



Office of
Zero Emission
Vehicles

Consumer experience at public chargepoints

February 2021

Payment

- 49 operators – different app for each
- Less than half rapid chargers have contactless
- Fleets do not have fuel card EV equivalent
- Biggest roaming app has ~10% of chargepoints accessible
- Research: 62% drivers agree there are too many apps. 3 in 4 say contactless at all chargepoints would make charging easier

Payment

- All chargepoints offer one non smartphone based payment method – one of call/text/cash/contactless
- Consult on a range of options to achieve a 'roaming' solution across all chargepoints, including: 1) market lead approach 2) require operators to work with 3rd parties that meet stringent requirements 3) Gov set up a roaming hub 4) Reuse interoperable payment method

State of market

Reliability

- At any one point 1 in 10 chargepoints are out of service
- Safety and reputational risk on UK chargepoint network.
- Concentrated around a minority of networks.
- 'Why did it take nine hours to go 130 miles in our new electric Porsche?' – Guardian article, Nov 2020

Proposal

Reliability

- Require operators have 99% reliability across their network with 24/7 call line
- Enforcement exceptions for events out of operators control e.g. power supply failure, vandalism, weather damage



Data and pricing transparency

State of market

Data

- Accurate data is not available openly. Gov database has less than half of chargepoints. Zap Map monopoly has 60-80% of chargepoints.
- Risk to DfT and energy network from incomplete information
- Research: only one third think chargepoints are easily to find

Pricing

- Pence per kWh major unit in pricing charge, several larger operators that use pence per min, and varying time frames eg 5, 10 or 30 minutes
- Research: over half think the pricing is unclear and confusing

Proposal

Data

- Require operators to enable open and accurate so it can be accessed by 3rd parties and consumers
- Mandate data standard is in open protocol OCPI
- Potential to align with energy data work or other data initiatives

Pricing

- Mandate pence per kWh
- Exceptions to overstay requirements, parking charges

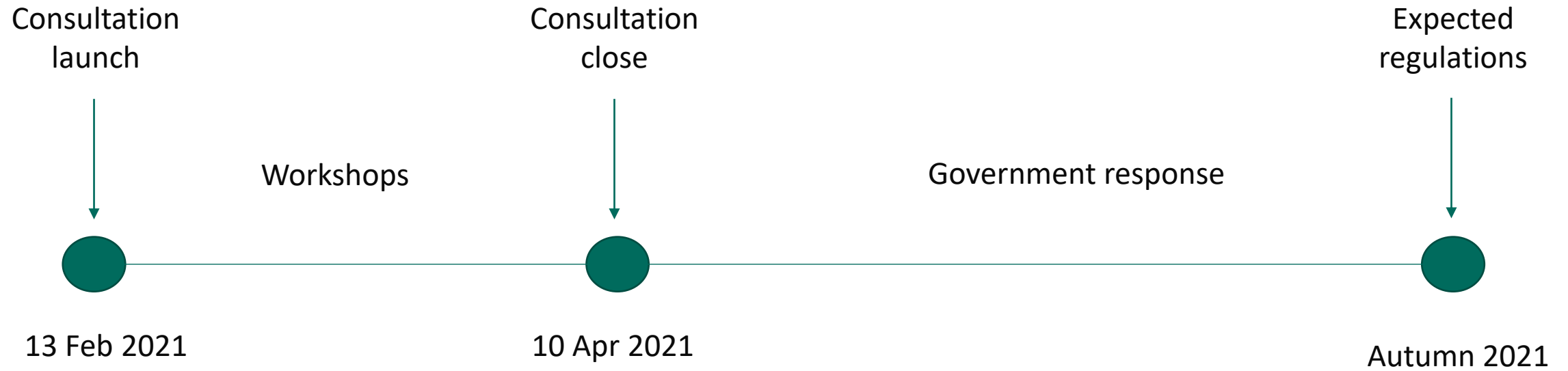


Emerging policy areas

Areas we are exploring

1. Principles for consumer protection
2. How we work with industry to ensure these are met:
 - Fair and transparent pricing, when using different apps and payment mechanisms
 - A 24/7 call centre
 - Complaints handling for when issues are not resolved
3. Ensuring accessibility requirements are achieved
4. Potential further areas for future intervention:
 - Supplier of last resort – who is best placed for this and who takes over
 - Weatherproofing – do we need to protect EV drivers in the rain?
 - Lighting – do we need to improve safety after dark?
 - Signage - Is signage to chargepoints an area that requires action from central Government?

