Appendix

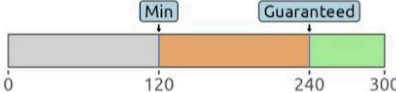## *A. SMC and V2G Conjoint Questions*

(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

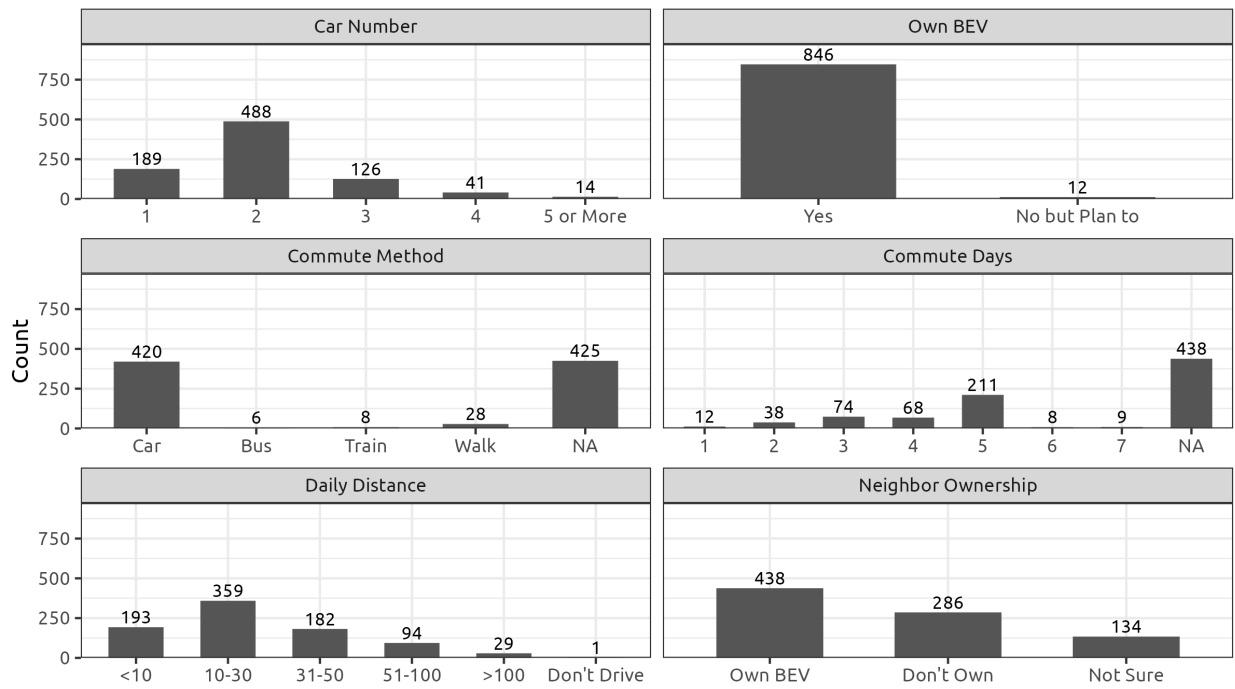| Option 1	Option 2	Option 3
Enrollment Cash: $100 Occurrence Cash: $5 Monthly Occurrence: 2 Battery Thresholds (in Miles): Low — Guaranteed 0 — 90 — 210 — 300	Enrollment Cash: $100 Occurrence Cash: $20 Monthly Occurrence: 2 Battery Thresholds (in Miles): Low — Guaranteed 0 — 120 — 180 — 300	Not Interested

Appendix 2: Sample V2G Conjoint Question

B. Demographics

Car Ownership Summary
Summary Statistics Part 1

Car Number				
189	488	126	41	14
1	2	3	4	5 or More

Own BEV	
846	12
Yes	No but Plan to

Commute Method				
420	6	8	28	425
Car	Bus	Train	Walk	NA

Commute Days							
12	38	74	68	211	8	9	438
1	2	3	4	5	6	7	NA

Daily Distance					
193	359	182	94	29	1
<10	10-30	31-50	51-100	>100	Don't Drive

| Neighbor Ownership		
438	286	134
Own BEV	Don't Own	Not Sure

Appendix 3: Car Ownership Summary

Charging Preferences Summary
Summary Statistics Part 2

Home Charge	
807	51
Yes	No

Home Days							
123	140	144	74	79	35	212	51
1	2	3	4	5	6	7	NA

Home Hours				
46	103	215	443	51
<3	3-5	5-8	>8	NA

Work Charge	
97	761
Yes	No

Work Days						
33	23	20	10	10	1	761
1	2	3	4	5	7	NA

Work Hours				
22	42	28	5	761
<3	3-5	5-8	>8	NA

Charge Management		
413	393	52
No	App	SMC

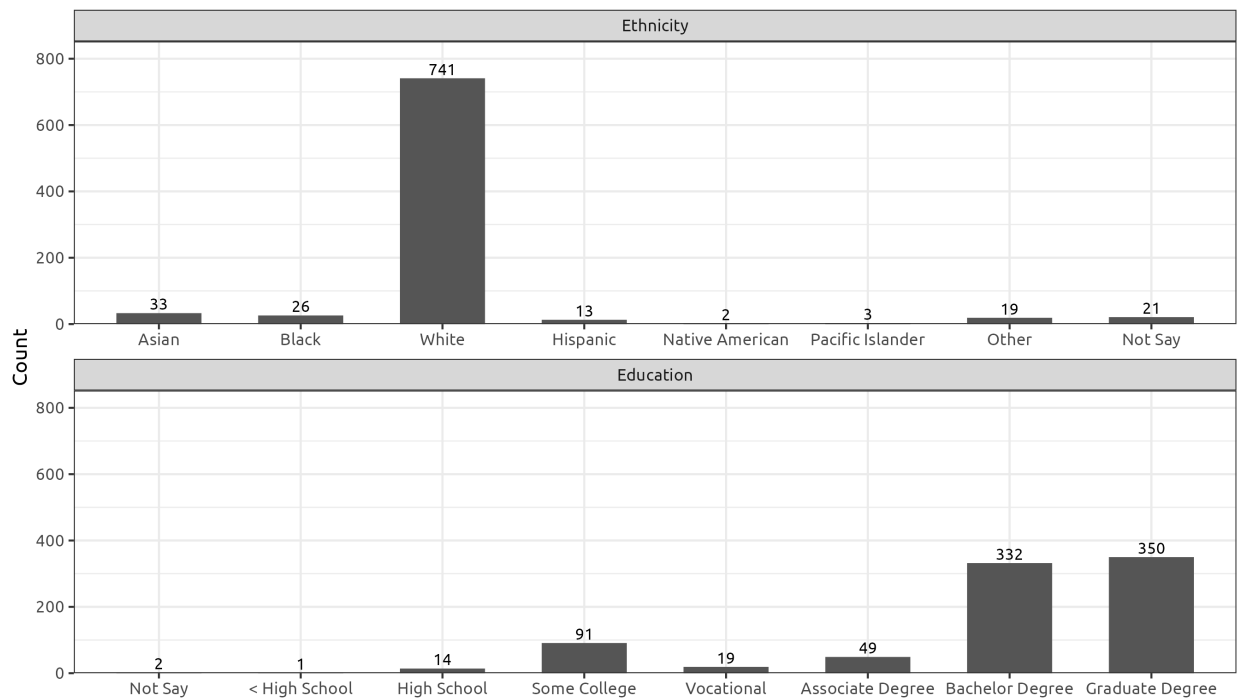| Lv2 Charger	
721	137
Yes	No
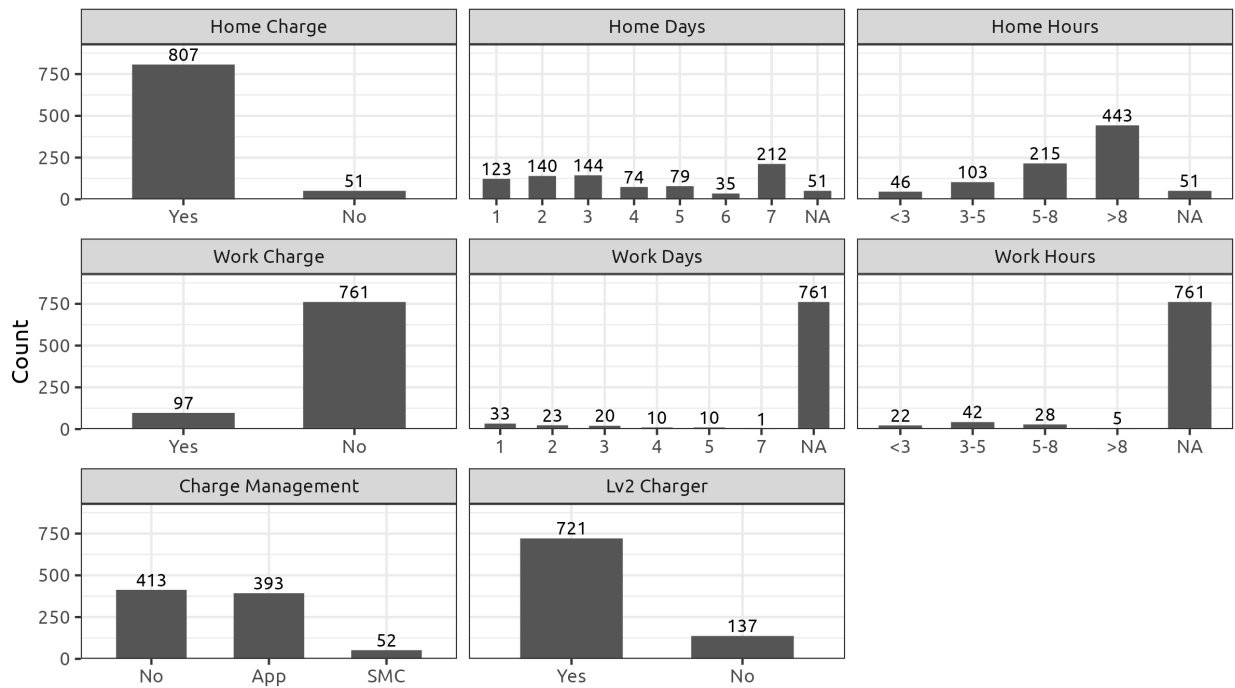
Appendix 4: Charging Preferences Summary

