



Solving the biggest barriers cities face in the deployment of public EV charging

**it's electric**

SARAH MARSHALL | MATT SIMON BUSINESS JAN 24, 2022 7:00 AM

## Wait, So Where Will Urbanites Charge Their EVs?

Homeowners with garages can easily charge their electric cars, but not apartment dwellers. Here's what it'll take to get plugs everywhere in cities.



## *'Charger Desert' in Big Cities Keeps Electric Cars From Mainstream*

For city dwellers who would love an E.V., the biggest hurdle might be keeping it juiced up without a garage or other convenient charging stations.



# 1M public L2 chargers are needed in the US by 2030

For the 48 million EVs expected  
on the road by the same date

(Currently the US has 126,000 chargers)

itselectric is the  
world's first public  
charging system  
powered by  
buildings

Solving the  
biggest barrier  
cities face in the  
deployment of  
chargers





We utilize existing residential and commercial infrastructure to power our chargers

We simply run a shallow conduit from the building's panel to the curb to power a public charger



There are no hardware or installation costs for cities or for property owners

We are the only curbside charging company with revenue share



# Forbes

FORBES > INNOVATION > TRANSPORTATION

Hyundai And Itselectric Pilot  
Curbside EV Charging In  
Brooklyn

**U.S. News** & WORLD REPORT

## New York to Pilot Revenue-Sharing EV Charging

The U.S. has many "charging deserts" where EV owners have no place to plug in. itselectric is proposing an urban model where property owners gain revenue from free chargers installed at their locations. New York City has a pilot program.



