

Office of Energy
and Climate Change

How to provide the best EV charging experience for your visitors



May 2022



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Providing a seamless charging experience to visitors will help attract more EV drivers to your destination.

It is common for EV drivers to rate and review their experience using destination chargers on widely used online EV charger maps. Other EV drivers use these online maps to identify which EV chargers are the most suitable and reliable.

You can create an optimal experience for your visitors throughout all stages of their EV charging sessions.

Provide reliable up to date information

When planning a trip, EV drivers need accurate and reliable information about charger locations, availability, compatibility and features.

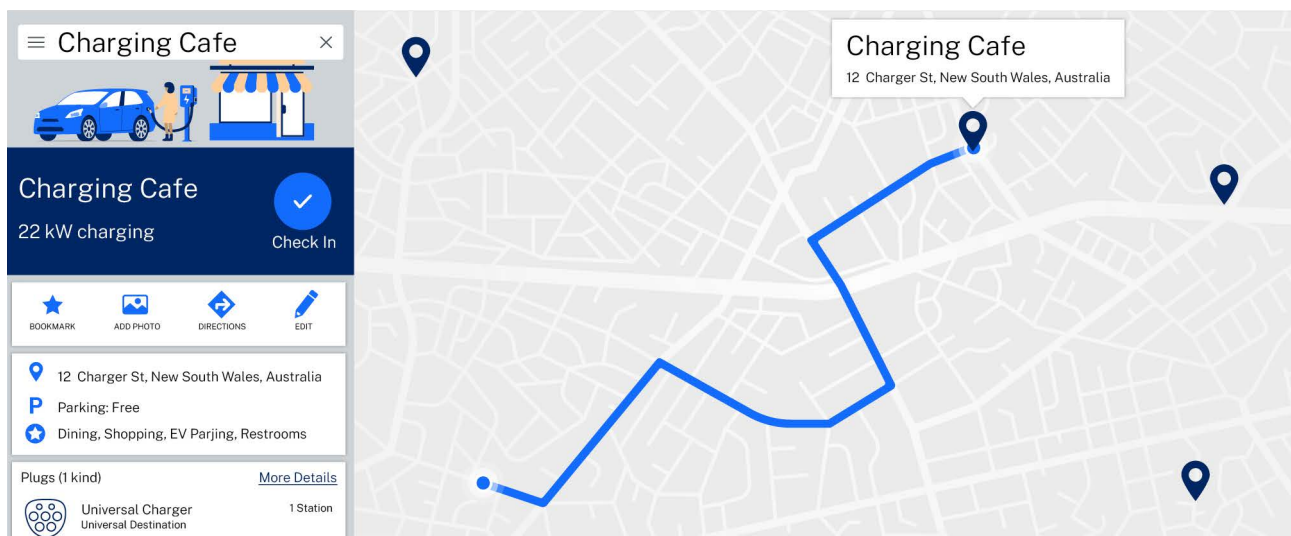
Help EV drivers to easily find accurate online information about the charger(s) at your site so they can easily plan where to charge, including:

- location
- charger size, e.g. 7 kW, 22 kW
- plug type (if a plug is provided)
- available or in-use status (note, your charger can show this information if it is connected

to cloud-based software and usually only through a designated app)

- working or out-of-order (operational status)
- cost (if any)
- payment options, i.e., free, fee for service or app-based billing
- hours of public access.

You can publish such information on various online maps, EV charger location websites, and your own destination website. You can also let visitors know about your EV charger(s) via your regular communication channels, such as your website, social media pages and customer newsletters.

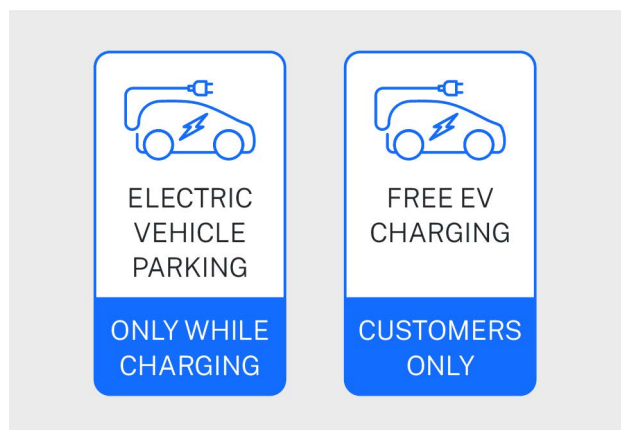


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How to help EV drivers access your destination charger

EV drivers should be able to easily find EV chargers at a destination site. You can help EV drivers by providing the following:

- install your EV charger where it can be easily located in your carpark
- provide clear signage showing where your EV charger is located. This could include an EV charging stencil painted on the allocated parking spot (see examples below)
- where applicable, ensure your staff are familiar with the location of the EV charger
- have a clear policy in place for what staff and EV drivers do when the EV charger parking space is occupied by a petrol/diesel car. You also need to consider when an EV has finished charging and another arrives while the space is still occupied.



Support for your visiting EV drivers

EV drivers should be able to get help from your staff if they have a problem using the EV charger.

You can ensure this is possible by:

- choosing an EV charger provider that offers customer technical support during your site's hours of operation. Ensure you have a process for your staff to contact your charger provider if required
- connecting your charger to a network via a software subscription. This helps you see if your EV charger is experiencing any technical issues
- training your staff on how the EV charger works. This includes how to manage feedback from EV drivers if a charger is not working
- provide signage at the EV charger with instructions for getting assistance.

This guide is part of a suite of EV destination charging grants supporting documents found at energysaver.nsw.gov.au/EVdestinationgrants.



Image courtesy of Destination NSW.