

General Guidelines

Improving Customer Experience at New DCFC Sites



Awareness/Visibility

- Ensure charging location is listed on multiple EV driver apps/websites.
- Work with Department of Transportation to inquire about listing EV charging on highway exit signs.
- Install/update bill board or business signage to highlight availability of EV charging on site.
- Directional signage on property pointing to EV chargers (especially if not visible from roadway).
- When equipment is installed and operational, consider generating a press release or utilizing other media channels to inform the public about the new amenity.
- Consider adding instructions and signage in multiple languages used in the community.

Payment Systems

- Ensure that the cost of charging is clearly stated for the driver and accurate on EV driver apps/websites; consider on-screen prompt for EV driver to confirm they understand charging cost structure, idle fees, etc.
- Offer multiple payment methods on equipment (credit card reader, touchless pay via credit card, mobile app scanner) when possible; if including a credit card reader, offer methods for customer to ensure reader has not been tampered with for data security purposes.
- Consider offering a way for drivers to pay for charging with cash if feasible.

Troubleshooting

- Designate personnel/staff that can troubleshoot equipment or initiate service calls when equipment is down or offline.
- Consider including a label on the equipment that offers basic trouble shooting tips that drivers can complete.
- Consider opting into a regular maintenance plan for charging equipment; 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.
- Ensure a staff person on site knows how to shut off equipment in case of an emergency (only when it is safe to do so).

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.

Reliability *(continued)*

- 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.

Site Design and Layout

- Locate EV charging sites near amenities like restrooms, food, beverage, shopping districts, locations with areas to sit, etc.
- When possible, clearly identify EV parking space with colored concrete or verbiage on the ground.
- Install parking bollards/stops to keep equipment from being damaged.
- Design site layout to account for larger EVs (trucks, SUVs) that may be towing trailers and campers; ensure these drivers have the opportunity to park and charge as well.
- 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 at all times (dumpsters, piles of plowed snow, etc).
- Consider including trashcan and windshield cleaning station at EV charging area.
- Provide accessibility to all drivers and comply with the latest ADA guidelines.

Equipment

- Consider installing retractable charging cords to keep site free of trip/fall hazards and to maintain the performance of the charging cord.
- Choose equipment that offers both NACS and CCS charging cord options.
- Select a network provider that meets your needs in terms of uptime, power management and monitoring capabilities and repair and maintenance contract offerings.
- Many networks are now partnering, allowing EV drivers to “roam” across networks. For example, a driver with an EVgo account may be able to use their EVgo card to access Chargepoint and Electrify America locations. Choose a network provider that enables access to the greatest number of EV drivers through network roaming.

Working with Your Utility

- Involve your local utility **at the start of your planning process** and share both your current and future plans. Connecting with your utility early will help determine what capacity is available, what upgrades may be required and any costs or timelines associated with necessary upgrades.
- Your utility may have advisory programs to guide you through the process of building a public charging site and may offer financial incentives to offset your infrastructure cost.
- Work with your local utility to understand your electric rate and what impacts EV charging may have.
- Consider incorporating charge management software into your project plans in order to mitigate impacts to your energy bills.