




PLANNING & DEVELOPMENT MEMORANDUM
#35-2024

DATE: Sept. 23, 2024

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 
Jason Loveland, Deputy City Manager 

FROM: Brook Svoboda, Director of Planning & Development 
Mara Owen, Sustainability Coordinator

SUBJECT: Municipal EV Charger Pricing Proposal

PURPOSE

To provide City Council with information on staff's proposal for a two-stage pricing plan for the City's Electric Vehicle (EV) charging stations, beginning with the implementation of idling fees in October 2024 and moving to a full energy-use charging structure in January 2025.

BACKGROUND

In recent months, the City has observed a significant increase in the use of its EV charging stations, and with that increase, there have been concerns raised about prolonged idling by some EV users.

In response, staff has moved up its timeline for introducing pricing on EV charging stations. The goal is to encourage more responsible use of the charging infrastructure and to ensure that all users have equitable access. The two-stage pricing plan begins with an idling fee, effective in October 2024, which would charge EV users who remain connected to a charger for an extended period after their vehicle has finished charging. Then, starting in January 2025, users would pay for the actual energy consumed during charging sessions.

These changes will promote fair access, encourage responsible use, and help cover operational costs.

BUDGET/TIME IMPLICATIONS

The pricing model has been developed to cover operational costs and promote responsible EV charging behavior while keeping the cost of charging affordable to support the City's broader sustainability goals. Attachment 1 provides additional detail on the implementation timeline, communication strategies, and pricing structure.

STAFF RECOMMENDATION

Staff seeks feedback on the proposal. Pending Council's approval, staff would move forward with a communication and marketing campaign with the idling fee starting in October before moving on to the actual energy consumed fee to ensure a smooth transition for EV users before the pricing changes take effect.

STAFF REFERENCE

If Council Members have any questions, please contact Brook Svoboda, Director of Planning & Development, at bsvoboda@northglenn.org or 303.450.8937.

ATTACHMENT

1. 2024/2025 Northglenn EV Charger Pricing Proposal

2024/2025 Northglenn EV Charger Pricing Proposal

Goals:

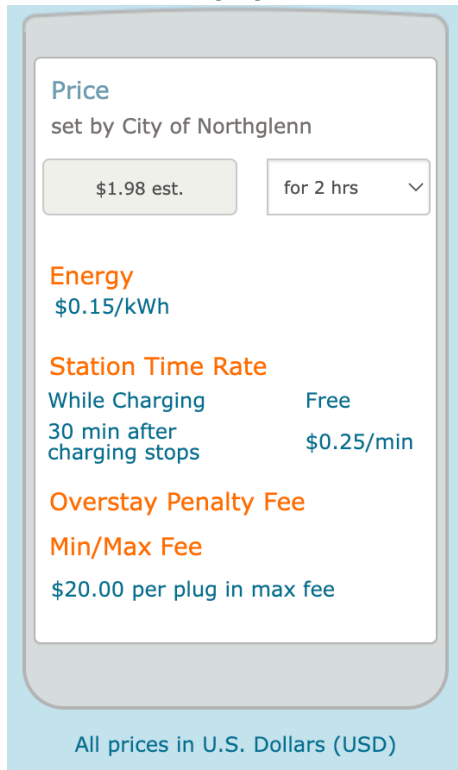
- Encourage the transition to EVs while ensuring fair and sustainable access to charging.
- Ensure equitable access to charging facilities without unfairly subsidizing EV users.
- Encourage courteous usage of the charging stations and reduce vehicle idling.
- Implement a two-stage fee system: an idle fee in October 2024 and an energy use charge in January 2025.

Proposed Pricing:

- Idle time fee – 60 min grace period after charging is complete, then a \$.25 per min charge
- Energy Charge – \$.15 per kWh (3 cents higher than the true cost of energy) to reflect the EV price average per kWh and help cover ongoing costs.
- Maximum session fee of \$20 per 24 hr consecutive period (in case someone leaves the car overnight etc.). This fee will be evaluated over time to determine if it is appropriate.

