Appendix

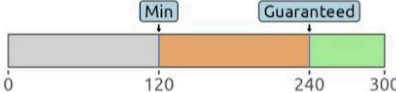## A. SMC and V2G Conjoint Questions

(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.)
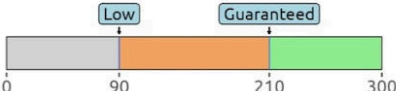
Access the SMC Attributes

Option 1	Option 2	Option 3
Enrollment Cash: $100 Monthly Cash: $20 Override Allowance: 1 per Month Battery Thresholds (in Miles): Min ... Guaranteed 0 60 240 300	Enrollment Cash: $200 Monthly Cash: $10 Override Allowance: 1 per Month Battery Thresholds (in Miles): Min ... Guaranteed 0 120 240 300	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.)
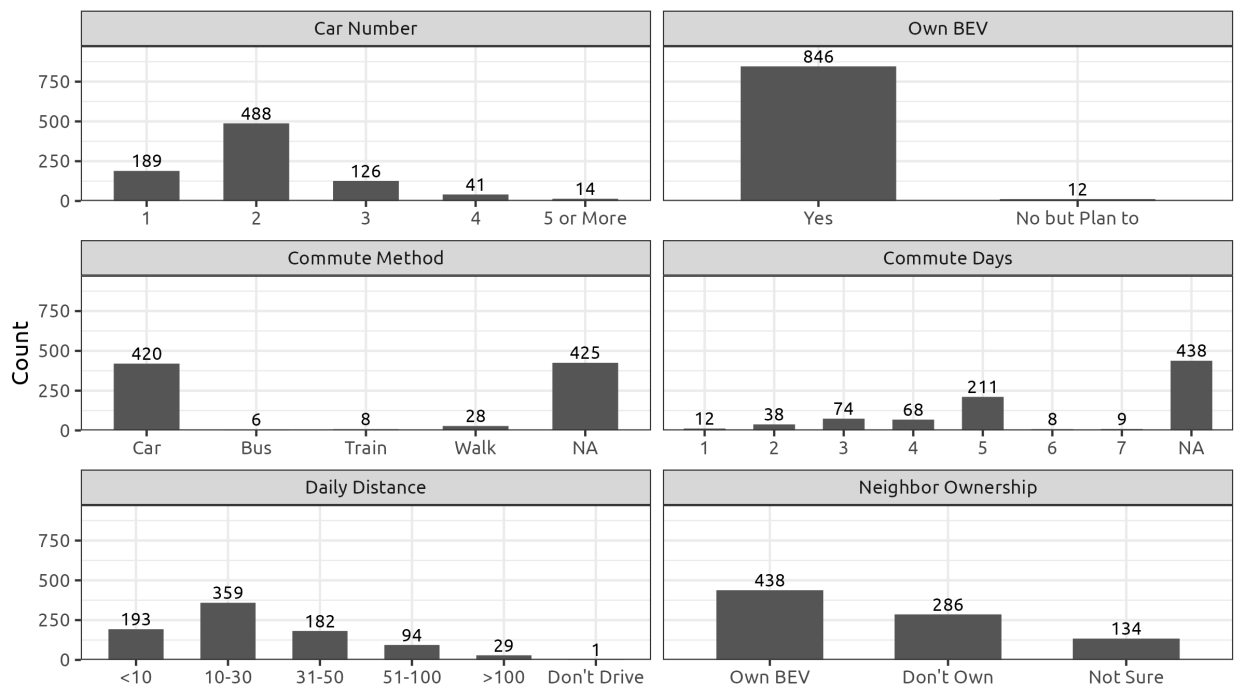
Access the V2G Attributes

Option 1	Option 2	Option 3
Enrollment Cash: $100 Occurrence Cash: $5 Monthly Occurrence: 2 Battery Thresholds (in Miles): Low ... Guaranteed 0 90 210 300	Enrollment Cash: $100 Occurrence Cash: $20 Monthly Occurrence: 2 Battery Thresholds (in Miles): Low Guaranteed 0 120 180 300	Not Interested

Appendix 2: Sample V2G Conjoint Question
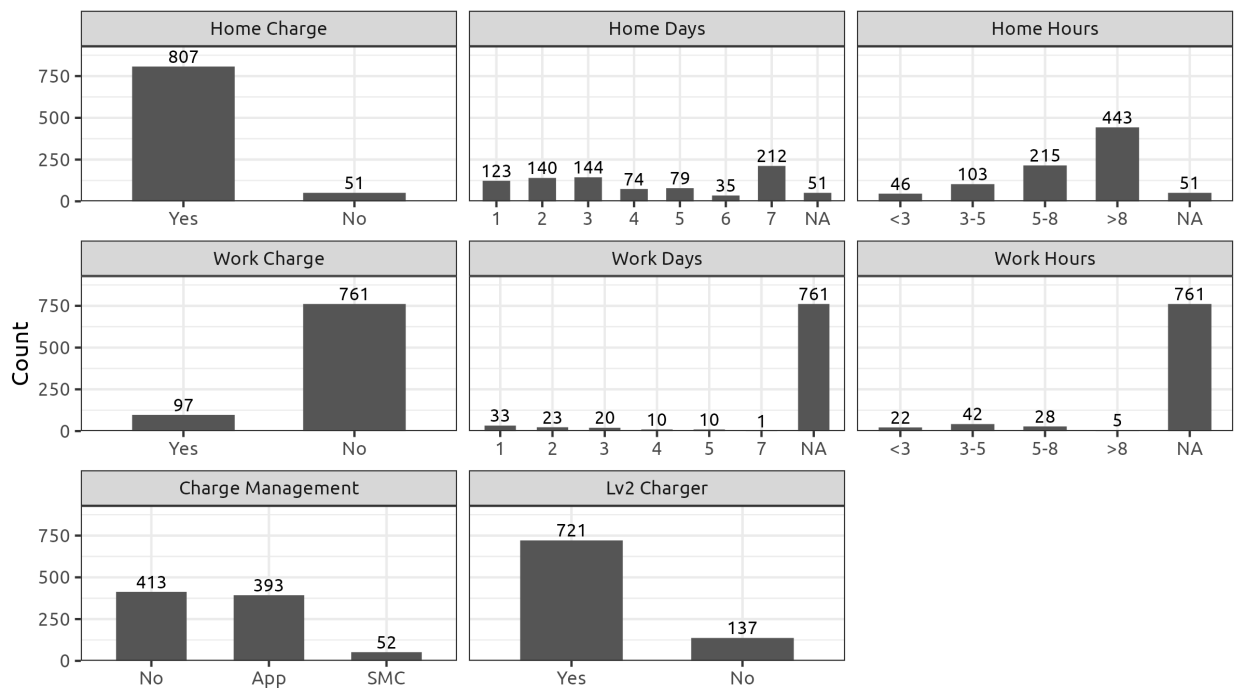
B. Demographics