Personal Info Summary A - Major Info
Summary Statistics Part 3
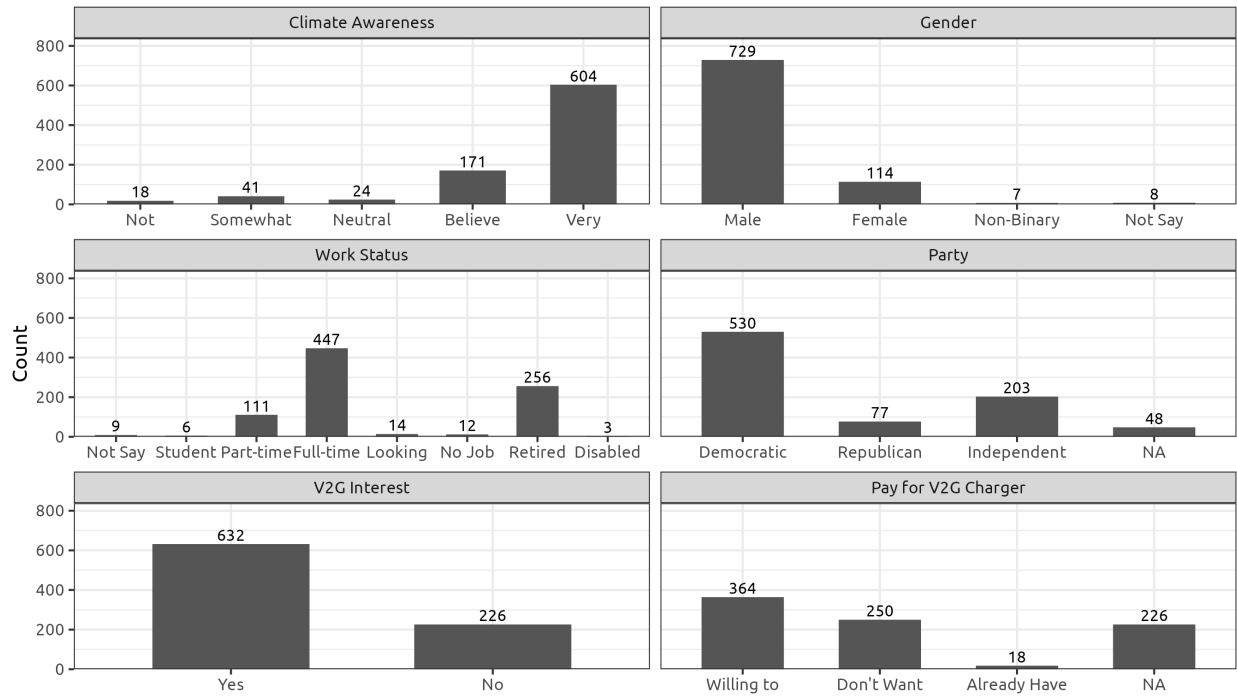
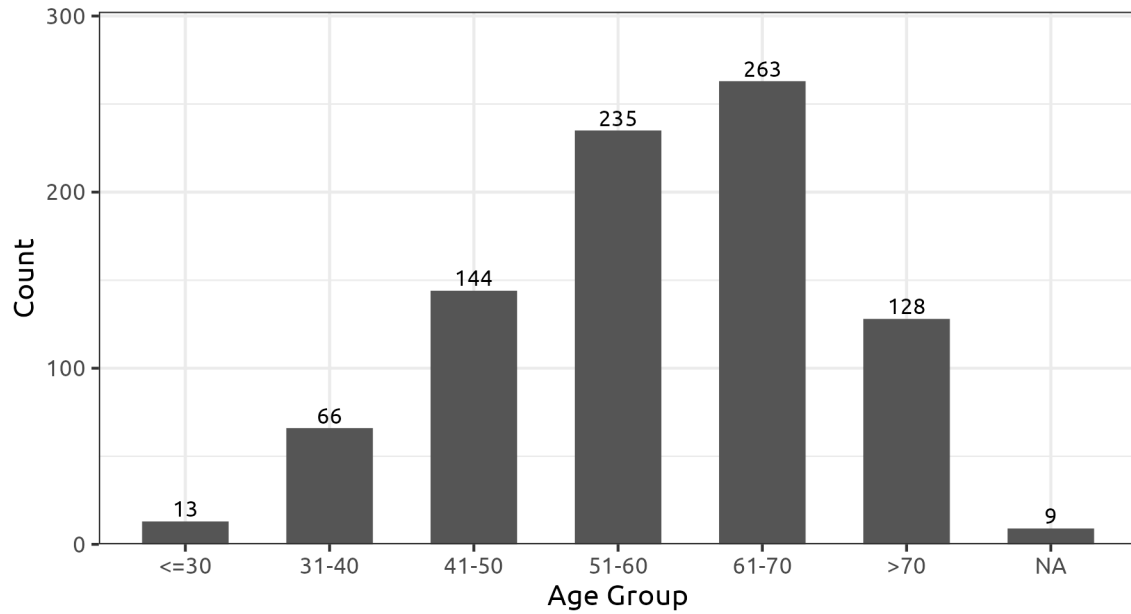Appendix 5: Personal Info Summary A - Major Info