We are also the first US  
company to offer a  
detachable cable



Keeping streets free  
of cables when a  
car is not charging



# Boston



## itselectric Powers Boston's EV Future

 THE EV REPORT / JULY 9, 2024 / ENERGY

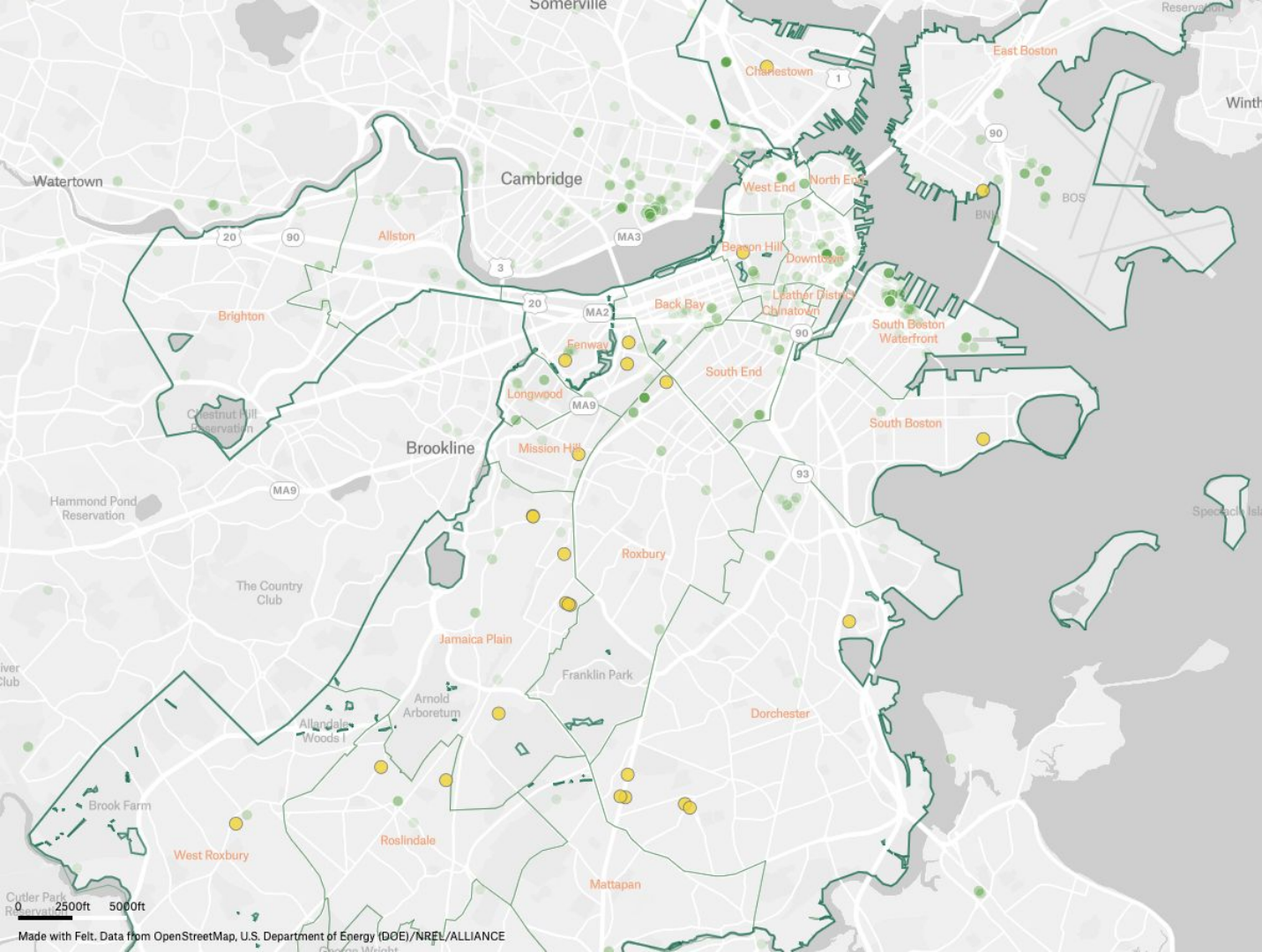
Awarded the city's RFP

Starting with 225 chargers over the next 5 years

Meeting Boston's target that every household be within 5-minute walk of a public charger

Collaboration with local M/WBE for EVSE training & hiring pipelines



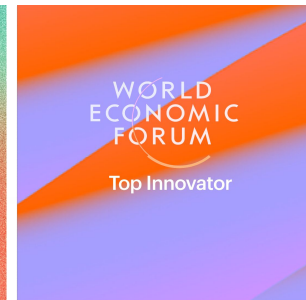
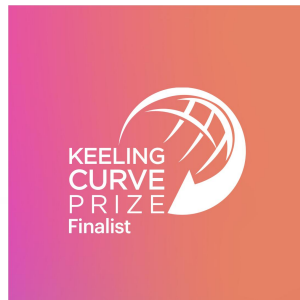
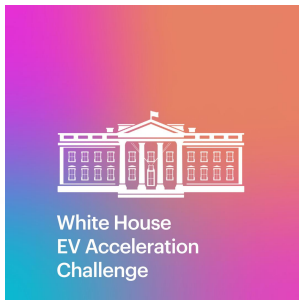


## Interested Property Partners

- Existing L2 charger
- Property Partner

Full map can be viewed [here](#)

