**Deployment Strategies and Site Identification**

This document provides guiding questions to help determine how and where to deploy electric vehicle (EV) charging infrastructure.

Deployment Strategies

* What are your top priorities for public EV charger deployment (e.g., equity, economics, access for people living in multifamily housing, electrification of multimodal options)?
* Where do public EV chargers currently exist in your area? You can use the Preliminary Site Assessment Worksheet and the [Alternative Fuels Data Center Electric Vehicle Charging Station Locator](https://afdc.energy.gov/fuels/electricity_locations.html#/find/nearest?fuel=ELEC).
* Where are public EV charging stations planned in your area? Review your state’s National Electric Vehicle Infrastructure (NEVI) Formula Program plan to see where your state department of transportation is planning to deploy stations. Visit the [Alternative Fuels Data Center’s State NEVI Planning website](https://afdc.energy.gov/laws/search/#/?search=NEVI&law_type=STATEINC). Visit the [Federal Highway Administration’s Alternative Fuel Corridors webpage](https://www.fhwa.dot.gov/environment/alternative_fuel_corridors/) to see what interstates and highways in your state are designated as electric corridors.
* Where are there EV charging gaps in your area?
* What is your strategy for determining which locations should have DC fast charging stations versus Level 2 charging stations?
* What charging options will best help you reach your goals (e.g., workplace charging, curbside charging, chargers at retail locations, electric car-share depots, municipally owned chargers in areas with lower revenue potential)?
* Are there opportunities to leverage EV charging stations and associated infrastructure to support other e-mobility strategies such as multimodal hubs, e-bike-share stations, and/or e-car-share, or to support shared-use fleets or services?
* How will you involve community members to prioritize strategies for electrification and EV charging deployment? (See the [Engagement](https://driveelectric.gov/ev-infrastructure-playbook/#pb-section-three) module with guiding questions and resources for community and stakeholder engagement.)
* If your area has a significant amount of demand (e.g., high seasonal visitor traffic or other high traffic), how will you deploy charging stations to meet this demand?
* What is the backup plan if private sector charging infrastructure deployment is less than anticipated/needed? Is it possible to add more municipally owned public charging infrastructure as an alternative? Are there incentives that can encourage private sector investment?

Site Identification

* How can you involve community members to prioritize areas or sites for EV charging station deployment?
* For EV charging stations in public rights of way, who will own/operate the station (e.g., municipality or third party)?
* How will you engage your utility during the EV charger site selection process (e.g., the utility will help identify locations with three-phase power and capacity for DC fast charging or the utility will map substation locations and overlay with future EV charging demand to forecast electricity demand)?
* For potential municipally owned charger sites, complete an assessment to determine the feasibility of installing charging stations at those locations. Refer to the [Public EV Charging Station Site Selection Checklist](https://driveelectric.gov/files/ev-site-selection.pdf) to assess feasibility.
* For potential municipally owned charger sites, consider safety and accessibility. Review the [U.S. Department of Energy’s physical site safety best practices resource](https://www.energy.gov/sites/default/files/2023-06/LL%20of%20Safety%20Construct%20Demo%20Maint%20US%20DOE%20Sites%20-%20June%202023.pdf) for additional considerations.
* What barriers or challenges to installing EV charging infrastructure do you anticipate at the identified sites (e.g., minimal demand, cost, supply chain issues, policy challenges such as needing a zoning variance, permit approval process)?
* How can you as the municipality help overcome these barriers? Are there others with whom you need to work?

Private Sites

* What strategies will encourage EV charger deployment by private stakeholders or other entities in your jurisdiction (e.g., stakeholder engagement and meeting with key businesses to discuss the benefits of EV charging, updating policies/codes to streamline approvals, mandating that new construction include EV-ready infrastructure)?
* How will you reach out to private site owners, such as multifamily housing or workplaces, to encourage them to install EV chargers for their residents, employees, and/or visitors?
* What resources or materials will you need to effectively connect with private site owners about EV chargers?