
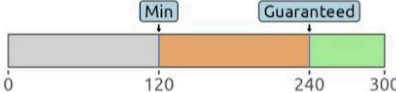


Appendix

A. SMC and V2G Conjoint Questions

(1 of 6) If your utility offers you these 2 SMC programs, which one do you prefer?
(Your BEV has maximum range of **300** miles.)



[Access the SMC Attributes](#)

Option 1	Option 2	Option 3
Enrollment Cash: \$100 Monthly Cash: \$20 Override Allowance: 1 per Month Battery Thresholds (in Miles): 	Enrollment Cash: \$200 Monthly Cash: \$10 Override Allowance: 1 per Month Battery Thresholds (in Miles): 	Not Interested

Appendix 1: Sample SMC Conjoint Question

(1 of 6) If your utility offers you these 2 V2G programs, which one do you prefer?
(Your BEV has maximum range of **300** miles.)

[Access the V2G Attributes](#)

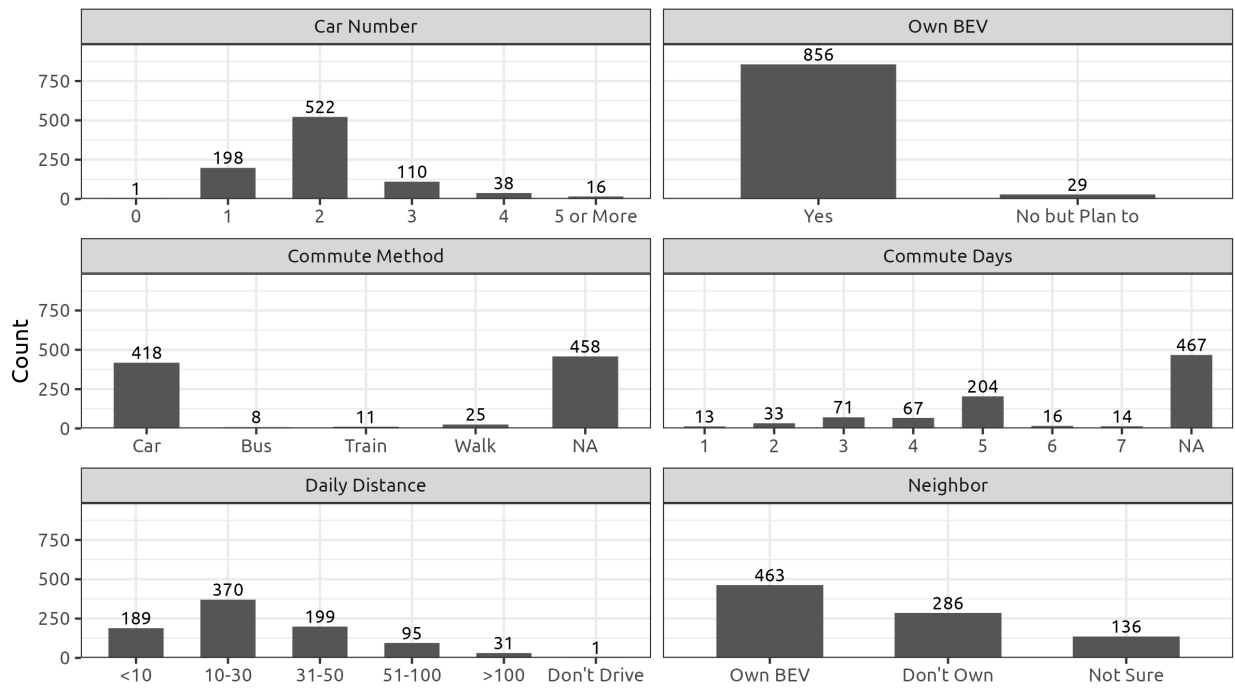
Option 1	Option 2	Option 3
Enrollment Cash: \$100 Occurrence Cash: \$5 Monthly Occurrence: 2 Battery Thresholds (in Miles): 	Enrollment Cash: \$100 Occurrence Cash: \$20 Monthly Occurrence: 2 Battery Thresholds (in Miles): 	Not Interested

