**Revenue and Fee Structures – Guiding Questions**

**Background**

This document provides guiding questions to help you think through important considerations related to fees and revenue of both private and publicly owned electric vehicle (EV) chargers.

**Initial Steps**

Before diving into the questions in this module, solidify your goals and priorities for EV charger installation.

Consider:

* How will charging equipment be procured? (For more resources on procurement, see Module 7.)
* Does your funding source have requirements related to fees and revenue?
* Who will install, own, and operate EV chargers? (Use your answer to this question to determine which set of questions below will be most useful to you.)
* Who in your organization will have access to the EV charging infrastructure web portal that manages public settings, such as price?

**Infrastructure Cost Considerations**

* What do your proposed charging stations cost to purchase and install?
* What are the expected operation and maintenance costs?
* Does your jurisdiction plan to recover the installation, operation, and maintenance costs of charging infrastructure? If so, over what time period? How will growing utilization be accounted for while planning for this amortization?

**Utility Rates**

* Is your utility offering dynamic pricing to incentivize off-peak charging? If so, do the utility program requirements align with how your chargers will be used?
* Will your EV chargers be impacted by utility demand charges? If so, how can you minimize the impact of demand charges through your pricing strategy?

**Location and Utilization**

* Will you be selecting sites that are expected to have high traffic or that will fill gaps in the local charging network but may have lower usage? What are the related implications for your pricing strategy?
* If you plan to place chargers in both high- and low-traffic areas, will you differentiate your pricing structure for those two types of sites, or will you use the same pricing structure at all sites?
* Are you interested in offering special rates or loyalty programs to incentivize frequent use of charging stations in less busy areas? If so, how will those lower rates be communicated to incentivize people to travel to those chargers instead?

**For Privately Owned/Operated Charging Equipment**

* If the local government does not own or operate an EV charging station, would you be interested in pursuing a revenue-sharing model with a private operator?
* If you pursue revenue sharing, how will you and the vendor determine reasonable division of revenue as operating costs and on-site utilization change over time?
* How will developers inform you about changes to the price for charging services, and what is the negotiation process?
* Will your jurisdiction charge a fee to operate a charger?
* Will the price for charging vary based on time of day? Will the price be determined by who is charging (e.g., free charging for employees, paid charging for the public)?
* Will a user be charged an “idle” fee when not charging? Should that fee match the destination use case (e.g., airports should not charge idle fees because people do not have the ability to move their car when charging finishes)?
* How could you potentially increase pricing transparency within your local market (e.g., by providing clear, dynamic, and real-time pricing through the user interface or app; requiring clear signage or uniform pricing structures; providing relevant information to the public; or requiring vendors to accept multiple payment methods for drivers to pay for charging services, including credit/debit)?