Car Ownership Summary
Summary Statistics Part 1

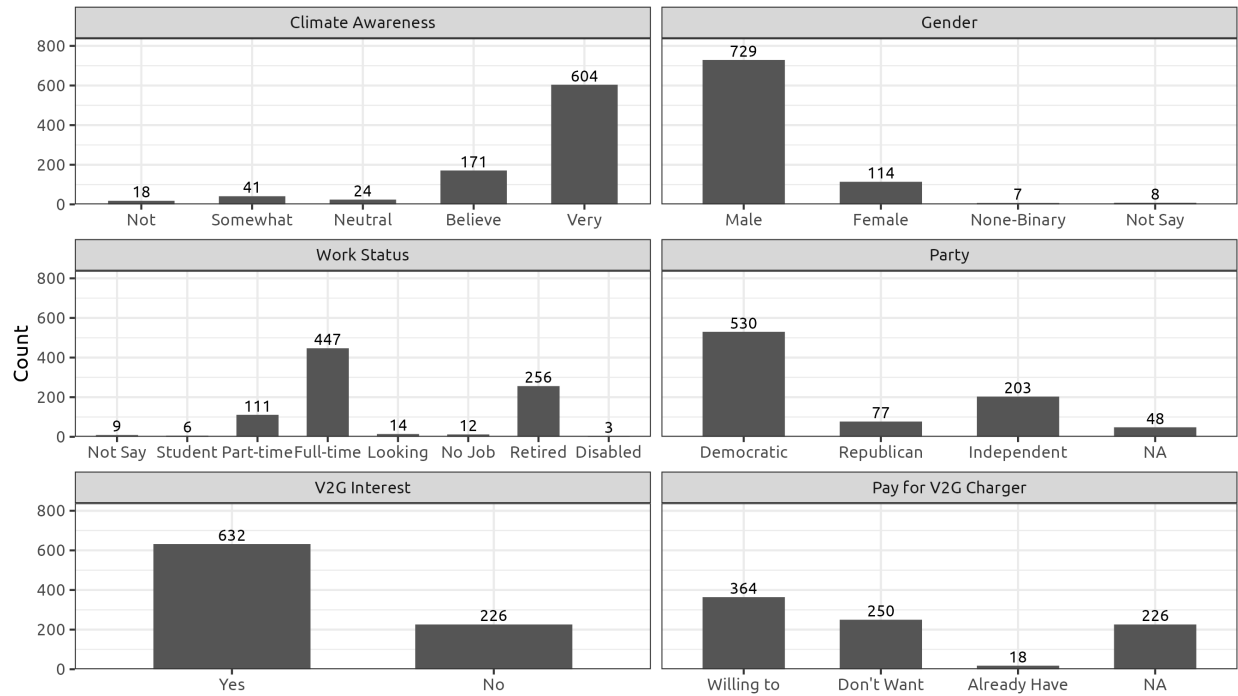Appendix 3: Car Ownership Summary

Charging Preferences Summary
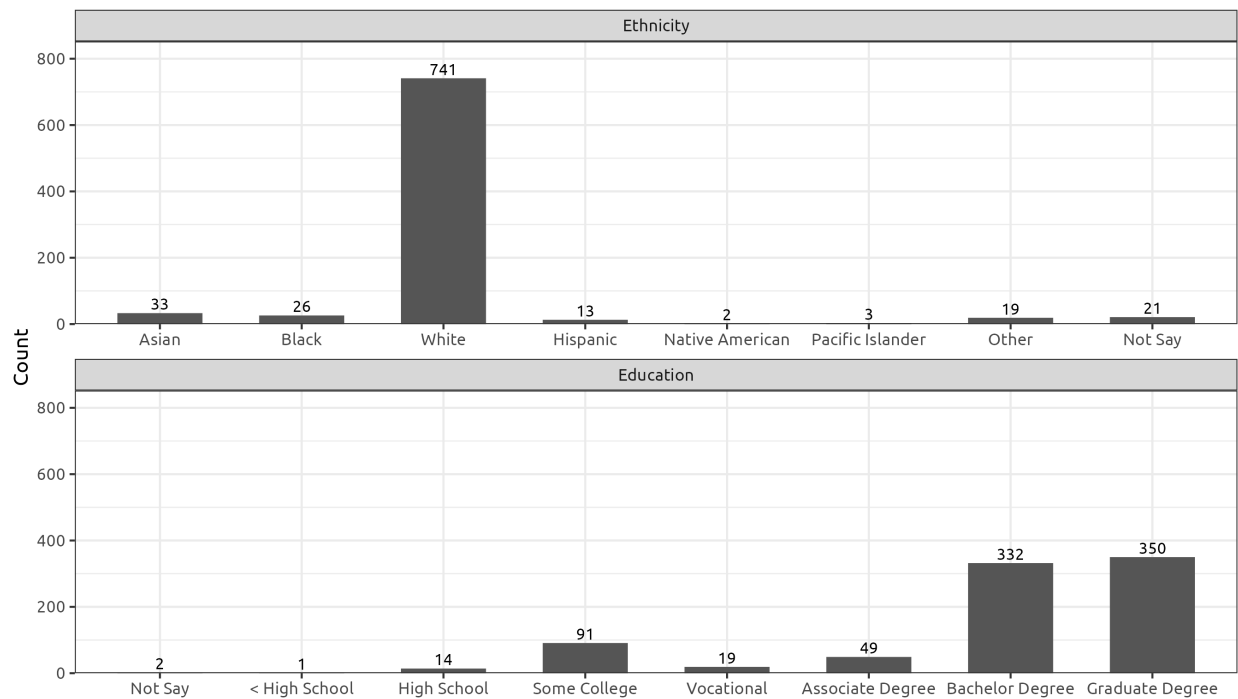### Summary Statistics Part 2

Appendix 4: Charging Preferences Summary

Personal Info Summary A - Major Info
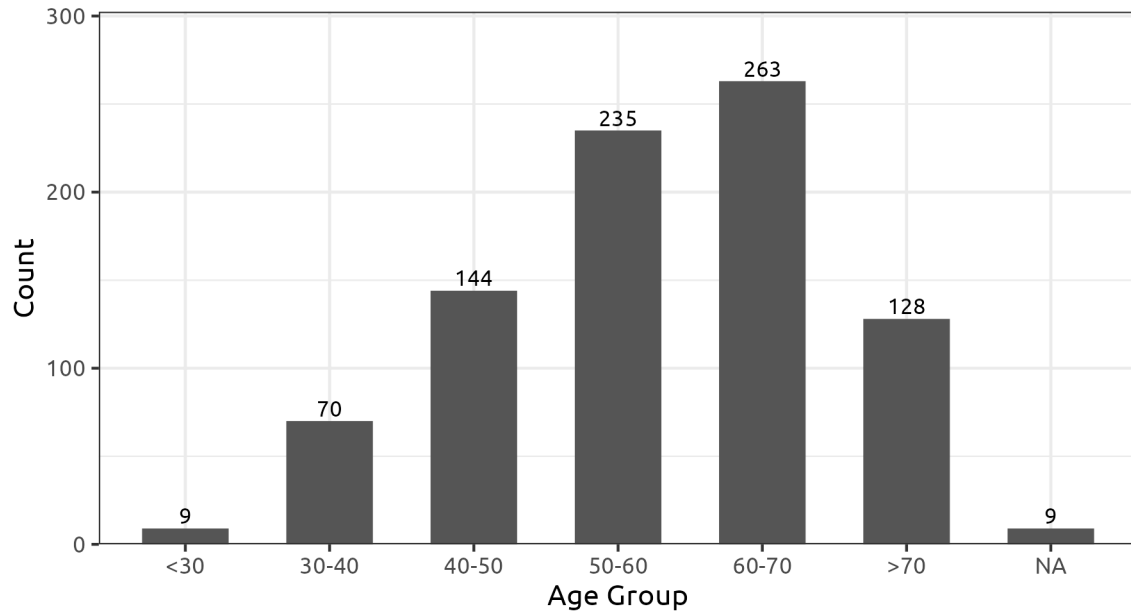Summary Statistics Part 3