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

Appendix 6: Personal Info Summary B - Ethnicity & Education
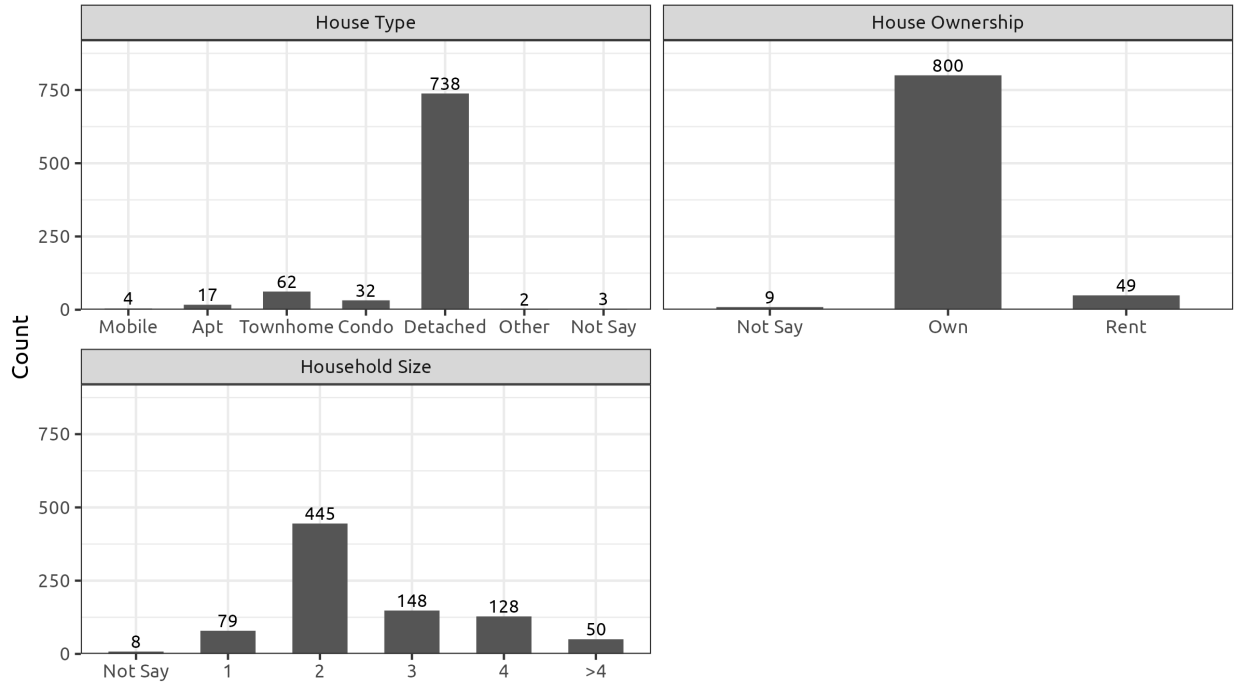
Personal Info Summary C - Age Group
Summary Statistics Part 5

Appendix 7: Personal Info Summary C - Age Group
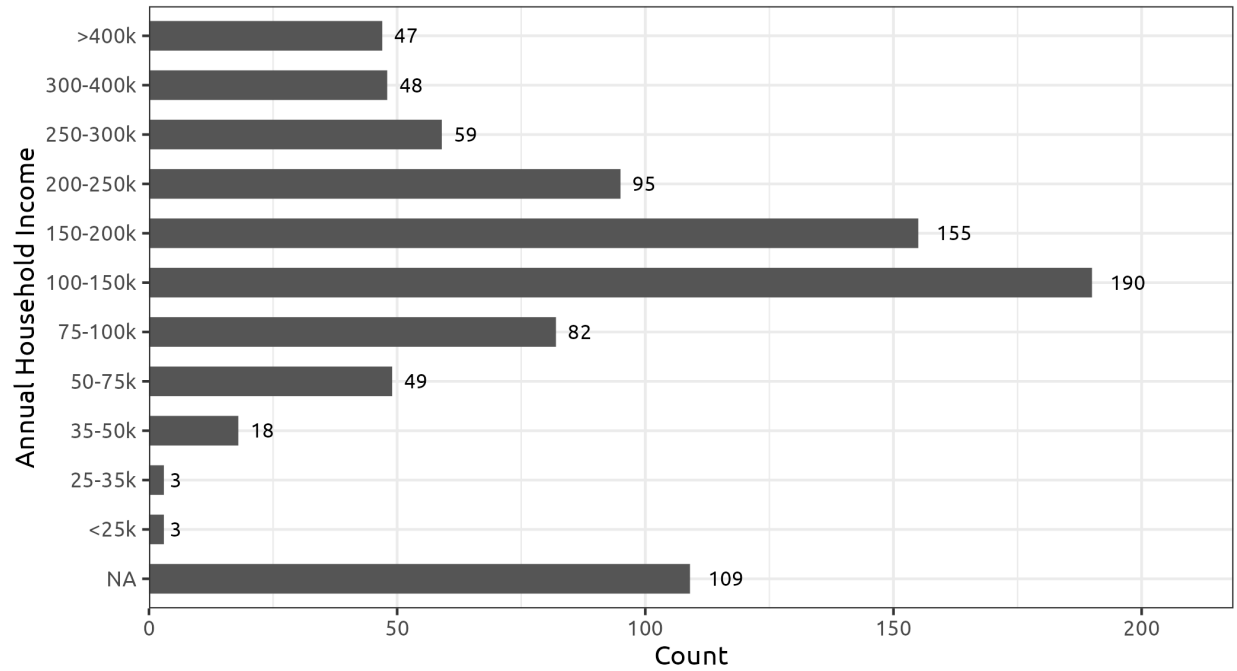
Household Info Summary A - Major Info
Summary Statistics Part 6

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
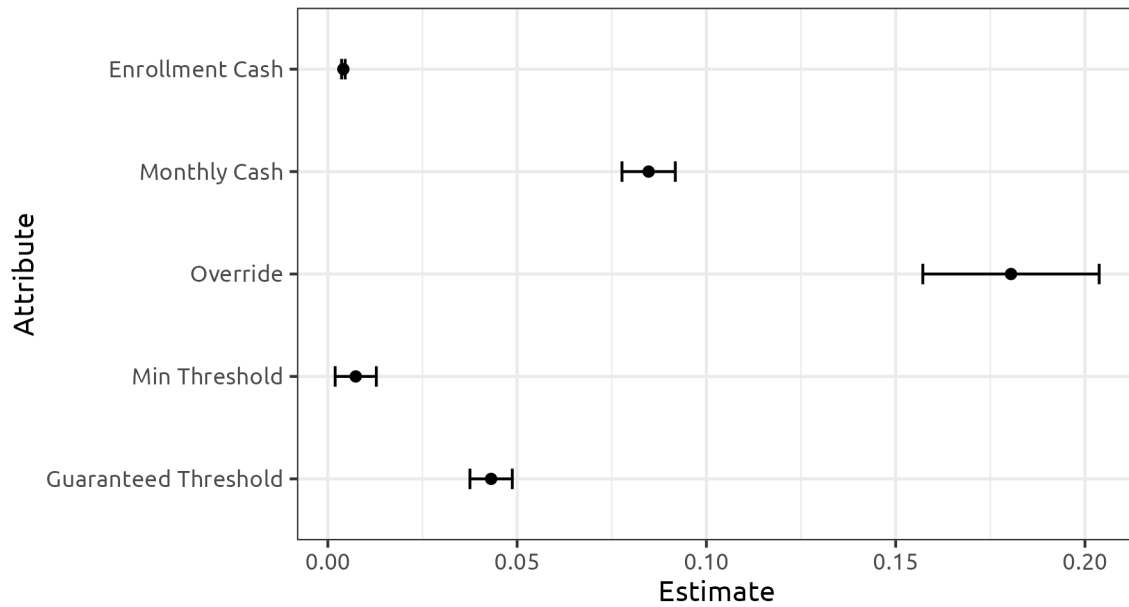
Appendix 10: SMC MNL Model, without No Choice

