AEG/NECEC Northeast Clean Transportation Summit
Citywide Electrification Speaker Challenge

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Problem Statement

"Regarding transportation electrification, a critical obstacle to collectively overcome in 12 months is **developing EV charging into a sustainable business model**."

- **In 2022 - 2023,** billions of dollars of Federal and state incentives available to support EV industry supply chains, vehicle sales, and EV charging networks
- **By end of 2023,** the narrative that EV sales are slowing, planned investments are pulling back, and barriers remain such as cost, range, and reliability
- **In 2024,** EV charging must continue developing and innovating to support consumer and investor confidence in the EV transition

Key Barriers to the Charging Business Model

Illustrative Financial Statement Elements

	BARRIERS
REVENUE	
Charging services	- **Utilization and sales growth**
Subscriptions	- EV adoption growth (e.g., affordability, model availability, consumer demand, etc.)
Network fees	- Competition with gasoline price and other charging options (e.g., home, work)
Grid services	- Consumer pricing options -- willingness to pay / dynamic pricing
	- Technical and regulatory challenges to grid services
COST OF SALES	
Electric utility	- Utility demand charges
Equipment O&M	- Rising customer expectations e.g., safety, reliability, power, on-site amenities, etc.
Site O&M	
OPERATING EXPENSES	
Site host agreements	**- Scarcity of "good" sites i.e., optimal locations, physical layout, land use flexibility, power availability**
Insurance	
Other SGA	
SOURCES AND USES OF CASH	
Cost of equity	- Rising debt costs
Net interest	- Competition for capital equity financing
Capital investments and purchases	- **Materials including EVSE, electrical operations equipment, electrical and civil construction materials**
	- Development soft costs e.g., permitting

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Focus 2024 on Implementation Success

- Enhance **information sharing to guide site selection**
  - Next five years, site planning must integrate the priorities of cities, utilities, developers, customers and host communities

- Improve development model **cost and deployment efficiency**
  - Use advanced technology to limit infrastructure costs e.g., load management, batteries, flexible interconnection
  - Co-mingle on-demand customers and scheduled sessions e.g., overnight fleets, day-time drivers
  - Ready the grid for EV charging loads e.g., proactive planning and investment

- Improve **customer experience and confidence**
  - High-power DCFC that are safe, convenient, and reliable
  - Amenities embedded in site operations

Final Statement

"Regarding transportation electrification, a critical obstacle to collectively overcome in 12 months is **developing EV charging into a sustainable business model**."

- Bridge remaining affordability gaps with continued clean fuels policy
  - PSC proceedings on utility make ready programs, MDHD infrastructure
  - NYS DOT NEVI implementation
  - NYS 2024-2025 legislative session

- Innovate and partner to show the return on investment in successful projects
  - EPA Clean School Bus Program + NYSERDA NYSBIP