UrbanFootprint

EV Charger Siting and Suitability

Rapid evaluation of public and private-access EV charger suitability in any U.S. location

The increasing popularity of electric vehicles across the U.S., coupled with a steady beat of new regulatory requirements and incentives focused on the clean energy transition, are placing pressure on energy utilities, public agencies, commercial enterprises, and automobile manufacturers to supply the EV charger networks required to power the transition to electric mobility. Understanding where to place chargers across diverse urban environments and how to prioritize their deployment based on demand, equity requirements, and grid readiness is more important than ever.

UrbanFootprint supports evaluation and targeting of public and private charger sites in any U.S. location and delivers charger suitability metrics for any site or portfolio of real estate holdings, locations, or assets. The platform brings together the urban, market, mobility, and socio-demographic data needed to power rapid evaluation and scoring of any site, real estate portfolio, city or utility service territory, or market area for public and private charger sites, as well as level 2 and 3 charger viability.

It can also quickly surface locations or neighborhoods that align with federal and state incentives and meet regulatory requirements for equitable distribution of chargers and resilient energy infrastructure. The UrbanFootprint Platform contains all the data required to support these analyses along with tools to rapidly evaluate or score any portfolio of locations in any U.S. location.

ANALYZE ANY LOCATION

Service areas and candidate EV charger sites are geo-located and processed through UrbanFootprint's nationwide data core, a normalized and up-to-date view of land use and site conditions across 160 million U.S. land parcels.

CANDIDATE SITES
(e.g. Address, Lat Long, Brand Name)

SERVICE AREAS
(e.g. City, Service/Market Area)

Built Environment

Transportation Network and Usage
- Highways
- Transit Stations
- Gas Stations
- Avg. Commute Time
- VMT per household

Area Amenities & Proximity
- Restaurants & Retail
- Dwelling Units
- Employment
- Offices and Malls
- Major Destinations

EV Infrastructure
- Public EV Charging Stations
- Public DCFC Charging Stations
- Alternative Fuel Priority Corridors

Hazards

Avoid placement in hazard risk areas
- Flood
- Sea Rise
- Storm Surge
- Wildfire
- Extreme temperature
- Extreme Precipitation
- Winds
- Earthquake

Community Metrics

Populations Served
- Socio-Demographic Characteristics
- Homeowner/Renter Population
- Equity Priority Areas (Justice40)
- Vehicle Ownership

Local or Client-Supplied Data: | Utility Grid Capacity | Local EV Market Penetration

CONNECT TO RESILIENCE INSIGHTS

Each location is connected to the urban, market, mobility, and socio-demographic data needed to evaluate any site or service territory for public and private charger suitability.

SCAN A TERRITORY OR PORTFOLIO OF SITES

Any service territory, site, or portfolio of locations can be profiled for key urban, community, and economic factors, and assessed for public or private EV charger suitability, as well as charger type (eg L2 or L3).

EVALUATE CHARGER SUITABILITY

An area or service territory can be scanned for market viability, to target charger sites, and to rank a portfolio of sites or candidate locations.

DIVE DEEP INTO ANY LOCATION

Dig deeper on land use and building metrics, walk and drive accessibility, proximity to amenities, travel behavior, and socio-demographics to assess or rank sites anywhere in the U.S.

Legend
- Top 20 Sites
- Existing Chargers (76 IN SERVICE AREA)
- Alternate Fuel Corridor

LOCATION ADDRESS	RANK	LOCATION TYPE	PUBLIC EV CHARGING SCORE	CHARGER TYPE	SOCIAL EQUITY AREA
8562 Sunset Plaza Drive	1	Mall	0.86	L3	No
1345 Starlight Terrace	2	Retail	0.81	L3	Yes
2725 S Highland Dr	3	Park-n-Ride	0.80	L2	No
1908 Grandview Dr	4	Retail	0.78	L3	No
421 Emerald Hills Way	5	School	0.76	L2	Yes

- L2 Charger Site
- L3 Charger Site

- In Priority Social Equity Zones
- Not In Priority Zone

Private Site

Public Site

PUBLIC EV CHARGER | RETAIL
High EV Suitability

SITE CHARACTERISTICS
Parcel area	0.5 acre

WITHIN WALKING DISTANCE
Grocery Stores	2
Hotels	1
Restaurants	4
Jobs	153

NEIGHBORHOOD CHARACTERISTICS
|	
Renter Housholds	40%
Bachelors or greater	25%
Daily VMT per household	40
Priority for Federal Funding	NO

EV Charger Siting and Suitability with the UrbanFootprint Platform

The UrbanFootprint platform can be used to inform EV charger siting across multiple project stages - to scan an area or service territory to assess market viability or target public or private EV charger deployment, and to evaluate a specific candidate site or portfolio of locations anywhere in the U.S.. The platform brings together the urban, market, mobility, and socio-demographic data needed to power rapid evaluation and scoring of any site, real estate portfolio, city or utility service territory, or market area for public and private charger sites, as well as level 2 and 3 charger viability. It can also quickly surface locations or neighborhoods that align with federal and state incentives and meet regulatory requirements for equitable distribution of chargers and resilient energy infrastructure.