Coefficient Estimates with Uncertainty Bounds
### SMC MNL Model, with No Choice
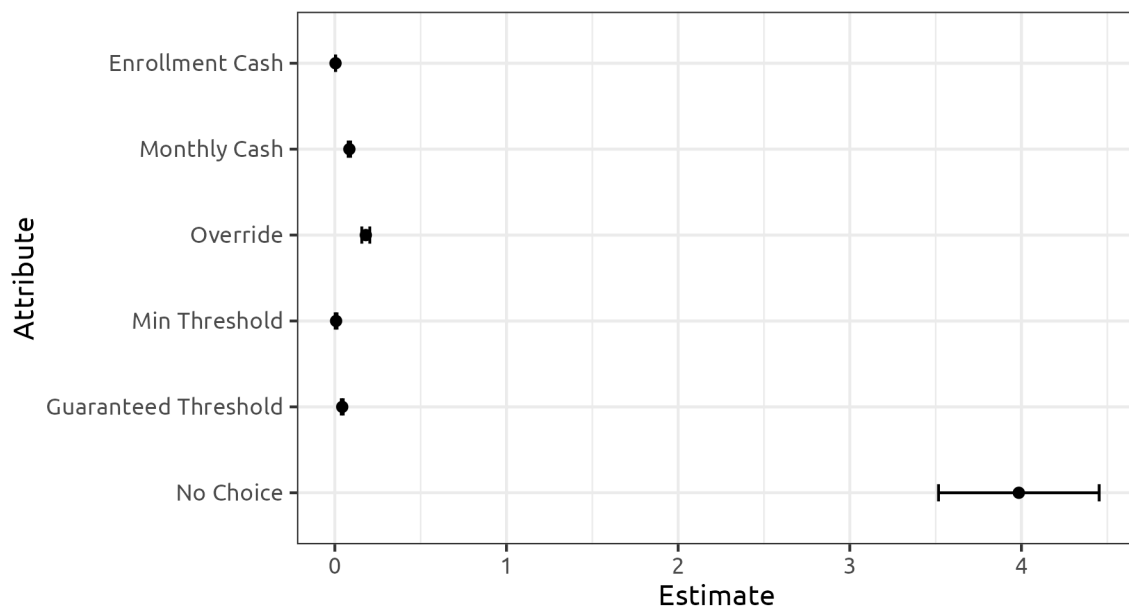
Appendix 11: SMC MNL Model, with No Choice

Coefficient Estimates with Uncertainty Bounds
V2G MNL Model, without No Choice
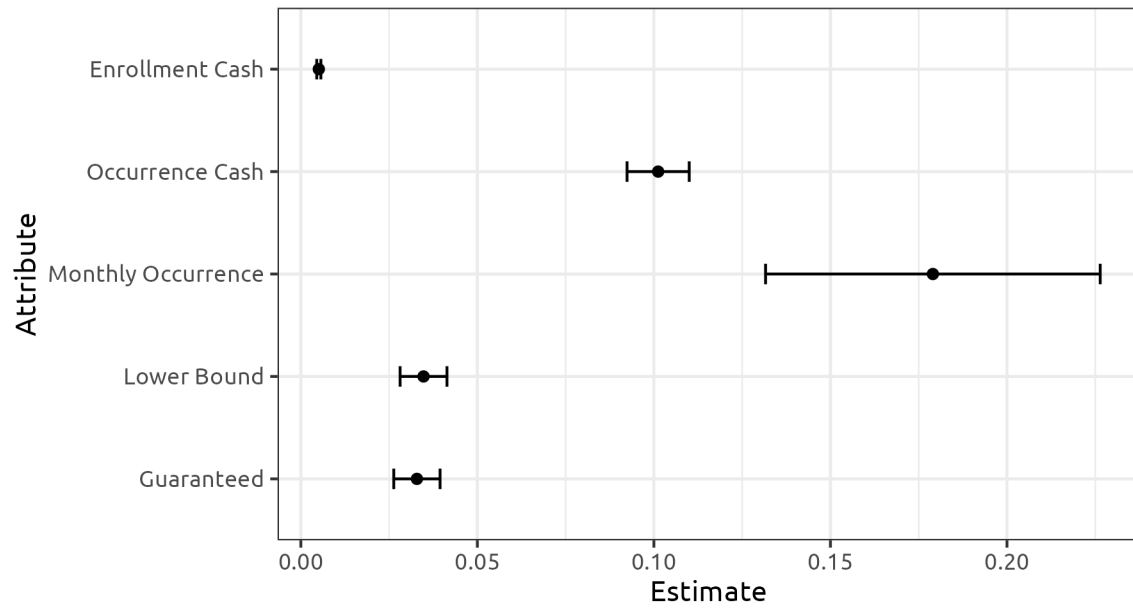
Appendix 12: V2G MNL Model, without No Choice

Coefficient Estimates with Uncertainty Bounds
V2G MNL Model, with No Choice
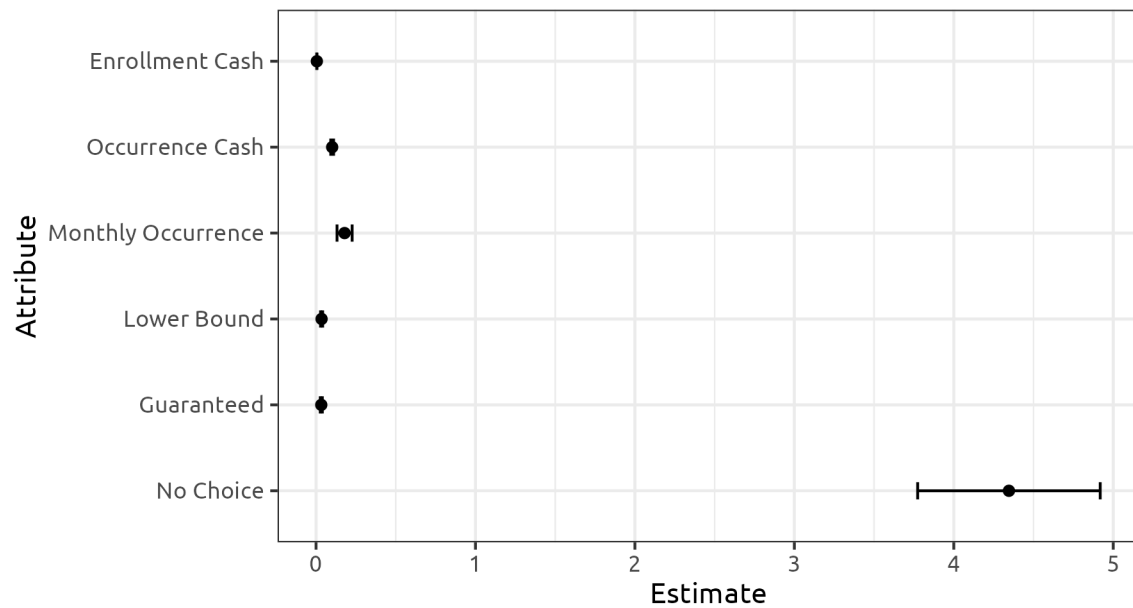
Appendix 13: V2G MNL Model, with No Choice
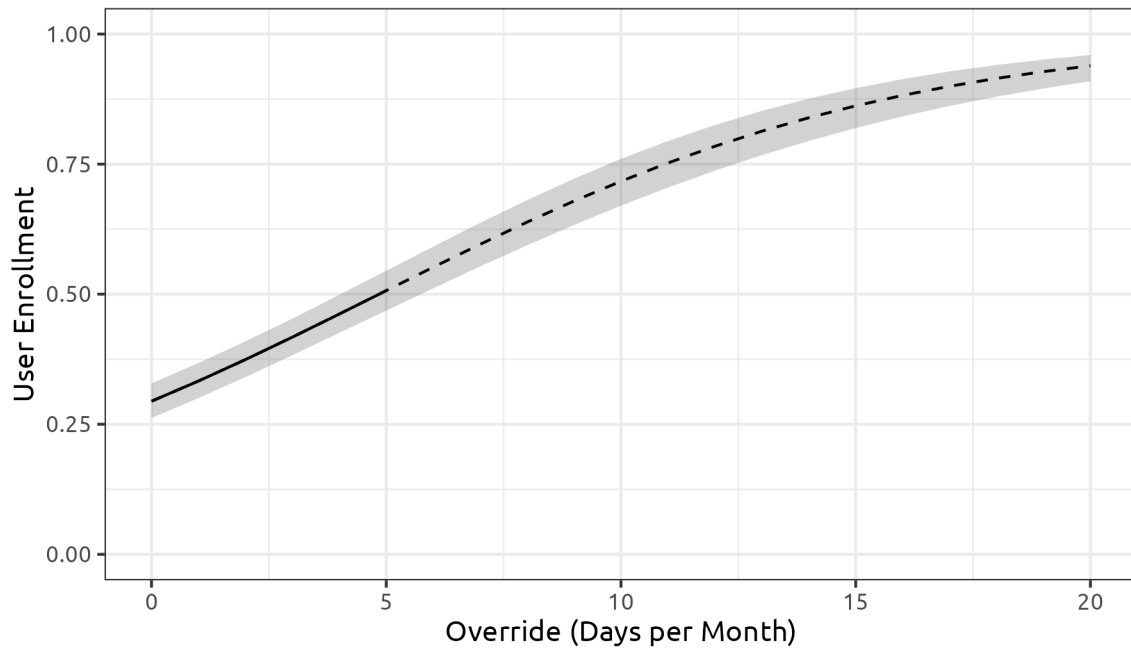
D. SMC MNL User Enrollment Sensitivity Plots

