



Helping You Win More EVSE Projects and Doing Them More Profitably

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The Expected Acceleration of EV Adoption

- The race for electric vehicle (EV) adoption is heating up, backed by the tailwinds of consumer interest, massive buy-in by automakers and ramped-up government funding.
- National Renewable Energy Laboratory estimates that by 2030 there will be 33 million EVs on the road and 28 million EV charging ports will be needed to support them.
- Electric transportation got a jolt of support from the **2021 Infrastructure Investment and Jobs Act** — which funds \$7.5 billion in EV charging infrastructure.
- The **Inflation Reduction Act** provided tax credits for both new and used electric vehicles and for the purchase and installation of EV charging infrastructure.
- California announced it will ban the sale of new internal combustion engine-powered vehicles by 2035.

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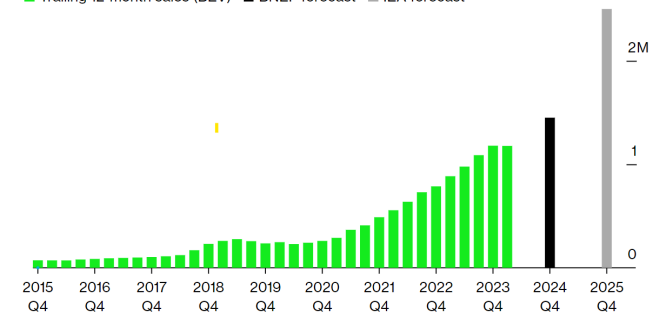


EV Sales Still Booming for Most Automakers

EV Slowdown May Be Just a Blip for the US

Analysts see growth resuming for fully electric cars

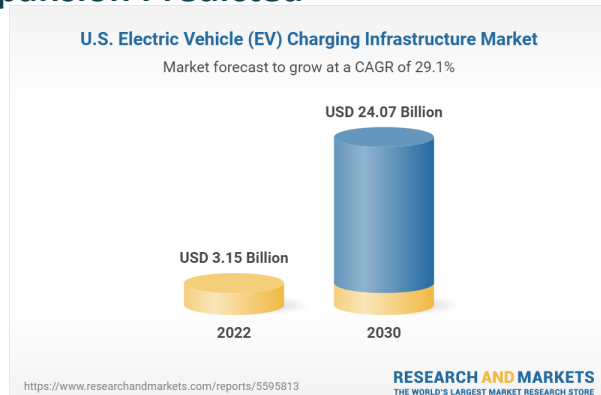
■ Trailing 12-month sales (BEV) ■ BNEF forecast ■ IEA forecast



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U.S. EV Charging Infrastructure Market: Rapid Expansion Predicted



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EV Infrastructure Project Planning Support



PROJECT DEVELOPMENT AND SCOPING

- Establish overall project scale
- Determine site and installation type
- Identify project partners
- Decide on ownership model
- Assess EV charging needs
- Identify needs for permitting and regulatory compliance
- Ensure accessibility for people with disabilities

UTILITY PLANNING

- Assess local grid infrastructure
- Determine electricity rates and pricing structures

INSTALLATION PLANNING

- Determine procurement process
- Determine network connection needs
- Select equipment and network provider
- Assess installation needs and costs

OPERATIONAL PLANNING

- Assess operations and maintenance costs
- Determine pricing, payment, and access
- Consider additional needs

ITERATIVE PROCESS
Revisit and Refine Prior Steps as Needed

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Infrastructure Equipment



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TYPES OF EV STATIONS

AC Level 1	AC Level 2	DC Fast Charge
Voltage 120V 1-Phase AC	Voltage 208V or 240 1-Phase AC	Voltage 280V or 480V 3-Phase AC
AMPs 12-16 Amps	AMPs 12-80 Amps (Typ. 32 Amps)	AMPs 60-500 Amps (Typ./ 60 Amps)
Charging Loads 1.4 to 1.9 kW	Charging Loads 2.5 to 19.2 kW (Typ. 7kW)	Charging Loads 30kW to 350kW (Typ. 50kW)
Charge time for vehicle 3-5 miles of range per hour	Charge time for vehicle 13-58 miles of range per hour	Charge time for vehicle 80% charge in 20-30 minutes

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Charging Networks Software

Software has a very important role to play in improving the ownership and charging experience for EVs:

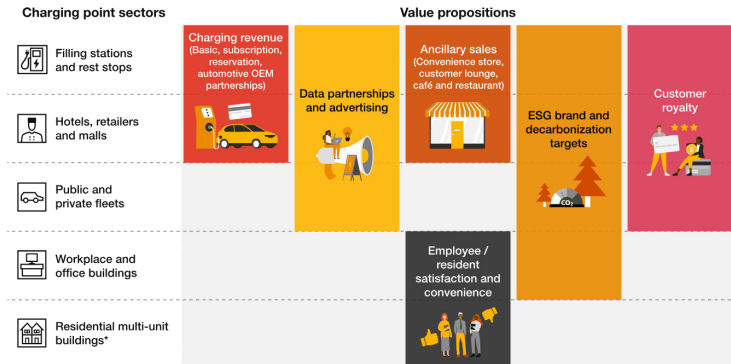
- Contactless payment and e-roaming
- More subscription models and pay-per-use options
- Better Demand Management
- Better Load Balancing
- Better Predictive Maintenance
- Better Real-Time Monitoring and Control
- Battery Integrated Technology



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Understanding the Value Propositions



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EV Charging Project Incentives

Federal

- NEVI Formula Program
- CFI Discretionary Grant Program
 - Corridors
 - Community

Regulatory Policies

Financial Incentives

- Rebate Programs
- Grant Programs
- Loan Programs
- Tax Exemptions or Credits



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Investment, Installation, and Operating & Maintenance (O & M) Considerations



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Key Partnerships – Manufacturers, Resellers, Distributors

Establish strategic relationships for optimal pricing and logistics support
Explore co-marketing opportunities
Align with partners who can supply full scope of materials for your turn-key installations



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Bidding and Proposal Strategies

- Crafting competitive bids that highlight quality, experience, and innovation
- Understand the financial incentives available (grants, tax credits, rebates)
- Leverage case studies and past projects to showcase expertise.
- Presenting performance data that supports client Environmental Sustainability & Governance (ESG) goals



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Efficiently Future-Proofing EVSE

- Efficient project management to reduce labor and material costs
- Selecting cost-effective, high-quality equipment and materials
- Maximize profitability through selling future-proofed installations (upsell) and cross-selling related services

EV READINESS



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