Appendix 5: Personal Info Summary A - Major Info

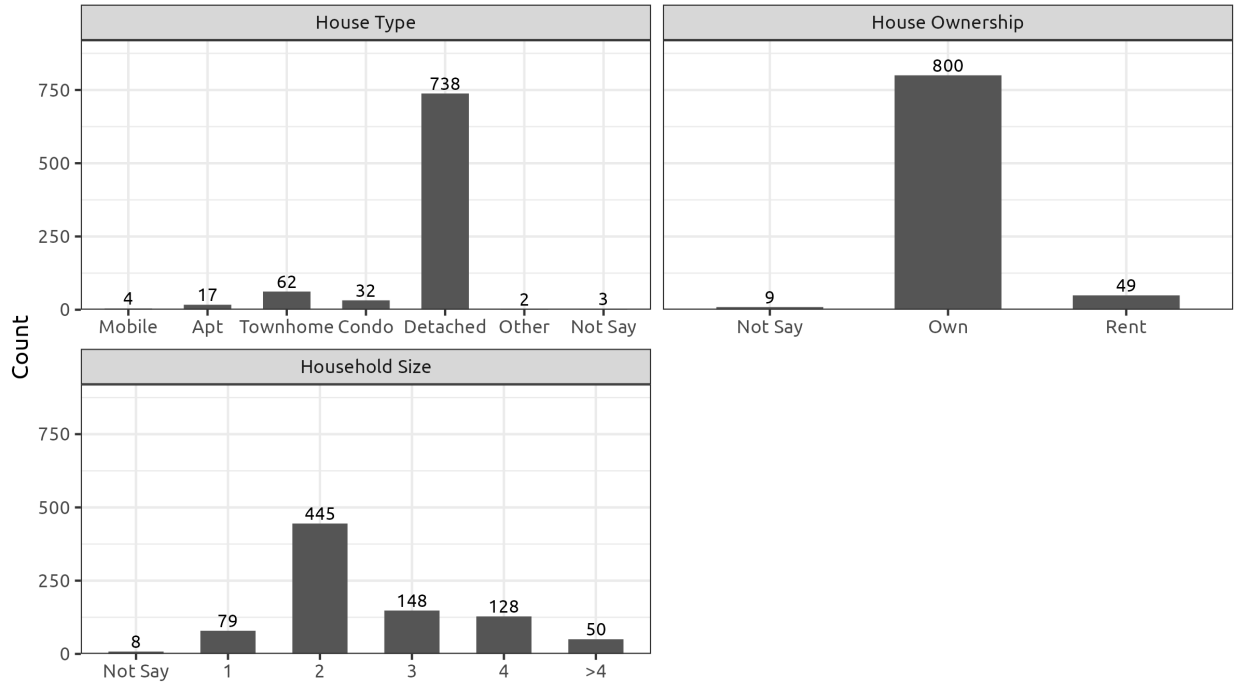## Personal Info Summary B - Ethnicity & Education
Summary Statistics Part 4

Appendix 6: Personal Info Summary B - Ethnicity & Education

Personal Info Summary C - Age Group
Summary Statistics Part 5

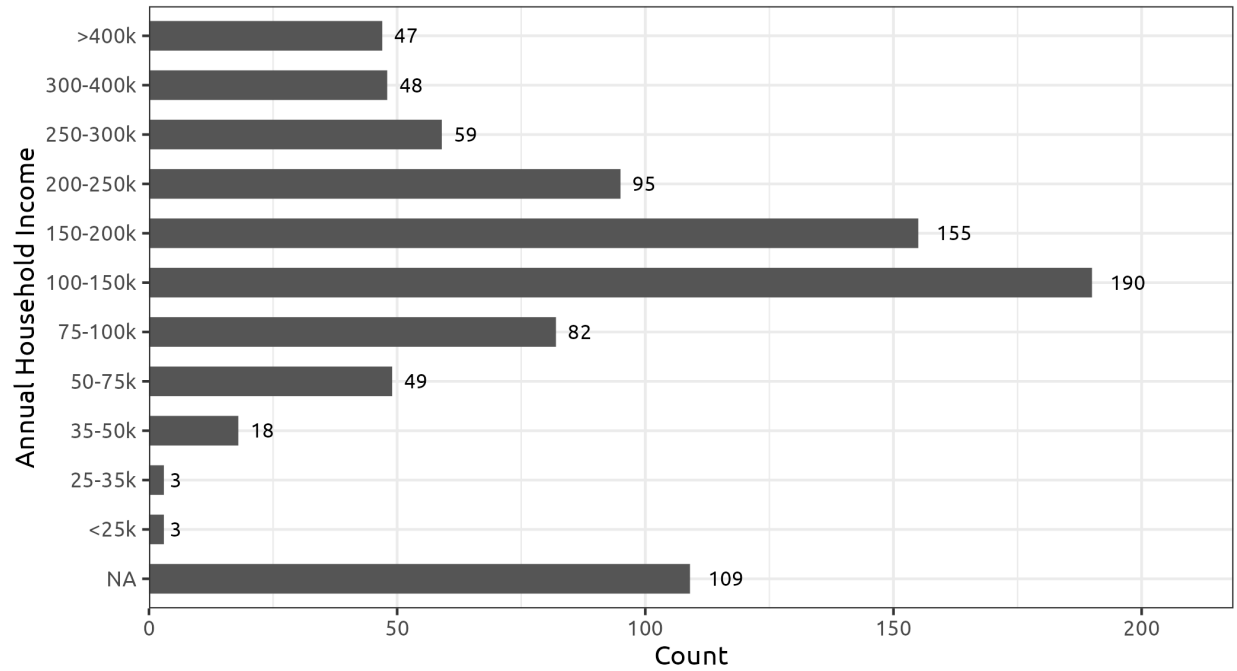Appendix 7: Personal Info Summary C - Age Group

Household Info Summary A - Major Info
Summary Statistics Part 6

Appendix 8: Household Info Summary A - Major Info
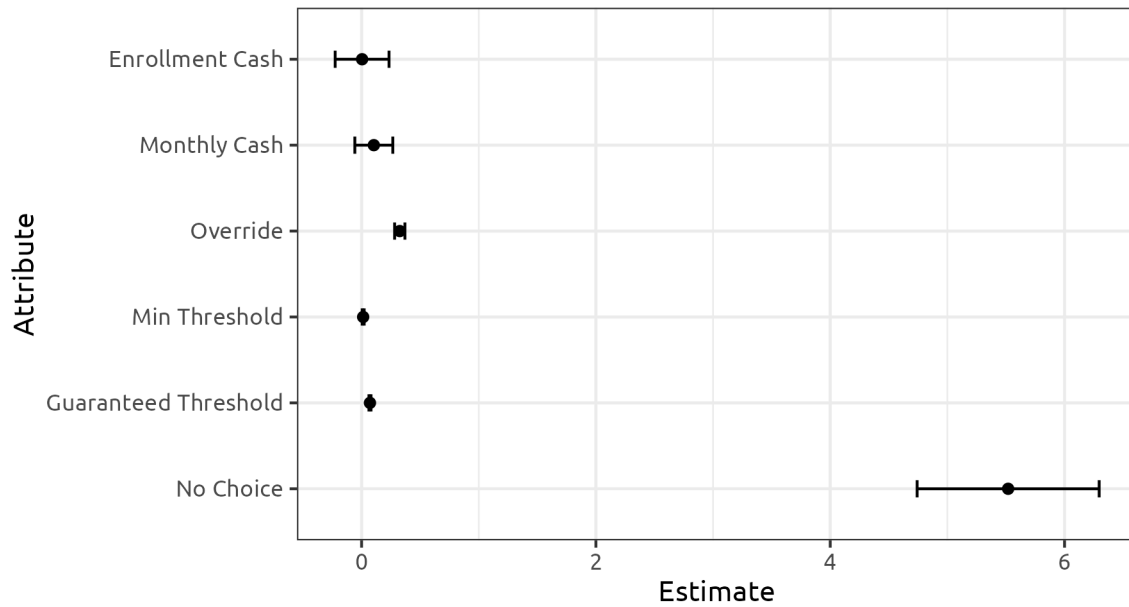
Household Info Summary B - Income
Summary Statistics Part 7

Annual Household Income	Count
>400k	47
300-400k	48
250-300k	59
200-250k	95
150-200k	155
100-150k	190
75-100k	82
50-75k	49
35-50k	18
25-35k	3
<25k	3
NA	109

