

Successful Strategies in dEVELOping Charging Networks

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Assemble your team

- Engage the key stakeholders and talents you will need
- Establish an EV infrastructure action committee that meets regularly
- Consider hiring a trusted consultant that is technology agnostic
- Identify others who will contribute to your charging network strategy



Analyze – Personalize - Prioritize

Which categories make sense to prioritize in your municipality?

And what Levels? 1, 2 and/or 3??

What exists now? What are gaps?? Challenges??!

Do this analysis first!



Residential | Public | Workplace | Multi-Unit Dwelling | Campus | Fleet | Mixed-use

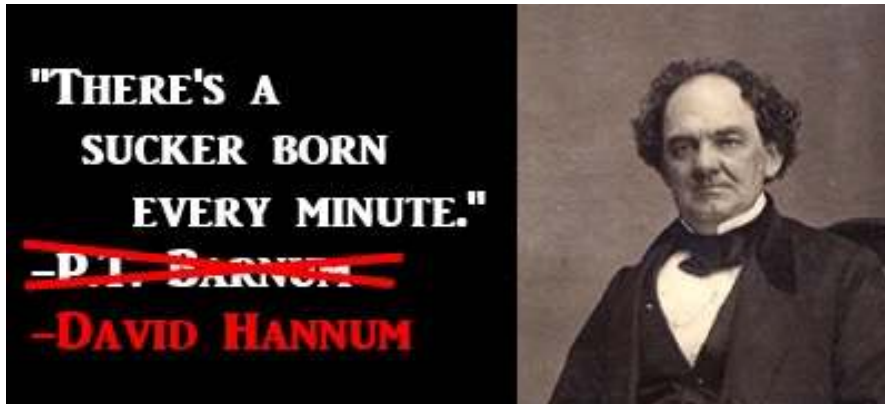
To own, or not to own...that is the question

- Municipal EV infrastructure ownership carries risks and rewards
 - Policies and incentives that encourage private investment? Ditto
 - Hybrid model?? = Select the ownership that best fits each site
- Tip: Conduct a smart evaluation to assess potential site hosts and partners; create a database



It's Product ~~plus~~ TIMES Vendor

- Get an impartial infrastructure advisor on your team
- Matrix, rank, evaluate your technology capability needs
- Watch out for a “Harold Hill” (ref: “The Music Man”)
- Look beyond the warranty: Service, Support and Maintenance



STRANDED
ASSET

Devil's in the Policy! – Pricing and Control

- Invisibility challenge: Don't forget signage + wayfinding
- Enforce sensible parking rules – it's a charging space
- Make it easier than the gas station, not harder
- What's worse than too expensive? Too free.
- Know your rulings: Pricing by energy (preferred) vs time
- Find the 'Goldilocks' pricing – residential +'1'



Awareness of Marketing Your Network

- Brand your network = TRUSTED
- dEVELOP effective messaging and slogans
- Use earned media and your EV ambassador network
- Surveys to residents and/or employers/employees



Case studies – Survey results – Collateral

Municipality owned EV Charging Infrastructure Case Study #1: CMLP (Concord, MA)

Each of Concord's 7 town-owned charging stations can charge 2 EVs simultaneously. Costs are \$1.20 per hour for as long as the car is parked, whether the battery is actively charging or fully charged. Vehicles may use these spots for a 4-hour maximum and use the Chargepoint app for payment. Drivers are instructed to contact the municipality if any of these stations are not functioning, and the police department if any of these charging stations are blocked by an illegally parked vehicle, for instance a car that has no charging capabilities. (MA has a state law allowing for a parking fine in this instance.) In 2020, Concord approved changing the charging fees to \$1 per hour off peak hours and \$3 per hour on peak.

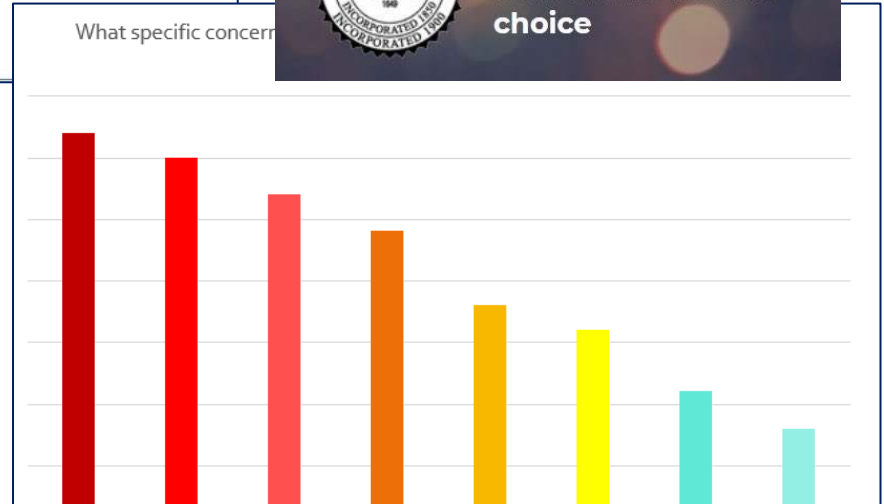


Concord Drives Electric
ConcordDrivesElectric.org



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What specific concern





For more information on how we can help you get EV charge-ready, contact us!



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