

Public Electric Vehicle Charging Station Rate Pilot Project

Lodi City Council
August 20, 2025



Purpose of Discussion



- Seek Direction from City Council on Future of Pilot Project
 - Review utilization data
 - Discuss possible rate options for customers utilizing the public charging infrastructure

Public EV Charging Stations



Current Pilot Project

- April 2024 - City Council approved charging rate of \$1.75/hour effective June 1, 2024
- Applies to 8 City owned dual-port stations
- Future station at Lodi Lake

City Hall (2)

Hutchins
Street Square

Finance

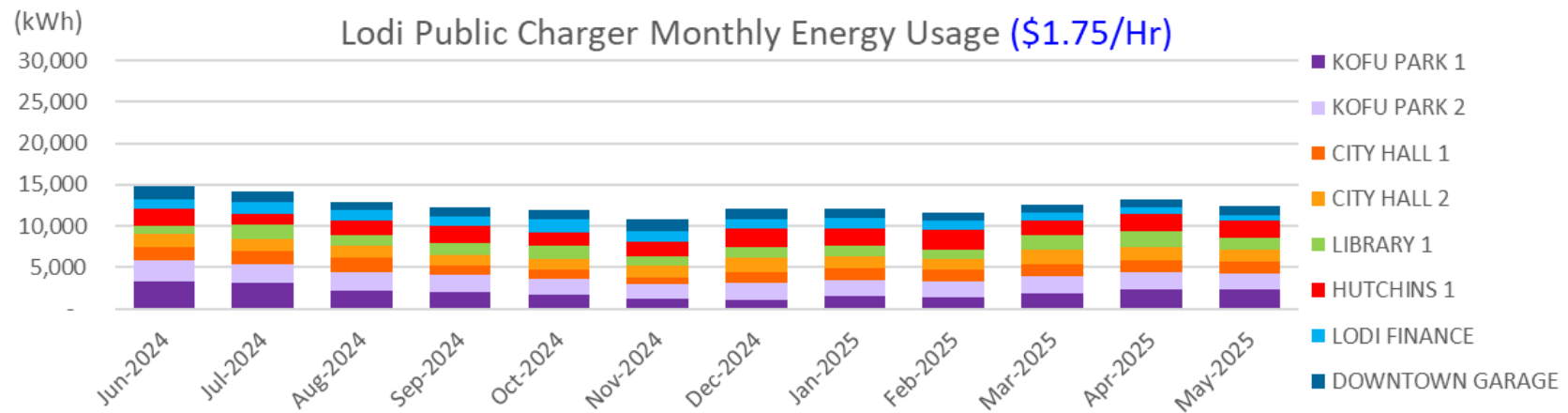
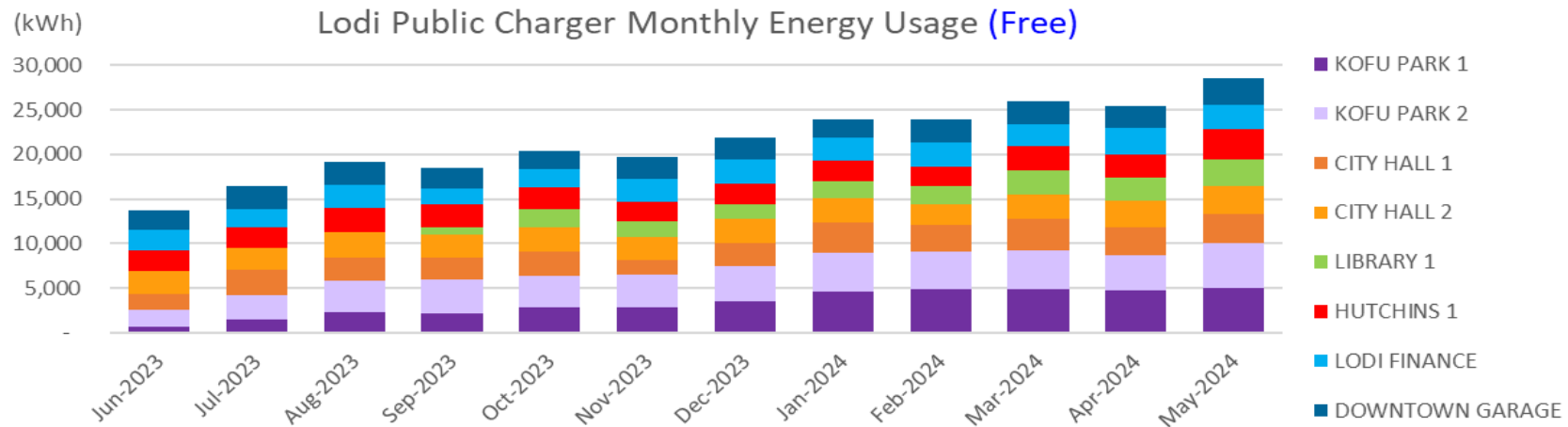
Library