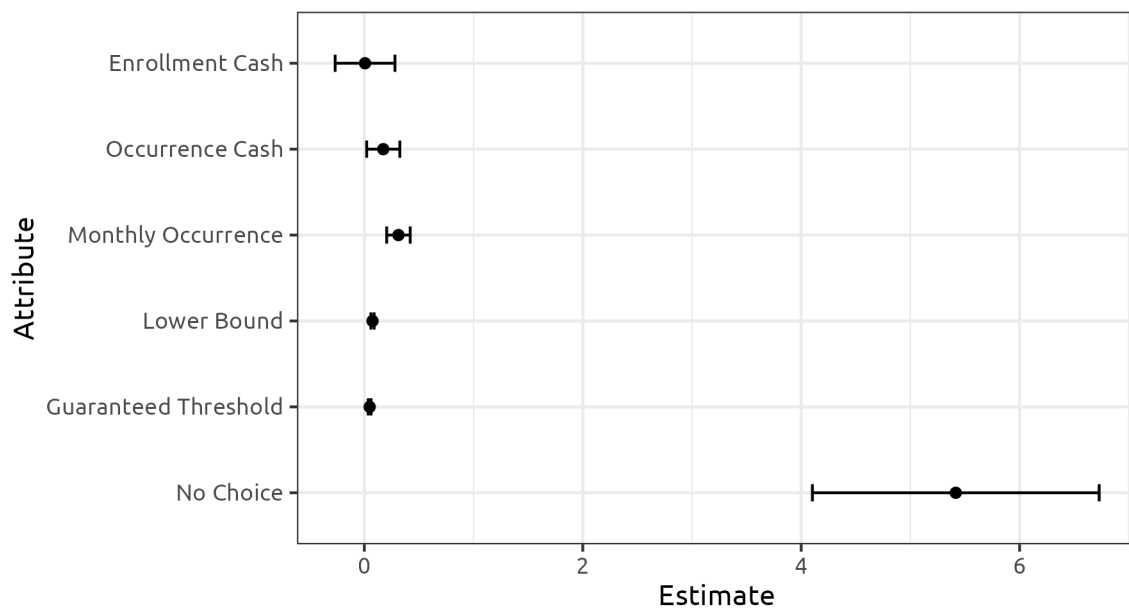Appendix 9: Household Info Summary B - Income

C. Mixed Logit (MXL) Models

Coefficient Estimates with Uncertainty Bounds
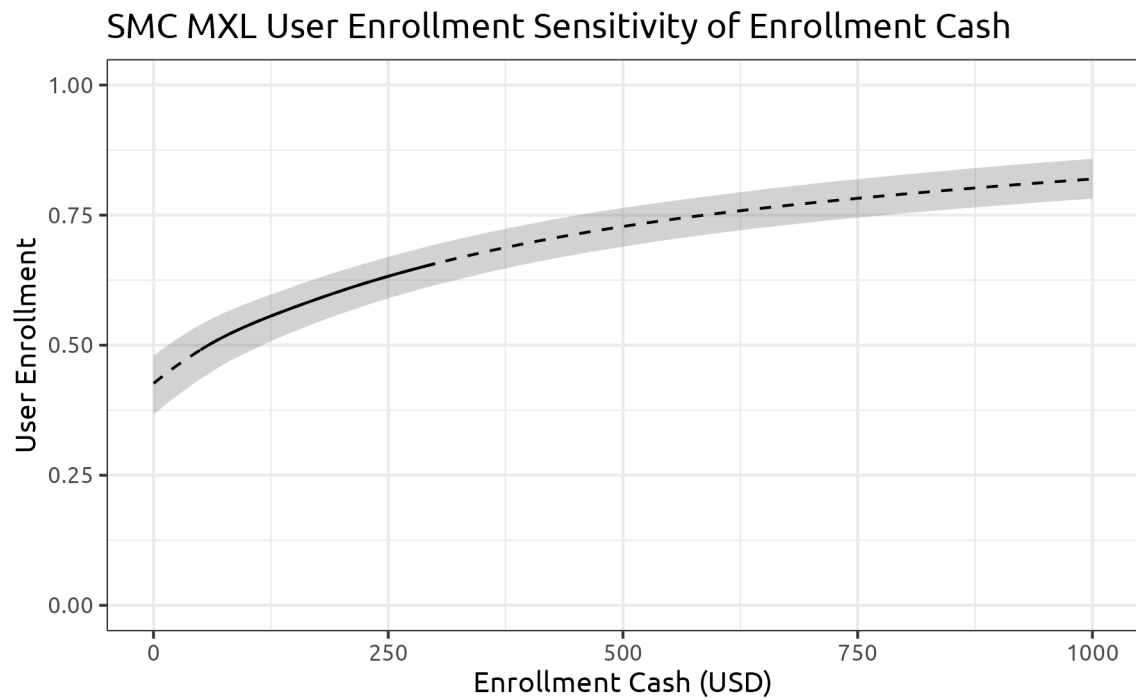SMC MXL Model, with No Choice

Appendix 10: SMC MXL Model, with No Choice

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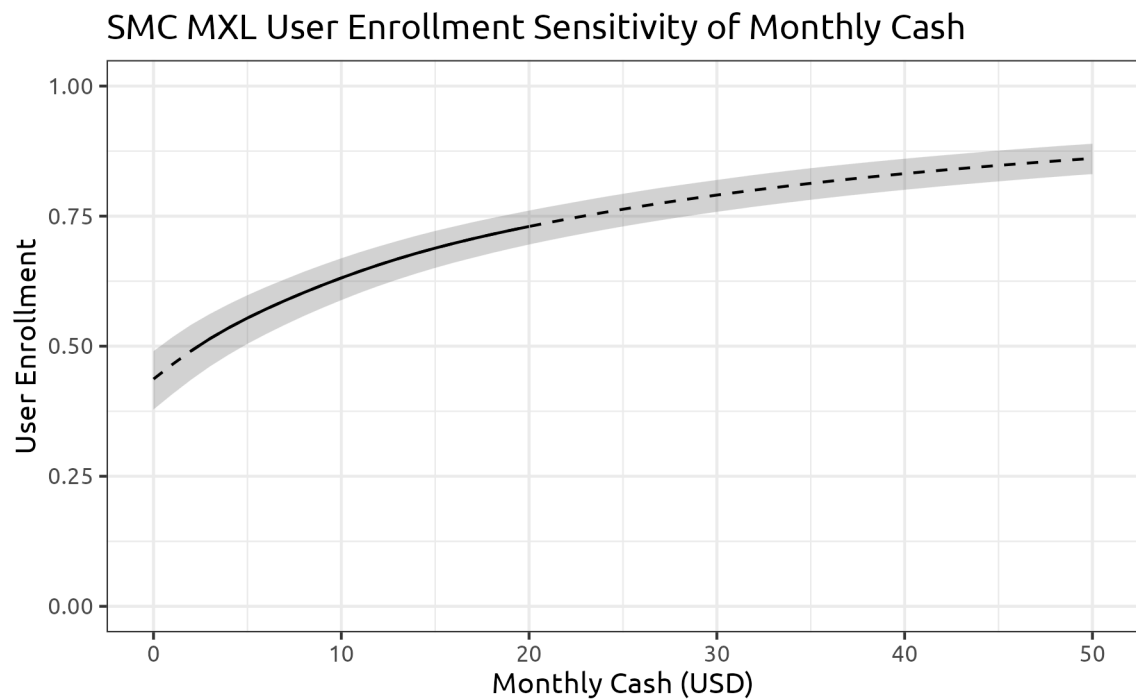V2G MXL Model, with No Choice