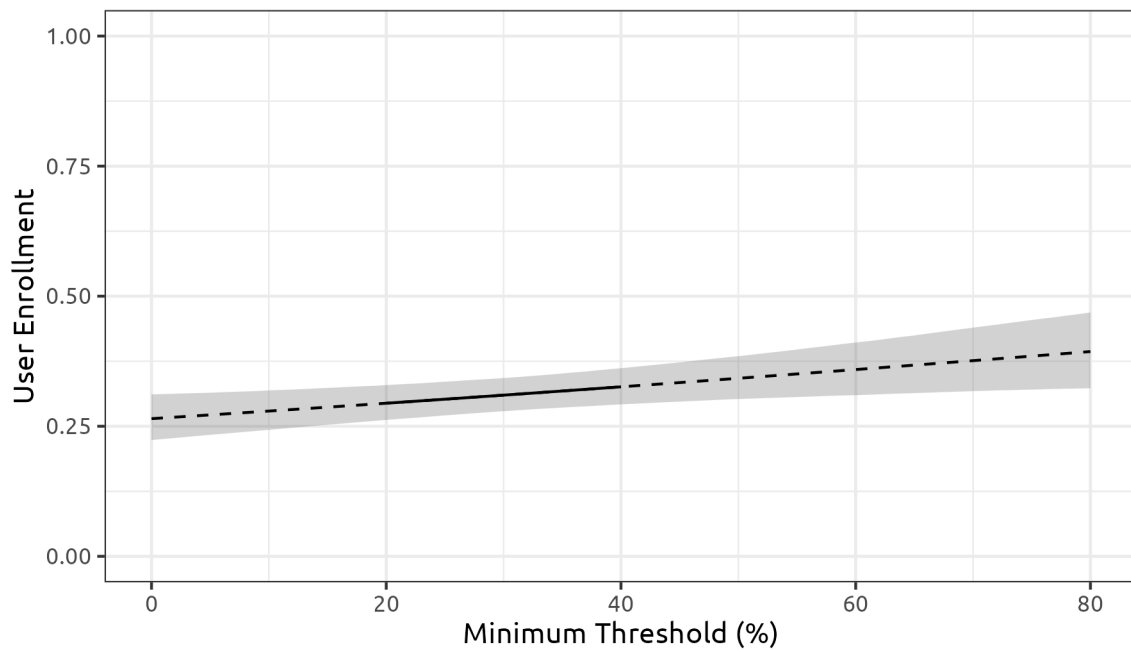## SMC MNL User Enrollment Sensitivity of Enrollment Cash
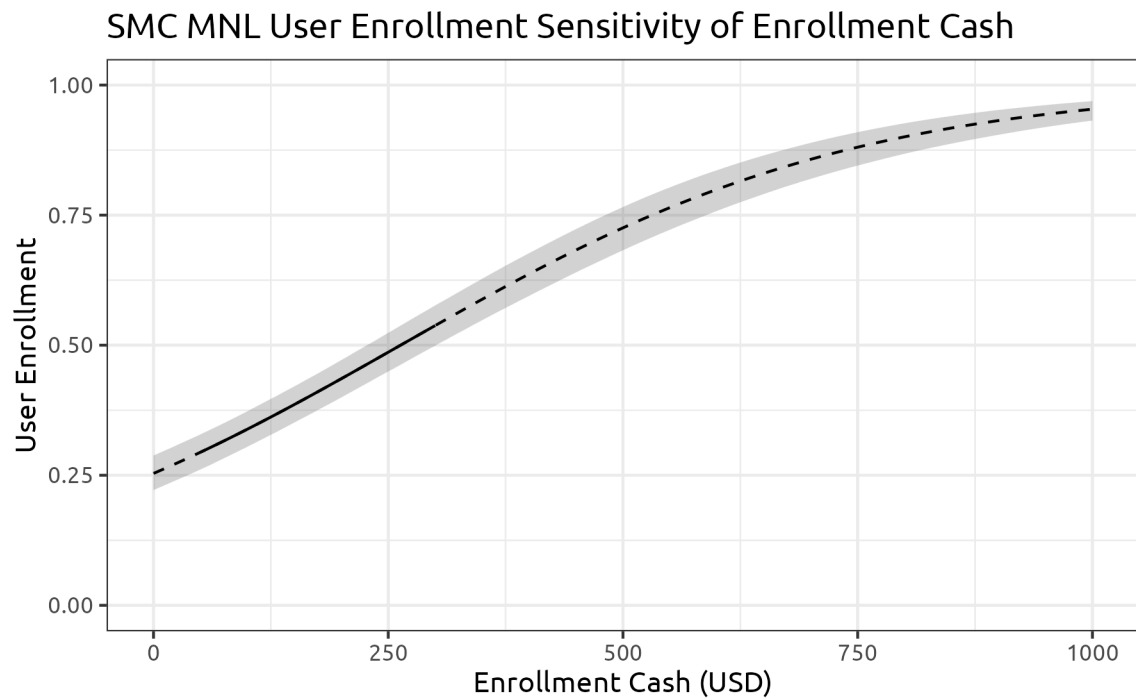
Appendix 14: SMC MNL Sensitivity Plot of Enrollment Cash