# A simple but revolutionary idea



**CRAIN'S**  
NEW YORK BUSINESS

*The Atlantic*

**Forbes**



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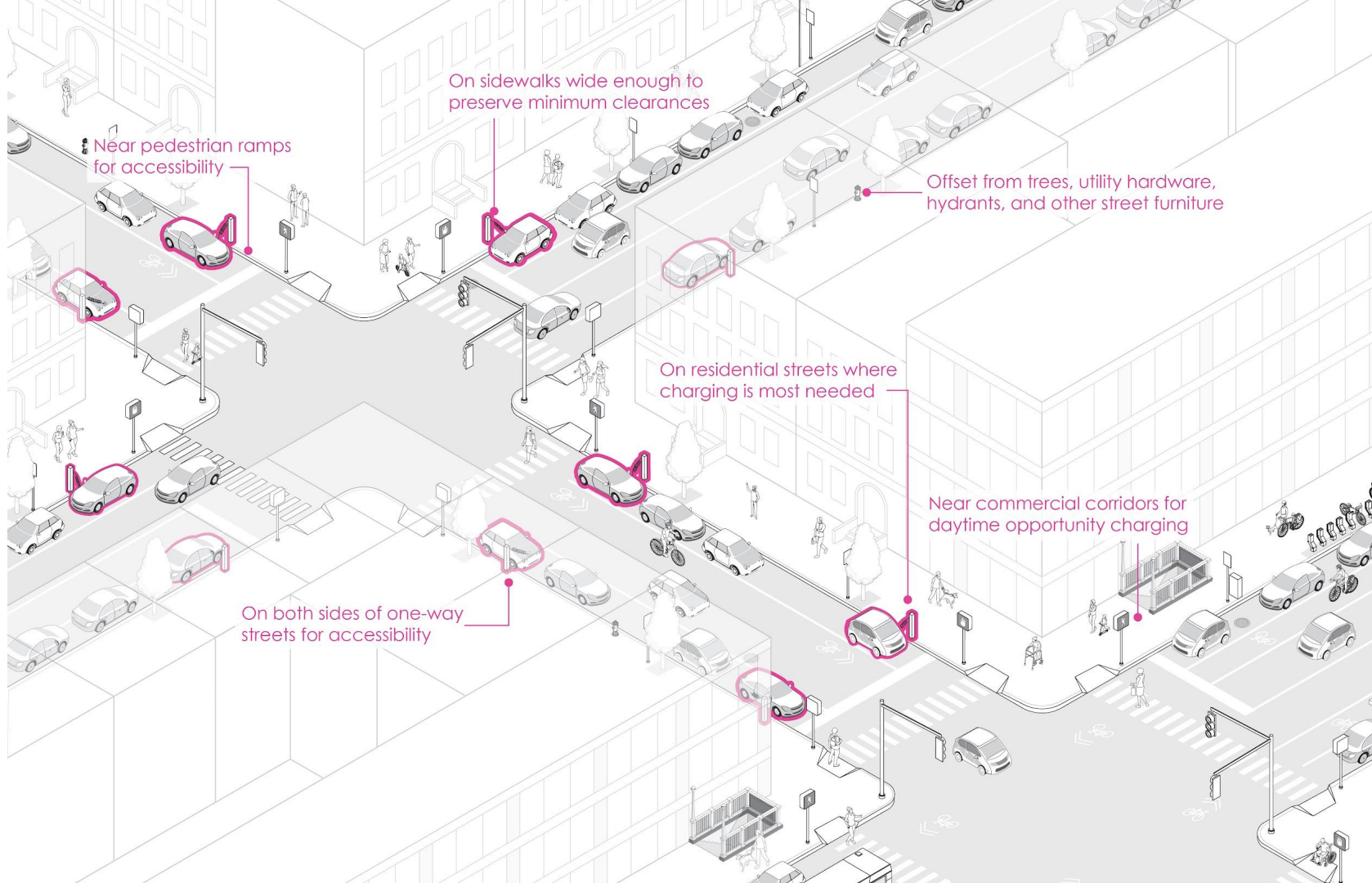
The future  
**it's electric**

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# Appendix





On sidewalks wide enough to preserve minimum clearances

Near pedestrian ramps for accessibility

Offset from trees, utility hardware, hydrants, and other street furniture

On residential streets where charging is most needed

Near commercial corridors for daytime opportunity charging

On both sides of one-way streets for accessibility

## Time

Avoiding inter-utility connection brings installation timeline down to 1-2 days

## Cost

...which reduces costs drastically (by approximately 10x)<sup>1</sup>

## O&M

97% minimum uptime standard easily met thanks in large part to detachable cord system

## Urban Design

Unobtrusive design, accessible sidewalks, and durability should be core priorities, not afterthoughts

## Inequitable Access

Lower fabrication and installation costs and revenue share model break the chicken-or-the-egg cycle