Appendix 11: V2G MXL Model, with No Choice

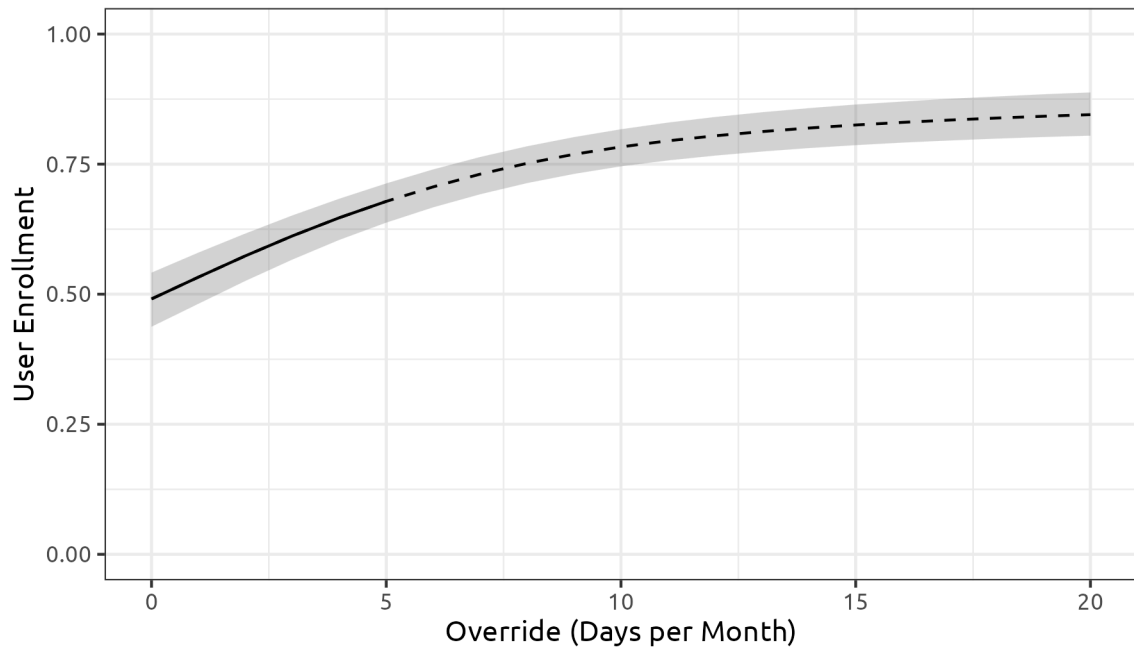### D. SMC MXL User Enrollment Sensitivity Plots

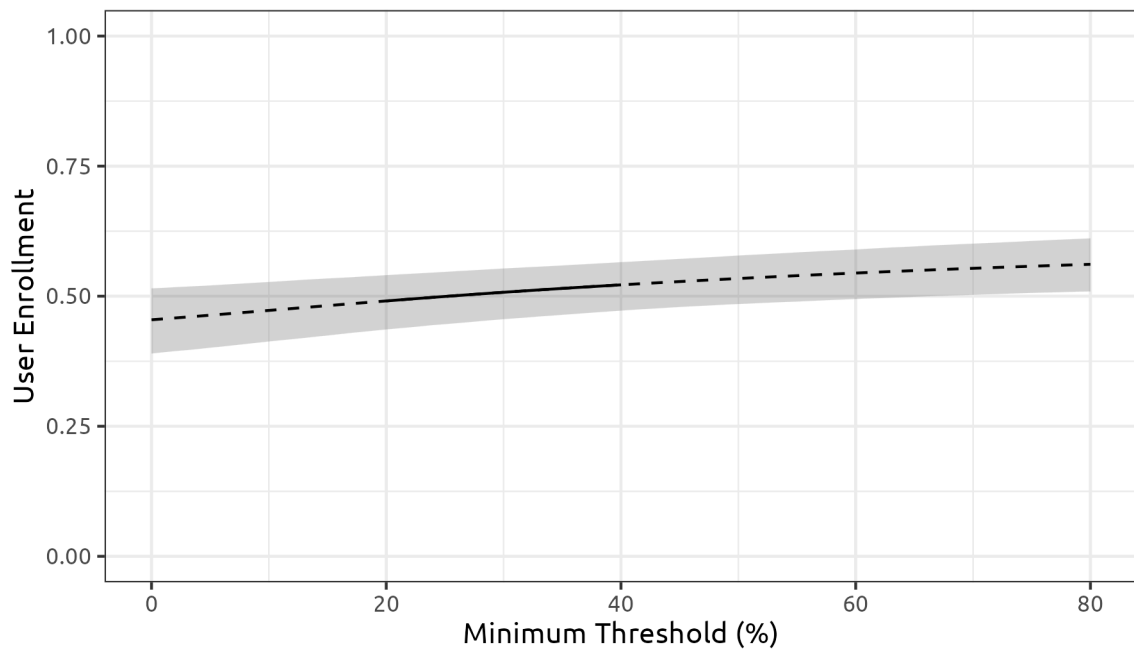## SMC MXL User Enrollment Sensitivity of Enrollment Cash

Appendix 12: SMC MXL Sensitivity Plot of Enrollment Cash

SMC MXL User Enrollment Sensitivity of Monthly Cash

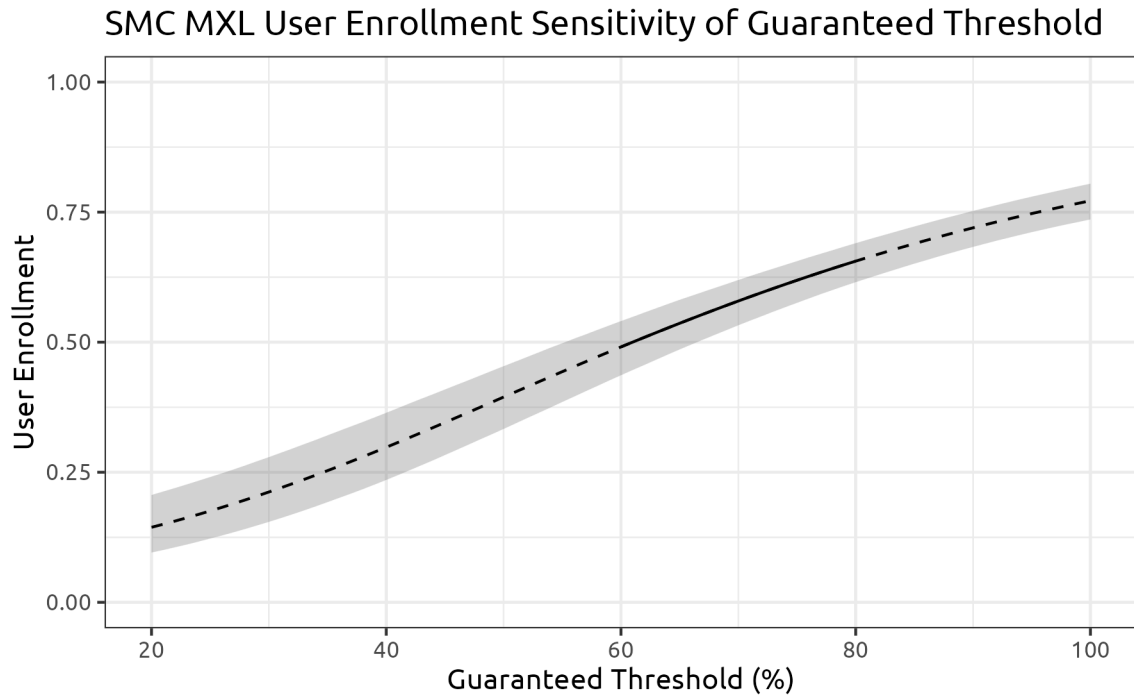
Appendix 13: SMC MXL Sensitivity Plot of Monthly Cash

