WEU V3 Emails

The following data requirements and limitations apply to all utilities and customers using Load Shifting EV insights in their Weekly Energy Update (WEU) V3 email program.

These requirements, along with the requirements for the [requirements for the Weekly Energy Update program](#), must be met for a utility and a customer to participate in the program.

Utility Data Requirements

Utilities must meet the following criteria:

- **Required Cloud Services**: Oracle Utilities Opower Load Shifting Cloud Service, Electric Vehicle and one of the following:
 - Oracle Utilities Opower Load Shifting Cloud Service, Rate Coach
 - Oracle Utilities Opower Proactive Alerts Cloud Service

- **WEU Version:** Utilities must be running the [Weekly Energy Update V3](#) version of Weekly Energy Update emails to include EV Load Shifting modules in the emails.
- **Rates and Data Files:** Rates data and rate modeling are not required for this feature.

Customer Data Requirements

Customers must meet the following criteria:

- **Billing Frequency:** Monthly or bi-monthly.
- **Electric Vehicle:** Customers must charge an electric vehicle at their residence.
- **Data Delivery Frequency:** Daily. Must be received within 48 hours from last data read.
- **Data Requirements:** Interval data (hourly or more granular). There are additional AMI data requirements to show advanced insights such as appliance-level disaggregation. Contact your Delivery Team for more information.
- **Data Coverage:** Utilities can define a threshold for hourly disaggregation data coverage, which is 80% coverage by default.
- **Fuel Type:** Electric-only or dual fuel.
- **Meter Type:** The customer must have an AMI meter that measures whole-home usage, and not an EV-only meter.
- **Charger type:**
 - **L2 chargers:** All features are supported.
 - **L1 chargers:** Features that include disaggregation data are not supported.
- **Email Address:** Customers must have a valid email address established with the utility.

Limitations

The following are known limitations:

- **Meters:** EV-only meters are not supported.
- **Solar:** Solar customers are not supported.

Customer Experience for EV Insights in WEU

The Load Shifting Cloud Service, Electric Vehicle (EV) provides insights that can be included in Weekly Energy Update (WEU) V3 emails and the WEU Post Bill Report V3 emails to create an EV-specific WEU experience for utility customers that charge EVs at their homes.

Load shifting EV insights are provided within Load Shifting EV modules that are purpose-built to be included in the WEU emails. These insights are designed to educate customers about their charging habits and encourage them to shift their charging to hours the utility prefers, such as when there is low demand on the grid or high availability of renewable energy.

Customers receive the following EV-specific emails as part of the WEU V3 program:

- **First EV-Specific Weekly Energy Update Email:** This email provides an introduction to the EV-specific WEU email program by including the [EV Habits Checklist in WEU module](#). This module is then included in the email again once every six months.
- **Second EV-Specific Weekly Energy Update Email:** This email provides additional EV-specific information to the customer by including the [EV Best Time Off Peak in WEU module](#). This module is then included in the email again once every six months.

- **All Other Weeks:** After the above emails are received, customers will receive one of the following emails each week:
 - The standard WEU email, which does not include any EV-specific modules. The exception to this is when one of the above modules is included in the standard WEU email every six months.
 - The WEU Post Bill Report email, which includes the [EV Main Insight in WEU module](#), which provides EV-specific insights. Customers will receive this email each month after the close of their bill period.

Weekly Emails

As part of the EV Load Shifting in Weekly Energy Update (WEU) emails program, customers can receive three different variations of the WEU, as explained below. For detailed customer experience information for the Weekly Energy Update Emails, see [Customer Experience for Weekly Energy Update Emails V3](#) in the *Oracle Utilities Opower Proactive Alerts Product Overview*.

① Note

Oracle recommends using the default order of the modules, as noted in this section, as the emails were designed to be read from top to bottom, to provide the reader with an easy-to-understand message about their energy use. The default order of the modules for each email is listed in the following topics.

First EV-Specific Weekly Energy Update Email

This email includes the [EV Habits Checklist in WEU module](#). This module is then included in the email again once every six months.

When customers receive this email, the EV Habits Checklist in WEU module is placed below the Day-by-Day and Hourly Breakdown module, and above the Personalized Tips module.

