



Memorandum

To: Cora Panturad, Sustainability Program Manager, Monterey County
From: Elizabeth McDonough, Project Manager, ARC Alternatives
CC: Russell Driver, Principal, ARC Alternatives
Date: March 16th, 2026
Re: **Monterey County EV Charging Implementation Considerations**

Introduction

The purpose of this memorandum is to summarize ARC's findings from research into electric vehicle (EV) charging pricing and to provide information to support the County's decisions on how to manage and price their Level 2 and Direct Current Fast Chargers (DCFC) EV chargers.

As part of this effort, ARC researched Level 2 and DCFC consumer-facing pricing at existing chargers in Monterey County and reviewed how other government agencies structure their EV charging pricing. We also developed a Policy Decision Matrix outlining the management decisions the County will need to make regarding charger operation, and an EV Charging Pricing Tool to calculate the per-kWh price needed to break even under various cost recovery scenarios.

This report was developed to support the implementation of Level 2 and DCFC chargers at County Civic Center, Information Technology Department, and Natividad Medical Center in Spring 2026. The table below summarizes the EV Chargers being implemented.

Site	Address	# Dual-Port ChargePoint Level 2	# Single-Port ChargePoint Level 2	# Dual-Port FreeWire DCFC	Total Ports
County Civic Center	168 W Alisal St, Salinas, CA 93901	8	1	2	21
IT Department	1590 Moffett St, Salinas, CA 93905	6	0	0	12
Natividad Medical Center	1441 Constitution Blvd, Salinas, CA 93906	12	0	0	24

Understanding Pricing Norms

ARC surveyed Level 2 and DCFC EV charging prices at publicly available chargers in Monterey County, specifically looking at privately operated chargers in the City of Salinas, City of Monterey, and Carmel-by-the-Sea. We saw pricing for Level 2 chargers ranging from free to \$0.50/kWh. Prices for DCFC generally ranged from \$0.40/kWh to \$0.80/kWh, often varying depending on the utility-defined time-of-use (TOU) period.

In researching the pricing of chargers operated by government agencies, ARC observed that Level 2 charger rates listed on agencies' websites generally fall between \$0.25/kWh and \$0.45/kWh. It should be noted that these rates were identified from publicly available websites and may not reflect formally adopted policies.

Below is a table with a sampling of Level 2 EV charging rates set by cities and counties in California.

Agency	Charger Type	Pricing Model	Rate(s)	Year Rate Set	Source
City of Goleta	L2	Per-kWh TOU	\$0.25/kWh off-peak; \$0.40/kWh peak	2023	City of Goleta Staff Report
City of Long Beach	L2	Per-kWh TOU	\$0.28-\$0.40/kWh (Varies by location and TOU)	Unknown	Government Website
City of San Jose	L2	Per-kWh TOU	\$0.25-\$0.45 (Varies based on TOU)	2023	Government Website
City of Santa Barbara	L2	Per-kWh TOU	\$0.37-\$0.79/kWh (Varies based on TOU)	2026	Government Website
City of West Sacramento	L2	Per-kWh	\$0.35/kWh	2023	Government Website
Santa Clara County	L2	Per-kWh	\$0.20/kWh	Unknown	Government Website

ARC's research identified few examples of California cities or counties with publicly listed DCFC pricing on their websites. As with the Level 2 data, the DCFC rates identified are based on publicly available sources and may not reflect formally adopted policies.

Below is a table with three DCFC EV charging rates set by cities and counties in California.

Agency	Charger Type	Pricing Model	Rate(s)	Year Rate Set	Source
City of Santa Barbara	DCFC	Per-kWh TOU	\$0.37-\$0.79/kWh (Varies based on TOU)	2026	Government Website
City of Long Beach	DCFC	Per-kWh TOU	\$0.30-\$0.44/kWh (Varies by location and TOU)	Unknown	Government Website
City of West Sacramento	DCFC	Per-kWh	\$0.45/kWh	2023	Government Website

EV Charging Pricing Tool

ARC developed an EV Charging Pricing Tool to calculate the price per kWh needed to offset costs associated with Level 2 and DCFC chargers. The tool has customizable inputs and allows the County to decide which cost categories to include in its pricing calculation.

The cost categories in the tool are:

- Cost of energy:** ARC calculated the per-kWh rate of the energy costs associated with operating the EV chargers at each site. This rate reflects two components: the residual cost of utility energy after accounting for on-site solar generation, and the estimated cost of the solar-generated energy itself, based on the levelized cost of energy produced by the solar system.
- Cost of management software for Level 2 Chargers:** Opterra will cover the cost of ChargePoint Cloud for the Level 2 chargers for the first five years. ARC modeled scenarios both with and without this cost included. Where included, the annual cost was estimated at \$1,040 per charger, based on a quote Monterey County received from ChargePoint on February 26, 2025.