Appendix 14: SMC MXL Sensitivity Plot of Override Allowance

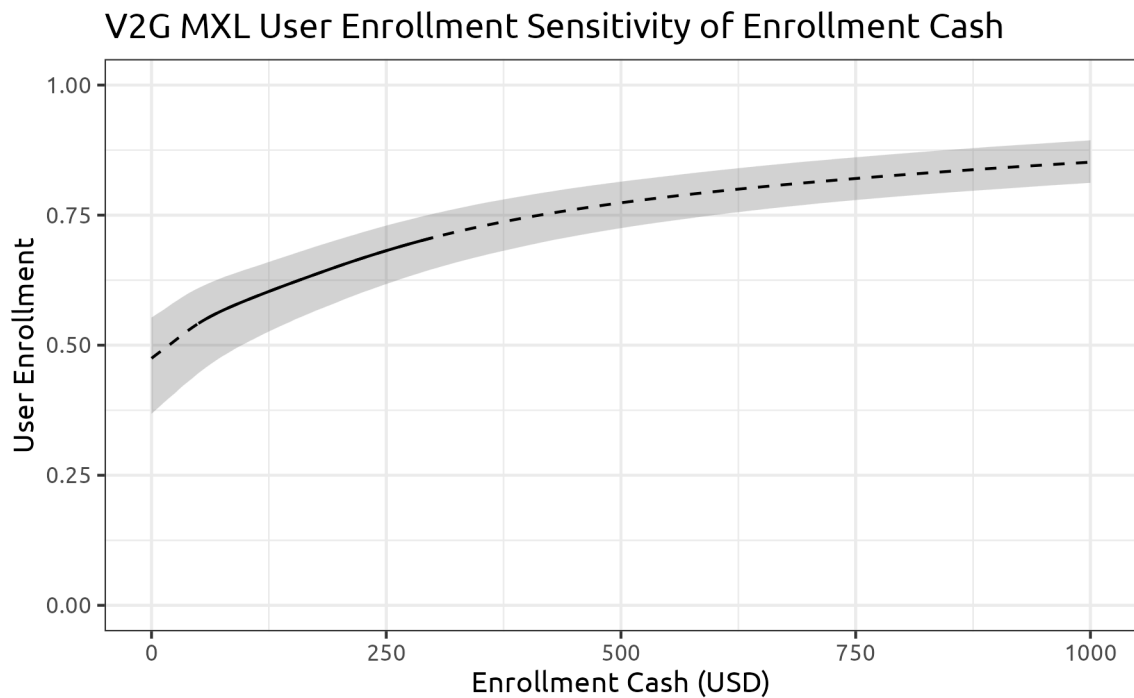Appendix 15: SMC MXL Sensitivity Plot of Minimum Threshold
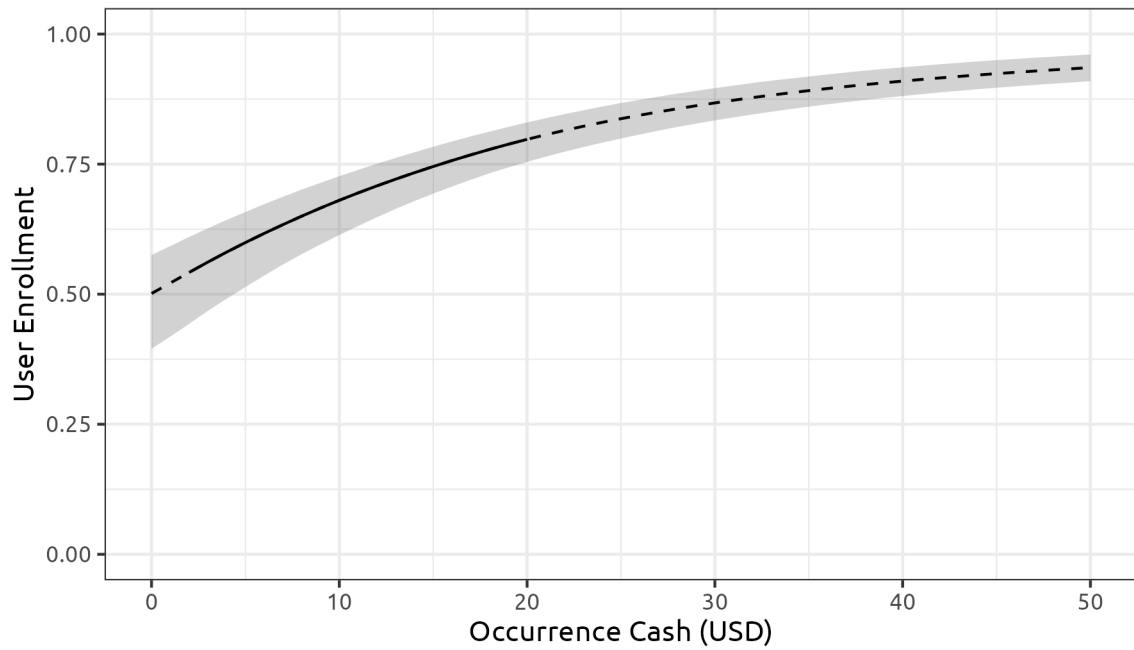
SMC MXL User Enrollment Sensitivity of Guaranteed Threshold

Appendix 16: SMC MXL Sensitivity Plot of Guaranteed Threshold
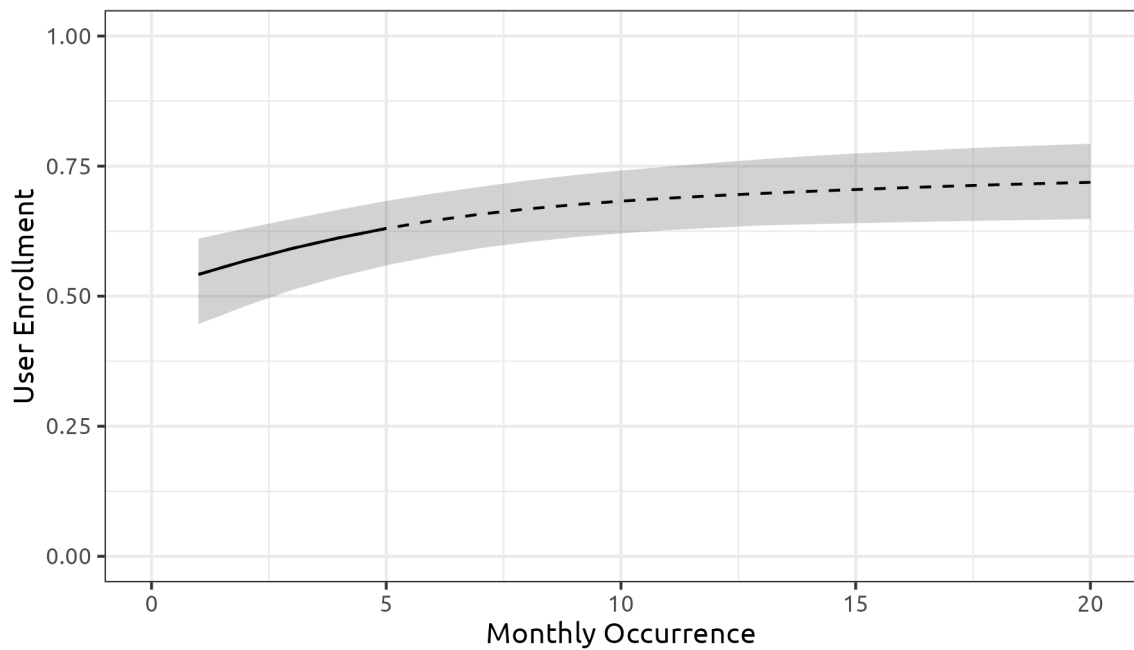
E. V2G MXL User Enrollment Sensitivity Plots