Timelines



Thank you
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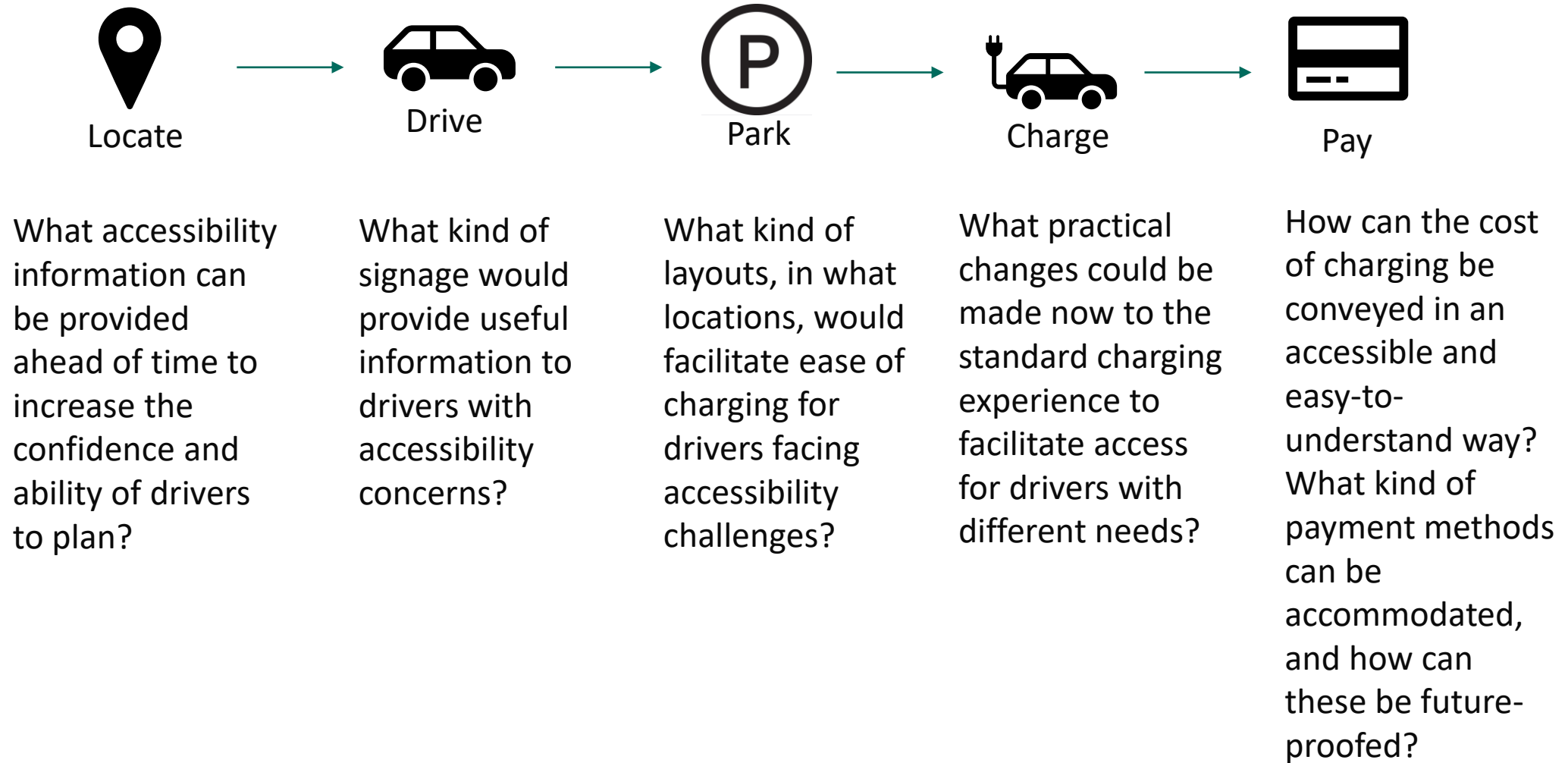


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Accessible public chargepoints OZEV & Motability

Wednesday 24 February 2021

Consumer experience at public chargepoints



Our vision: public charging infrastructure that is accessible and inclusive for the best possible consumer experience

Working with BSI

- Known problem area that is better for everyone if we address now – Motability’s previous research
- BSI will be commissioned to develop a suite of standards/PAS – independent of government
- Joint funding from OZEV and Motability directly paid to BSI – additional funding being provided to make any resulting standards available for free online
- Consumer experience consultation evidence and Motability’s existing and future research will feed in
 - Motability’s current/upcoming work with charity partner Designability focusses on the parking/charging part of the experience, including: in-depth scoping of pain points, main vs. edge cases, a wide range of user engagement exercises with drivers living with disabilities, and prototyping practical design changes to demonstrate what ‘accessible’ can look like
- We want a cross-range of stakeholders to contribute their expertise and ideas and have already begun to engage with many of you





Comments, questions, concerns welcome

Thank you!

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