# Principles of Effective Charging Programs

## A How-To Guide for Regulators

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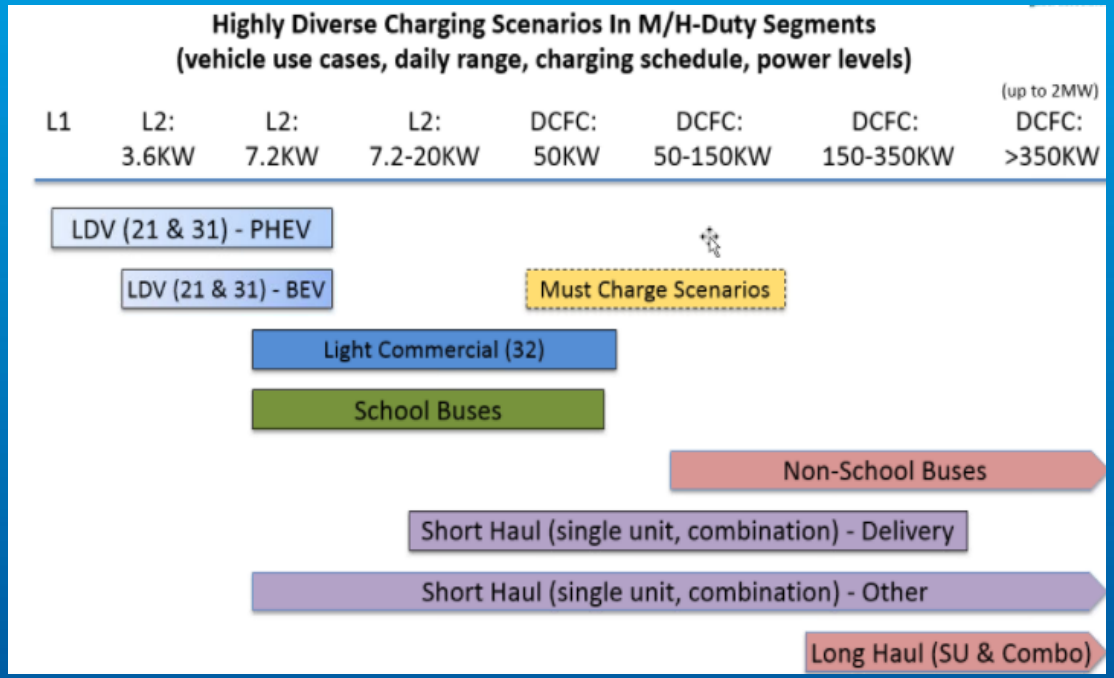
# The World of Electric Vehicles

- Electric vehicles are becoming increasingly prevalent, fostered by state targets and increasingly favorable economics
- Policymakers and utilities need to support increased deployment with effective charging programs

# Principle 1: Recognize Differences

- Consider a variety of charging requirements
- Account for operational and cost disparities
- Consider a variety of financing options



# Principle 2: Ensure Equity

- Engage impacted communities to understand and overcome barriers
- Allocate funding equitably
- Train workers to understand a zero-emission world

*Illustration Credit: Robert Wood Johnson Foundation*

# Principle 3: Effective Marketing, Education, and Outreach

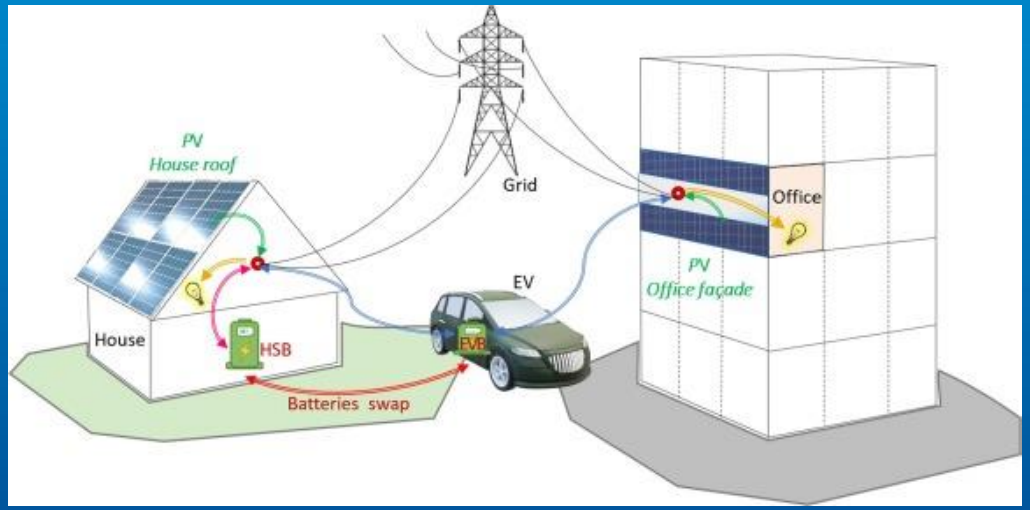
- Develop ME&O in consultation with impacted communities
- Tailor ME&O to facilitate light-, medium-, and heavy-duty electrification