Second EV-Specific Weekly Energy Update Email

This email includes the [EV Best Time Off Peak in WEU module](#). This module is then included in the email again once every six months.

When customers receive this email, the Best Time Off Peak in WEU module is placed below the Day-by-Day and Hourly Breakdown module, and above the Personalized Tips module.

All Other Weekly Energy Update Emails

In all other weeks in which the customer receives the standard WEU email, no EV-specific insights are included.

Post Bill Report Emails

After a customer receives their first two standard Weekly Energy Update emails, they will then receive one of two emails going forward:

- A standard WEU weekly email with no EV-specific insights
- The WEU Post Bill Report email, which includes the [EV Main Insight in WEU module](#)

Each month, shortly after the bill period is completed, customers receive the Post Bill Report email, which provides deeper understanding of how much energy each of their major end uses,

including their EV, consumed during the month. For detailed customer experience information for the WEU Post Bill Report Emails, see [Customer Experience for Weekly Energy Update Emails V3](#) in the *Oracle Utilities Opower Proactive Alerts Product Overview*.

Note

Oracle recommends using the default order of the modules, as noted in this section, as the emails were designed to be read from top to bottom, to provide the reader with an easy-to-understand message about their energy use. The default order of the modules for each email is listed in the following topics.

WEU Post Bill Report Email

This email includes the includes the [EV Main Insight in WEU module](#), which provides EV-specific insights. Customers will receive this email each month shortly after the close of their bill period.

When customers receive this email, the EV Main Insight in WEU module should be included in the email after the WEU Introduction module and before the WEU Post Bill Comparison module.

Enrollment, Delivery, and Customer Support

Information related to the enrollment in Weekly Energy Update emails, how they are delivered, and how utilities can provide customer support for the emails is included in the Opower Proactive Alerts Product Overview in the following topics:

- [Weekly Energy Update Enrollment](#)
- [Weekly Energy Update Delivery](#)
- [Providing Customer Support for Weekly Energy Updates](#)

EV Insights in WEU Email Modules

Weekly Energy Update emails are made of up individual modules. EV-specific versions of those emails include one or more of the following Load Shifting EV modules:

- [EV Best Time Off-Peak in WEU module](#)
- [EV Habits Checklist in WEU module](#)
- [EV Main Insight in WEU module](#)

EV Habits Checklist in Weekly Energy Update Email Module

The EV Habits Checklist in Weekly Energy Update (WEU) Email module can be included in Weekly Energy Update emails. This module helps to coach readers about how they can create good charging habits for their electric vehicle (EV).

The module provides two standard charging tips that can save them money and time, and then asks if they can adopt a third tip that will help to alleviate stress on the electric grid.

This module should be included in the first EV-specific Weekly Energy Update email the customer receives, and then again once every six months to remind the customer about good charging habits. The utility can configure how often the module appears in the email.

Requirements

There are no module-specific requirements. For product requirements, see:

- [Requirements and Limitations for Load Shifting EV Insights in WEU V3 Emails](#)
- [Requirements and Limitations for Weekly Energy Updates V3](#)

User Experience

This module includes:

Header: The header identifies that this module provides the reader with information about good EV charging habits. For example, "Good EV charging habits".

Habit 1 Statement: The first statement tells the user to avoid charging their EV during on-peak hours. For example, "Avoid charging during high-demand times on the grid". This statement is followed by an additional statement telling the user to charge their EV during off-peak hours, when demand on the grid is lower. For example, "Grid demand is at its peak between 4pm - 8pm. Waiting until 8pm or later to charge your EV reduces grid strain and lowers your vehicle's carbon footprint. A small shift, a big impact!"

Habit 2 Statement: The first statement tells the user to set a schedule to charge their EV. For example, "Set an automated charging schedule". This statement is followed by a statement that tells the user that an automated schedule is more convenient. For example, "Does avoiding high-demand hours seem like a hassle? With an automated schedule for your EV or charger, you can plug in anytime and charge only during low-demand hours—adding convenience to your routine!"

