

Charge Ready NY 2.0

Free Charging Toolkit



Ready to offer free EV charging? Here's how.

One of the primary reasons consumers are hesitant to purchase an EV is anxiety about access to reliable charging. Access to charging at home or a workplace significantly reduces this anxiety, so it can be helpful for workplaces and multi-unit dwelling owners to install charging for use by employees and residents. Furthermore, available charging can be attractive for prospective guests and employees. The Charge Ready 2.0 Bonus Incentive Program seeks to take this one step further by encouraging participants to offer one year of free charging to employees/residents of participating locations.

Many companies already offer free EV charging as a benefit to their employees/residents. Since you will be offering free charging for a year, it may be helpful to get monthly cost estimates from your utility to understand what costs you will be undertaking throughout the year. According to estimates by Plug in America, Level 2 workplace charging as an employee benefit can cost as little as \$1.50 per day. You may also discuss annual cost expectations with your utility and/or the Electrification Coalition (EC).

Determine Guidelines for the Program

Since your workplace or residence likely won't have a 1:1 EV-to-charger ratio, guidelines may need to be implemented to ensure EV owners can reliably access charging. Since the charging will be free, some employees/residents may be lax about moving their cars upon completion of charging. Therefore, it may be helpful to create a policy around charging.

To do this, consider sending out a survey to better understand charging needs. Some ideas on what questions to ask can be found in this [survey](#) created by the Alternative Fuels Data Center. Since the charging will be free, we recommend a proactive approach to setting expectations around charging times so that the chargers are not taken advantage of. Some sample rules of etiquette to consider include:

- Is a time limit(s) needed for charging?
(e.g. controlling high utilization to ensure driver turnover)
- Is priority needed for granting access to some users?
(e.g. prioritizing tenants, employees, or other visitors)
- Will there be a policy on unplugging other people's cars if they are left in the charger for too long?
- Will there be a priority for fully electric vehicles to charge before a plug-in hybrid EV gets to charge?
- Will priority be given to EVs below a certain battery percentage?
- How will rules of etiquette be enforced?



NYSERDA

Share Information with Residents/Employees

We recommend announcing the free charging by sending emails, or mentioning in meetings, how to use it and reiterating any guidelines set in Step 1. Consider including clear signage and wayfinding around the stations to draw attention to them and post fliers around your dwelling/workplace.

Provide Education

Educating employees/residents is crucial for ensuring free charging is used. Hosting a demonstration day may be beneficial. This could include having an EV in the parking lot with someone demonstrating the basics of charging.

Monitor Usage

Under Charge Ready NY 2.0, all installed chargers must be networked. Networked chargers connect to a cloud-based software system that tracks usage and allows you to customize usage parameters, including the ability to set a usage fee. Networked chargers make it possible to ensure that only your employees/residents can use the charging, which can help apply tiered fees/rates for usage. If your parking lot is publicly accessible, you can program your chargers with an access code only employees/residents know. An additional benefit to networked chargers is that you can gather data on charging trends. At the end of the year of free charging, you will understand how much the chargers were used and how much it cost the company to continue offering charging as a benefit to employees, providing helpful baseline data and insight for local usage of EV charging.

Submit Reports

Submit reports to ICF to adhere to Charge Ready 2.0 Reporting Requirements.

Ready to get started?

For more information, please contact the Electrification Coalition
Charge Ready NY 2.0 Team at chargereadyny@electrificationcoalition.org.

