Promoting A Consumer Friendly Charging Experience in the Northeast
Northeast Corridor Regional Strategy for Electric Vehicle Charging Infrastructure 2018 – 2021

Provides guidance and direction to public and private infrastructure investors to ensure a coordinated, well-informed, complementary and reliable NE Corridor regional charging network.
Three Pronged Approach

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Charging Use Cases
- Home
- Workplace
- Around Town
- On the Road
- Destinations

Key Investors
- State and local governments
- EVSE Providers
- Utilities
- Automakers
- Businesses

Overarching Issues
- Billing & Network Interoperability
- Regulation of EVSE Providers
- Rate Design
- Signage
- Permit Streamlining
- Pricing Transparency
- Building Codes
- Uptime
- Data Collection
- Future Proofing
- ADA Compliance
- Low-Income/Disadvantaged Communities
Key Roles

**States:** Policies to address overarching issues; workplace charging incentives; L2 around town, at publicly owned lots, at airports, train stations, transit centers, destination locations; filling DCFC travel corridor gaps

**Electrify America/EVSE Providers:** DCFC on travel corridors and strategically placed community charging hubs, at airports, train stations, transit centers; innovative MUD pilots

**Utilities:** MUD and single family home incentives and EVSE; DCFC at airports, train stations, transit centers, travel corridors; workplace charging incentives, outreach and EVSE deployment; beneficial rate design
Priority Consumer Use Public Charging Issues

- Billing and Network Interoperability
  - Open Access
  - Payment Options
- Accessibility
- Pricing Transparency
- Uptime
- Signage
- Broadening Access
Billing & Network Interoperability

States should:

- Require publicly funded charging stations for public use to be open to all drivers, regardless of network membership or subscription: and

- Convene a multi-state workgroup to consider network interoperability requirements for publicly funded charging stations for public use.
Payment Options

• Public policy goal – promote universal EVSE access by offering commonly accepted payment options

• Should states establish mandatory payment options?
Accessibility

• Should states require publicly funded public charging stations to meet accessibility standards?

• Should they be accessible to drivers 24 hours a day, 7 days a week?

• Should stations serving highway corridors be treated differently than other public charging?
Maximizing Uptime

- States and others installing or funding charging stations should establish clear responsibility for maintenance and repair, including frequency of maintenance and repair response time.
- Require conspicuous posting of customer service support contact information.
- Consider requiring real-time information about charging station operational status.
- Consider installing multiple stations at each site.
Pricing Transparency

• Strategic Plan recommends that pricing information be made available to consumers in advance of each charging session

• Unit of sale, price per unit, additional fees and power level

• Options include:
  • Display screen on the face of the charging station
  • Smart phone app
  • 800 number for consumers without smart phones