Extra Mile Statement: Below the two charging habits, the extra mile statement asks the user if they can delay their charging to help avoid strain on the grid. For example, "Can you go the extra mile? Delay your scheduled start time". This statement is followed by additional explanatory text. For example, "Help reduce grid strain at the start of off-peak hours, when many people begin charging their vehicles, by scheduling your charge to start sometime after 11pm."

Figure 3-1 EV Habits Checklist in Weekly Energy Update Email Module

Good EV charging habits

- ✓ **Avoid charging during high-demand times on the grid**
Grid demand is at its peak between 4pm - 8pm. Waiting until 8pm or later to charge your EV reduces grid strain and lowers your vehicle's carbon footprint. A small shift, a big impact!
- ✓ **Set an automated charging schedule**
Does avoiding high-demand hours seem like a hassle? With an automated schedule for your EV or charger, you can plug in anytime and charge only during low-demand hours—adding convenience to your routine!



Can you go the extra mile?
Delay your scheduled start time

Help reduce grid strain at the start of off-peak hours, when many people begin charging their vehicles, by scheduling your charge to start sometime after 11pm.

User Experience Variations

This section discusses how the module can vary.

Time-Of-Use Customers

The text of this module varies as follows when sent to customers on time-of-use rate plans.

Habit 1 Statement: The heading reads "Avoid charging during on-peak hours" and is followed by the text "Charge your EV during off-peak hours when savings are greater."

Habit 2 Statement: The heading of this habit statement remains the same, but the text reads, "No more going into the garage to plug in when off-peak hours start. With an automated schedule, you can plug in anytime, adding convenience to your routine!"

Extra Mile Statement: This header for this statement remains the same, but the text reads, "Help reduce grid strain at the start of off-peak hours, when many people begin charging their vehicles, by scheduling your charge to start a few hours later."

EV Best Time Off-Peak in Weekly Energy Update Email Module

The EV Best Time Off-Peak in Weekly Energy Update (WEU) Email module can be included in Weekly Energy Update emails. This module explains to the reader when the best times are to charge their electric vehicle (EV) during off-peak hours. The module explains how this behavior can ease the strain on the grid.

This module should be included in the second EV-specific Weekly Energy Update email the customer receives, and then again once every six months to remind the customer about the best times to charge their EV.

Requirements

There are no module-specific requirements. For product requirements, see:

- [Requirements and Limitations for Load Shifting EV Insights in WEU V3 Emails](#)
- [Requirements and Limitations for Weekly Energy Updates V3](#)

User Experience

This module includes:

Header: The header of the module tells the reader that the way they charge their EV matters. For example, "Your EV charging patterns matter"

Explanatory Statement: This statement tells the reader that changing their charging habits can help their community. The statement reads, "By charging during specific times of the day—not just avoiding peak demand—you can make your driving even greener and better for your community."

Tip 1: The first tip identifies the best time to charge. The header reads, "The best time to charge is <window 1>", and is followed by the statement "Make your EV driving even greener by charging midday when clean solar energy powers the grid."

Tip 2: The second tip identifies the next best time to charge. The header reads, "The next best time is <window 2>", and is followed by the statement "Charge during early morning hours when demand is low."

Tip 3: The third tip identifies times to avoid charging. The header reads, "Avoid starting to charge right at <TOU off-peak start>", and is followed by the statement "If you need to charge in the evening, try not to begin right at <Xpm>. This is the beginning of the low-cost hours for customers on UtilCo's <TOU Rate Plan Name> plan and a resulting surge in appliance electricity usage."

Figure 3-2 EV Best Times Off-Peak in WEU Module

Your EV charging patterns matter

By charging during specific times of the day—not just avoiding peak demand—you can make your driving even greener and better for your community.

**The best time to charge is [window 1]**

Make your EV driving greener by charging midday when clean solar energy powers the grid.

**The next best time is [window 2]**

Charge during the early morning hours when demand is low.

**Avoid starting to charge right at [TOU off-peak start]**

If you need to charge in the evening, try not to begin right at Xpm. This is the beginning of low-cost hours for customers on UtilCo's [TOU rate name] plan and a resulting surge in appliance electricity usage.

