

TOWNSHIP OF LOWER MERION

SUSTAINABILITY COMMITTEE

**Wednesday, May 7, 2025
7:00 PM (Approximately)**

Chairperson: Ray Courtney
Vice Chairperson: Gilda Kramer, Jeremiah Woodring

AGENDA

- 1. AUTHORIZATION OF DYNAMIC PRICING FOR ELECTRIC VEHICLE CHARGING STATIONS**



AGENDA ITEM INFORMATION

ITEM: AUTHORIZATION OF DYNAMIC PRICING FOR ELECTRIC VEHICLE CHARGING STATIONS

Consider for recommendation to the Board of Commissioners authorizing Township staff to determine and periodically adjust pricing based on market rates and EVSE utilization for electric vehicle charging stations located on Township property.

PUBLIC COMMENT

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Issue Briefing - EV Charging Station Pricing	Issue Briefing

TOWNSHIP OF LOWER MERION

Sustainability Committee

Issue Briefing

Topic: Dynamic Pricing for Electric Vehicle Charging Stations

Prepared By: Paloma Vila, Sustainability Manager

Date: May 2, 2025

- I. Action To Be Considered by The Board:** Authorize Township staff to determine and periodically adjust pricing based on market rates and EVSE utilization.
- II. Why This Issue Requires Board Consideration:** Establishing user fees requires approval of the Board of Commissioners.
- III. Current Policy or Practice (If Applicable):** At their May 15, 2024 meeting, the Board of Commissioners authorized staff to install EVSE at the Township's Bryn Mawr Station parking lot (Lot 7), approved charging a fee of \$0.20/kWh from 7:00 a.m. to 11:00 p.m. and \$0.15/kWh from 11:00 p.m. to 7:00 a.m., waived parking fees for vehicles using the EVSE and imposed an idling fee.

IV. Other Relevant Background Information:

Since the initial staff recommendation in May 2024, the cost of energy and market conditions have changed. Staff recognizes the need and benefit of determining and periodically adjusting the fees charged to individuals using the EVSEs at Lot 7 based on market rates and EVSE utilization.

The EVSE administrator software allows for real-time monitoring of EVSE utilization and flexibility to change pricing rates and structures as needed. If priced too high, EVSE may experience low utilization. If priced too low, the cost to operate the EVSE could operate at a net loss to the Township. Staff requests authorization to optimize the balance between EVSE utilization and revenues by adjusting pricing as needed, based on market rates and EVSE utilization.

Idling fees will be imposed to encourage space turnover and maximize charging station utilization as previously authorized.

V. Impact On Township Finances:

Staff will monitor operating costs, utilization rates, and market rates to determine what fee will be charged for use of the EVSE. Staff will attempt to optimize the rate such that the EVSE are being utilized frequently and operating at a net gain to the Township.

Revenue from charging and idling fees will be reported to the Board of Commissioners periodically.

- VI. Staff Recommendation:** Authorize Township staff to determine and periodically adjust pricing based on market rates and EVSE utilization.