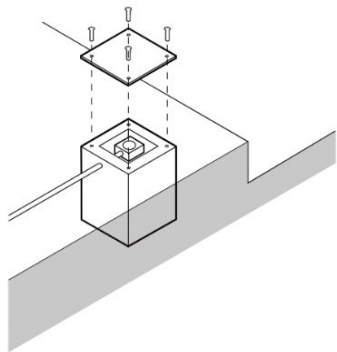
## Competing Curb Uses

Avoid streets with active curbside uses like bike lanes, bus lanes, delivery loading zones, and Shared Space Uses

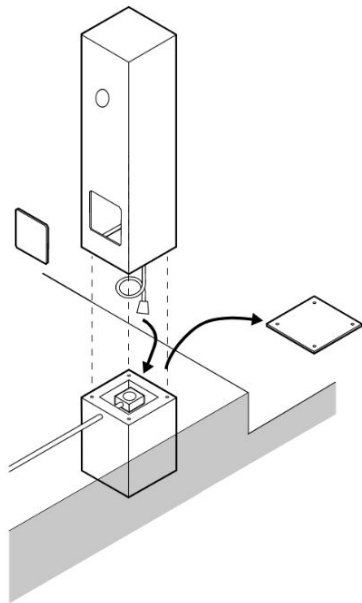
<sup>1</sup> [UtilityDive: ConEd developing \\$13M curbside EV charging program with AddEnergie](#)

# Installation

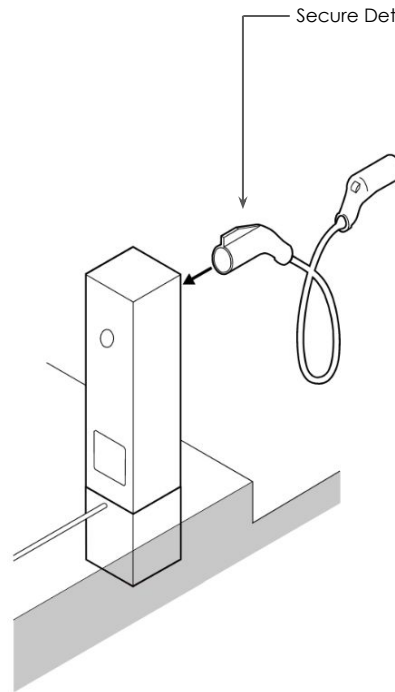
[Video Documentation Here](#)



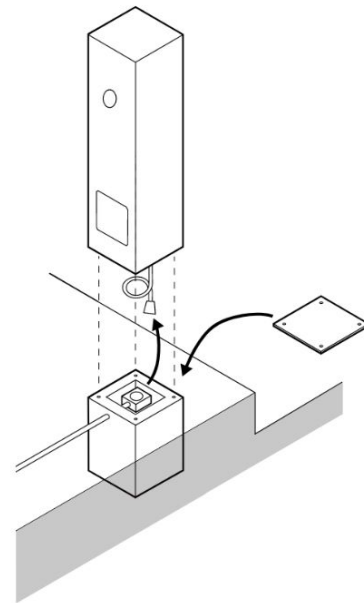
Day 1: Install



Day 2: Install



Detachable Cable



Post Repair / Replacement

# Easy In, Easy Out

## [Installation Video](#)

1



2



3



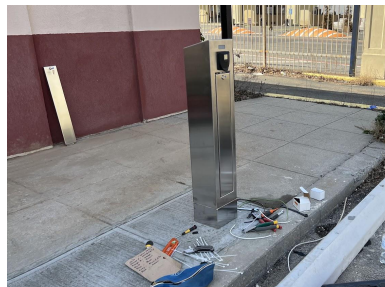
4



5



6



1. Saw cut and trenching
2. Interior EVSE boxes connected
3. Exterior penetrations
4. Exterior subgrade conduit delivered,
5. Concrete sidewalk poured
6. Charging post install > operational