

Communication Plan

Electric Vehicle Charging User Fee

Communication Medium	Audience	Date
News Release (Bylaw adoption)	<ul style="list-style-type: none"> Local Media Channels Social Media Website 	March 2017
“Current” Community Newsletter	<ul style="list-style-type: none"> Esquimalt residents Esquimalt businesses 	March 2017
Webpage: Electric Vehicle Charging Station	<ul style="list-style-type: none"> Website 	March 2017
Written Notice by Email (detailed with reasons for decision)	<ul style="list-style-type: none"> CRD Municipalities Esquimalt Residents Association Esquimalt Chamber of Commerce Esquimalt Library Branch (GVPL) Plug in BC (Fraser Basin Council) Regular EV station users (notice distributed by AddEnergie/FLO) Victoria EV Club 	March 2017 June 26, 2017
Signage on Charging Station	<ul style="list-style-type: none"> Current station users 	March – June 2017
EV charging station maps (online/apps)	<ul style="list-style-type: none"> EV drivers 	March 2017 June 30, 2017
News Release (User Fee)	<ul style="list-style-type: none"> Local Media Channels Social Media Website 	June 28, 2017

Notice Messaging:

- Introduction of \$1/hour user fee for electric vehicle charging beginning July 1, 2017
- Revenue collected will be deposited in the Sustainability Reserve Fund and will only be used for the provision of sustainability initiatives.
- Download and register FLO app to pay and use station (or call 1-844-825-3356)
- Reasons for charging: increase in demand (year over year); reduce conflict between station users; limit length of charging sessions; provide neighbourhood charging for EV drivers without access to electricity at residence (rental or strata); improve overall availability of the station to reduce range anxiety of current and prospective EV owners.