Appendix 2: Sample V2G Conjoint Question

B. Demographics

Car Ownership Summary

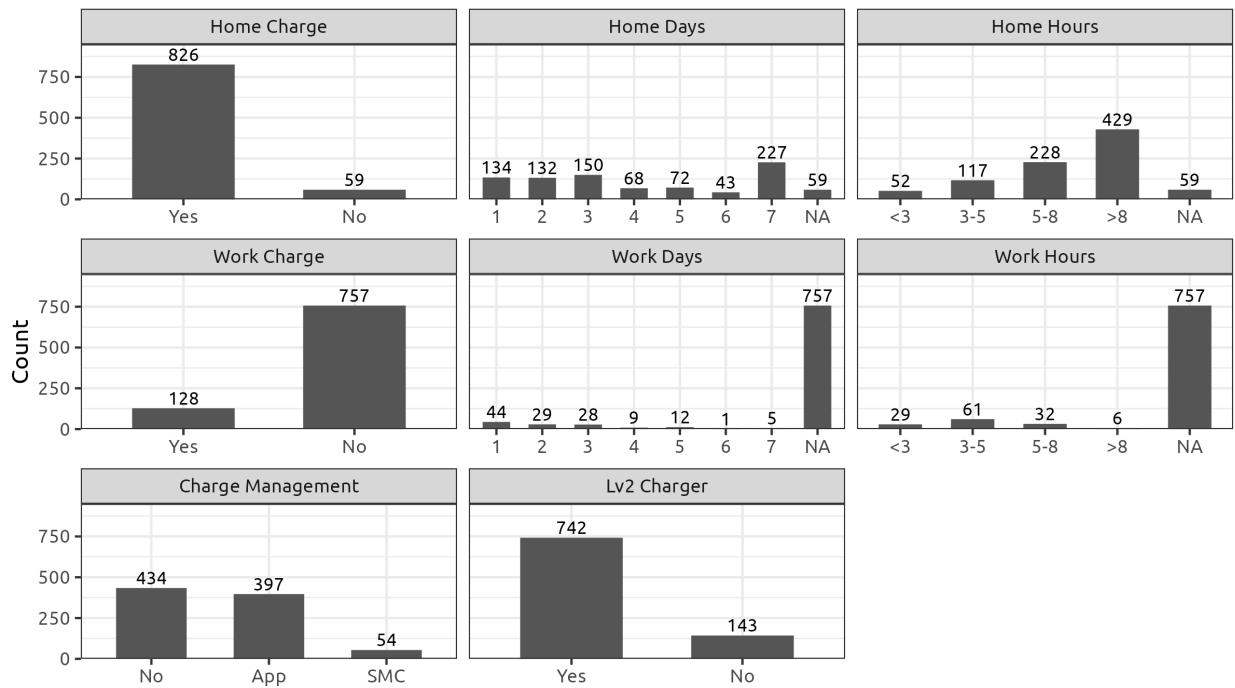
Summary Statistics Part 1



Appendix 3: Car Ownership Summary

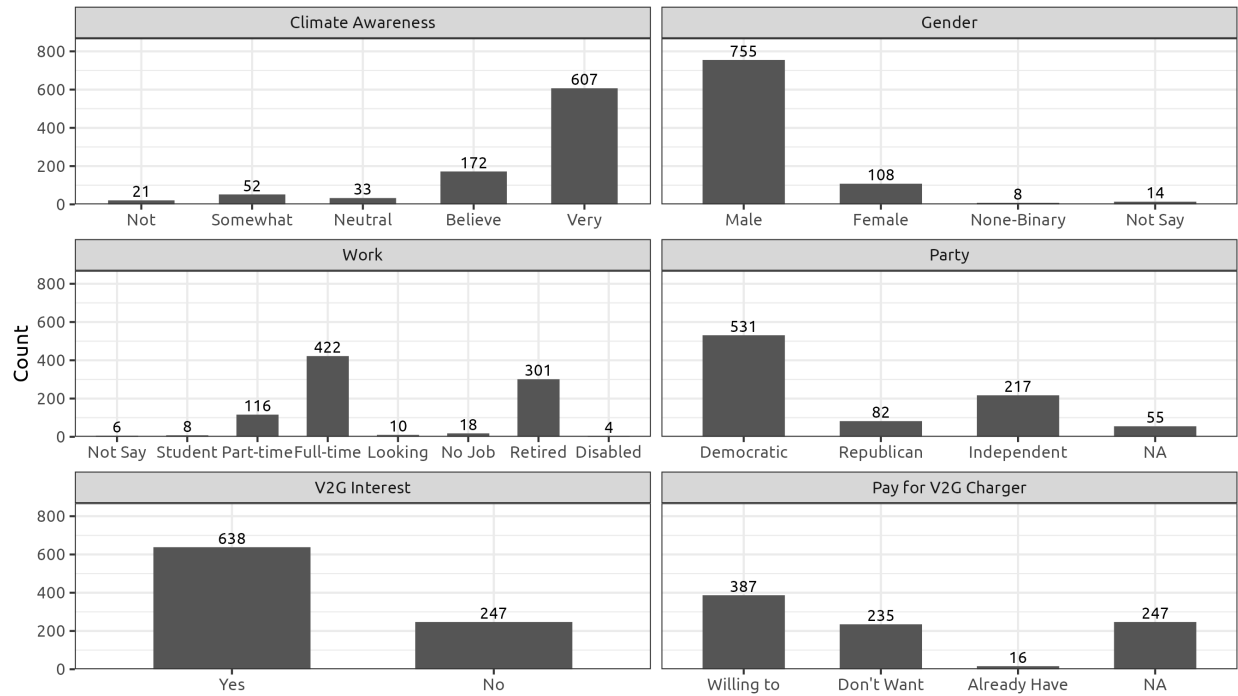
Charging Preferences Summary

Summary Statistics Part 2



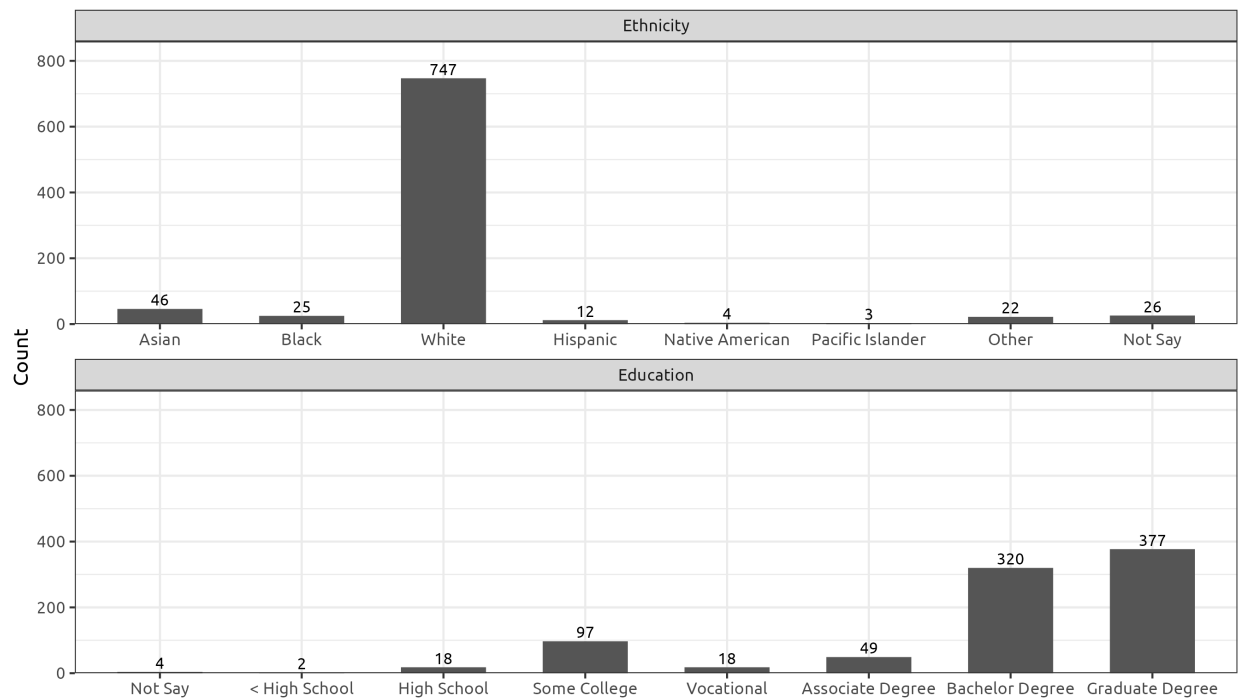
Appendix 4: Charging Preferences Summary

Personal Info Summary A - Major Info Summary Statistics Part 3



Appendix 5: Personal Info Summary A - Major Info

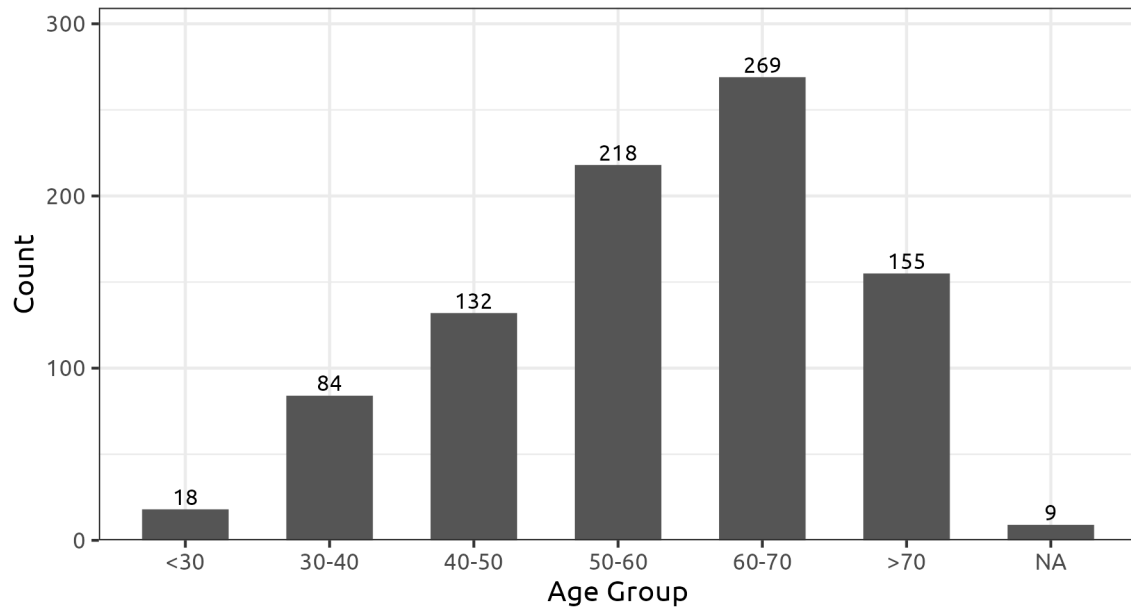
Personal Info Summary B - Ethnicity & Education Summary Statistics Part 4



