

# The Electric Vehicle Charger Installation Process

*Insights from Service Providers and Site Hosts*

Special thanks to Brian Jones, Derek Ichien, Andy Hoskinson, and Daniel Flores

November 19, 2019

Amy Lastuka, PhD  
Research Analyst





# Introduction

- The California Electric Vehicle Infrastructure Project (CALeVIP) provides rebates for electric vehicle chargers installed at multi-unit dwellings, workplaces, and public locations
- The Center for Sustainable Energy implements CALeVIP on behalf of the California Energy Commission



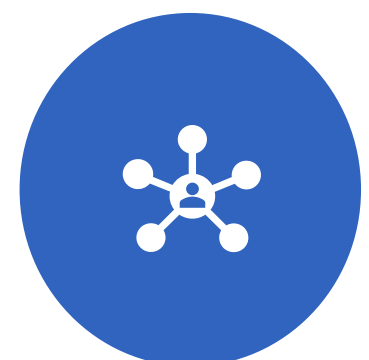
# Problem



More publicly located chargers are needed to support California's goal of 5M ZEVs on the road



The electric vehicle infrastructure market is changing rapidly and awareness is still very low



Site hosts (property managers) have limited time to research a technology that is new to them



# Current Solution



Implemented by CSE for the  
California Energy Commission

[Get Started](#) [Resources](#) [Available Funding](#) [Help](#)

English

[Log In](#)

## CALeVIP Connects

Locate partners to help you with your EV charging needs.

Find\*

Service Category



For a Project In

County



### EQUIPMENT MANUFACTURERS

Manufacturers of electric  
vehicle chargers



### INSTALLERS & ELECTRICIANS

Contractors that install  
electric vehicle chargers



### NETWORK PROVIDERS

Businesses that provide  
network services for electric  
vehicle chargers



### ELECTRICITY PROVIDERS

Electric load serving entities  
like utilities and community  
choice aggregators



### EQUIPMENT DISTRIBUTORS & RE-SELLERS

Businesses that sell  
equipment manufactured  
by others



Implemented by CSE for the  
California Energy Commission

[Get Started](#) [Resources](#) [Available Funding](#) [Help](#)

[English](#)

[Log In](#)

## CALeVIP Connects

Find\*

Equipment Manufacturers



For a Project In

County



[MORE FILTERS](#)

### ABB Inc.

EQUIPMENT MANUFACTURERS

ABB is a global electrification leader and has been developing and deploying electric vehicle charging technology for nearly a decade. With more than 10,000 DC fast-chargers (DCFC) deployed worldwide, ABB has the largest installed base of high power EV chargers.

[Request Info](#)

### Blink Network LLC

EQUIPMENT MANUFACTURERS, NETWORK PROVIDERS

Blink Charging is a leader in nationwide public electric vehicle (EV) charging equipment and software, enabling EV drivers to easily recharge at locations throughout the United States and select countries.

[Request Info](#)

### AVAILABLE CALeVIP INCENTIVES

[Central Coast Incentive Project](#)  
[Fresno County Incentive Project \(FCIP\)](#)  
[Northern California Incentive Project](#)  
[Sacramento County Incentive Project](#)  
[Southern California Incentive Project \(SCIP\)](#)

### GET STARTED

#### Electric Vehicle Charging 101

Learn more about  
different charging  
options for EVs.





# Objectives and Methods

# Research Question

- How can we make this tool more useful for potential site hosts?