NOTE: ChargePoint collects a 10% fee for processing a pricing plan. It is 10% of the total dollar amount charged prior to it being remitted to us.

Example of charging fee structure in-app:



Proposed Pricing Timeline:

Stage 1: Idling Fee Implementation - October 2024

Stage 2: Energy Use Charge - January 2025

Detailed Timeline of Communication and Marketing

September 2024 - Preliminary Communication Phase

- Announcement of Upcoming Changes:
 - Internal Communication: Share preliminary plans with City staff, especially those who use or manage EV chargers (M+O, Recreation Center, Parks).
 - Public Communication: Post a general announcement on the City's website and social media platforms about the upcoming changes to the EV charging system, focusing on the reasons behind these changes, like good charging behavior, sustainability, and fairness.

Early October 2024 - Informational Campaign Phase

- Detailed Announcement on Idle Fees:
 - Website Update: Add a dedicated page on the website explaining the new idle fee policy, its benefits, and how it will work.
 - Email Campaign: Send detailed emails to existing EV users registered with the City's charging stations outlining the idle fee implementation. Include FAQs about the changes.
 - Social Media: Use social media platforms to share infographics and short videos explaining the idle fee, emphasizing proper charging etiquette and the importance of maximizing charger availability.
- Signage at Charging Stations:
 - Install signage at all charging stations to inform users about the upcoming idle fee, including when it will start and what the fees will be.

Late October 2024 - Implementation of Idle Fee

- Go-Live with Idle Fee:
 - Activation of Idle Fees: Enable the idle fee system at all City charging stations. Monitor and troubleshoot any issues that arise.
 - Real-Time Communication: Send real-time notifications to users through ChargePoint stations and mobile apps, reminding them of the idle fee and explaining the rationale behind it.

November - December 2024 - Pre-Energy Charge Communication

- Announce Energy Use Charges:
 - Direct Communication: Notify users via email and ChargePoint app notifications about the upcoming energy use charges set to begin in January 2025. Provide a clear breakdown of the costs and how they compare to the current system as well as a comparison to gas pricing.
 - Educational Content: Publish educational content explaining how energy use charges align with the city's sustainability goals and the importance of users paying for the energy they consume.

- Targeted Outreach:
 - Engage Specific Groups: Reach out to specific groups (city employees, Rec Center members, etc.) who may receive special rates or discounts to explain these benefits and encourage their continued or increased use of the EV chargers.

December 2024 - Final Reminder Phase

- Countdown to Energy Use Charge:
 - Reminder Emails: Send a series of reminder emails as the January implementation date approaches, emphasizing the switch to energy-based charges.
 - Social Media Countdown: Use social media to create a countdown campaign, posting daily or weekly reminders about the upcoming changes.
 - Connection: Feature an article in the December Connection explaining the idle fee policy and its benefits.

January 1, 2025 - Implementation of Energy Use Charge

- Go-Live with Energy Charges:
 - Activation of Energy Charges: Implement the energy use charges as planned. Monitor usage and feedback closely, addressing any issues quickly.
 - Immediate Communication: Ensure all EV station interfaces and mobile apps display updated information about the new charges.
- Post-Implementation Support:
 - Website and Front Desk FAQs: Set up a list of FAQs on the website and printed out for all public facing employees to help address questions or concerns about the new charging system.
 - Collect Feedback: Send out surveys to users to collect feedback on the new system and identify any areas for improvement.

Ongoing Communication and Evaluation

Quarterly and Annual Review:

For the first year, conduct a quarterly review of the fee structure and user behavior to assess if any adjustments are needed based on usage patterns, costs, or feedback. Conduct an annual review every year thereafter.

Additional/Future Considerations

Group Pricing Strategy:

Consider developing a plan for group pricing (e.g., City employees, Rec Center members) based on data collection needs and ease of management.

Equity and Access:

Ensure that the new pricing model considers the City's broader equity goals by monitoring who is using the chargers and adjusting policies as needed.