Appendix 6: Personal Info Summary B - Ethnicity & Education

Personal Info Summary C - Age Group

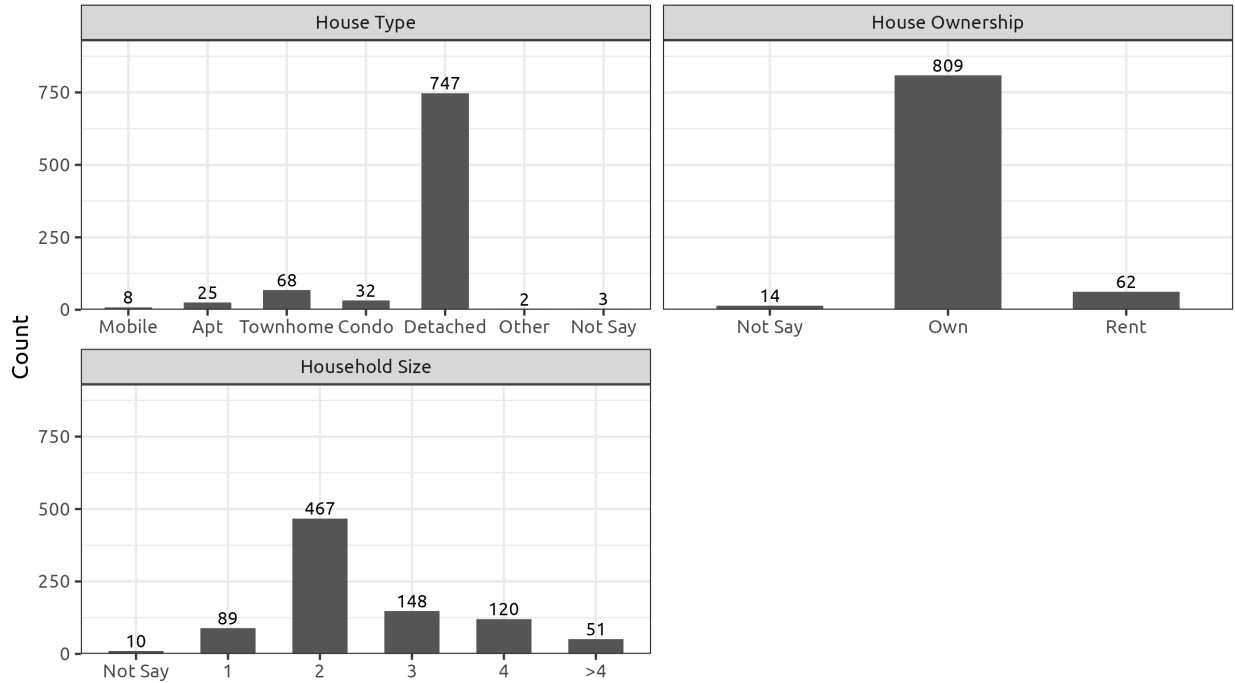
Summary Statistics Part 5



Appendix 7: Personal Info Summary C - Age Group

Household Info Summary A - Major Info

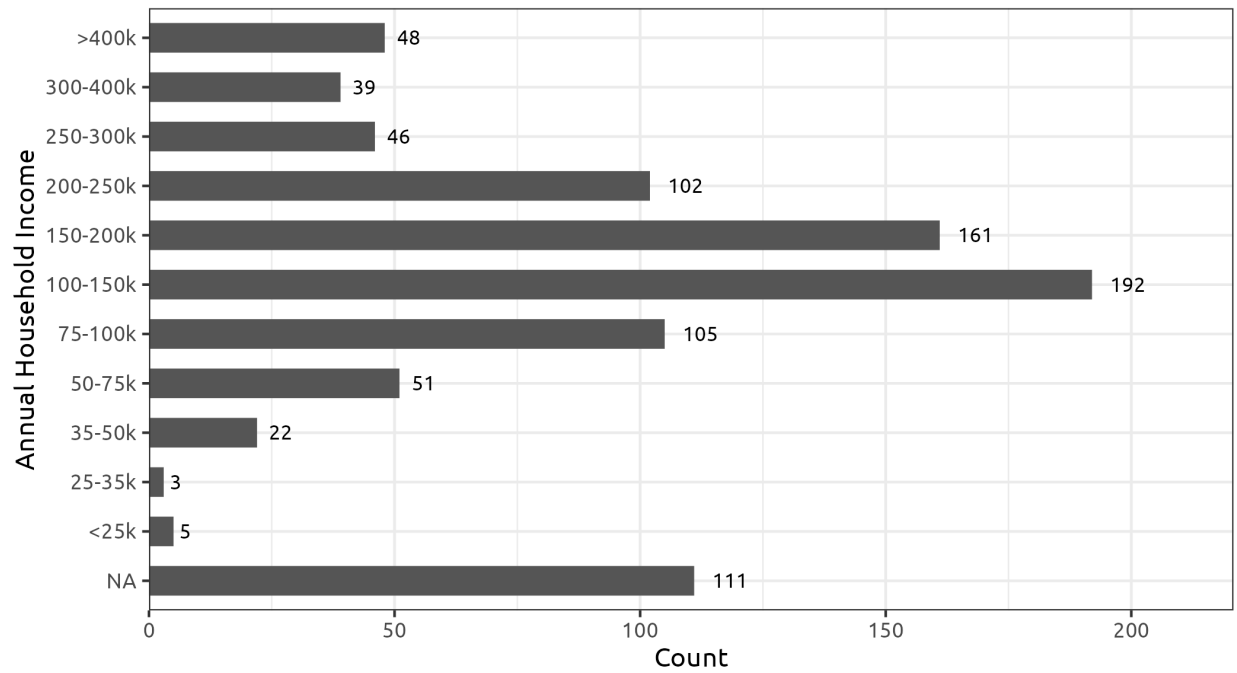
Summary Statistics Part 6



Appendix 8: Household Info Summary A - Major Info

Household Info Summary B - Income

Summary Statistics Part 7

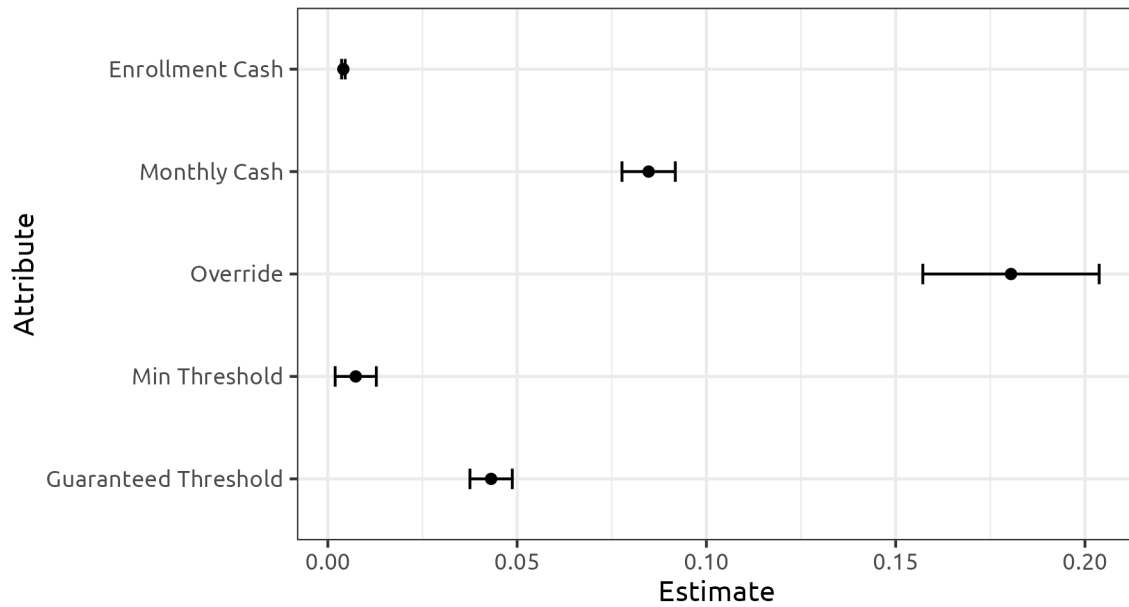


Appendix 9: Household Info Summary B - Income

C. Multinomial Logit (MNL) Models