V2G MXL User Enrollment Sensitivity of Enrollment Cash

Appendix 17: V2G MXL Sensitivity Plot of Enrollment Cash

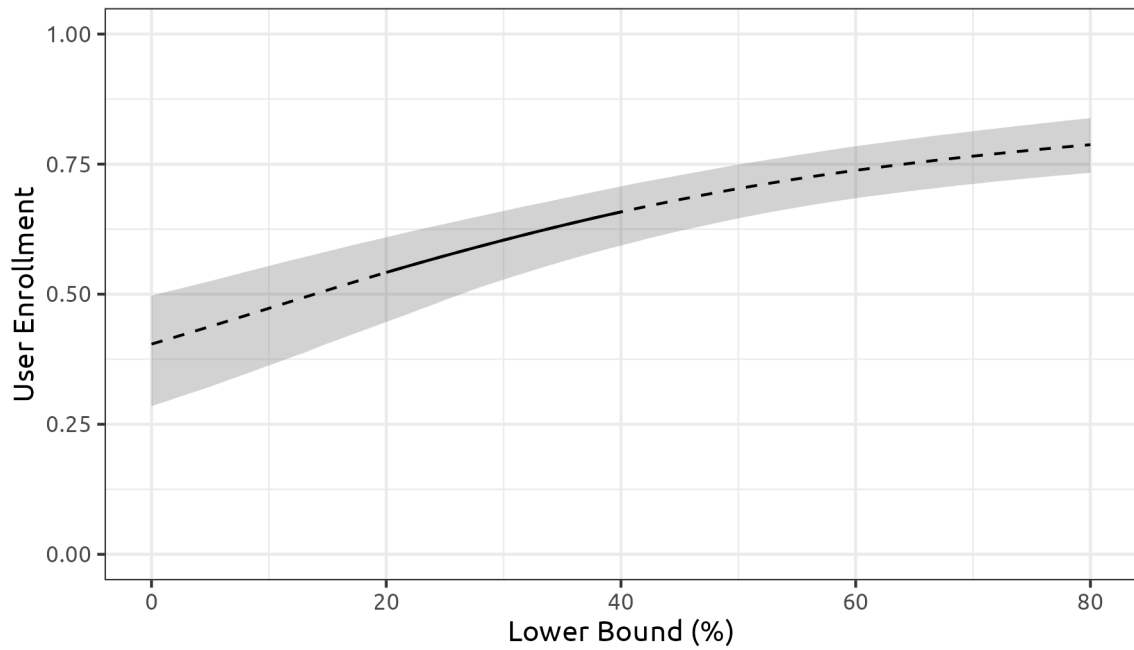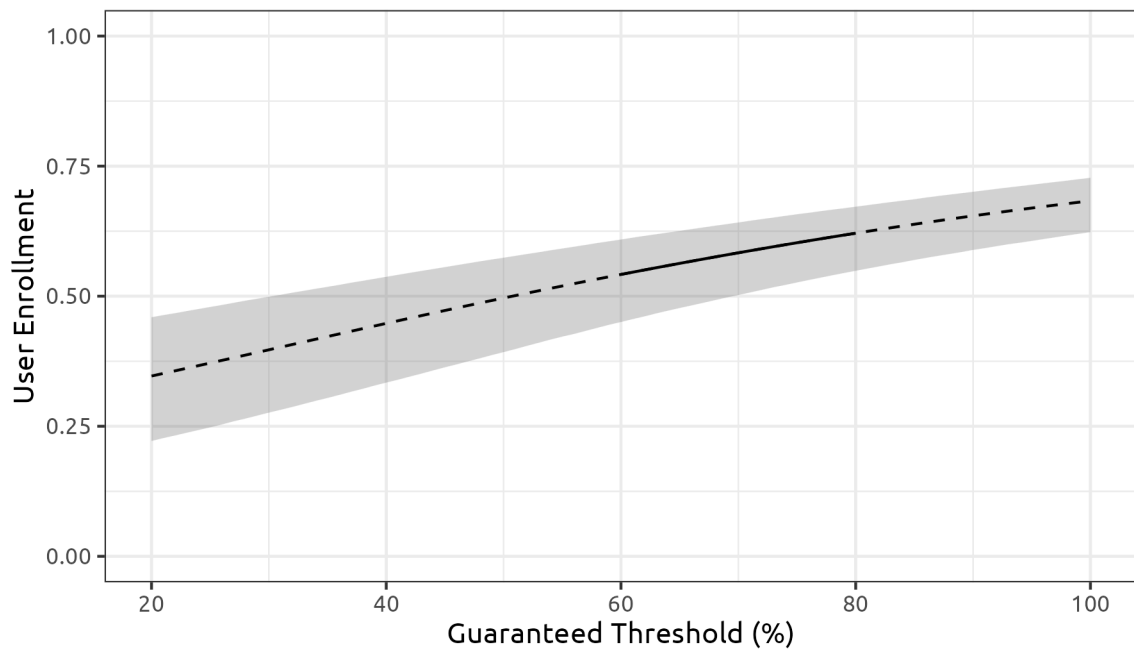Appendix 18: V2G MXL Sensitivity Plot of Occurrence Cash

Appendix 19: V2G MXL Sensitivity Plot of Monthly Occurrence

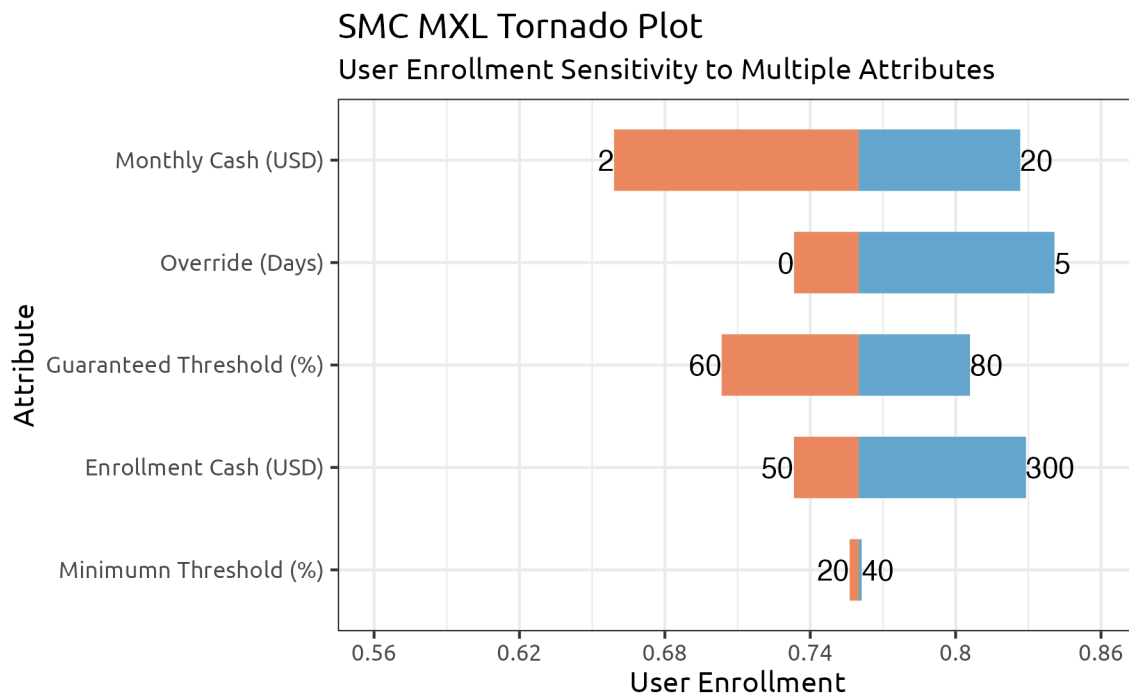## V2G MXL User Enrollment Sensitivity of Lower Bound