SMC MNL User Enrollment Sensitivity of Monthly Cash
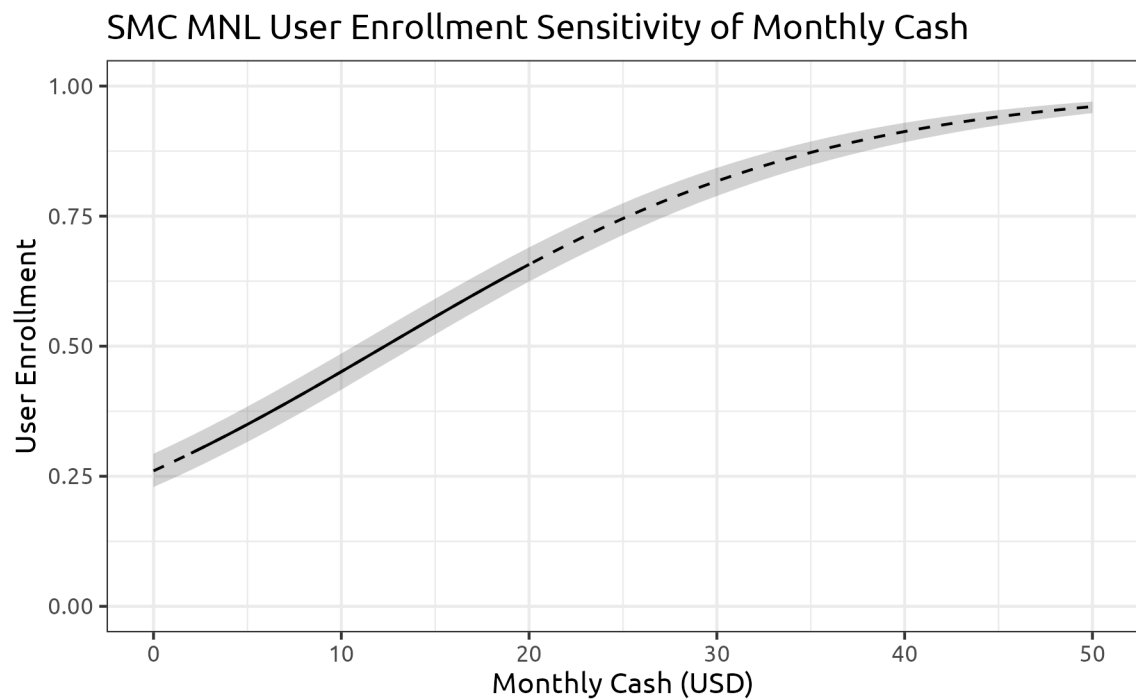
Appendix 15: SMC MNL Sensitivity Plot of Monthly Cash
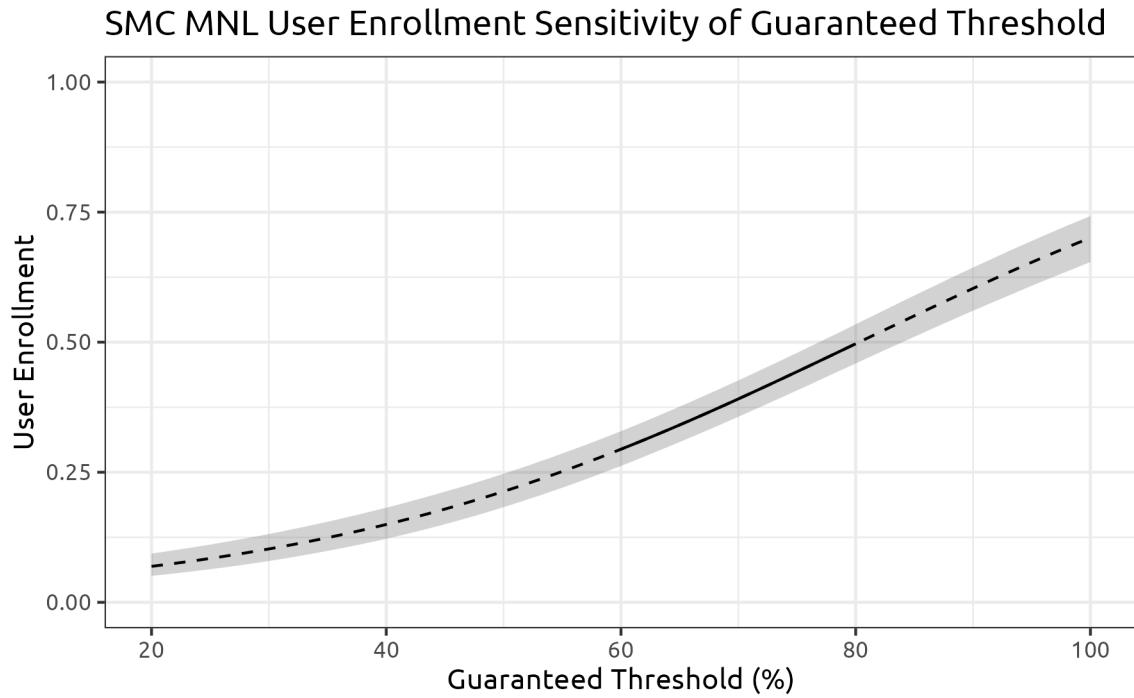
SMC MNL User Enrollment Sensitivity of Override

Appendix 16: SMC MNL Sensitivity Plot of Override Allowance

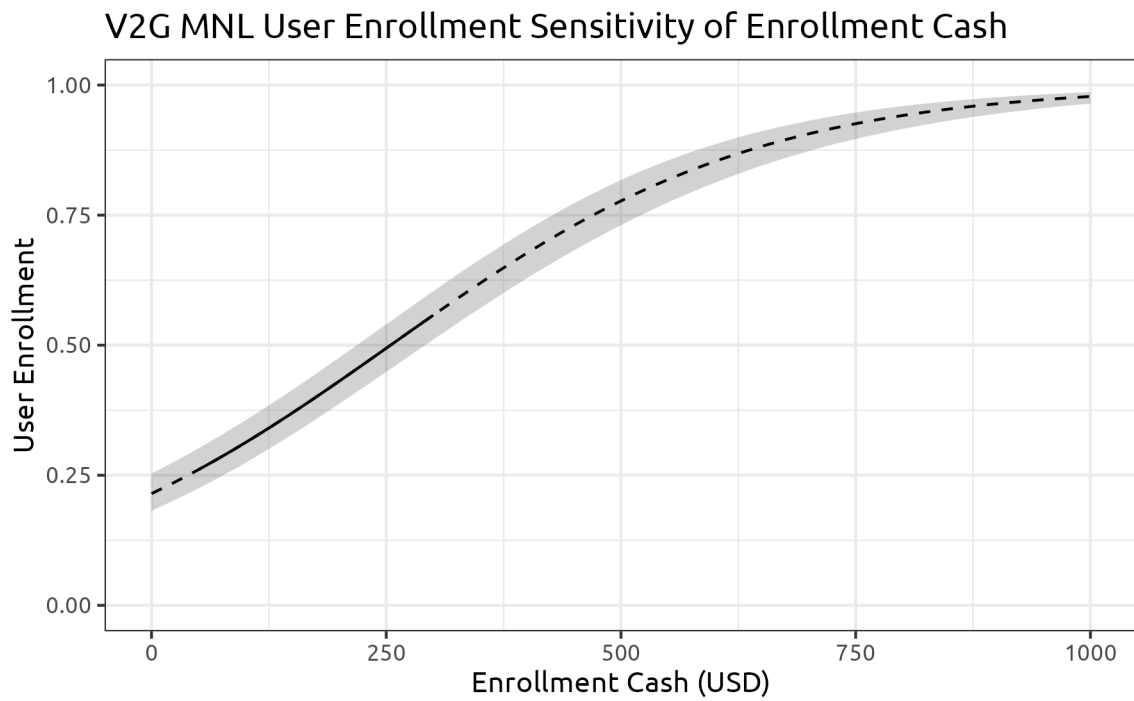## SMC MNL User Enrollment Sensitivity of Minimum Threshold

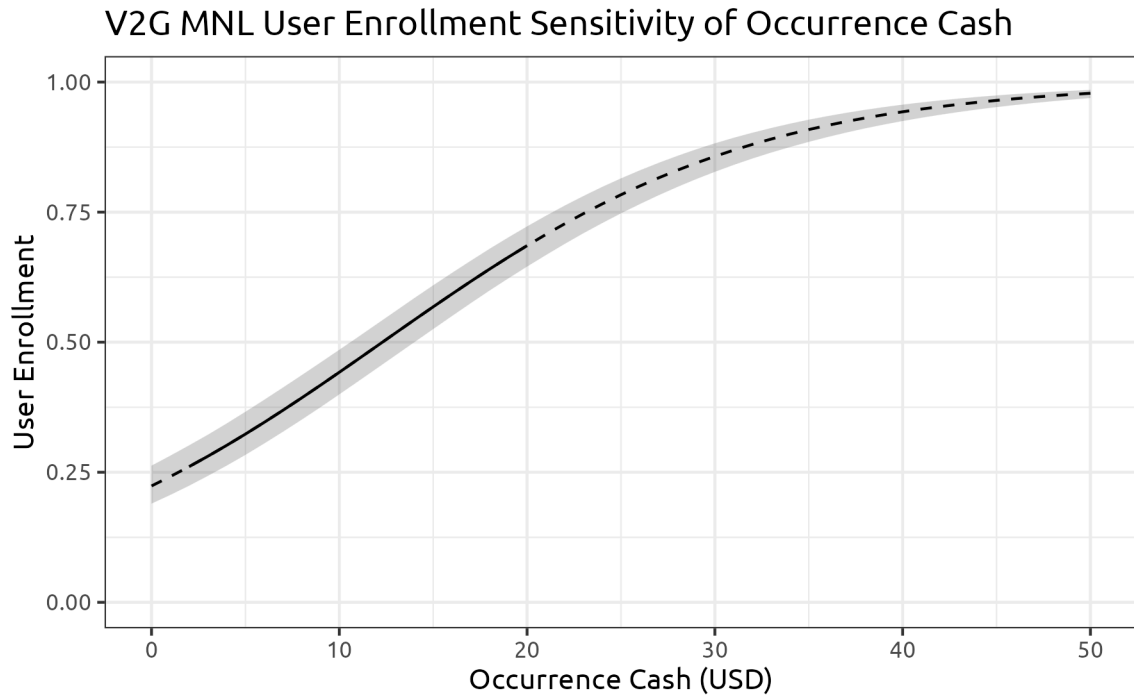Appendix 17: SMC MNL Sensitivity Plot of Minimum Threshold