Coefficient Estimates with Uncertainty Bounds

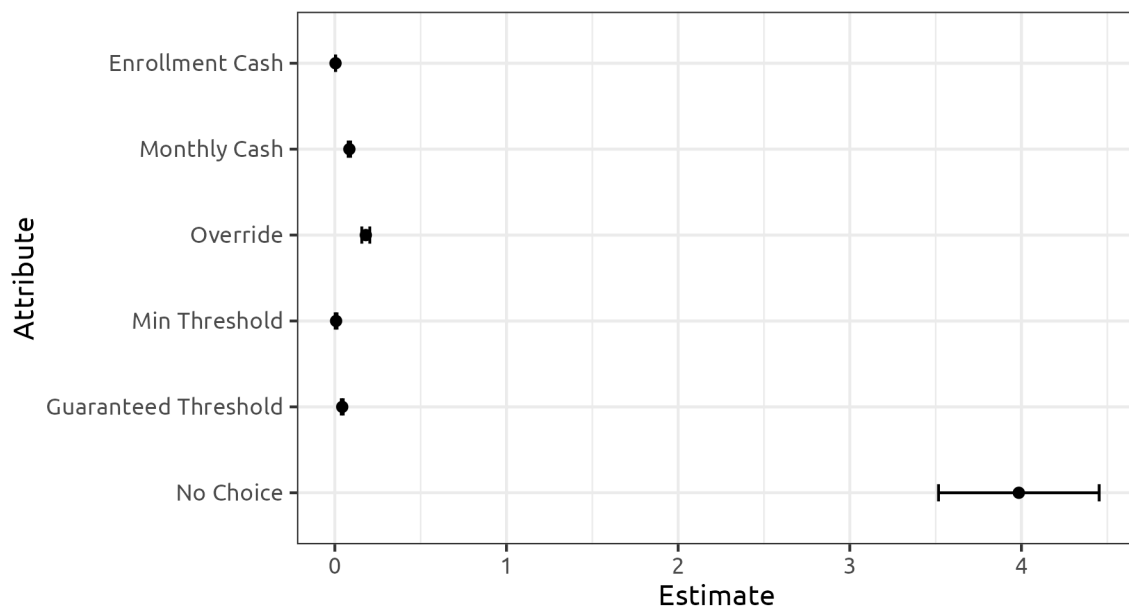
SMC MNL Model, without No Choice



Appendix 10: SMC MNL Model, without No Choice

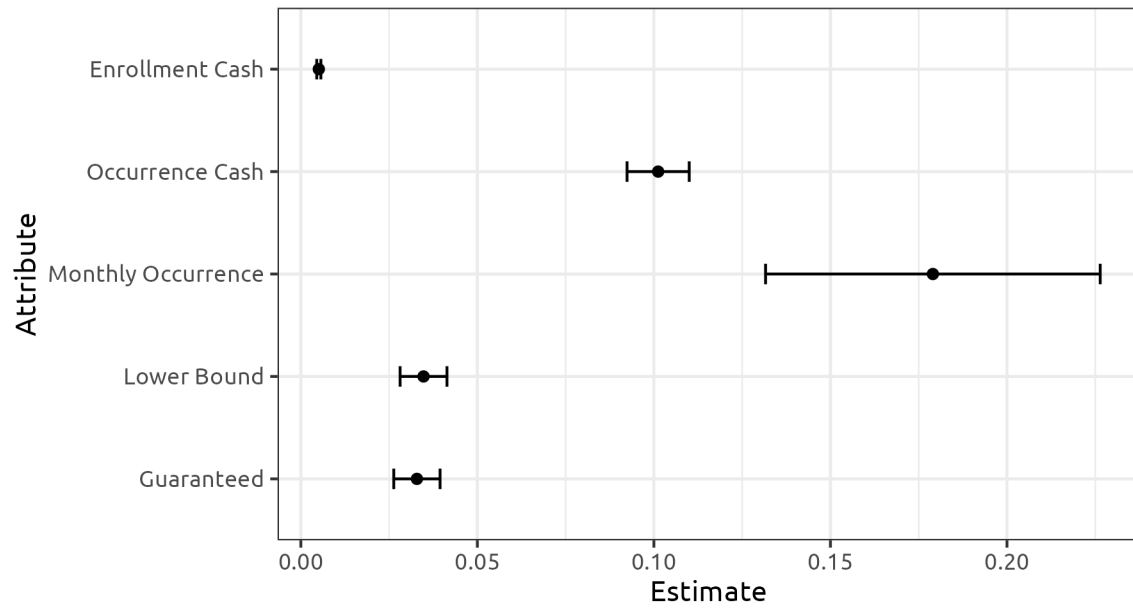
Coefficient Estimates with Uncertainty Bounds

SMC MNL Model, with No Choice



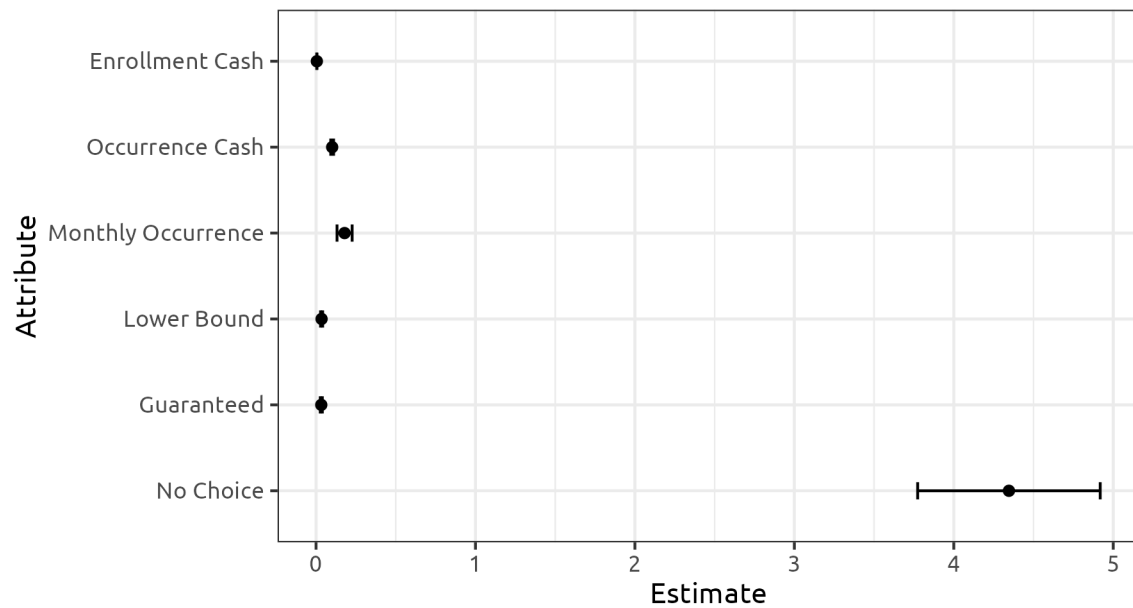
Appendix 11: SMC MNL Model, with No Choice

Coefficient Estimates with Uncertainty Bounds
V2G MNL Model, without No Choice



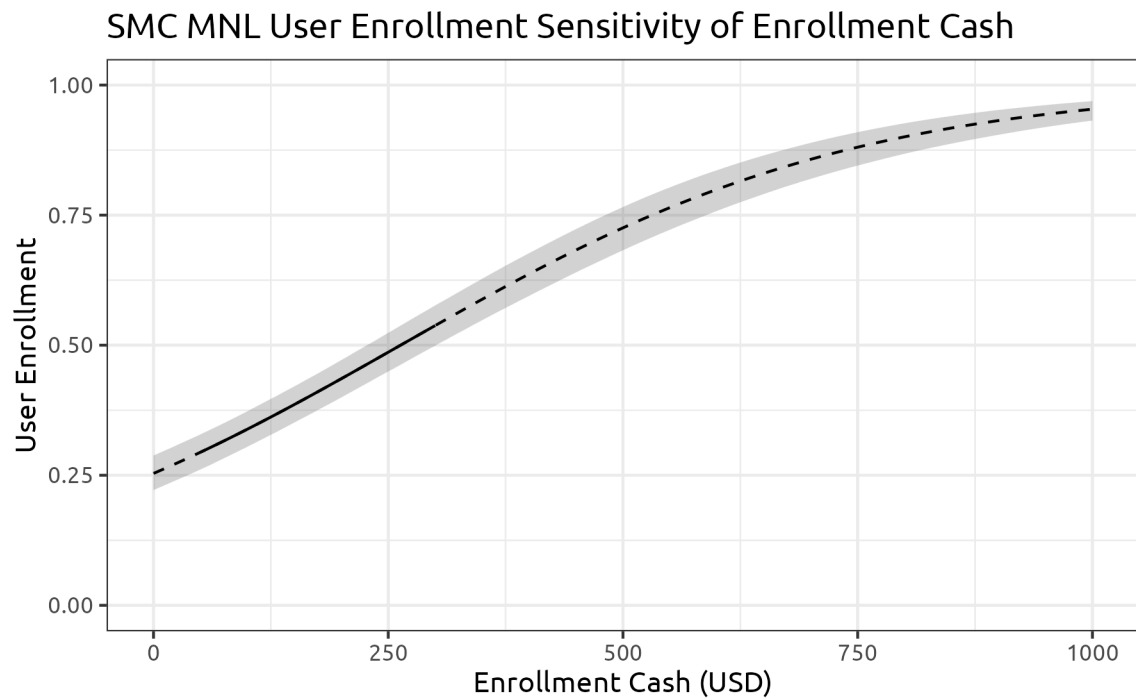
Appendix 12: V2G MNL Model, without No Choice

