

### Equity-Focused Customer Engagement Design Components

	Cost	Capacity	Education and outreach	Installation and maintenance	Flexibility of programs and services	Geographic disparities	Partnership building
<b>ALL PROGRAMS</b>							
Allow up front incentives instead of rebates to address cash flow issues	X				X		
Offer turnkey service with no up-front or ongoing costs for EVSE installation and maintenance	X	X		X			
Offer customer-owned options or customer-sited make ready	X				X		X
Provide technical advisory and total cost of ownership analysis assistance	X	X	X	X			X
Meet ADA compliance requirements for installations				X	X		
Increase and enhance marketing and education and outreach. Conduct this work in languages other than English		X	X		X	X	X
Help customers leverage State and Federal funding and tax incentives	X	X	X				X
<b>SINGLE FAMILY RESIDENTIAL</b>							
Provide additional make-ready incentives to offset the cost of electrical infrastructure upgrades at older homes	X			X	X		
Connect customers with preferred vendors for installation. Act as their advocates in the maintenance process, if needed		X	X	X	X		X
Allow customers to self-verify income levels for program qualification		X			X		X
Offer load management incentives for off-peak charging with no financial downside	X		X		X		
Depending on potential use of LCFS funding, offer 'on the hood' incentives for EV purchases	X		X		X		X
<b>WORKPLACE</b>							
Applicants must attest that employees from named communities are benefiting from the program, not upper management exclusively	X		X				
<b>PUBLIC</b>							
Support curbside charging installations	X	X	X	X	X	X	X
Make space for customers who would like to utilize charging stations for multiple purposes at once (e.g. fleet, public and workplace)	X	X			X	X	X
Support siting at diverse locations (business districts, residential neighborhoods, parks and community centers)				X	X	X	X
<b>NEW AND INNOVATIVE</b>							
Test and demonstrate nascent technologies in partnership with communities, including agricultural equipment electrification	X	X	X	X	X	X	X