1 National Exploration

The UrbanFootprint Analyst application comes pre-loaded with all the data needed to explore any area or location in the U.S. for EV charger suitability. Analyst can be used for pre-sales activities, proposals, and a wide range of marketing activities.
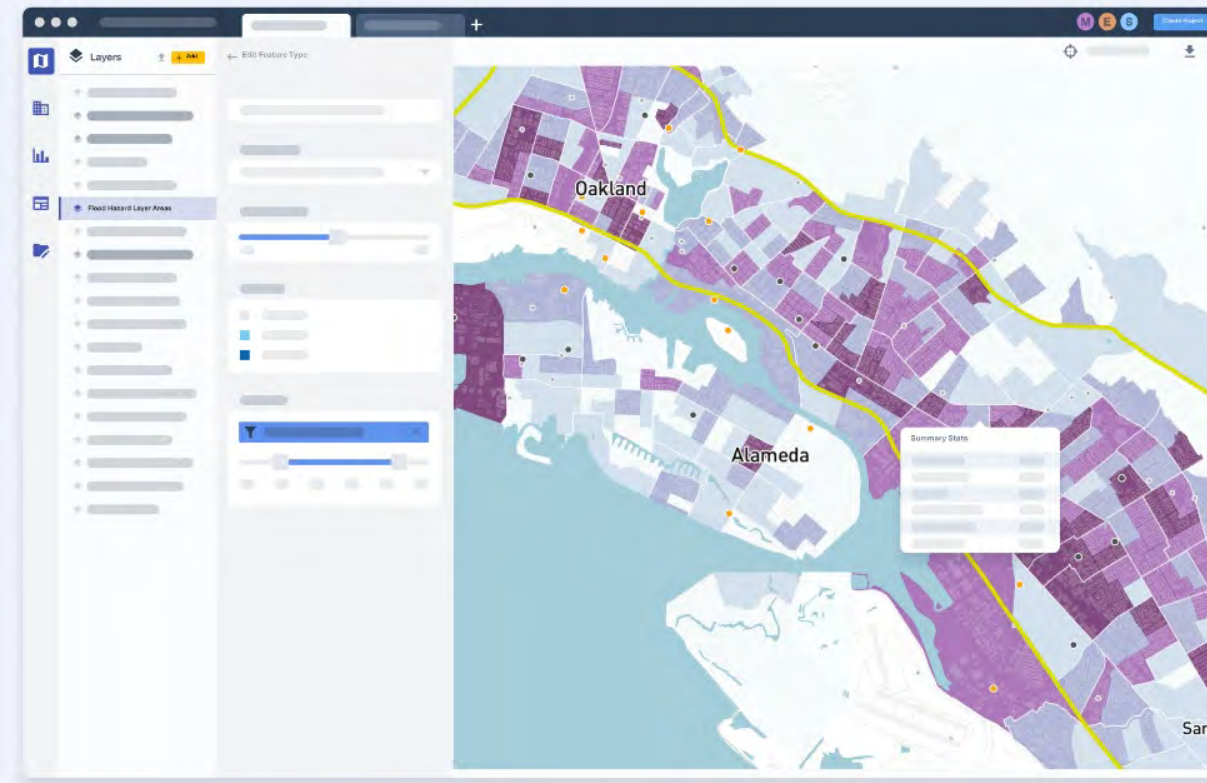

2 Connect Sites and Service Territories to EV Suitability Metrics

Sites, service territories, or portfolios of candidate locations are securely uploaded via the UrbanFootprint Location Analysis Service, which geo-locates all locations and connects them to a purpose-built Energy Program Insights (EPI) package that pre-assembles the majority of metrics needed to support EV charger assessments.

When candidate sites are not known or if there is a need to explore charger suitability across a specific brand (e.g. grocery chain or retail store), or type of location (e.g. transit stations or parcels over a certain size), a 'white space' analysis can search the UrbanFootprint national data core and locate sites in any service territory.