Coefficient Estimates with Uncertainty Bounds
V2G MNL Model, with No Choice

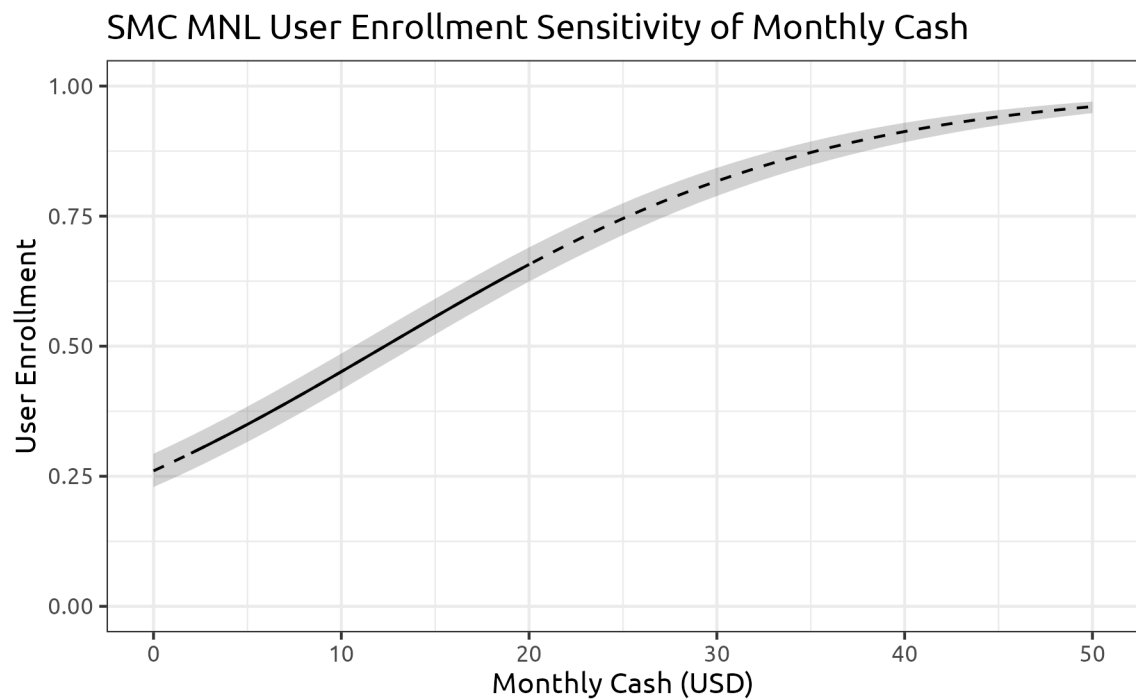


Appendix 13: V2G MNL Model, with No Choice

D. SMC MNL User Enrollment Sensitivity Plots

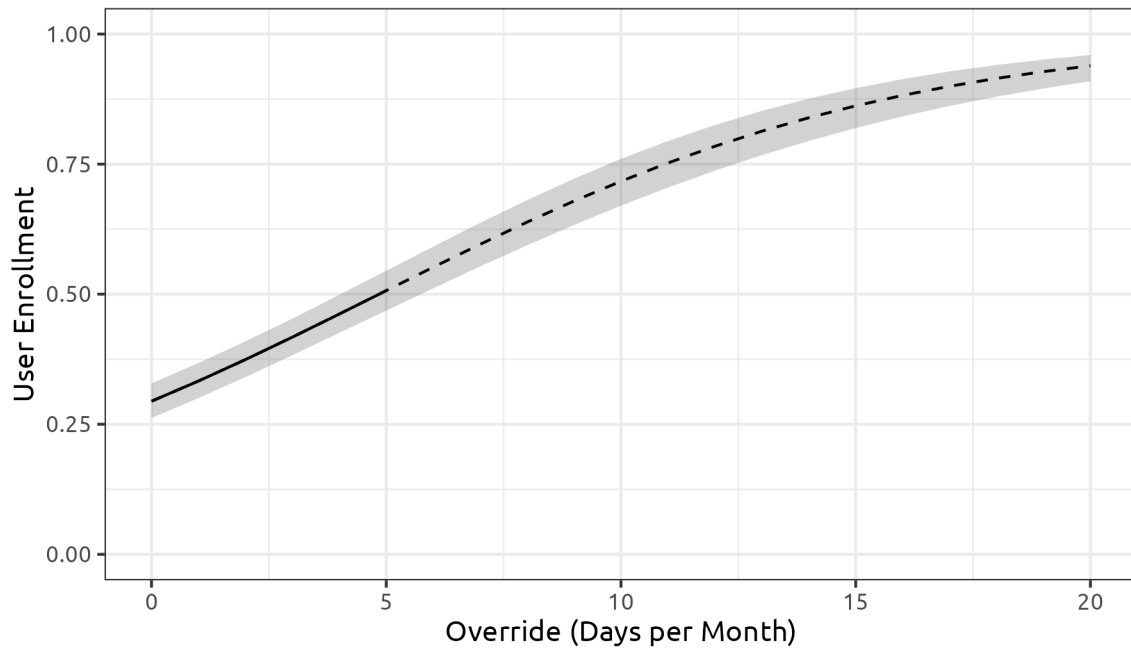


Appendix 14: SMC MNL Sensitivity Plot of Enrollment Cash



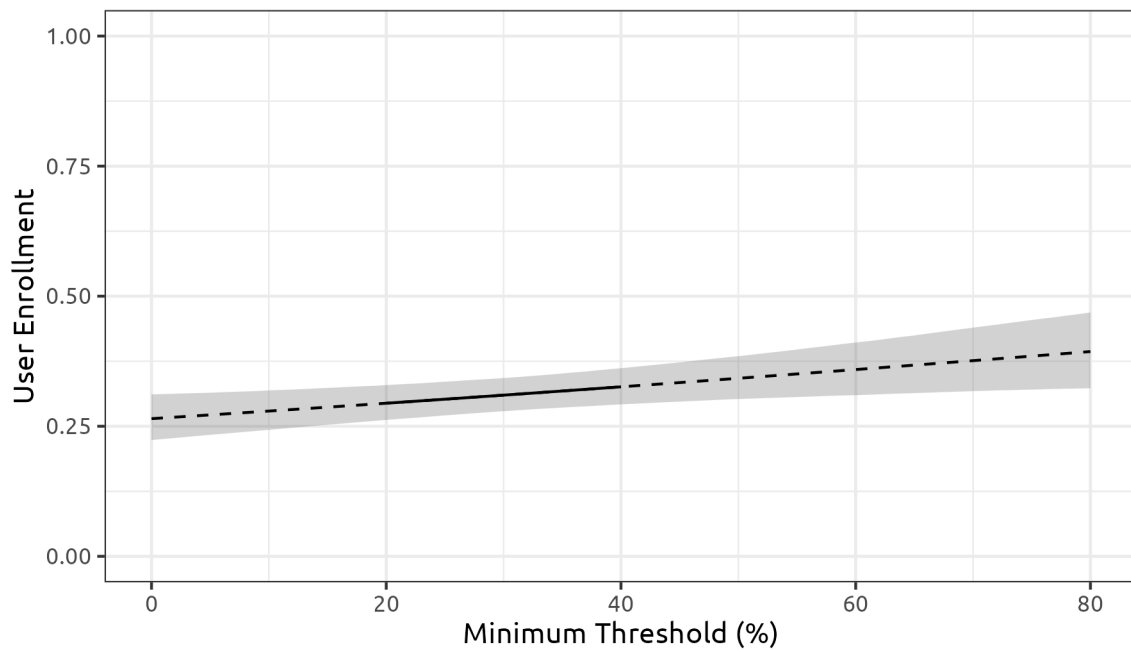
Appendix 15: SMC MNL Sensitivity Plot of Monthly Cash