User Experience Variations

This section discusses how the module can vary.

Time-Of-Use Customers

The module varies as follows when sent to customers on a time-of-use rate plan.

Header: The header of the module reads, "Save money by charging your EV during off-peak hours"

Explanatory Statement: This statement reads, "Go the extra mile to make the grid more reliable, affordable and clean by charging at certain times within off-peak hours."

Tip 1: The first tip is "Charge when the sun is shining" and is followed by this statement, "Make your EV driving even greener by charging midday when clean solar energy powers the grid."

Tip 2: The second tip is "Set a delayed start time, and is followed by the statement "Help avoid straining the grid at the beginning of off-peak hours, when many people start charging their vehicle, by setting your schedule to start a couple hours into the off-peak period."

Tip 3: The third tip is "Set a departure time" and is followed by the statement "Some vehicles and chargers let you set the time by when you need your car ready. This ensures charging finishes before you leave and helps avoid demand spikes on the grid."

EV Main Insight Module in Weekly Energy Update Emails

The EV Main Insight in Weekly Energy Update (WEU) module can be included in the WEU Post Bill Report emails. The module is designed to give customers that charge electric vehicles (EVs) at their homes an overview of their monthly charging habits and encourage them to shift

their charging to times the utility prefers, such as when there is low demand on the grid or when there is high availability of renewable energy.

The module includes several sections, and can vary depending on how much the customer is charging their vehicle during high-demand times. The module includes:

- Graphical information about when the EV is charging
- Insights about the best times to charge an EV
- Motivational information related to the benefits of shifting charging to low-demand times
- Marketing content (optional)

Requirements

This module is currently available only for homes with L2 chargers, and requires that the utility has hourly disaggregation enabled.

For all other requirements, see:

- [Requirements and Limitations for Load Shifting EV Insights in WEU V3 Emails](#)
- [Requirements and Limitations for Weekly Energy Updates V3](#)

User Experience

This module includes:

Header Statement: The header introduces the reader to the EV section of the email and tells them that their charging schedule can make a difference. For example, "Taking a minute to set your EV charging schedule can make a difference".

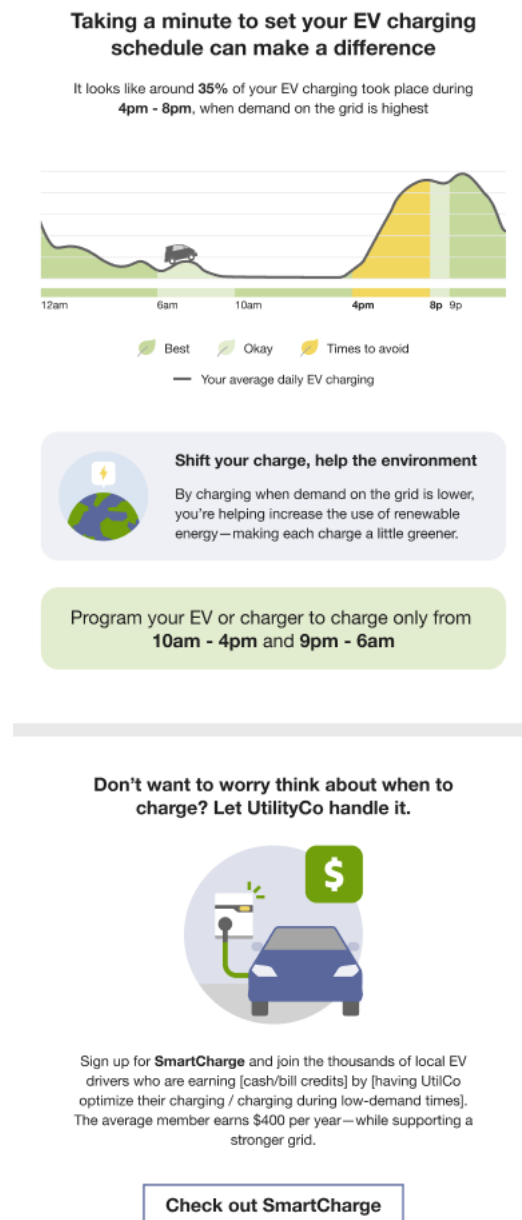
Charging Time Statement: This statement appears after the header, and identifies the percentage of EV charging that was done during high-demand periods.