Kofu Park (2)

Downtown
Garage

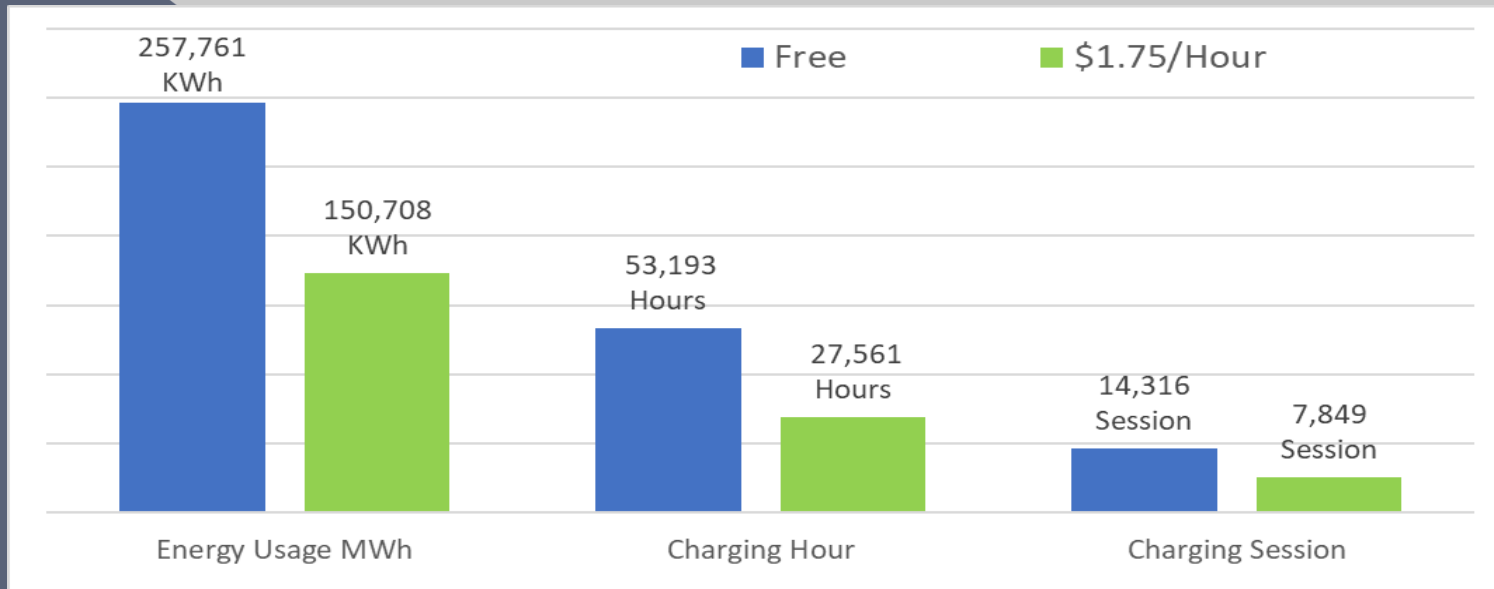
Charging Data

Before and After Pilot



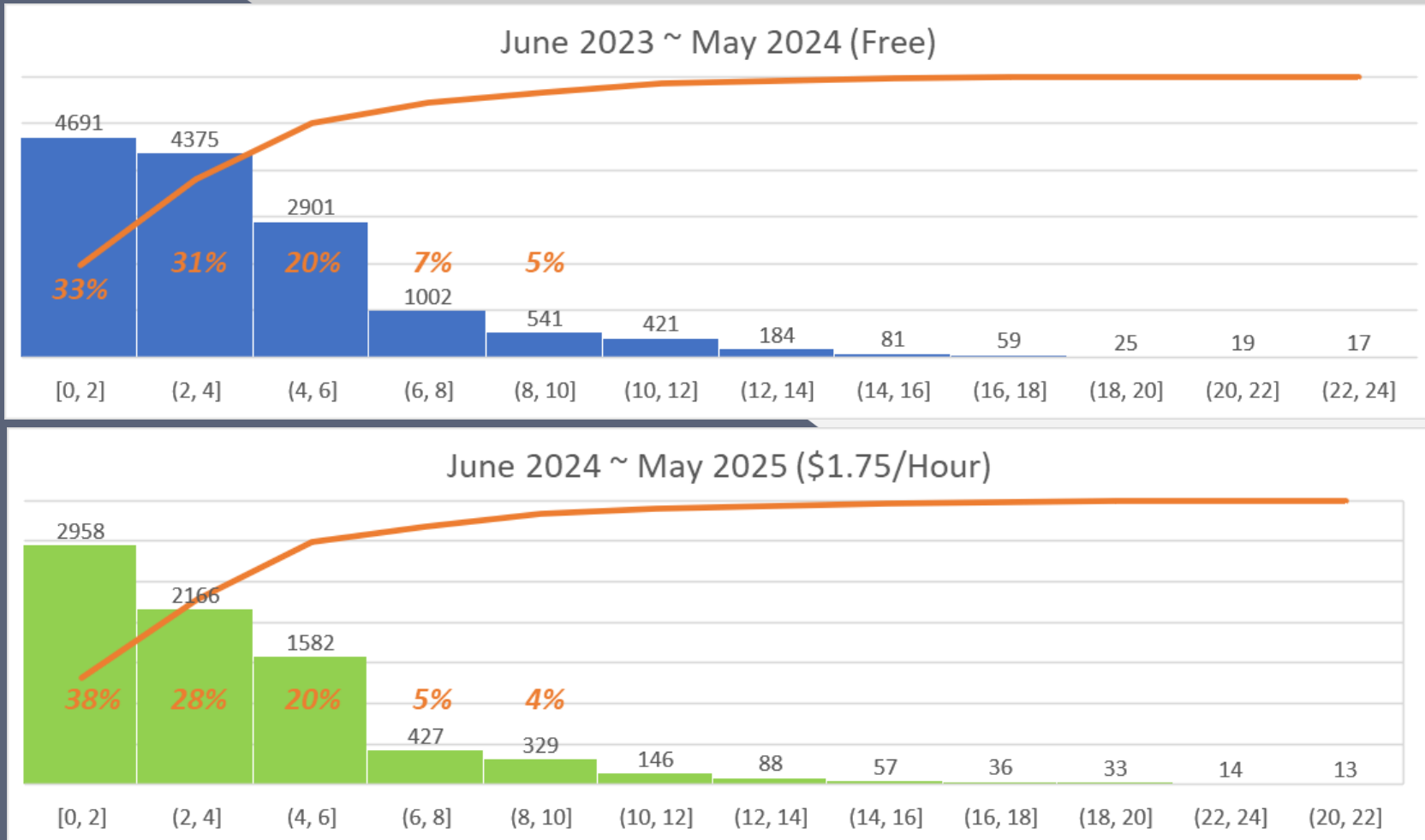
Overall usage down more than 40 percent

Annual Charging Data



Description	Reduction
Annual kWh Consumption (kWh)	42%
Annual Charging Hours	48%
Total Charging Sessions	45%

Charging Duration Patterns



Charging pattern remains unchanged

Net Results

June 24 to May 25



Infrastructure Costs	Amount
Equipment (Charging Stations)	\$49,700
Permitting, Construction, ADA & Installation	\$325,300
10 Year Warranty & Service Plan	\$97,670
Total Project Cost:	\$472,670
<i>Less Grant Funds</i>	<i>(\$42,000)</i>
Total Net Cost:	\$430,670

June 2024 to May 2025 Actuals	Amount
Revenue	\$48,230
ChargePoint Service Fee (10%)	(\$4,823)
Annual Cost (Infrastructure)	(\$43,067)
Annual Cost (Energy)	(\$17,681)
Net Revenue:	(\$17,341)

Rate Options for Discussion



Rate Option	Charge	Projected Net Revenue	Note
0	\$1.75/hr	(\$15,809)	Status quo. Does not work toward cost recovery.
1	\$2.00/hr	(\$9,216)	Increase \$0.25/hour. Works toward full cost recovery yet remains competitive with other available public charging.
2	\$2.35/hr	\$13	Increase to achieve full cost recovery. Could provide disincentive to charge and thus lower future usage and revenue resulting in need to further raise rate.

