



NATIONAL
CAR CHARGING



EVSE 202

Pricing Best Practices

What To Charge For A Charge

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NCC Training Series

- EVSE 101: Introduction
- EVSE 102: All About ChargePoint
- EVSE 201: Siting Best Practices
- **EVSE 202: Pricing Best Practices**

Determine Your Goal

- What do you want to accomplish?
 - Do you want to attract new business? If so, keep the station FREE!
 - Kohl's reported their average customer stays 26 minutes but their EV customer stays 20 minutes longer, spending \$1/minute
 - Do you want/need to recover the cost of the electricity and the station?
 - What is a fair and marketable rate?
 - Establish upper and lower limits
 - Is this a profit center?
 - Not yet a workable business model



Recovering Your Costs (Lower Limit)

- Lower limit: Establish your cost
- The '12 LEAF and Volt can take 3.3kW/hour
- At \$0.15/kWh, the cost is about \$0.50/hour
- Don't forget any session fee and network charges
 - ChargePoint has a 10% processing fee
- Formula: \$0.50 in electricity + \$0.05 processing fee = \$0.55/hour



Pricing Vs. Gasoline (Upper Limit)

- Formula: $(\text{Gas price}/\text{MPG}) * (\text{Miles}/\text{kWh}) * (\text{kW}/\text{hour})$
 - $(\$4.00/28.5) = \$0.14/\text{mile}$
 - $\$0.14 * 4 \text{ miles}/\text{kWh} = \$0.56/\text{kWh}$
 - $\$0.56 * 3.3 \text{ kW}/\text{h} = \$1.85/\text{hour}$
- Don't forget any processing fee
- $\$1.85/\text{hour} + 10\% \text{ processing fee } (\$0.19) = \underline{\$2.04 \text{ per hour}}$



The Most Fair Way To Charge

- If possible, charge by the kWh
 - Legal currently in CA, CO, FL, HI, IL, MD, MN, OR, WA
- Different cars charge at different speeds, so this is by far the most equitable and fair way to charge
- Don't forget to adjust to include the 10% processing fee
 - If you pay \$0.20/kWh to the utility, be sure to charge your customer at least \$0.22/kWh



Conclusion

- First, determine your goal
 - Does free make sense or must you collect revenue?
- If you have to collect revenue, calculate upper and lower limits
- Then, decide where between the upper and lower limits is appropriate
- Charge by the kWh if allowed
- Remember, the higher the \$ rate, the lower the usage

Operations & Maintenance

- Not much to do
 - Virtually no moving parts
- Keep cord off the ground
- Clean the unit occasionally
- Monitor status via web portal
- *That's about it!*



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