- **Cost of management software for DCFC Chargers:** The cost was quoted at \$5,400 per port for ChargePoint Cloud for DCFC (5-year prepaid plan) by Rexel Energy Solutions on March 13, 2026. This averages out to \$1,080 per year per port.
- **Cost of maintenance plan for Level 2 Chargers:** On March 13, 2026, Rexel Energy Solutions quoted a cost of \$1,700 per charger for ChargePoint Assure for five years of service. This averages out to \$340 per year per charger.
- **Cost of maintenance plan for DCFC Chargers:** ChargePoint Assure is not available for FreeWire chargers. We have not found a maintenance plan for the DCFC Chargers. The FreeWire Technologies California Energy Commission Rural EV Charging Grant Monterey County Proposal dated September 30, 2022 quotes a 3-Year-On-Site Warranty for FreeWire Boost charger at \$27,350. We used this number to estimate the annual cost of a maintenance plan for DCFC chargers to be \$9,117 per year per charger.
- **Cost of Level 2 charger replacement:** We estimated the equipment cost of replacement to be \$8,000 per unit. Smart Charge America currently lists the ChargePoint CP6000 at \$7,899. We also found ChargePoint CP6000 chargers listed online for \$8,000 to \$10,000. We estimate the chargers will last roughly 10 years. Therefore, the cost of future replacement averages out to \$800 per year per charger. This estimate does not include installation.
- **Cost of DCFC charger replacement:** The FreeWire Technologies California Energy Commission Rural EV Charging Grant Monterey County Proposal dated September 30, 2022 quotes the cost of a FreeWire Boost Charger to be \$135,000. We used this number to estimate the equipment replacement cost of the proposed FreeWire chargers to be \$135,000. We estimate the chargers will last roughly 10 years. Therefore, the cost of future replacement averages out to \$13,500 per year per charger. This estimate does not include installation.

The conversion kit needed to configure the FreeWire chargers on ChargePoint’s network and make them compatible with ChargePoint Cloud was quoted at \$200 per port by Rexel Energy Solutions on March 13, 2026. This was not included in the EV Charging Pricing Tool.

One sensitive input in the EV Charging Pricing Tool is expected charger utilization, which encompasses both the number of days per year chargers are in use and the average kWh consumed per day. Because this represents the County’s first large-scale deployment of paid EV chargers, utilization is difficult to predict. The scenarios below assume 250 days of use per year, approximately the number of working days at ITD and CCC, and 60 kWh per day for Level 2 chargers. This assumption is based on the Level 2 charging speed of 5–8 kW; ten hours of continuous charging would yield between 50 and 80 kWh. As a starting point, we assumed the DCFC chargers would use 145 kWh per day. As the County begins collecting actual utilization data after deployment, these inputs can be updated to refine the pricing model. The County is encouraged to use the tool to test alternative assumptions and observe their effect on the break-even price.

The EV Charging Pricing Tool is included as a deliverable with this memo and can also be accessed on Box [here](#).

Cost Recovery Scenarios

ARC modeled cost recovery scenarios to calculate what charging rate was needed to offset costs associated with the Level 2 and DCFC EV chargers. For the Level 2 scenarios, the break-even price was calculated for each site, County Civic Center (CCC), Information Technology Department (ITD), and Natividad Medical Center (NMC) and as an average across the portfolio.

Level 2 Cost Recovery Scenarios

For the Level 2 chargers, we looked at what rate a customer would need to be charged to offset annual costs (\$/kWh) with and without incorporating costs associated with ChargePoint Cloud.

In Level 2 Scenario One, we incorporated all the costs discussed above. This includes the cost of energy, ChargePoint Cloud, ChargePoint Assure, and an estimated replacement budget. In this scenario, the charging rate needed to offset annual costs (\$/kWh) was \$0.4965 for CCC, \$0.4002 for ITD, and \$0.3894 for NMC. The average rate was \$0.4311.

In Level 2 Scenario Two, we incorporated all the costs in Scenario One except ChargePoint Cloud because that is being paid by Opterra for the first five years. In Scenario Two, the charging rate needed to offset annual costs (\$/kWh) was \$0.4202 for CCC, \$0.3239 for ITD, and \$0.3131 for NMC. The average rate was \$0.3548.

