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**Title:** Addressing EV range anxiety by going beyond the meter

**Abstract:** Transportation is the largest source of greenhouse gas emissions in Massachusetts – contributing 43 percent of emissions. One of the primary strategies to reduce emissions in this sector is to increase the adoption of electric vehicles (EVs). To do so requires addressing barriers to adoption such as “range anxiety” or the fear of being stuck with a depleted battery and without a place to charge your vehicle nearby.

To address “range anxiety” and further the adoption of EVs, the Eversource EV charging station program seeks to lower the bar for deployment of EV charging stations (Level 2 and DC Fast) in our Massachusetts electric service territory. This program will enable the deployment of close to 3,500 individual charging ports at up to 400 customer sites – creating a robust EV charging station network across the Commonwealth of Massachusetts.

To incentivize our customers to install charging stations, Eversource is taking an innovative approach by extending its traditional ownership, which normally terminates at the meter, to the parking space. In doing so, Eversource can pay for the cost of the infrastructure associated with the deployment of the stations, which generally accounts for 50-90 percent of the total cost of a charging station installation. The site host, or owner of the parking lot, pays only for the cost of the charging station. Eversource also serves as a consultant for the customer, helping them to navigate the EV charging station market and find a charging station vendor that meets their needs.

In this presentation, Eversource will discuss successes and challenges we’ve faced in implementation of this program and how these learnings have influenced our approach, including the segments of customers we’re targeting, stakeholders we’ve engaged with, and our work to increase EV access for all customers by partnering with EV ridesharing organizations and providing enhanced benefits for Environmental Justice Communities.

We want our customers to deploy EV charging infrastructure, and we want them to do so in a successful and thoughtful way. We believe this program will allow for rapid deployment of EV charging station infrastructure and help reduce greenhouse gas emissions in the transportation sector.