

# Promoting A Consumer Friendly Charging Experience in the Northeast

February 8, 2019

Northeast Corridor Regional Strategy  
for Electric Vehicle Charging Infrastructure  
2018 – 2021



May 16, 2018



# Northeast Corridor EV Charging Infrastructure Strategy 2018 – 2021

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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

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**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

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



# Billing & Network Interoperability <sup>6</sup>

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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

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- Public policy goal – promote universal EVSE access by offering commonly accepted payment options
- Should states establish mandatory payment options?

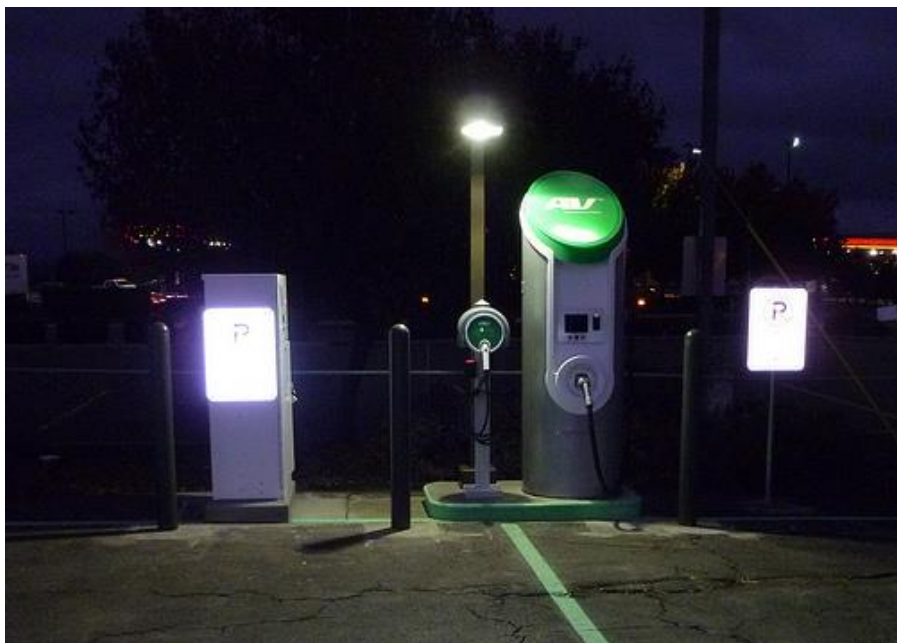




# Accessibility

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- 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

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- 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

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- 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



**NESCAUM**  
89 South Street, Suite 602  
Boston, MA 02111  
617-259-2000  
[www.nescaum.org](http://www.nescaum.org)

Kathy M. Kinsey  
Senior Policy Advisor  
240-608-5954  
[kkinsey@nescaum.org](mailto:kkinsey@nescaum.org)  
[www.nescaum.org](http://www.nescaum.org)