SMC MNL User Enrollment Sensitivity of Override

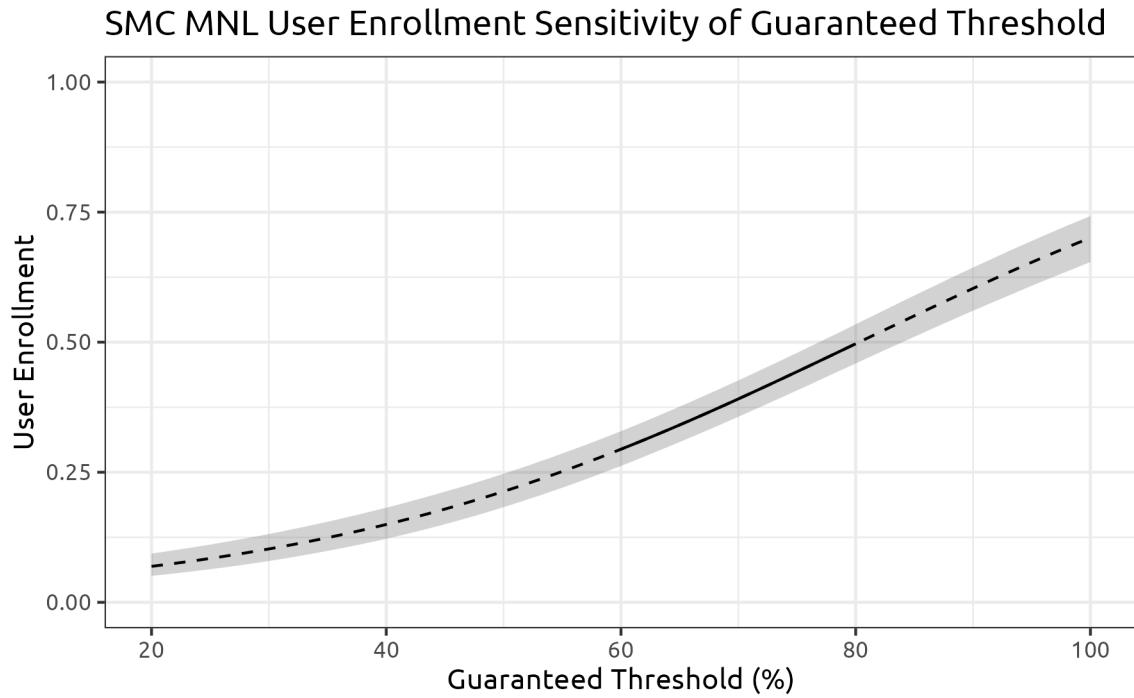


Appendix 16: SMC MNL Sensitivity Plot of Override Allowance

SMC MNL User Enrollment Sensitivity of Minimum Threshold

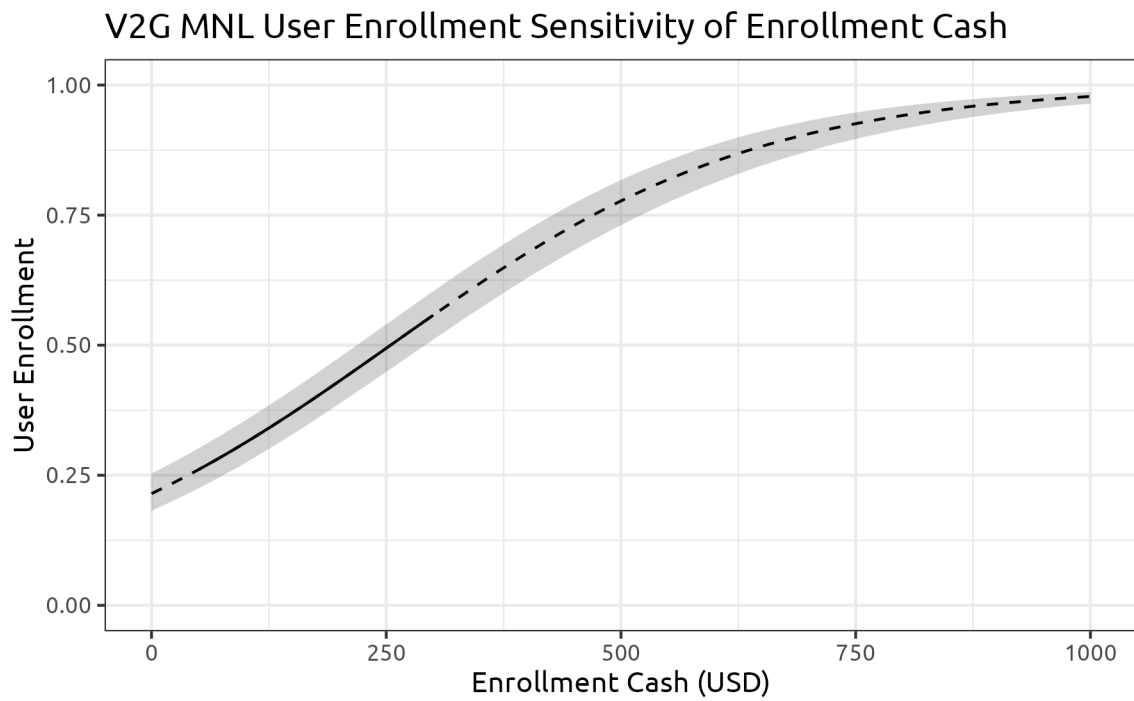


Appendix 17: SMC MNL Sensitivity Plot of Minimum Threshold

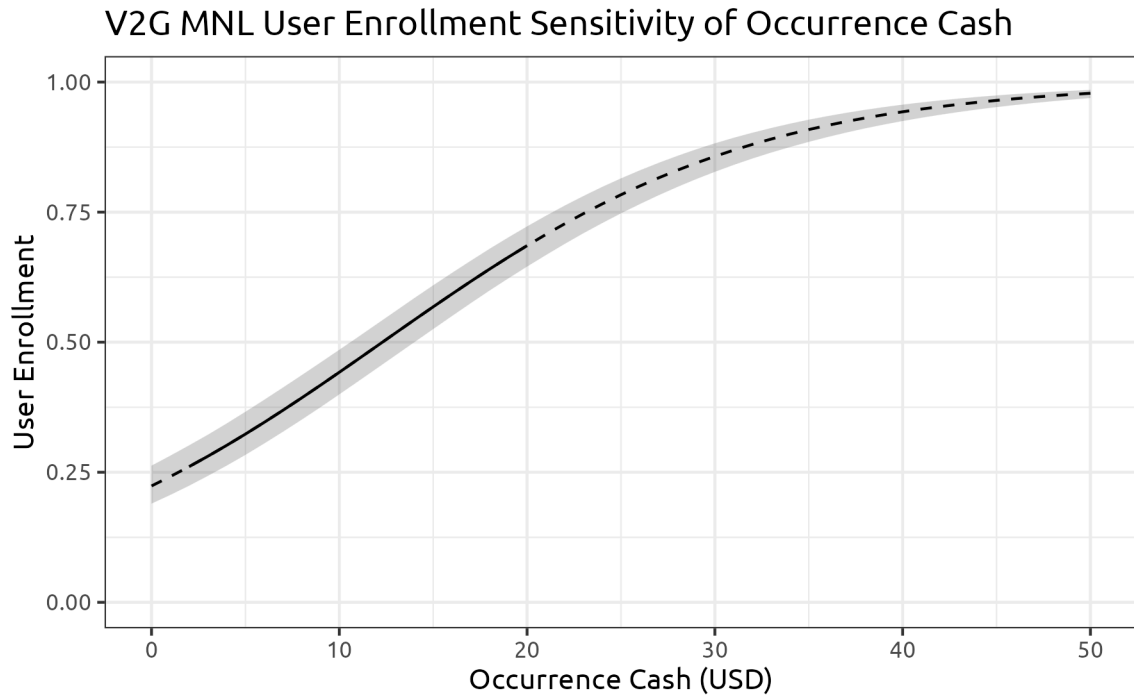


Appendix 18: SMC MNL Sensitivity Plot of Guaranteed Threshold

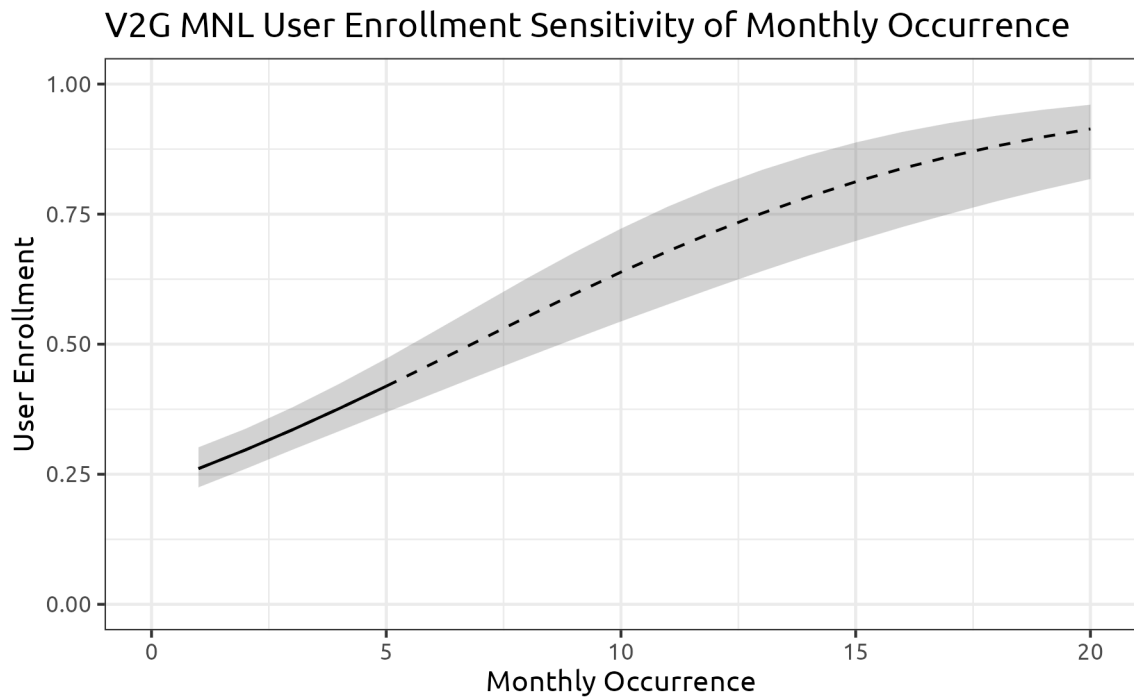
E. V2G MNL User Enrollment Sensitivity Plots