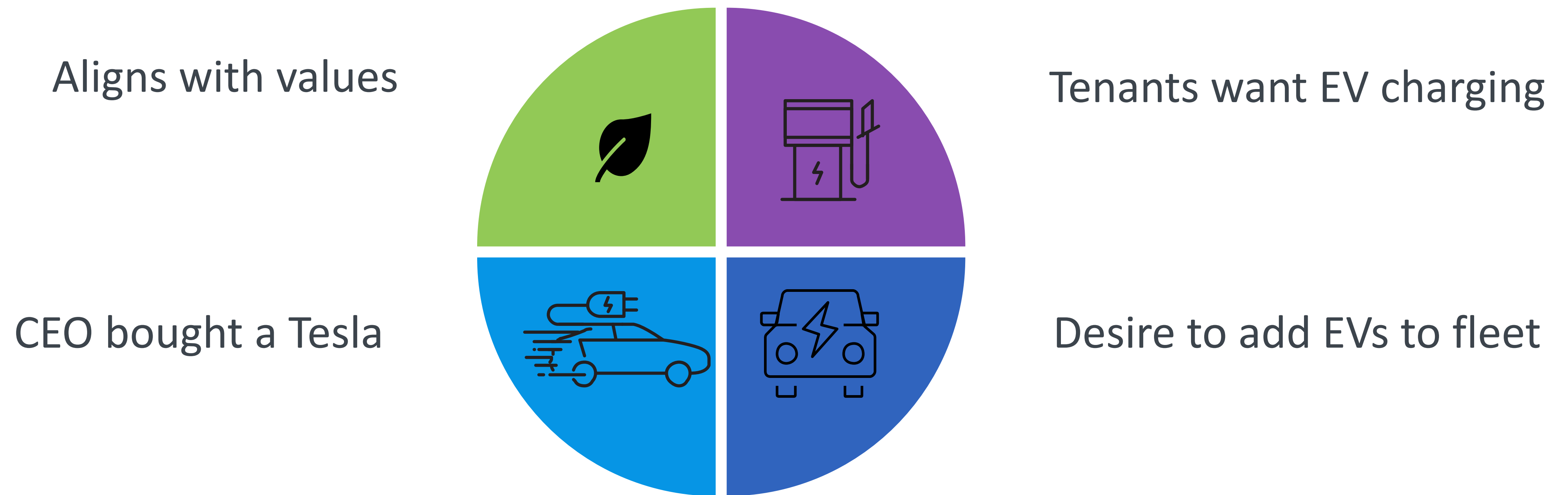
# Interviews

Category	Number
Site Hosts	5
Electric Vehicle Service Providers (EVSPs)	9
Total	14



