



Addendum: Overview of Envoy’s CARB CMO Data Gathering Methodology

Envoy envisions CARB CMO program as the ideal opportunity for utilities to, among other things, gather data that informs potential use cases for utility LCFS holdback credits. Specifically, through tailored data gathering and incentive testing, Envoy sees an opportunity to leverage CARB CMO to create a test bed — of sorts — to inform future utility investments and incentive strategies.

Data Collection (Qualitative & Quantitative)

Envoy has robust qualitative and quantitative data-gathering methodology that it intends to leverage for CARB CMO program. Envoy intends on sharing anonymized and aggregated data with partners. Such Data would collect key performance indicators (KPIs), including and not limited to:

- # of people participating in program;
- # of people leveraging program incentives;
- Time of vehicle use (hourly intervals);
- Time of charge hourly intervals);
- Number of charge sessions (EV charger);
- Total e-miles traveled and kWhs used;
- GHG emissions reductions estimates; and
- Others.

Envoy also intends on tailoring KPIs specific to each utility need. Also, where feasible, Envoy will leverage uniform data gathering across utilities. This will allow utilities to cross-compare their program experiences with other utility experiences.

Energy Test Bed

In addition to recording KPIs, Envoy is exploring ways to leverage the CARB CMO as a test bed of dynamic pricing strategies, and as a forum to innovatively explore EVs as mobile energy storage. Here, among other strategies, we will focus on building price setting and demand strategies that inform our “smart” EV car sharing initiatives.

In CARB CMO program specifically this will focus on incentives and dynamic hourly pricing. Here, Envoy intends on gathering granular data in areas including and not limited to the following:

- E-mile usage, on a per customer basis;
- Dates and times of incentives release & use;
- “Uptick” in use triggered from incentive release (e.g., new users, return users, power users, others);
- Elasticity of different price points (e.g., customer willingness to pay);
- Efficacy of reduced hourly rates;
- Incentive Burn Rate (e.g., speed of incentive use, duration of use, & point of exhaustion);
- Insight into ridership & e-mile trends;
- Cost/benefit analysis of incentive’s impact; and
- others.

Broadly, Envoy would welcome the opportunity to share data and learnings with the utility (in anonymized and aggregated form), for the purpose of informing future planning activities related to direct community incentives, and/or other areas of strategic importance for the utility.

“Price Throttling” and Scenario Testing

Envoy also welcomes the opportunity to further discuss more complex pricing scenarios, including dynamic price testing experiments, which could be treated as type of “mobility demand response,” focused on setting price points to trigger different use cases. For example, price throttling scenarios could be set to any number of objectives, including to testing prices that:

- Maximize or minimize utilization;
- Respond to CAISO day ahead market;
- Encourage or discourage different travel patterns and behaviors;
- Incentivize or disincentivize travel to-and-from specific locations (e.g., transit hubs, or away from dense areas);
- Encourage optimal charging (e.g., align with time-of-use rates);
- Encourage activities that trigger specific EV charge sessions and periods of coupling;
- Support charging that uses low to zero carbon electricity; and/or
- Others.

Thus, by “throttling” Envoy prices to influence specific factors, Envoy anticipates that it will be able to test a variety of different pricing scenarios, which could unlock deep insight into price setting for the wider e-mobility ecosystem in the utility’s territory.

Market-Focused Transactions

Envoy’s proposed incentive approach will not include “free rides.” As a central focus during price reduction, to create data of highest value to the utility, Envoy will set reduced (but not free) rates. Such an approach would fortify the value of feedback from price throttling test (by ensuring a market-driven transaction). In this regard, Envoy envisions a variety of price testing that can explore price elasticity while ensuring adequate vehicle ownership and responsibility from the customer during each drive session.