Locations are uploaded to the UrbanFootprint Location Analysis Service, which connects all locations to a full suite of climate and community metrics.
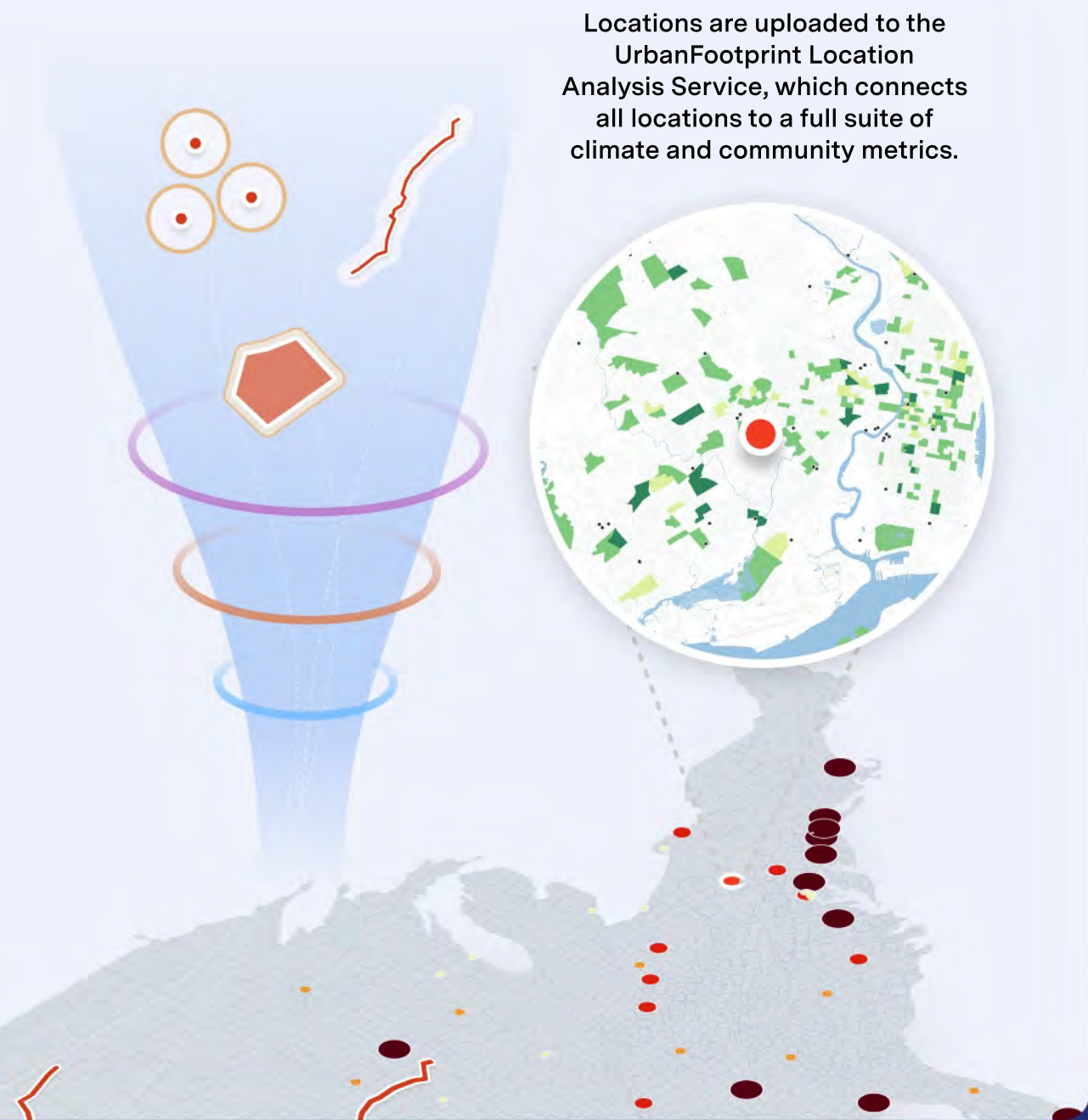

3 Map, Analyze, Export Suitability Analytics

Energy Program Insights (EPI) data, and curated catalog of relevant built environment and community metrics, are loaded into the UrbanFootprint Analyst web application for mapping and analysis of sites and service territories. Insights can also be exported to other tools and internal software.