Appendix 19: V2G MNL Sensitivity Plot of Enrollment Cash

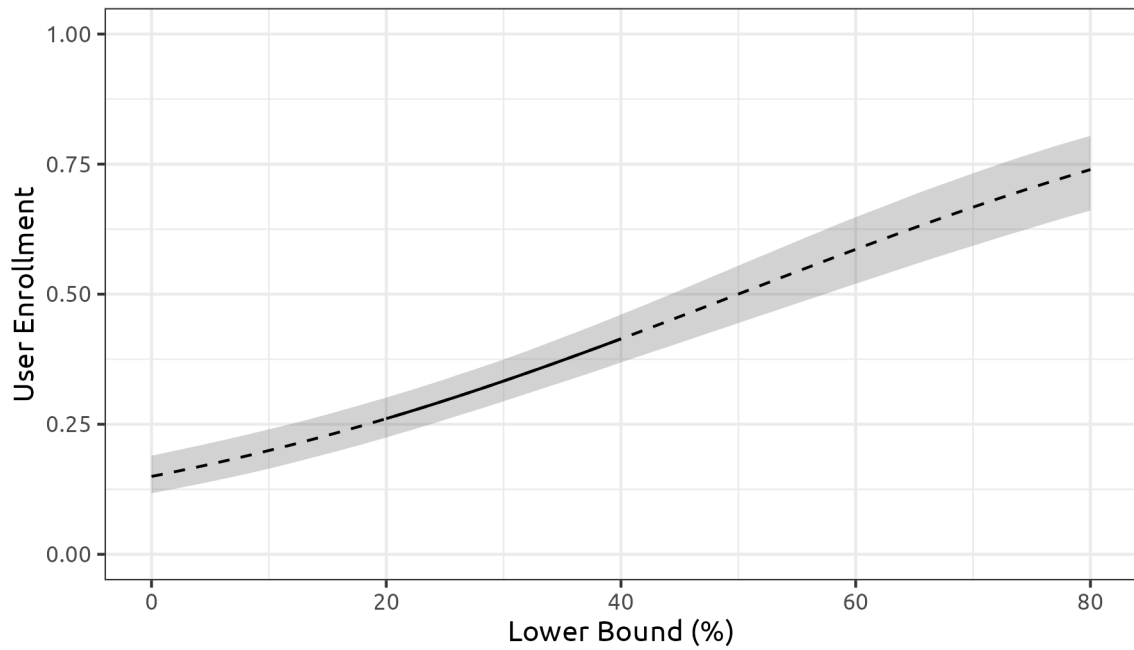


Appendix 20: V2G MNL Sensitivity Plot of Occurrence Cash



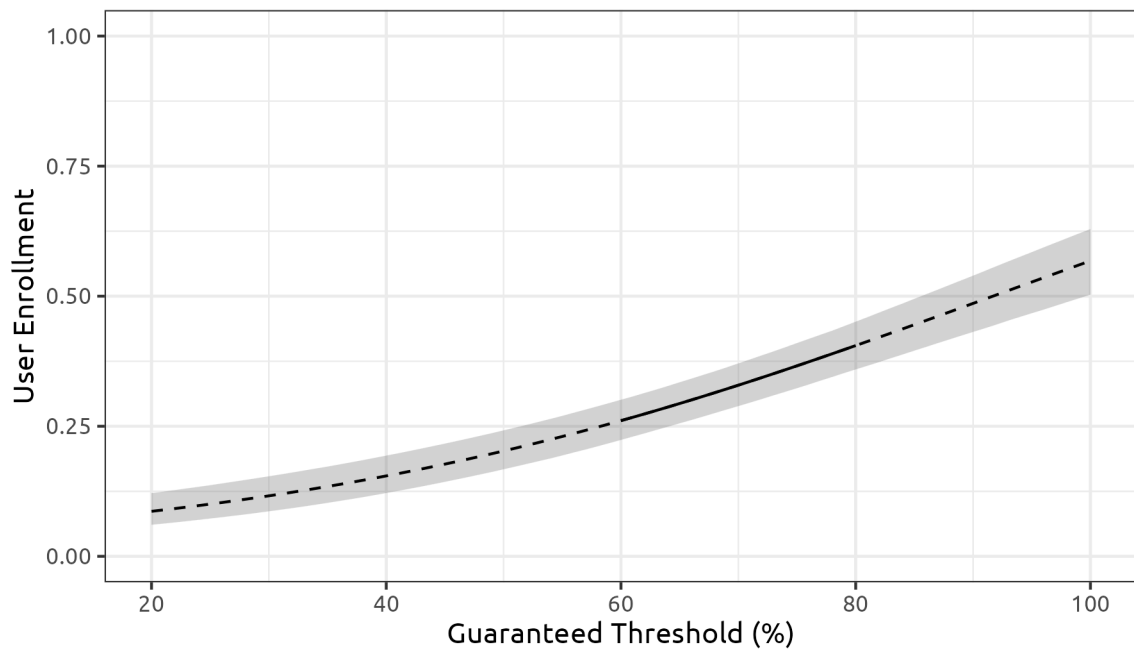
Appendix 21: V2G MNL Sensitivity Plot of Monthly Occurrence

V2G MNL User Enrollment Sensitivity of Lower Bound



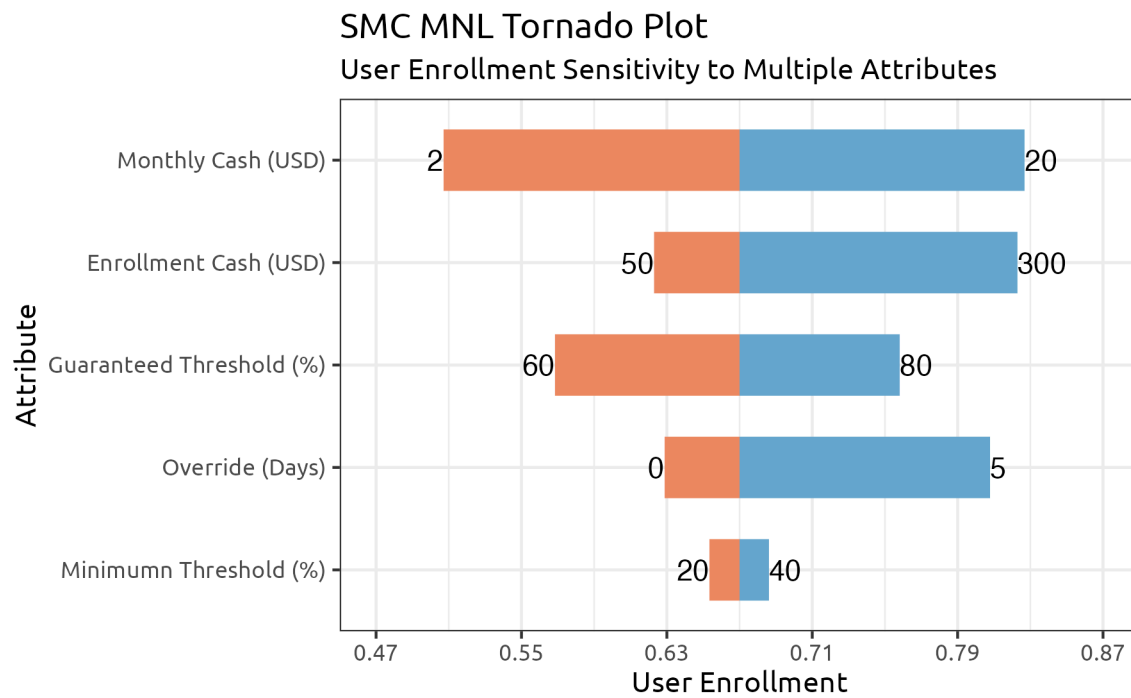
Appendix 22: V2G MNL Sensitivity Plot of Lower Bound

