Examining Design Options to Align Rates with Cost

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Our vision is to seamlessly deploy grid edge resources at scale, as a safe, affordable, reliable, and clean component of Duke’s energy portfolio comparable to central station assets.
Pricing Efforts Underway

Mass Market:

1. Indiana – Dynamic variable peak pricing + EV off-peak credits
2. Kentucky – Peak time rebates
3. Ohio – Dynamic critical peak pricing
4. North Carolina – Time of use with critical peak pricing + EV subscription
5. South Carolina – Solar Choice tariffs + EV off-peak credits
6. Florida – Bill certainty with peak reduction + community solar subscriptions + minimum bill
Innovative Pricing: My Energy Bill+ (MEB)

A subscription that offers all eligible residential customers:

- A Fixed Bill
- An option to enroll a smart thermostat to reduce the risk premium
- Enrollment in RECs as an easy way to participate in clean energy generation
- Premium Reduction credit when total predicted energy usage is reduced
- My HER enrollment to receive tips on how to conserve energy

Potential Product / Service Add-Ons:
- Autopay
- Paperless Billing
- Power Manager (BYOT)
- Home Energy House Call
Innovative Pricing: EVs

Duke may offer some EV customers 'all you can charge' for just $19.99/month

Duke Energy wants to offer Not charging subscription, in exch:

Deep Dive

With looming EV load spikes, PG&E, Duke, other utilities adopt new rate design and cost recovery strategies

Critical electric vehicle adoption solutions are emerging in dynamic rates and reduced demand charges.

Illuminating possibility: Duke Energy and Ford Motor Company plan to use F-150 Lightning electric trucks to help power the grid