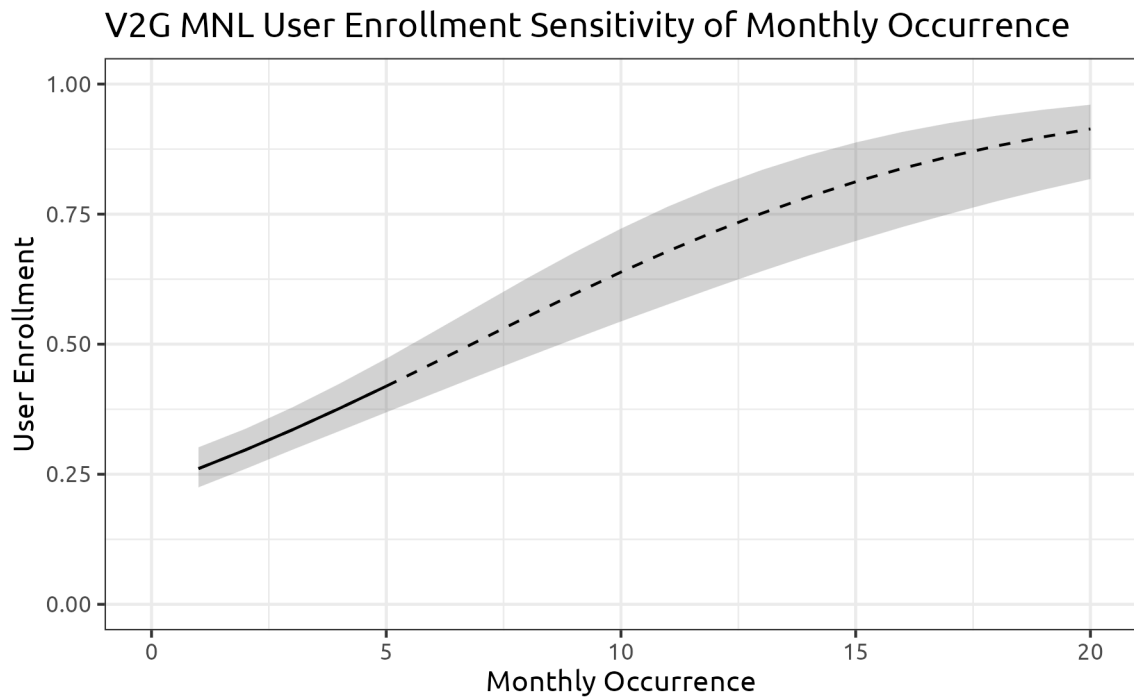## SMC MNL User Enrollment Sensitivity of Guaranteed Threshold

Appendix 18: SMC MNL Sensitivity Plot of Guaranteed Threshold

E. V2G MNL User Enrollment Sensitivity Plots

V2G MNL User Enrollment Sensitivity of Enrollment Cash

Appendix 19: V2G MNL Sensitivity Plot of Enrollment Cash

V2G MNL User Enrollment Sensitivity of Occurrence Cash

Appendix 20: V2G MNL Sensitivity Plot of Occurrence Cash

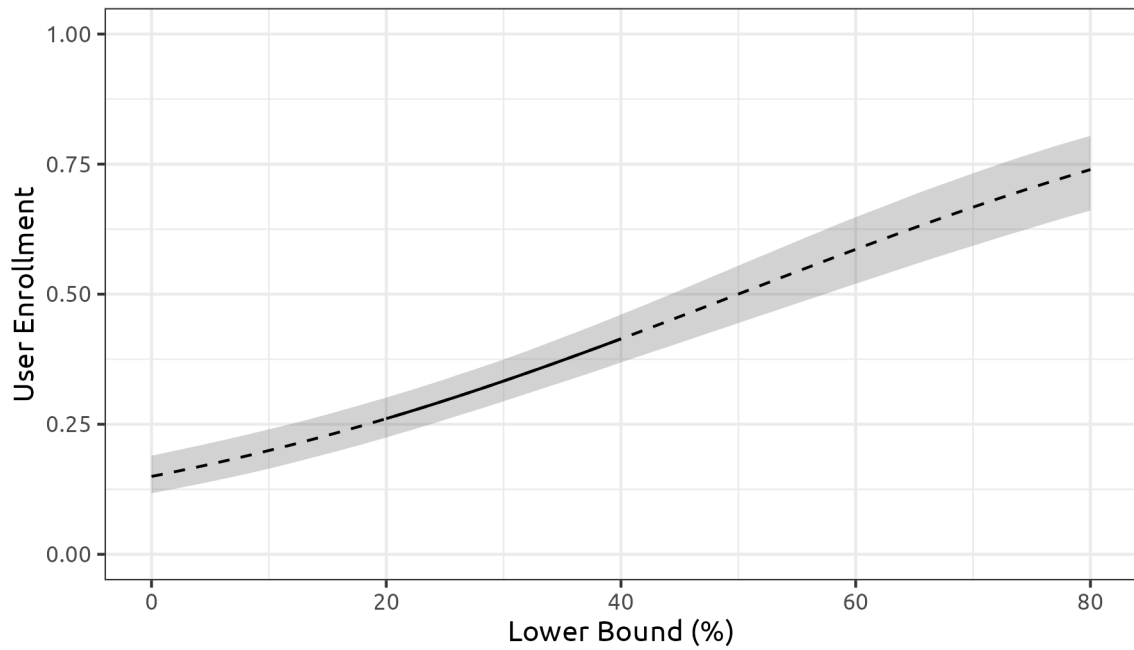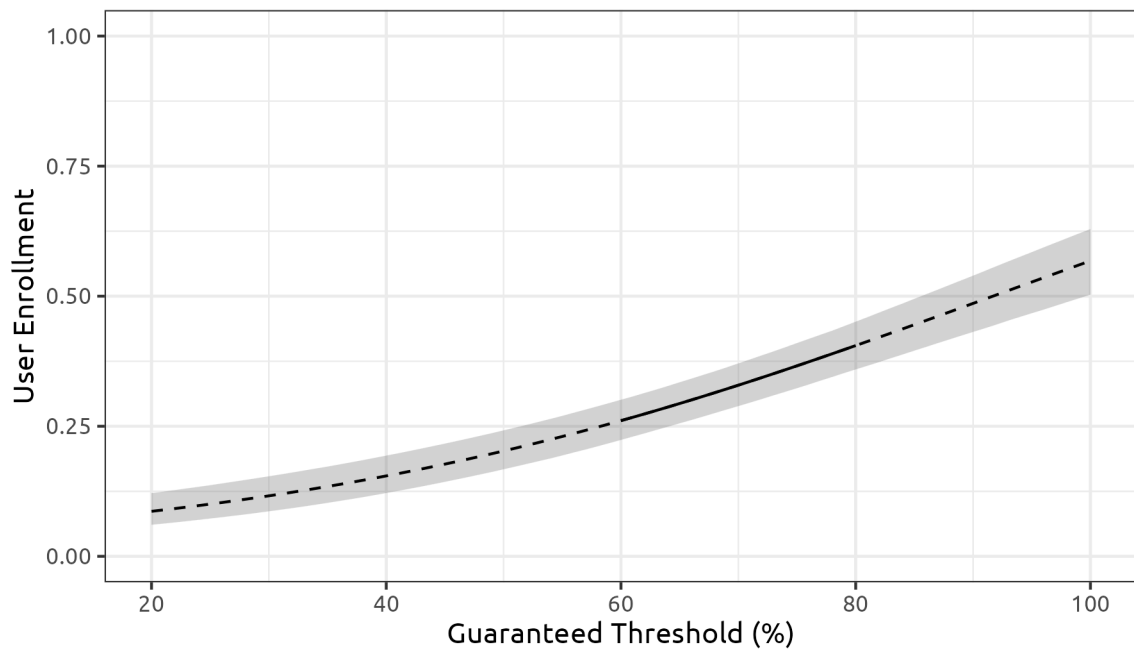## V2G MNL User Enrollment Sensitivity of Monthly Occurrence

