



Curbside Charging in the City of Boston  
MMI Vision Day 2024

SARAH MARSHALL MITT SIMON BUSINESS JAN 24, 2022 7:08 AM

## Wait, So Where Will Urbanites Charge Their EVs?

Homeowners with garages can easily charge their electric cars, but not apartment dwellers. Here's what it'll take to get plugs everywhere in cities.



## *'Charger Desert' in Big Cities Keeps Electric Cars From Mainstream*

For city dwellers who would love an E.V., the biggest hurdle might be keeping it juiced up without a garage or other convenient charging stations.



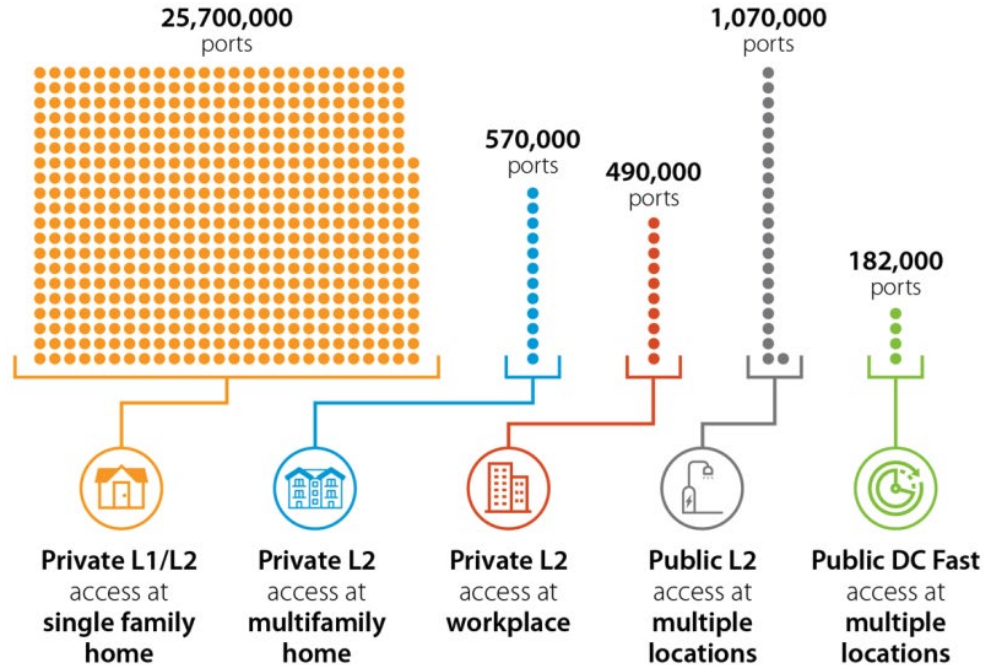
# 1M public L2 chargers are needed in the US by 2030

For the 48 million EVs expected  
on the road by the same date

(Currently the US has 126,000 chargers)

# FOTW #1334, March 18, 2024: By 2030, the US Will Need 28 million EV Charging Ports to Support 33 million EVs

MARCH 18, 2024



# FOTW #1355, August 12, 2024: A Driver Can Easily Get More Miles from an Hour of Level 2 Charging while their EV is Parked than the Average Person Drives in a Day

AUGUST 12, 2024

Average Daily Driving Distance by MSA Size, 2022 NHTS



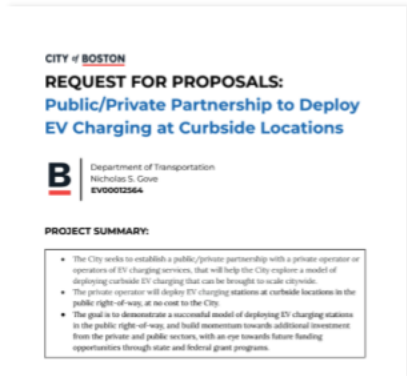




# Speed & Scale



A commitment to ensuring every household in Boston is within a five-minute walk of a public EV charging station



“The City recognizes that the demand for public access charging is much greater than what can be provided from off-street public parking lots, and that an approach to curbside charging is needed.”

-Seeks an agreement at **no cost** to the City.

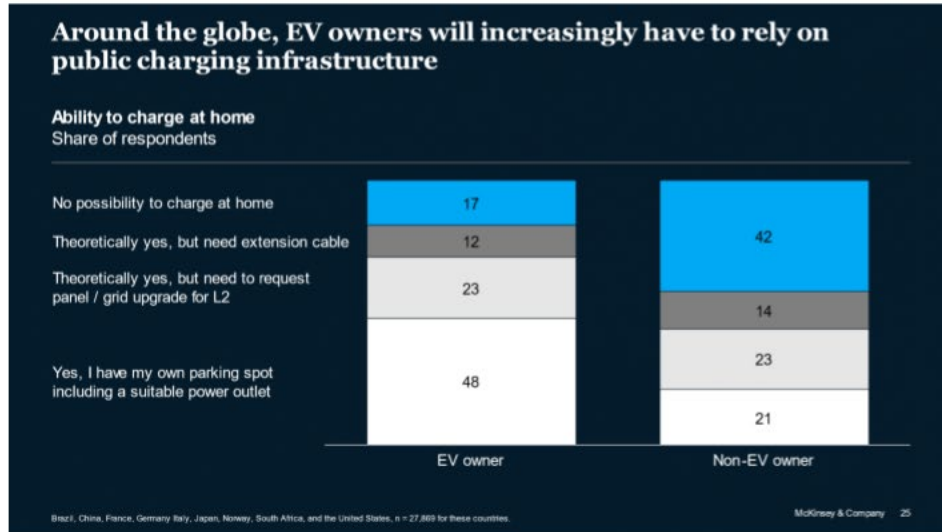
-With the right to place **restrictions on outdoor advertising** and in many EJ neighborhoods **ads on chargers may not be permitted**

-Highly **encouraged to identify locations that are within EJ communities**, and/or those designated as overburdened and underserved.

