

General Guidelines

Improving Customer Experience at Existing DCFC Sites



Site Visibility

- Ensure charging location is listed on multiple EV charging apps and websites.
- Inquire with local Department of Transportation to list EV charging on highway exit signs.
- Add EV charging signage on premise to direct customers to the chargers.
- Consider adding charging instructions and related signage in multiple languages as used in the local community.

Payment

- Ensure that the cost of charging the EV and related fees are accurately communicated on the charger, charging apps and websites.
- Offer multiple on site payment options including cash and card reader. Ensure credit card reader has not been tampered with for data security purposes.

Reliability

- Frequently review EV driver feedback submitted through EV drivers apps to stay informed of drivers having a challenging time with your equipment.
- Ensure that instructions for initiating a charging session are clearly stated on the unit (or on screen AND on the unit).
- Utilize network provider/equipment manufacturer's software to monitor charging unit performance.
- If units are down, update status on EV driver apps and websites.
- If you are using power management software during peak hours, ensure that drivers are made aware of the reduced power setting prior to starting their session. Clearly communicate that the power delivered may be less than advertised due to peak demand periods.

Maintenance

- Add a label on the charger with clear operating instructions to initiate and end EV charging sessions. Include basic steps that drivers can take to troubleshoot in the event the charger doesn't work and a toll-free number to call when additional support is needed.
- Designate personnel/staff that can troubleshoot equipment or initiate service calls when equipment is down or offline.
- Ensure a staff person on site knows how to shut off equipment in case of an emergency (only when it's safe to do so).
- When possible, have a fully trained staff on site to manage and monitor operation. Make sure that the staff can troubleshoot equipment or initiate service calls when equipment is down or offline.
- Consider opting into a regular maintenance plan for charging equipment and ensure you understand the coverage, service intervals and response time for repairs. Also ensure that you are leveraging a licensed and reputable contractor.
- Be sure that you understand your equipment/network provider's advertised uptime percentage (and how it's calculated) and ensure it is being met.
- Utilize network provider/equipment manufacturer's software to monitor charging unit performance.

Site Upkeep

- When possible, clearly identify EV parking space with colored marking on the ground.
- Install parking bollards/stops to keep equipment from being accidentally hit by a vehicle.
- Consider installing retractable charging cord to keep site free of trip/fall hazards and to maintain the performance of the charging cord.
- Consider awnings or other coverings to keep EV drivers comfortable during inclement weather.
- Ensure that adequate lighting is installed at/around EV charging site.
- If a security system is in place, considering adding the EV charging site as a surveilled zone.
- Keep EV parking space clear of obstructions such as dumpsters, piles of plowed snow, etc.
- Consider including trashcan and windshield cleaning station at EV charging area.
- Install multiple charging cord options that include both NACS/CCS and CHAdeMO.
- Provide accessibility to all drivers and comply with the latest ADA guidelines.