# Findings

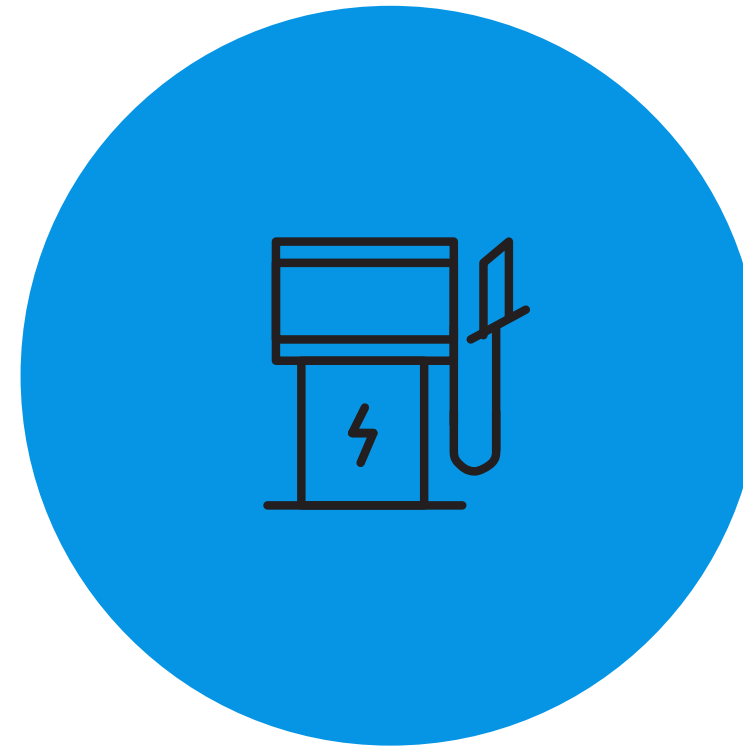
# Site Host Motivations



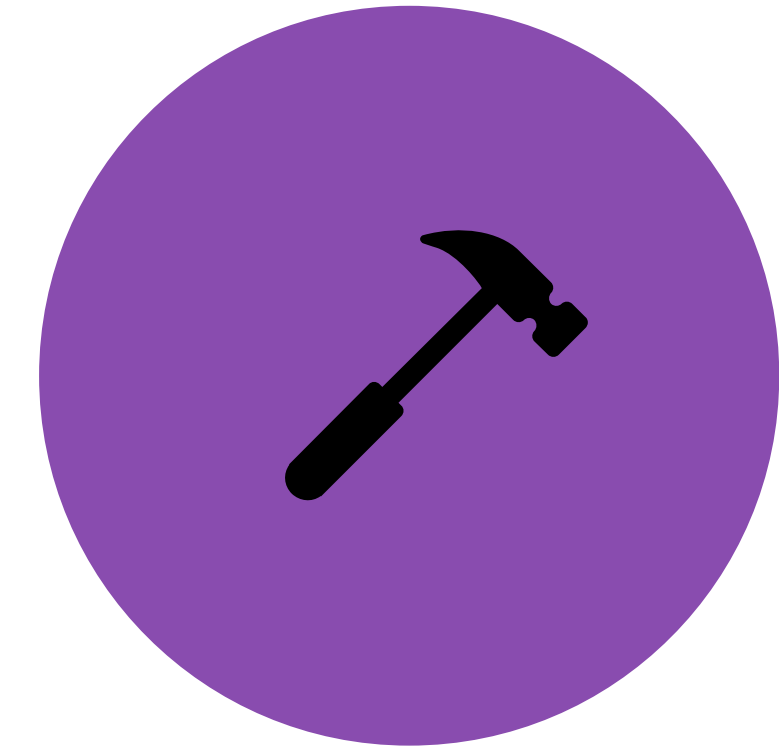
# How Site Hosts Found Information



- Found EV charger incentive program online



- Searched on Amazon - contacted equipment manufacturer



- Previous interaction with contractor



# Decision Points



## Equipment type

Networked or non-networked



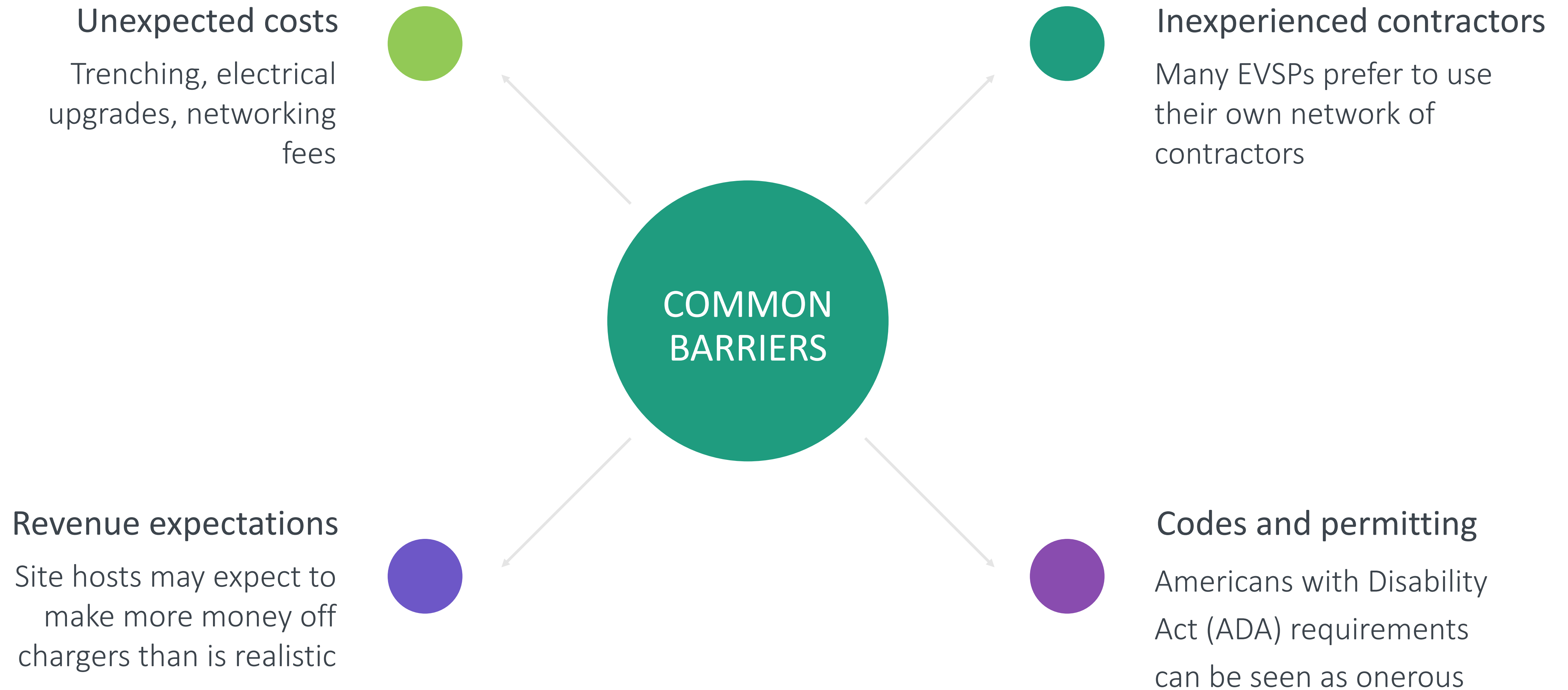
## Number of chargers

Site hosts need to estimate demand



## Location

Desired location may not be the least expensive option



# Recommendations



# Provide Different Levels of Support

## Full Directory

Similar to current tool, user can browse through each category

- E.g. user already has a contractor, looking for equipment

## Walk-through experience

Series of questions aimed at narrowing down what the user needs

- E.g. does the user need a networked solution?

# Key Takeaways



Focus educational materials on costs rather than technical support



Awareness of EVI is still low - more outreach is needed

*“Many businesses are not  
aware of the market evolving”*

- EV charging contractor



The background consists of several overlapping, semi-transparent green triangles and polygons of varying shades, creating a modern, abstract geometric pattern.

Thank You

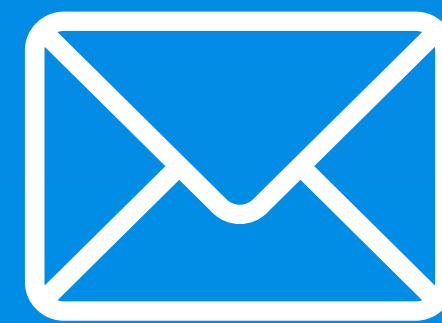
# Contact Us

EnergyCenter.org



## HEADQUARTERS

3980 Sherman Street  
Suite 170  
San Diego, CA 92110



## AMY LASTUKA

[amy.lastuka@energycenter.org](mailto:amy.lastuka@energycenter.org)



## TELEPHONE

858-244-1177