



# Dedicated Outreach and a Strong Contractor Network Help Clients Exceed Goals

**When two utilities were ready to implement an EV make-ready program for commercial customers across their service territories, they turned to Franklin Energy to provide customer and contractor engagement, support, and overall program coordination to achieve EV Level 2 and DC Fast Charger installation goals.**

**103%**

OF L2 AND DCFC  
INSTALLATION GOALS  
ACHIEVED IN 2023



**2,000+**

EV CHARGING PORTS INSTALLED  
IN WESTERN NEW YORK  
THROUGH MAY 2024



**\$4.4 million**  
INCENTIVES PAID

## THE STORY

Two large Western New York IOUs partnered to deliver transportation electrification programs that help their customers access EV charging and improve their carbon footprint. Combined, the utilities serve nearly 1.3 million electricity customers and approximately 600,000 natural gas customers.

## THE GOAL

With EVs increasing in popularity, these two New York utilities established a joint goal of increasing EV charging access across their service territories, while ensuring that charging stations were efficiently and professionally installed, with an eye towards safety, reliability, and budget. To meet this goal, they were willing to offer incentives that cover infrastructure costs for their commercial customers to reduce the overall cost associated with charger installation.

## THE SOLUTION AND RESULTS

Franklin Energy offered our EV make-ready solution, providing education, customer service, and incentive processing for commercial customers seeking to add public and private Level 2 (L2/240 volt) chargers and DC Fast Chargers (DCFC) to their place of business. Our program support services included customer and contractor engagement and ensuring a robust contractor network to perform installations safely, reliably, and within budget. As with each of our EV programs, we provided end-to-end support, including customer assistance, application acceptance and processing, contract development and processing, construction coordination, and overall program implementation and coordination.

The program has not only exceeded both utilities' installation goals, but it has also generated a 550% increase in participating contractors within the first two years. This program has made a substantial impact in transforming the market, while increasing access to EV charging in Western New York.