Appendix 21: V2G MNL Sensitivity Plot of Monthly Occurrence

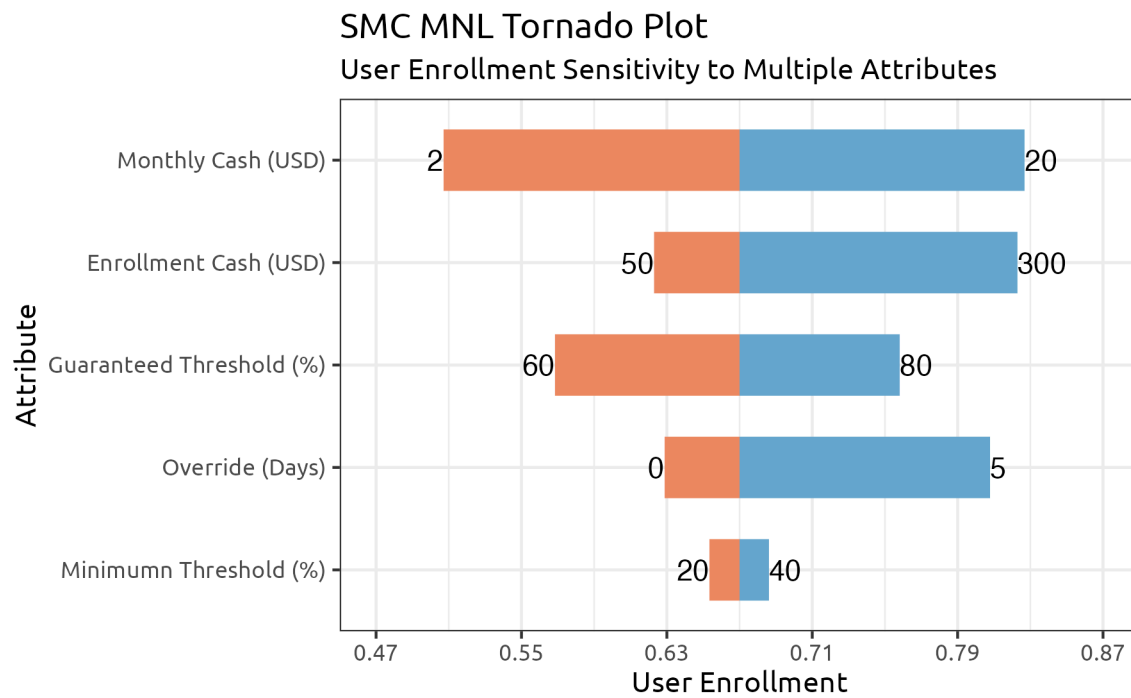## V2G MNL User Enrollment Sensitivity of Lower Bound

Appendix 22: V2G MNL Sensitivity Plot of Lower Bound

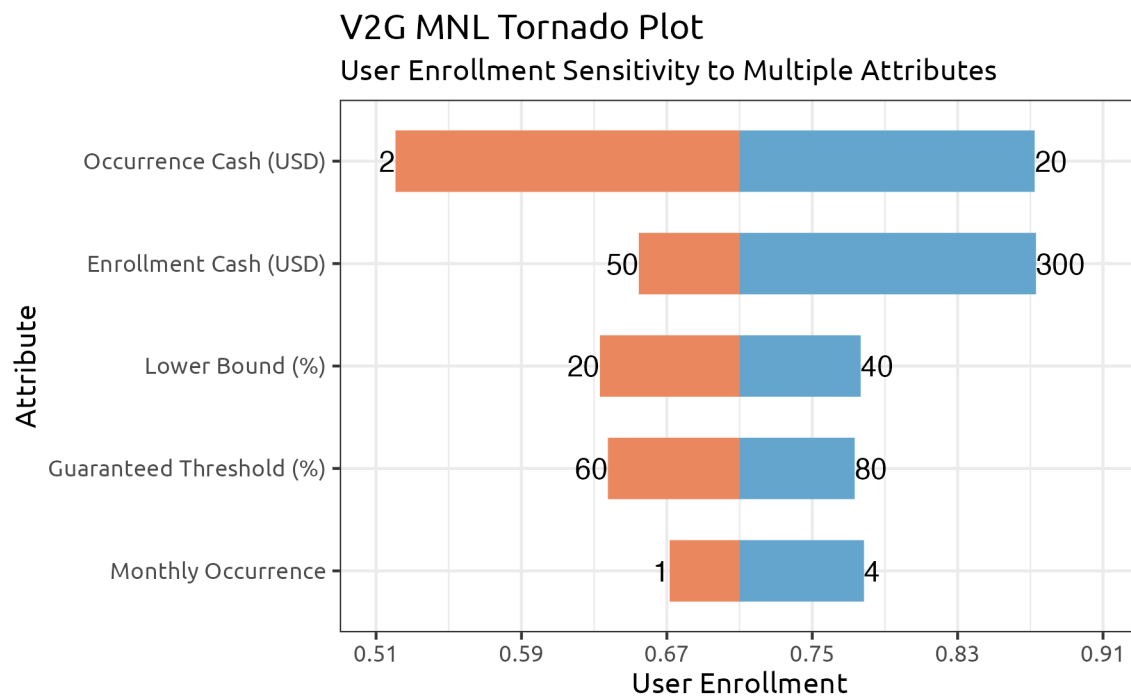## V2G MNL User Enrollment Sensitivity of Guaranteed Threshold

Appendix 23: V2G MNL Sensitivity Plot of Guaranteed Threshold
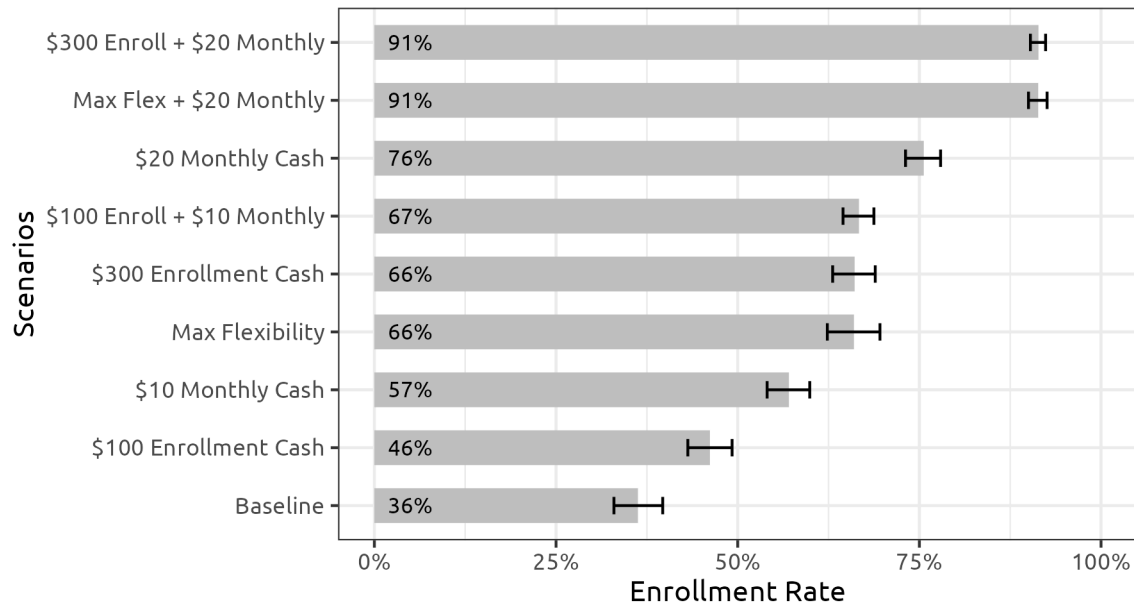
F. SMC & V2G MNL Tornado Plots

SMC MNL Tornado Plot
User Enrollment Sensitivity to Multiple Attributes

Appendix 24: SMC MNL Tornado Plot

V2G MNL Tornado Plot
User Enrollment Sensitivity to Multiple Attributes

Appendix 25: V2G MNL Tornado Plot

G. SMC & V2G MNL Basic Program Market Simulations

Appendix 26: SMC MNL Market Simulation

Appendix 27: V2G MNL Market Simulation