Charging Graph: The chart shows the reader in graphical format when they charge their EV, and identifies the best times, times that are okay, and times to avoid.

Motivational Statement: These statements are used to incentivize the reader to shift their EV charging to times when demand on the grid is lower. There are six interchangeable motivational statements that can appear in the email, and each includes an image.

Time to Charge Statement: This statement identifies the best times for the reader to charge their EV. This statement can vary depending on how many time blocks the utility has, and what times the utility wants to focus on.

Promotions: Utilities can configure up to three promotions at a time. By default, the first is a promotion for an opt-in managed charging program, the second is a promotion for a Time-of-Use (TOU) rate plan, and the third is a fully customizable promotion. If the utility configures all three promotions, the first promotion is included in the first email, then the second is included in the next email, and the third in the email after that. The promotions continue in each subsequent email on a rotating basis (1, 2, 3, 1, 2, 3, etc.).

Figure 3-3 EV Main Insight in Weekly Energy Update Module

User Experience Variations

This section describes how the module can vary.

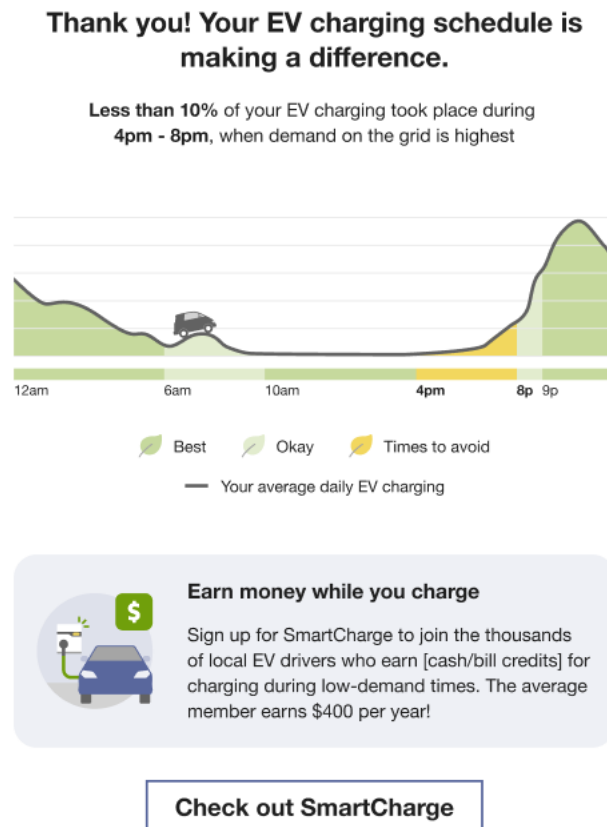
Success State

A success state occurs when the user charges their EV during the hours that the utility has specified as "times to avoid" less than the threshold that is set by the utility. By default, the threshold is set to 10%. Therefore, if the user charged their EV 8% of the time during the times to avoid, they would fall into the Success state.

In this state, the email varies as follows:

- **Header Statement:** The header statement reads, "Thank you! Your EV charging schedule is making a difference."
- **Charging Time Statement:** The statement reads, "Less than 10% of your EV charging took place during <hours> when demand on the grid is highest".
- **Motivation Statements:** The motivation statement is removed from the module.
- **Promotion:** If a promotion is included in the module, it is displayed in a similar format to the motivation statements in other states.
- **Time to Charge Statement:** This statement is removed from the module.

Figure 3-4 Success State Variation



Needs Improvement State

This state occurs when the user charges their EV during high-demand times more than the threshold that is set by the utility, and they were not previously in the Success state. By default, the threshold is set to 10%. For example, if the user did 20% of their EV charging during high-demand periods this bill period, and they were not in a Success state last bill period, they would fall into this state.

In this state, the email varies as follows:

- **Header Statement:** The header statement reads, "Taking a minute to set your EV charging schedule can make a difference".

