



EV in Dog Years

EV Charging Station Experience
in South Orange, NJ



2012

- Gotye's "Somebody That I Used To Know" was #1 on Billboard Chart
- Barack Obama was President
- About 9 Electric cars (*that you actually could buy*)

Location, Location, Location

- Energy Policy Com idea
- Encourage alternative fuel vehicle usage
- Attract progressive vehicle owners to S.O.
restaurants, Arts Center, movie theaters, &
businesses

SOPAC South Orange
Performing Arts Center

Starbucks

Grid Iron Waffle Shop

Location, Location, Location

South Orange

Miti Miti

Sloan St

South Orange Gazebo

Sloane Street Parking Lot

Sloan St

1st St

South Orange
Fire Department

The Snug

South Orange
Rescue Squad

Toro Loco

1st St

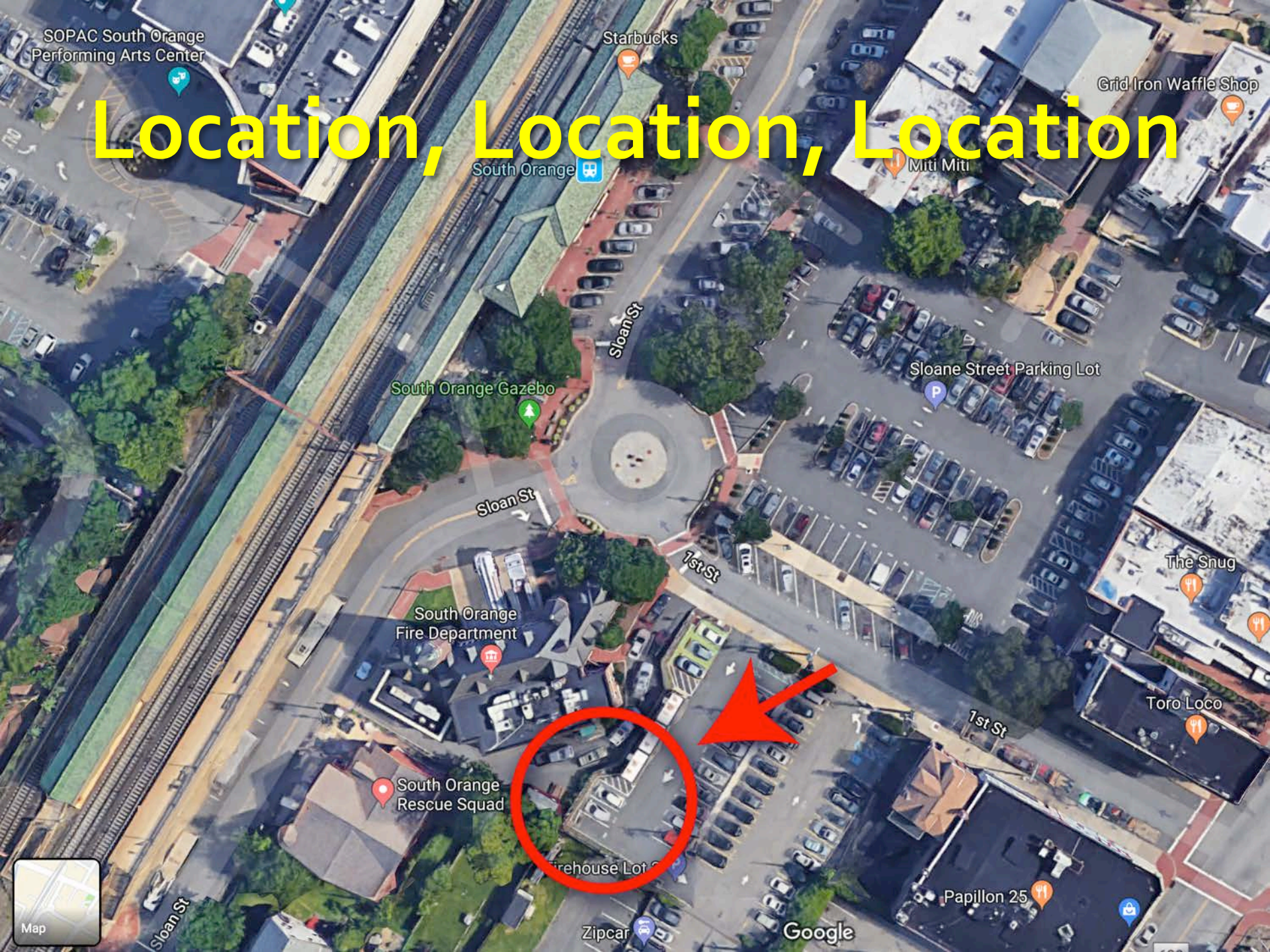
Firehouse Lot

Papillon 25

Zipcar

Google

Map



Let's Make A Deal

- Parking Authority was legitimately skeptical
- No demand for EVs or charging stations
- Giving away 3 paying spaces in prime location



Here's the Deal

- Grant from Sustainable Jersey
- 3 Eaton Pow-R-Station level 2 AC chargers
- 3 spaces (2 Flex spaces & 1 dedicated EV)
- 2X the fee for all 3 spaces
- Electric charge is free (Village pays)



Ta Dah!





2019

- Lizzo's "Truth Hurts" is #1
- Different President
- Hundreds of EV cars available
- Park Authority sees value in EV stations
& wants more

Lessons Learned +/-

- + Engage your Parking Authority ASAP
- + Location, Location, Location
- + Look for alternative funding models
- Link to Parking Authority's purchasing parking system if possible
- Dedicated meter if possible
- Who pays electric charge fees?
Demand Meter, Sets Rate Based Upon Peak
- + Don't forget signage & listings
- + Look for advertising/awareness opportunities – SOPAC
- + New Users Become Dedicated Users
- Measure - Success/Failure
We Know the # of vehicles but not the # that charge

Good News!

- Because 49 Dog Years have passed, you will not face many of the challenges S.O. did.
- You will face new challenges!
- Now we don't have those challenges either – EV Charge purveyors are coming to us!



Questions?

Walter Clarke

wclarke@southorange.org