Any service territory, site, or portfolio of locations can be rapidly profiled for key urban, community, and economic factors, and assessed for public or private EV charger suitability. Areas or sites can also be evaluated for climate risks and environmental justice factors to support resilience and equity planning and to meet regulatory requirements and funding incentives available through the IRA, IIJA, and other federal and state programs.
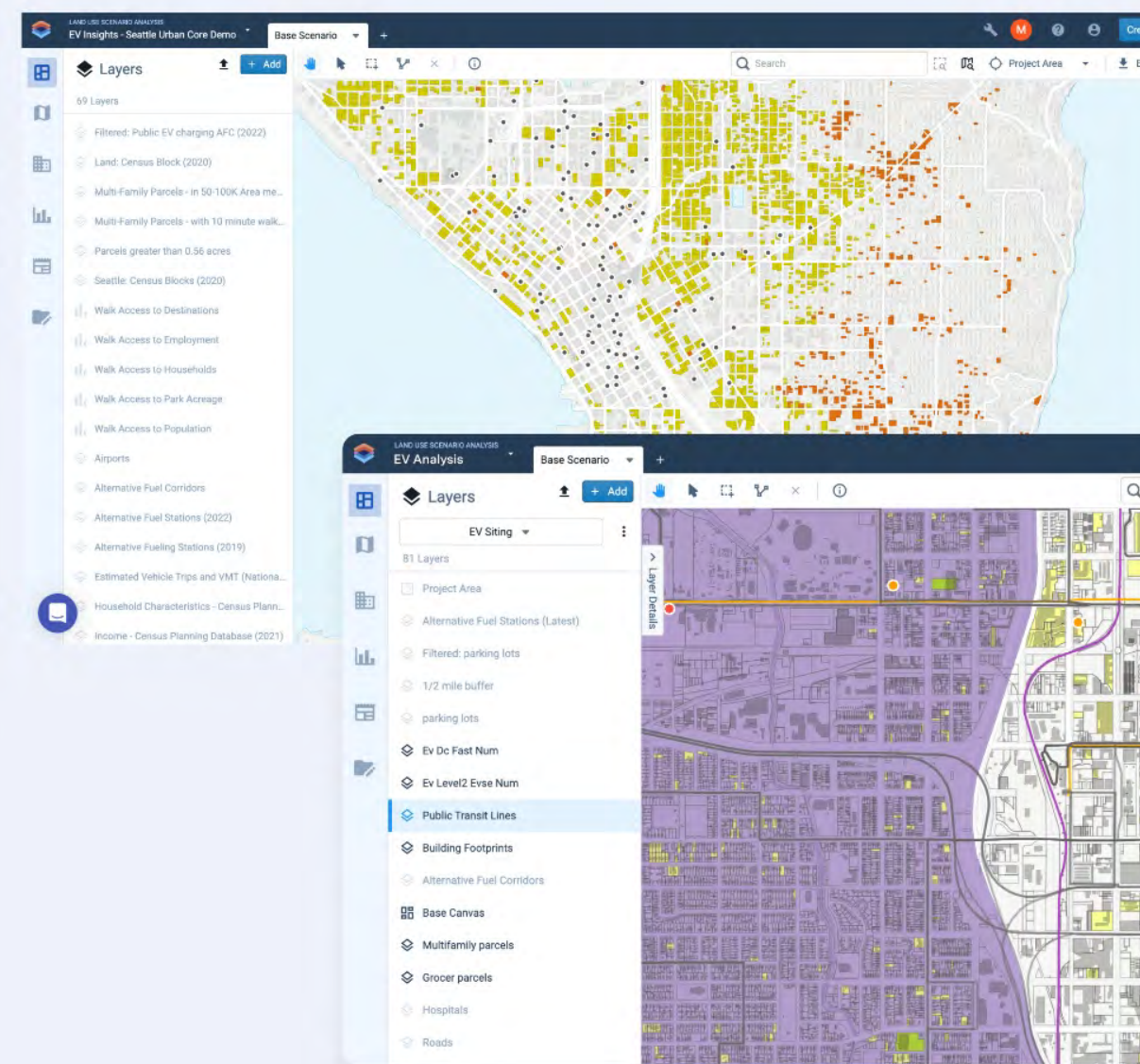
4 EV Charger Scoring and Prioritization

UrbanFootprint has public and private charger scoring schemes that can be used to score sites or areas for charger suitability, type, and quantity. Location data can be delivered into UrbanFootprint Analyst and into dashboards or other interfaces for client and end-customer use. Consulting teams can also elect to use the packaged data to develop their own prioritization schemes or 'scores.'

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