- **Charging Time Statement:** The statement reads, "It looks like around X% of your EV charging took place during <hours>, when demand on the grid is highest". The percentage is rounded to the nearest 5%.
- **Time to Charge Statement:** The statements in this section begin with one of the following:
 - "Best times to charge are from" and the statement is followed by the time blocks the utility has identified as the best charging periods.
 - "Better times to charge are from" and the statement is followed by the time blocks the utility has identified as the best and okay charging periods.

Transition State

This state occurs when the user charges their EV during high-demand times more than the threshold that is set by the utility during this bill period, but they were in a Success state during the previous bill period. For example, if they did 5% of their charging during high-demand times last bill period, but did 20% of their charging this period during high-demand times, they fall into the Transition state.

In this state, the email varies as follows:

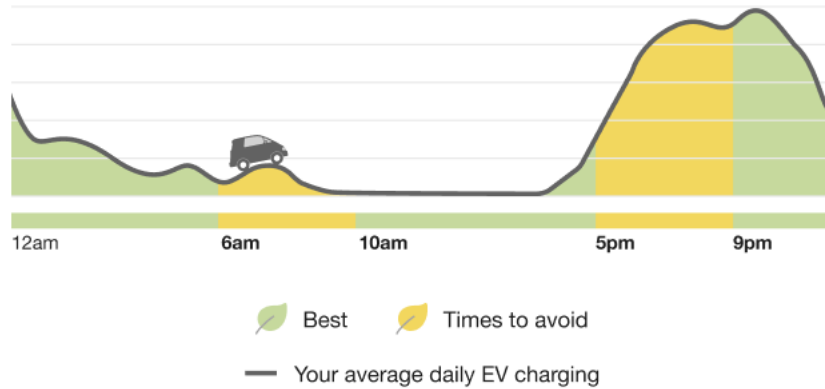
- **Header Statement:** The header statement reads, "Your EV charging patterns may have changed".
- **Charging Time Statement:** The statement reads, "It looks like around X% of your EV charging took place during <hours>, when demand on the grid is highest". The percentage is rounded to the nearest 5%.
- **Time to Charge Statement:** The statements in this section begin with one of the following:
 - "Best times to charge are from" and the statement is followed by the time blocks the utility has identified as the best charging periods.
 - "Better times to charge are from" and the statement is followed by the time blocks the utility has identified as the best and okay charging periods.

Charging Graph Variations

The charging graph can vary depending on whether utilities that have specified two or three time blocks in their schedule. Utilities with two time blocks will show Best and Times to Avoid in the chart, while utilities with three time blocks will show Best, Okay, and Times to Avoid in the chart.

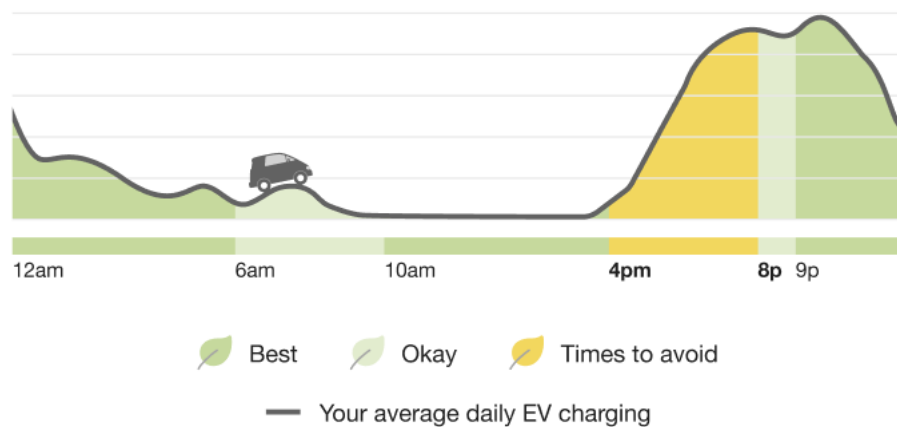
Utility specifies two time blocks:

Figure 3-5 Two Time Blocks



Utility specifies three time blocks:

Figure 3-6 Three Time Blocks



Motivation Statements

Utilities can choose from six motivation statements that can be included in the email on a rotating basis. The following images show the available motivation statements. Note that in mobile formats, the images appear above the statements rather than beside the statements.