- Assumes no change in behavior with the exception of a partial year of usage estimated for the Lodi Lake station

Rate Comparisons



Location	Cost/Session (4 hrs/24 kWh)	Total Charge
Motel 6 (Customer Priority)	\$3.00	75 cents/hr
City (Option 0 – Status Quo)	\$7.00	\$1.75/hr (no change)
City (Option 1)	\$8.00	\$2.00/hr
Revel Lodi Senior Living	\$8.00	\$2/hr
Arco	\$8.40	35 cents/kWh
Reynolds Ranch – La Vida	\$8.40	35 cents/kWh
City (Option 2)	\$9.40	\$2.35/hr
Target	\$10.80	45 cents/kWh; \$2/hr after 5 hrs
Cherokee Memorial Park	\$12.40	20 cents/kWh; \$5/hr after 2 hrs
Lodi Unified School District	\$14.16	59 cents/kWh
McDonalds @ Reynolds Ranch	\$31.50	\$1.5/hr; \$10/hr after 1 hr

Summary – Pilot Project Goals



Rate Setting is an Art; Not a Science

- Recover costs associated with providing public EV charging
- Ensure proposed charges are fair and equitable by charging end user and not socializing costs
- Keep charges competitive based on other public charging options available
- Set a charge that is easy to administer and understand
- Continue to encourage and support transportation electrification with newer, more modern charging options and use LCFS credit funds to continue to provide incentives and rebates
- Year 2 Pilot implementation September 1, 2025
- Staff will return to Council again after Year 2 Pilot

Discussion and Direction