DCFC Cost Recovery Scenarios

For the DCFC chargers, we looked at what charging rate was needed to offset annual costs (\$/kWh) with and without incorporating costs associated with replacing the chargers.

In DCFC Scenario One, we incorporated all the costs in Level 2 Scenario One, above. This includes the cost of energy, ChargePoint Cloud, an estimated cost of a maintenance plan, and an estimated replacement budget. The resulting rate needed to offset annual costs (\$/kWh) for the DCFC chargers at County Civic Center was \$0.7524.

In DCFC Scenario Two, we incorporated all the costs in Scenario One except replacement of the FreeWire chargers. The resulting rate needed to offset annual costs (\$/kWh) for the DCFC chargers at County Civic Center, when excluding equipment replacement, was \$0.5475.

Policy Decision Matrix

In addition to pricing, the County will need to make a series of management decisions governing how the chargers operate.

The configurable parameters include:

- **Energy Rate** — charge per kWh of energy delivered
- **Station Time Rate** — charge based on the duration the vehicle is plugged in
- **Overstay Rate** — charge for time after the session time limit is exceeded, the vehicle stops charging, or the battery is full

- **Minimum Fee Per Session** — floor on the total charge per session
- **Maximum Fee Per Session** — ceiling on the total charge per session
- **Flat Fee Per Session** — a fixed fee charged regardless of energy consumed or time plugged in
- **Hours of Availability** — designated times and dates during which chargers are accessible
- **Reservations** — option to allow drivers to reserve chargers in advance
- **Waitlist** — virtual queue that holds a charger for the next driver in line for a set period after it becomes available
- **Visibility** — whether chargers are listed publicly on the ChargePoint network map
- **Usability** — whether chargers are open to the general public or restricted to a pre-designated driver group
- **RFID Cards** — issuance of RFID cards to allow vehicles to charge for free and to track energy use by vehicle

The table below outlines ARC's understanding of the County's policy preferences based on initial conversations with staff. These parameters can be configured through the ChargePoint online platform and adjusted over time as the County gains experience with the chargers.

Number	Parameter	Description	Potential values	County Civic Center Selection	Information Technology Department Selection	Natividad Medical Center Selection
1	Energy Rate	Charge for energy as \$/kWh	\$/kWh	Yes - Rate TBD	Yes - Rate TBD	Yes - Rate TBD
2	Station Time Rate	Charge for the amount of time the car is plugged in	\$/hour	No	No	No
3	Overstay Rate	Charge for time after the set time limit is exceeded, vehicle stops charging, or is fully charged	\$/hour	Yes, after fully charged, 15 minute grace period + \$10/hr for the first hour and \$20/hr after that	Yes, after fully charged, 15 minute grace period + \$10/hr for the first hour and \$20/hr after that	Yes, after fully charged, 30 minute grace period + \$5/minute after that
4	Minimum Fee Per Session	The minimum fee a user can be charged for an entire charging session	\$X	No minimum fee	No minimum fee	No minimum fee
5	Maximum Fee Per Session	The maximum fee a user can be charged for an entire charging session	\$X	No maximum fee	No maximum fee	No maximum fee
6	Flat Fee Per Session	Flat fee charge for each session	\$X	No flat fee	No flat fee	No flat fee
7	Hours of Availability	Set times and dates that the charges are available	Set hours	24/7; may adjust to business hours	24/7; may adjust to business hours	24/7
8	Reservations	Enable reservations; allows drivers to reserve chargers	Yes/No	No	No	No
9	Waitlist	Enable waitlists; a virtual queue which holds chargers for next in queue for a set period of time after becoming available	Yes/No	No	No	No
10	Visibility	If chargers are visible on Chargepoint charging map	Yes/No	Depends on #7	Depends on #7; spots in gated area not visible	Yes
11	Usability	If chargers be used by the public or only members of a pre-set driving group	Yes/No	Yes for Level 3, depends on #7 for Level 2	Yes for public and gated areas	Public
12	RFID Cards	Issue RFID cards to charge vehicles for free and to track vehicle energy use	Yes/No	Yes, discuss with PWFP finance	Yes for fleet vehicles	No RFID cards

The Policy Decision Matrix is included as a deliverable with this memo and can also be accessed on Box [here](#).

Conclusion

This memorandum, along with the accompanying EV Charging Pricing Tool and Policy Decision Matrix, is intended to equip Monterey County with the information needed to make informed decisions about how to manage and price its new EV charging infrastructure.

Because this is the County's first large-scale deployment of paid EV chargers, some uncertainty remains — particularly around utilization. ARC encourages the County to revisit its pricing and policy settings over time as real-world data becomes available.