Figure 3-7 Motivation Statements

 Shift your charge, help the community You can help your whole community by scheduling your EV to charge when there's less demand on the grid. This keeps the grid healthy and reliable.	 Shift your charge, help the environment By charging when demand on the grid is lower, you're helping increase the use of renewable energy—making each charge a little greener.	 When you charge matters The best times to charge are when there are fewer customers using energy. Plugging in during these low-demand times is better for the environment—and supports a healthier grid.
 Most EV drivers charge at night 70% of EV drivers who charge at home do so overnight, when there is less demand for energy. This is healthier for the grid and the environment.	 Soak up the sun Make your EV driving even greener by charging in the middle of the day when the grid is filled with clean solar energy and demand for it is low.	 The smart way to charge Many EVs and smart EV chargers have an app or built-in settings that allow you to set a charging schedule. If you ever need to override your settings, you can do that easily, too.

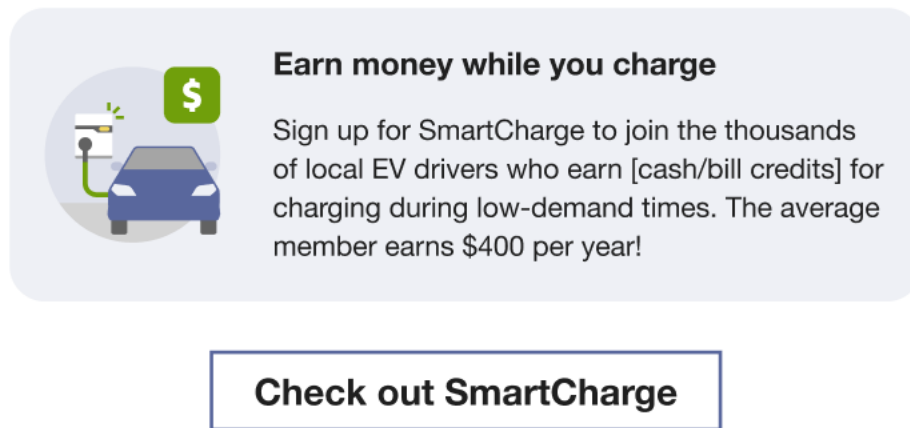
Promotions

Utilities can choose to include one of three promotions in the module:

- Smart Charger promotion (shown below)
- TOU Rate Plan promotion (shown below)
- Custom promotion

When included in a Success state email, promotions are displayed using a similar format to the motivation statements, as shown here:

Figure 3-8 Success State Promotion



When included in the Needs Improvement or Transition states, the promotion is displayed at the bottom of the module, and is separated by a bar, as shown here:

Figure 3-9 Promotion in Other States

Program your EV or charger to charge only from
10am - 4pm and 9pm - 6am

Can you save money on a Time-of-Use plan?



Many EV drivers take advantage of lower electricity rates by charging overnight during off-peak hours. Switching to a Time-of-Use plan is a simple way to cut energy costs while keeping your EV powered and ready to hit the road.

Compare plans and start saving

4

Inside Opower

This cloud service includes access to Inside Opower. Inside Opower is an online, utility-facing suite of tools to help users across a utility stay informed of and manage their Oracle Utilities Opower program. Utility users can access key data such as program insights, analytics, reports, contact information, and documentation.

See the [Oracle Utilities Opower Inside Opower Product Overview](#) for details.

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Contact Your Delivery Team

Your Oracle Delivery Team is the group responsible for setting up, configuring, launching, or expanding your Oracle Utilities Opower program. Contact your Delivery Team if you have any questions about your program products and implementation.

To contact your Delivery Team:

1. Sign in to Inside Opower (<https://inside.opower.com>). This is your portal for questions and information related to your program.
2. Go to the Community tab to see who is on your Delivery Team.
3. Contact any of the team members using the information provided.

If you need to report an issue or get technical support, contact [My Oracle Support](#).

Glossary

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