V2G MNL User Enrollment Sensitivity of Guaranteed Threshold

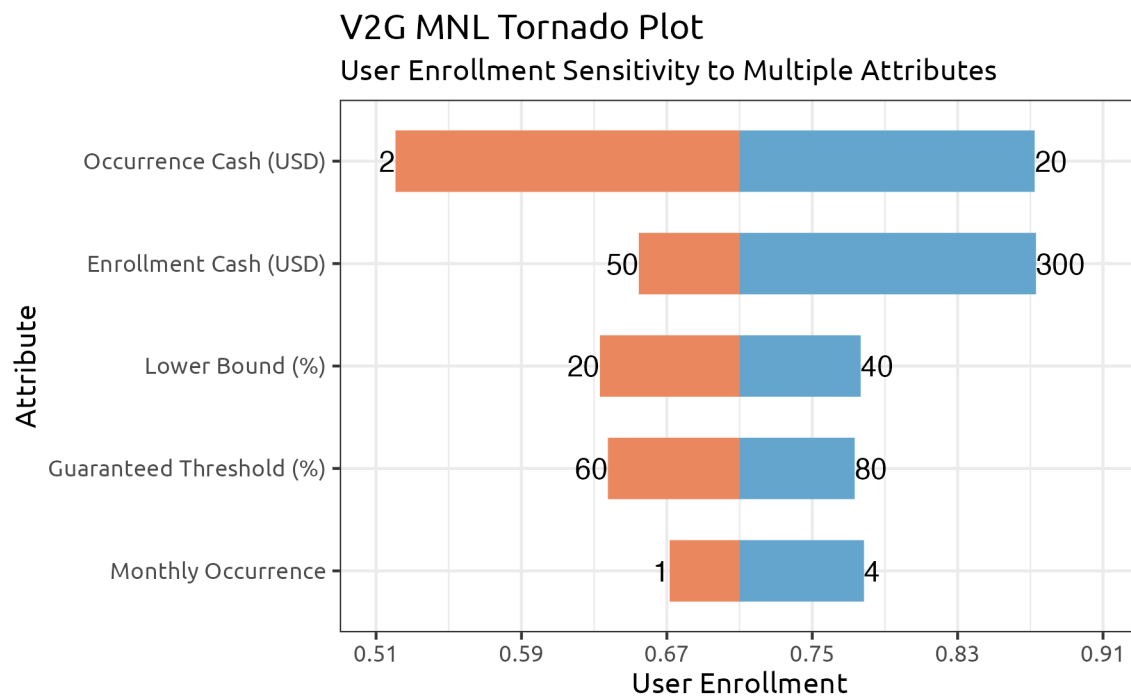


Appendix 23: V2G MNL Sensitivity Plot of Guaranteed Threshold

F. SMC & V2G MNL Tornado Plots



Appendix 24: SMC MNL Tornado Plot

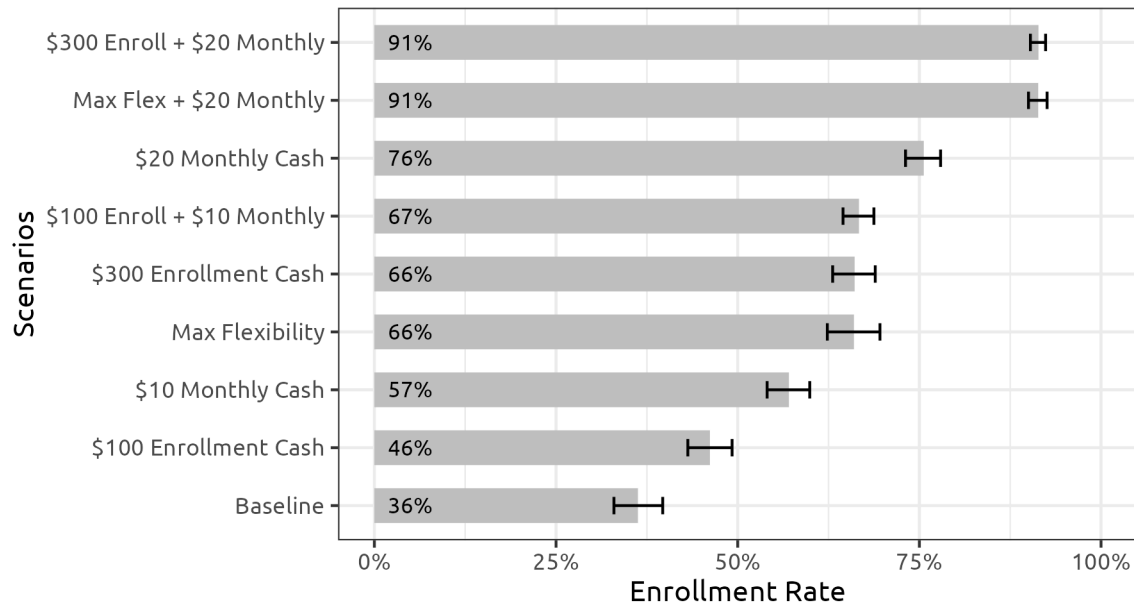


Appendix 25: V2G MNL Tornado Plot

G. SMC & V2G MNL Basic Program Market Simulations

SMC MNL Market Simulation

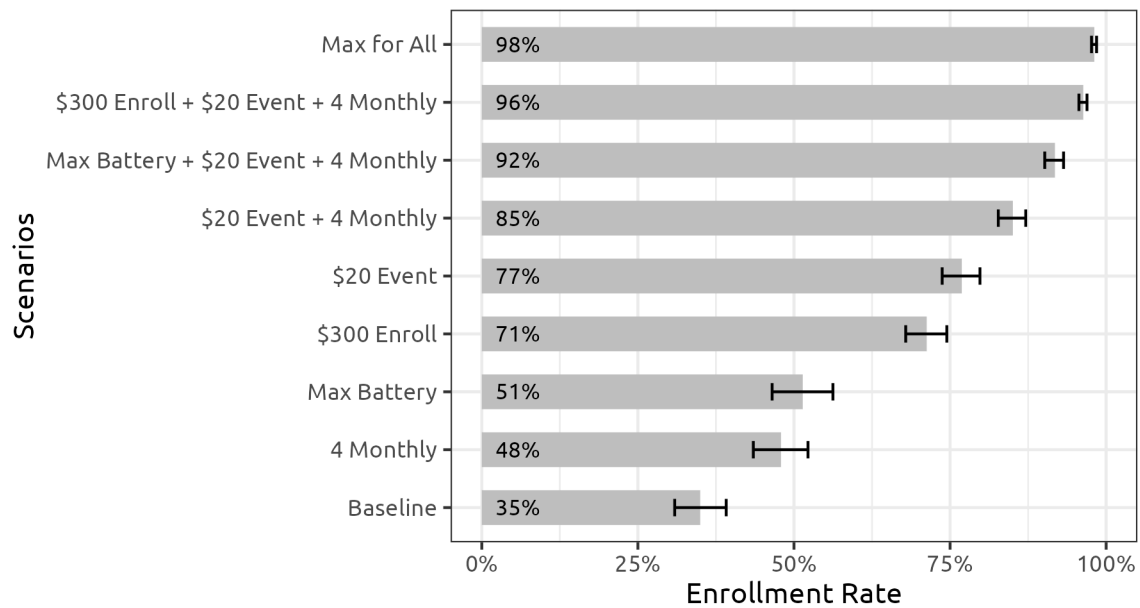
Baseline = 1 Time Override, 30%/70% Battery



Appendix 26: SMC MNL Market Simulation

V2G MNL Market Simulation

Baseline = \$2 Event, 1 Monthly, 30%/70% battery



Appendix 27: V2G MNL Market Simulation