Appendix 20: V2G MXL Sensitivity Plot of Lower Bound

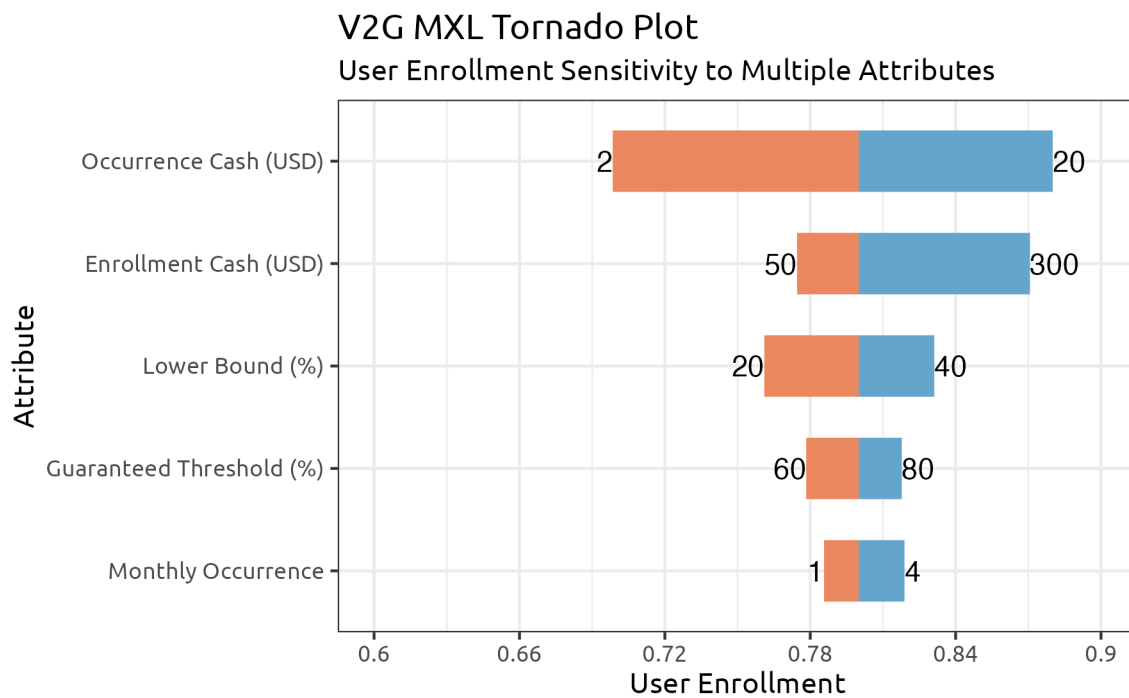## V2G MXL User Enrollment Sensitivity of Guaranteed Threshold

Appendix 21: V2G MXL Sensitivity Plot of Guaranteed Threshold

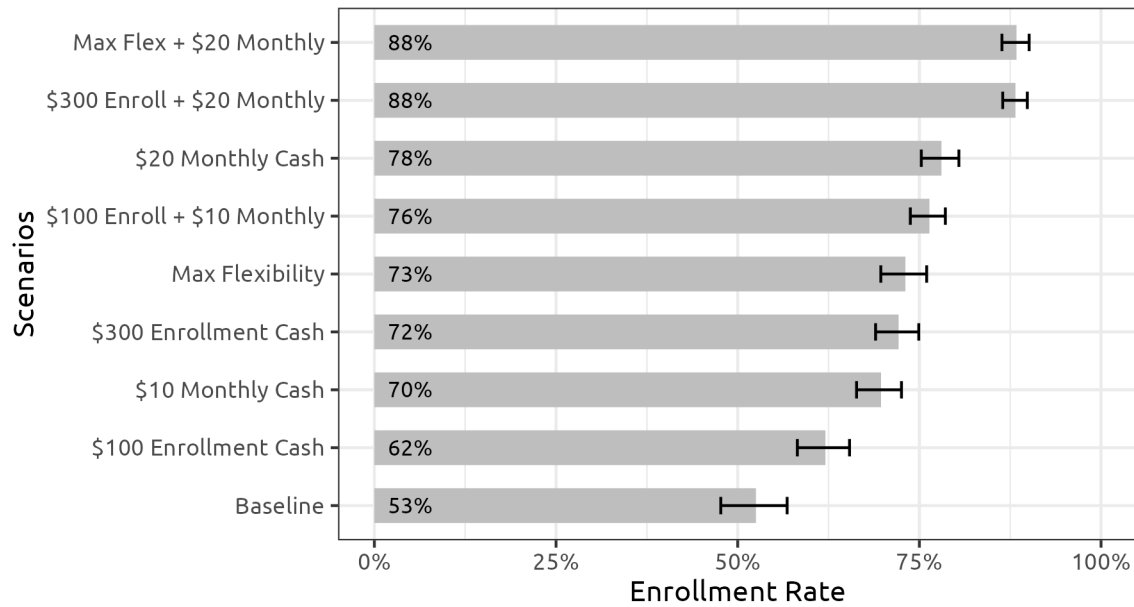## F. SMC & V2G MXL Tornado Plots

SMC MXL Tornado Plot
User Enrollment Sensitivity to Multiple Attributes

Appendix 22: SMC MXL Tornado Plot

V2G MXL Tornado Plot
User Enrollment Sensitivity to Multiple Attributes

Appendix 23: V2G MXL Tornado Plot

G. SMC & V2G MXL Basic Program Market Simulations
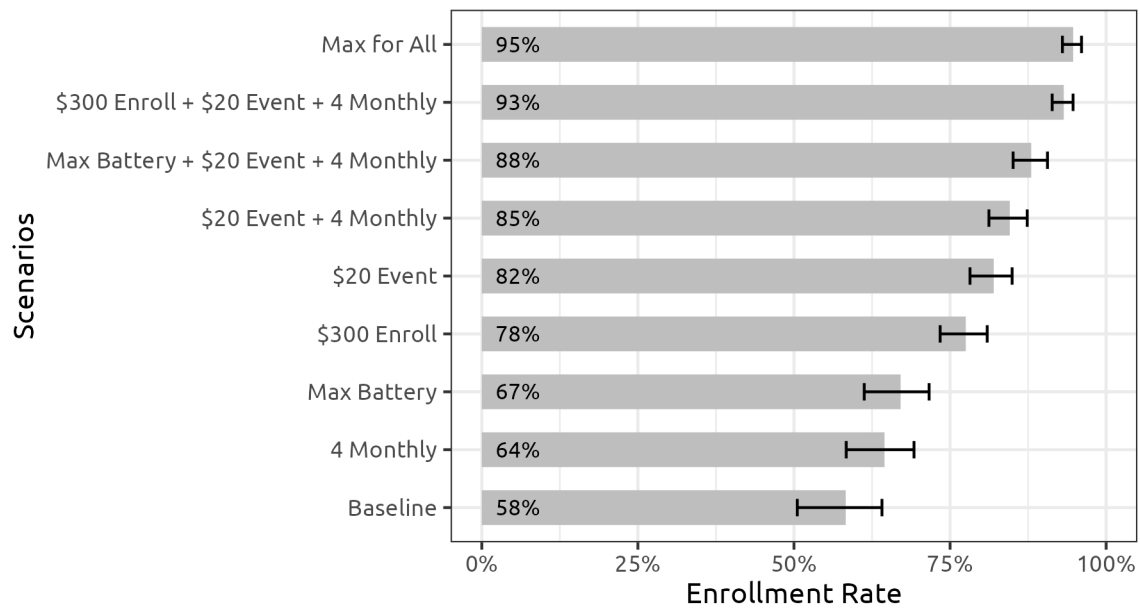
SMC MXL Market Simulation
Baseline = 1 Time Override, 30%/70% Battery

Appendix 24: SMC MXL Market Simulation

V2G MXL Market Simulation
Baseline = $2 Event, 1 Monthly, 30%/70% battery

Appendix 25: V2G MXL Market Simulation