# Principle 4: Establishing Targets and Metrics

- Conduct grid impact and capacity and market potential analyses
- Publish regular reports that are based on achievement of targets and metrics

# Principle 5: Mitigate Grid Impacts

- Mitigate fleet charging infrastructure costs
- Minimize grid impact and maximize environmental benefit
- Leverage EVs to increase resilience of power supply

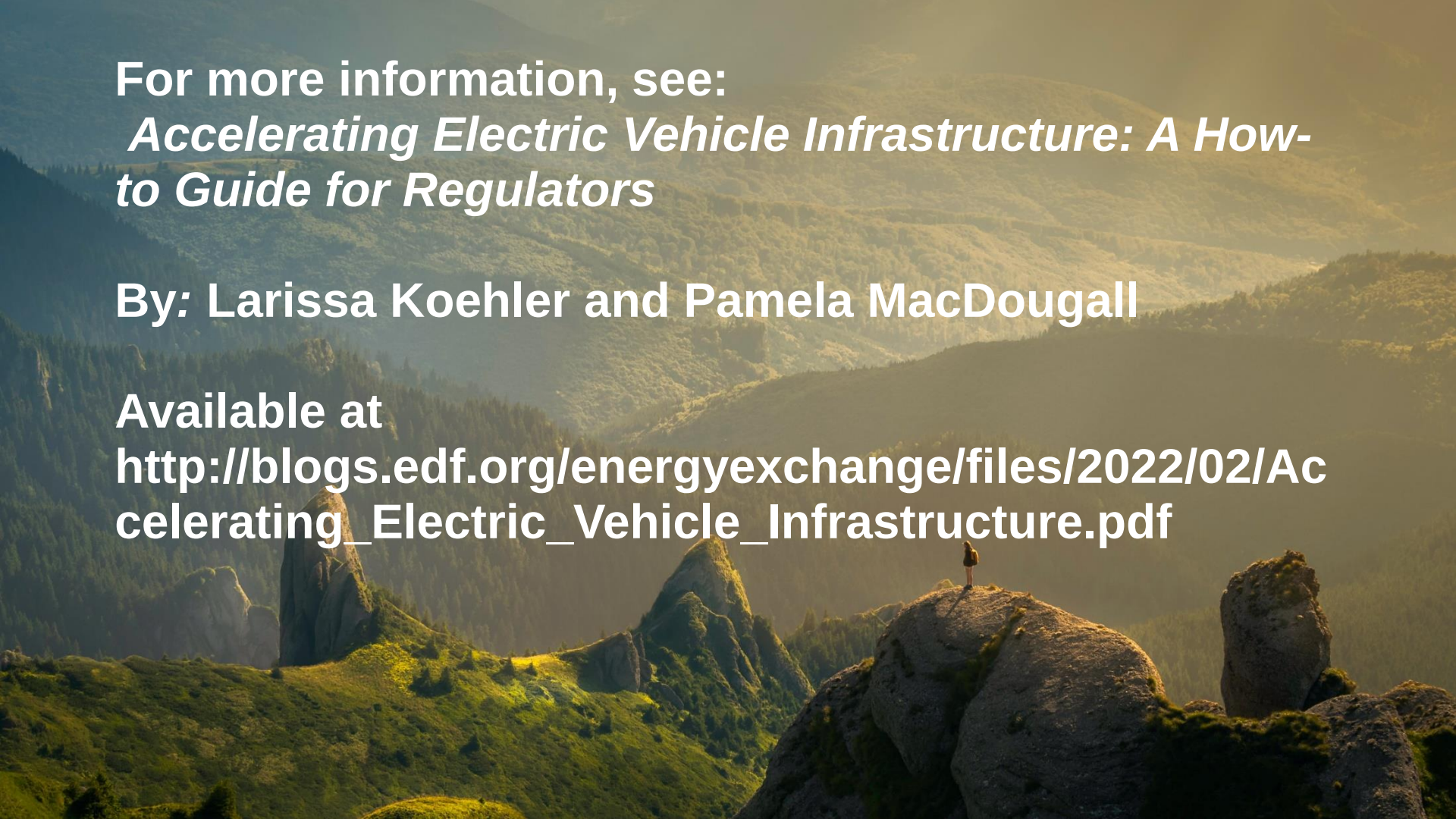


# Principle 6: Designing Beneficial Electricity Rates for Vehicles

- Consider the differing needs of small and large businesses
- Prioritize cost containment across the system
- Keep bills manageable for customers

# Principle 7: Successful Infrastructure Roll-out

- Establish uniform communication standards
- Facilitate public and private investment
- Ensure safety and adequate access to charging



**For more information, see:**
***Accelerating Electric Vehicle Infrastructure: A How-to Guide for Regulators***

**By*:* Larissa Koehler and Pamela MacDougall**

**Available at http://blogs.edf.org/energyexchange/files/2022/02/Accelerating_Electric_Vehicle_Infrastructure.pdf**

# Thank you!

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