

5 Questions to Ask Before You Invest in EV Charging

There has never been a better time to invest in EV charging infrastructure. The market is expanding rapidly, most states and utilities are offering businesses financial incentives, and it's an innovative way to attract new clients, tenants or employees to your business.

With that in mind, here are 5 questions to help you get started:

1

Where will you locate EV charging stations?

2

Who will use your charging stations?

3

How can you make it easy on your drivers?

4

How will you monitor your stations?

5

What should I look for in a vendor?

1

Where will you locate EV charging stations?



Selecting the right location for your charging stations makes all the difference between stations that deliver long-term results—and ones that cause long-term headaches. Here are a few things to consider:

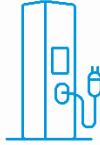
- **How much charging power do you need?** Do you want drivers to be able to get a full charge in 30 minutes? Or charge over a longer period of time? How long do drivers spend at your location? A shopper at a mall will use a charger for less time than an employee who works 9 to 5. Consider, too, that different voltages not only serve different needs but may require different permits and need to meet a variety of local, state, and/or federal regulations.

- **Are the stations easy to access?** Installing chargers in places where traffic frequently backs up (think a busy corner in a mall parking lot on the holidays) or, worse, where no one ever parks are not best practices. Successful stations are in places that are easy to access, well lit, and have consistent access to cell and WiFi service.



2

Who will use your charging stations?



Whether you're offering charging to employees, tenants, clients, or customers, consistent uptime and access are crucial. That's why planning for your EV charging solution starts with a closer look at hardware and software and ensuring you have a truly integrated and turnkey approach.

Do you want private or public charging stations? Owners need a solution to control access and pricing. Do you plan to make your charging stations an amenity or a fee-based service? Will charging be free, as a perk for employees and tenants? Or will you want to have different rates, depending on who uses the station; or control time on how long someone parks? If so, you'll want to make sure your EV charging software can accommodate a wide range of pricing and control options that enables you to adjust pricing policies as your goals evolve.



3

How will you engage and attract drivers?



What do the most successful charging station owners have in common? They make it easy for drivers to find and use their EV infrastructure, from providing a **user-friendly app** to **placing stations in premiere locations** to **ensuring 24/7 support via a network provider**.

Successful station owners ensure their chargers are easy to find via Google Maps and PlugShare, and engage drivers to become a **“station of choice.”** As the demand for charging increases, drivers will develop preferences for certain charging locations. Owners can nurture those preferences by providing drivers a consistent, simple charging experience – that always works.