-Using the **City's street lights as infrastructure is not possible due to power capacity and operational limitations.**

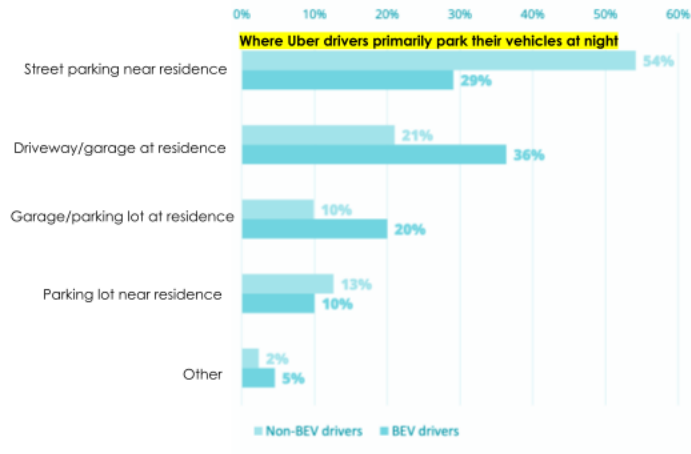
-Requires performance of charger at a **97% uptime**

## Public Charging is Core to EV Ownership



[Source: McKinsey](#)

## Uber: For Hire Vehicle Charging



"And the opportunity cost of taking time off to charge at peak hours can sap 20% of a driver's earnings, **making at-home, overnight charging far more economical.**"

Source: HRA Advisors + Uber, February 2023: [NYC Electric Vehicle Infrastructure Assessment for For-Hire Vehicles](#)

Source: WSJ June 2023 [Uber's Grand Plan](#)

# The Boston Globe

## Boston unveils plan for hundreds of new curbside EV chargers

Two companies will install chargers at no cost to the city

By **Aaron Pressman** Globe Staff,  
Updated February 27, 2024, 2:24 p.m.



it's electric is the  
world's first public  
charging system  
powered by  
buildings

Solving the  
biggest barrier  
cities face in the  
deployment of  
chargers



We utilize existing residential and commercial infrastructure to power our chargers

We simply run a shallow conduit from the building's panel to the curb to power a public charger



# Community Requested Chargers



**We**



**Like**



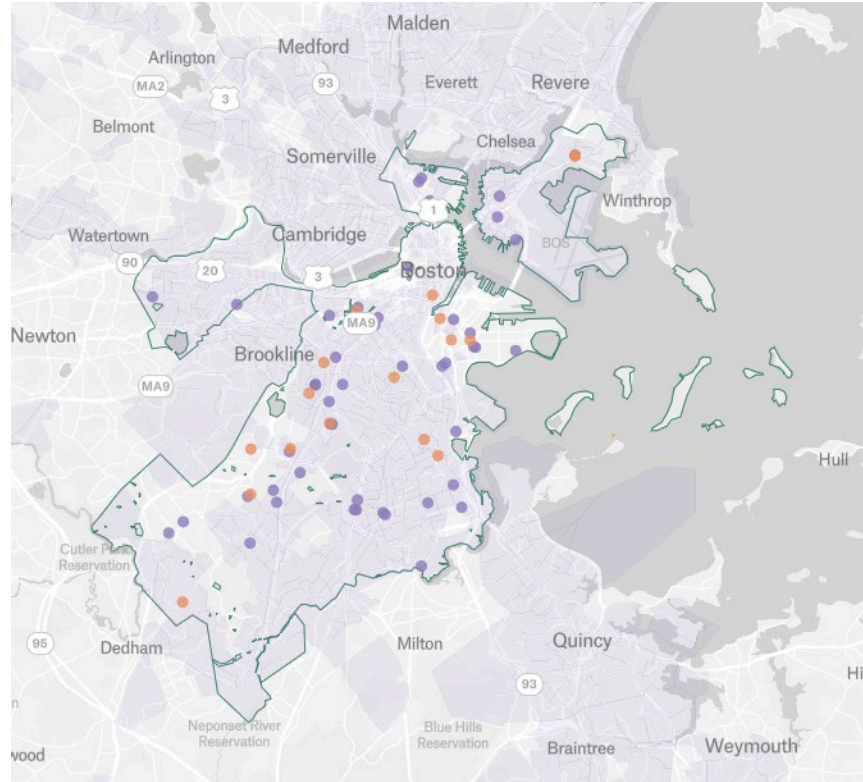
**Your**



**Curbs**

Roslindale  
East Boston  
Dorchester  
Roxbury  
Back Bay  
Beacon Hill  
Charlestown  
Jamaica Plain  
Brighton  
South Boston

(and more every day)



# BYOC

The First  
UL Certified  
Detachable  
Cable Charger

it'selectric

J3400 will also update the North American charging landscape to allow for carry-along cord set. (and that will really drive curbside charging)

-Rodney McGee, Chairman  
SAE J3400 NACS Task Force





Ubitricity (Germany)



Connected Kerb (UK)



Belib (France)



chor.gy (UK)

# Hub & Spoke

Natick  
Brookline  
New Bedford  
Salem  
Newburyport  
Framingham



The future  
**it's electric**

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