

# emPower the People for Electric Mobility

HOW TO ADVOCATE FOR ELECTRIC VEHICLE  
CHARGING AT YOUR APARTMENT, CONDO  
AND MULTI-UNIT COMMUNITY

## EDUCATE

Use link below for multi-unit guide

- Yourself
- Your community
- Your property management

### Helpful Resources:

- PEVC Multi-unit Dwelling (MuD) resources (guidelines, case studies, etc.):  
<http://www.pevcollaborative.org/MuD>

## INVESTIGATE

Get a copy of all relevant documents, property profile and layouts and put them in a binder, do the survey

- Get copies of CC&Rs/rules/regulations/guidelines
- Use the [template](#) to create My Property Profile
- Learn fellow resident's interest in PEVs using the [emPower Resident Survey](#)

## COLLABORATE

Bring it all together

- Walk the walk by touring property with management
- Assemble all the facts you've learned about the property

### Helpful Resources:

- Review case studies from other projects:  
[www.pevcollaborative.org/mud](http://www.pevcollaborative.org/mud)

## MOTIVATE

Put something in writing

- Send a letter to your property manager/owner using the [emPower Sample Letter](#)

## CONGREGATE

Start networking and laying the foundation for communications

- Create an organizing committee
- Meet with management

## NEGOTIATE

Put what you now know to use –  
be a sounding board/collaborator

- Help your property owner learn about the charging station options
- Support your property owner as they determine the charging station technology, service, policies and fee structure

## CELEBRATE

You did it!

- Send a thank-you letter
- Do a mini ride-and-drive
- Encourage a case study
- Have a party



# EDUCATE

## Yourself - Your Community – Your Property Management

- Get the vocabulary and understand the different charging station technologies and options
- Learn about your community's networks, traditions, "groups" and committees, and get to know your neighbors (avoid mentioning this project the first time you introduce yourself)
- Attend an HOA/ resident meeting without an agenda, and watch and learn "who is who" and "how it works"

## Resources:

- PEVC Multi-unit Dwelling (MuD) resources (guidelines, case studies, etc.)  
<http://www.pevcollaborative.org/MuD>
- Plug-in Electric Vehicle Resource Center (vehicles, rebates, etc.)  
<http://www.driveclean.ca.gov/pev>
- Plug in America (General information and support)  
<http://www.pluginamerica.org/>

# INVESTIGATE

- **Property Rules** – Find the CC&Rs/rules/regulations/guidelines that are documented for your community – make a master list and get a copy of each to place in a 3-ring binder (HOA, property management, residents association are excellent sources for these documents). Pay particular attention and highlight any references to parking/garages/common community resources, etc.
- **Property Profile** – Use the [My Property Profile](#) template to create a profile of your community: number of living units; number of parking spaces, whether parking is assigned (note if deeded), unassigned, parking for visitors; individual electric metering for living units, separate metering for common areas, which common areas are served, etc.? Take a walking tour of your community to verify what is current and take some pictures of the different areas (these may come in handy later).
- **Survey your Neighbors** – Customize and distribute the emPower [Resident Survey](#) to get the current and future interest level for plug-in electric vehicles and how many fall into the BEV/PHEV categories. This will be valuable information to provide to your property management when you submit your letter of request. This is also a great way to establish an email list of those that may be interested in helping.

# CONGREGATE

- **Make Connections** – Create a base support group of like minded tenants for getting vehicle charging into your community. Form an "Organizing Committee" that can help you brainstorm and network with your community. Hold a "Getting the Juice" get together with these folks and with the juice and cookies, share the information and resources you have to date and ask for helpers for the steps going forward. There is power in numbers and it helps to be inclusive.
- **Meet with Management** – Have a friendly sit-down with management to discuss your interests and to explain the groundwork you are doing to help with the process. Let them know that you look forward to sitting down with them in the future to share information and to get their feedback. Try not to jump into detailed discussions here – it's a meet and greet. Make it friendly and inclusive (a plate of cookies here can't hurt either) and reassure them they will be in the loop and that you will communicate with the site management representatives first (no letters to corporate at this stage). Let them know that you look forward to helping them add this amenity to your community to make it more appealing to like-minded residents in the future.

# MOTIVATE

- **Send a Letter!** Write a letter on behalf of the community to the local property management representatives citing the information and survey data that you have collected. Here is a [sample letter](#) with suggestions of some references you may wish to include.

## COLLABORATE

- **Walk the Walk:** Walk the parking areas with property management representatives and the facilities support staff. Look at layouts, metering rooms, existing wiring runs, etc., so everyone has a basic orientation and understands the whole picture. Perhaps management will invite their electrical contractor to attend and explain electric details. A licensed electrical contractor will handle coordination with the utility, inspectors, licenses and support for any future construction/installation project. Make sure the property managers know how to contact the point person for the core “Organizing Committee” going forward.
- **Other Facts You’ll Need:** If looking at using electricity from common area metering, it will be necessary for property management to review a few pieces of information with their local utility such as:
  - *Existing electric rates*
  - *Impacts on these rates from an increased electrical load*
  - *Information about any special rates or special projects for multi-unit dwelling charging for which you may qualify, and whether there are any grants/discounts/rebates/private special projects that may apply to multi-unit vehicle charging in your region.*
  - *New service drops may be the next level of conversation with the utility for vehicle charging and whether this approach might provide access to incentive rates for vehicle charging.*

## NEGOTIATE

**Let’s Talk:** At this point your property manager may wish to look at the different companies that offer charging station technology/support that span from simple “non-communicating” charging units that may only require a flat monthly fee for residents to use, to advanced networked charging units that offer monthly subscription rates for support and custom reports related to usage. The property owner/manager can coordinate visits and bids for services from these companies that offer hardware and support. The PEV Collaborative [case studies](#) offer insights into the growing range of solutions for multi-unit charging projects.

## CELEBRATE

Hopefully your efforts will have paid off and resulted in a path to vehicle charging for your community. **CONGRATULATIONS!** Here are some ideas you might consider for your community to acknowledge this advancement:

- **Schedule a “Mini Ride-and-Drive”** – Invite residents, relatives, friends, local Plug In America members, or even local dealerships to offer ride and/or drives of plug-in electric vehicles on a weekend at your community for a few hours and let others who are curious experience the electric ride experience.
- **Send a Thank You Letter!** – Acknowledge your property manager (and be sure to copy their corporate leaders) for their cooperation and forward-looking action.
- **Get it in Writing!** – Encourage your property manager to contact the PEV Collaborative and get your project committed to a case study available to others. Share the wealth of your experience and help encourage more projects for similar communities.
- **Make NOISE!** – Schedule a little celebration on the first day you can charge the cars in your community. You all deserve a plate of cookies as well! **Great work!** Enjoy your electric miles!

Please send your suggestions, comments and questions on this document to: [JRP@JRPCharge.com](mailto:JRP@JRPCharge.com)

To see all of the resources described in this document, visit [www.PEVCollaborative.org/MuD](http://www.PEVCollaborative.org/MuD)



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