4

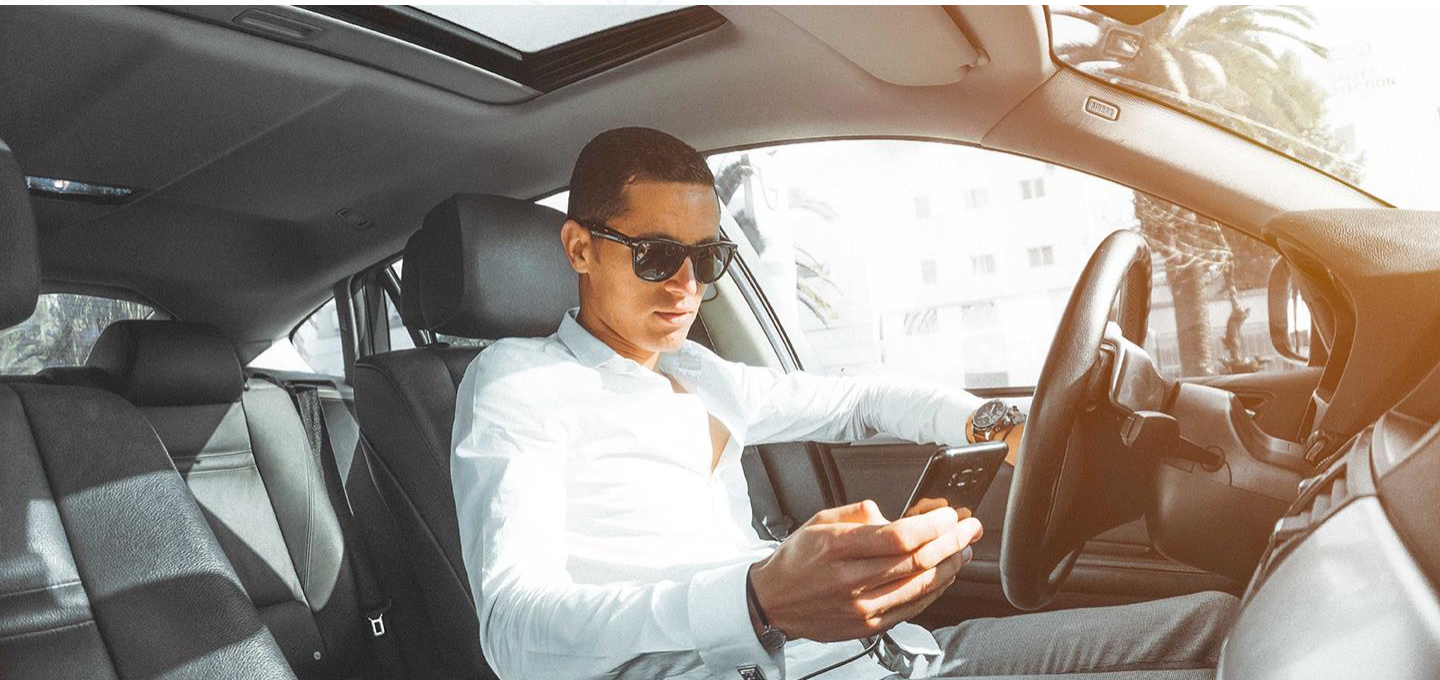
How will you monitor your stations?



Your charging stations are an investment and a reflection of your organization. So, whether you have one station or one hundred, **make sure you have access to real-time, comprehensive data and insight about your stations and availability and uptime.**

This is the information that will help you plan for growth.

Remember that the right partner will truly offer modern EV charging management. That means you shouldn't have to wait for emailed reports or monthly updates. Real-time access to station performance via a cloud-based platform is the minimum, and a dashboard that gives you total flexibility, visibility and control at your fingertips.





5

What should I look for in a vendor?

A good vendor will function as your consultant from start to finish, from mapping out a strategy to identifying a site to helping you ensure to capitalize on government incentives. **A great vendor not only functions as a consultant, but involves you in the planning process** in a way that's both manageable and time sensitive. Here's what you need to consider:

- ▶ **Brainstorm before you begin vetting vendors.** This initial process of brainstorming can help you identify the why, where, and what of your charging stations. Why does your organization want to offer charging? Where might stations be located—and why? Most critically, are charging stations part of a plan to attract new employees or customers, demonstrate sustainability, or nurture customer loyalty? These are all excellent reasons for building EV infrastructure and getting buy in from critical stakeholders.

- ▶ **Ask questions** Is there something you aren't clear on? Is there terminology that is unusual or obscure? Every question is valid and helps create a stronger, more functional partnership between you and your vendor. Experts should guide the conversation.

- ▶ **Communicate.** Ideally, you'll be receiving regular updates and progress reports. If you're not, reach out! (And if you're still looking for a vendor, choose one that has a professional Project Management Office ensuring transparency, communication and a fixed schedule.)

Have more questions on planning for your EV infrastructure?

We're here to help.



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EV Connect is on a mission to build a better planet by enabling electricity as a transportation fuel. Through its innovative and open charging platform, EV Connect simplifies the set-up, management, and optimization of charging stations with premium customer service, from installation to driver support. The world's largest companies from enterprise, to hospitality and retail, to universities and government facilities leverage the EV Connect platform to bring simplicity and to their EV charging initiatives.

Established in 2009, EV Connect customers include Avista Utilities, Love's Travel Stops, Verizon, Marriott, Hilton, Taco Bell, Western Digital, Electrify America, ADP, New York Power Authority, and numerous municipalities. For more information, please visit www.evconnect.com and follow us on [Twitter](#) and [LinkedIn](#).

