



SFMTA



SAN FRANCISCO  
**ENVIRONMENT**  
DEPARTMENT

# Curbside EV Charging Progress and Next Steps

Board of Supervisors  
Land Use and Transportation  
Committee

December 8, 2025



# Today's Discussion

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- Why curbside charging?
- Program goals
- Feasibility study
- Demonstration pilot
- Next steps

# 2021 Climate Action Plan

Accelerate the adoption of zero-emissions vehicles  
and other electric mobility options



2030

25% of registered private vehicles are EVs

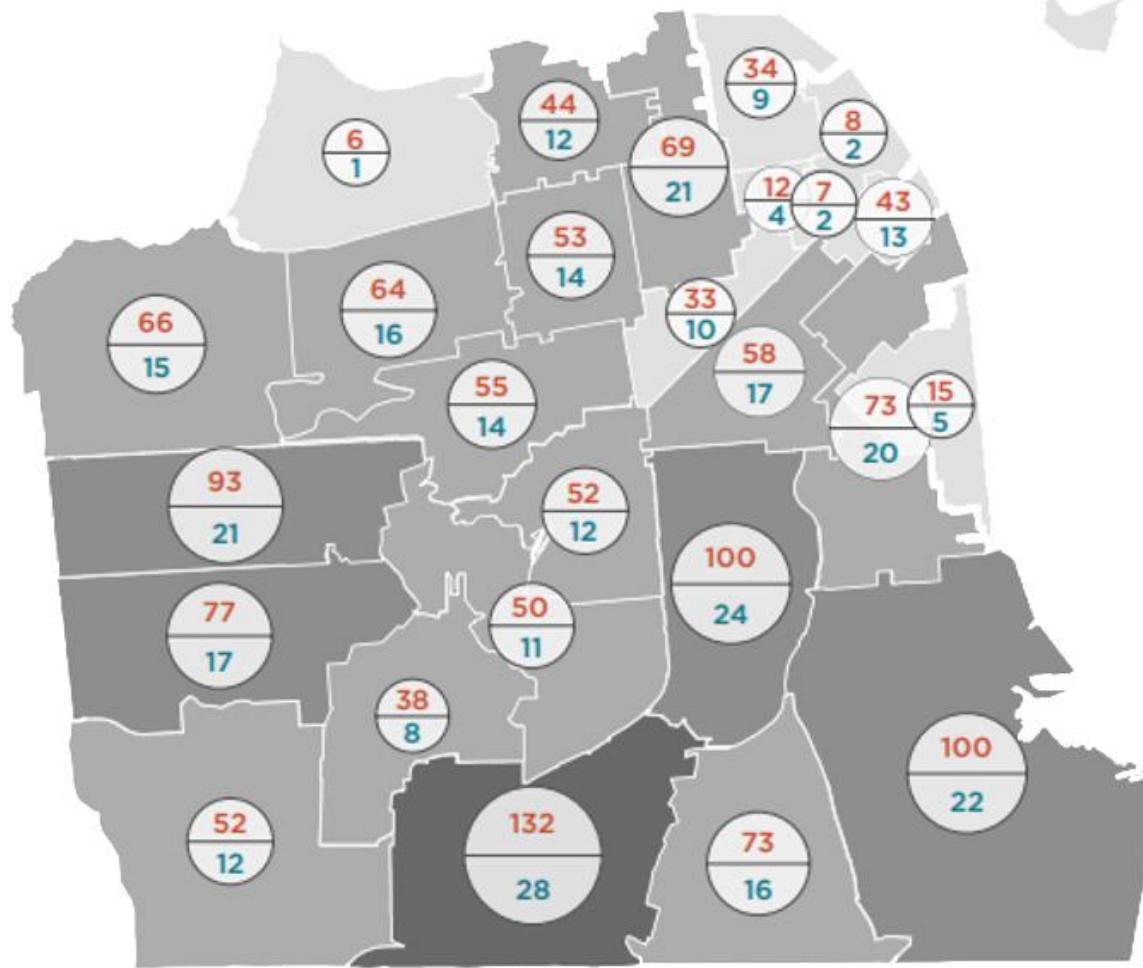


2040

100% of registered private vehicles are EVs

# Public Charging Network Gap

Total Projected Need in 2030:



We Still Need:

Level 2 Chargers

**345**

**111**

Fast Chargers

Projected 2030 EV Registrations

Low (up to 5000)

Medium (up to 10,000)

High (up to 15,000)

Highest (up to 20,000)

# Curbside is One Piece of Charging Network



Serves residents in multifamily housing without garage access

# What steps are we taking?

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**Completed**  
Feasibility Study  
Pilot Launch



**Current Work**  
Completing pilot  
Permitting pathway  
Ongoing policy development

# Citywide Curbside Charging Program Goals

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## Fill existing network gaps

- Create an equitable, accessible, and reliable network
- Prioritize overnight charging for multifamily residents
- Meet existing and future EV demand and serve vehicle-reliant neighborhoods

## Improve permit process and partnership model

- City outlines site criteria and screens proposals
- Providers propose sites and own/operate infrastructure
- Leverage permitting and operating terms to maintain City requirements and secure benefits

# Curbside Feasibility Study

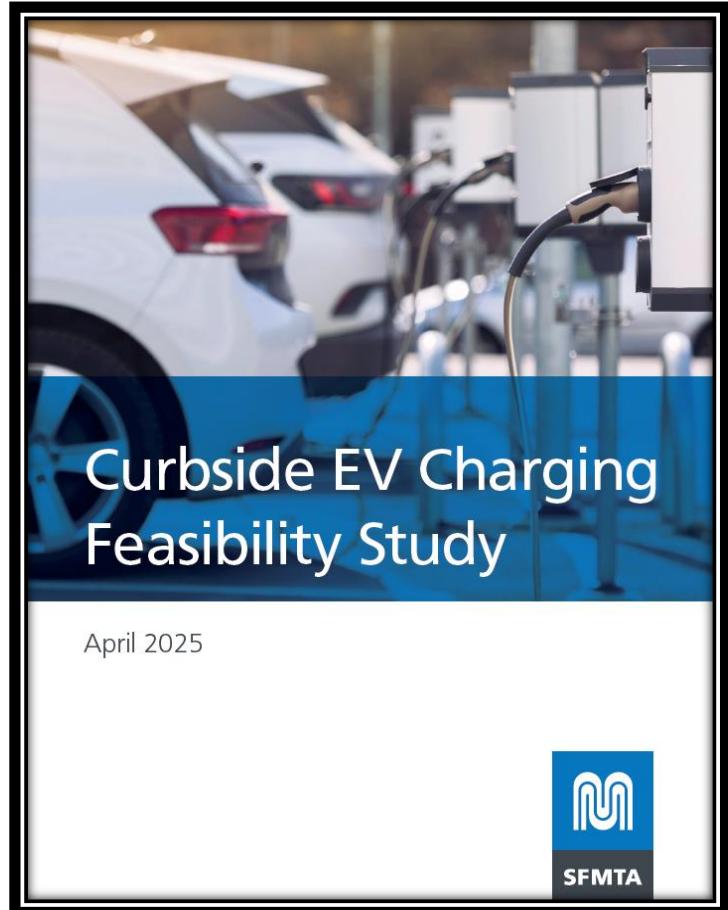
Resolution advanced by  
Supervisor Mandelman in 2024

## Scope

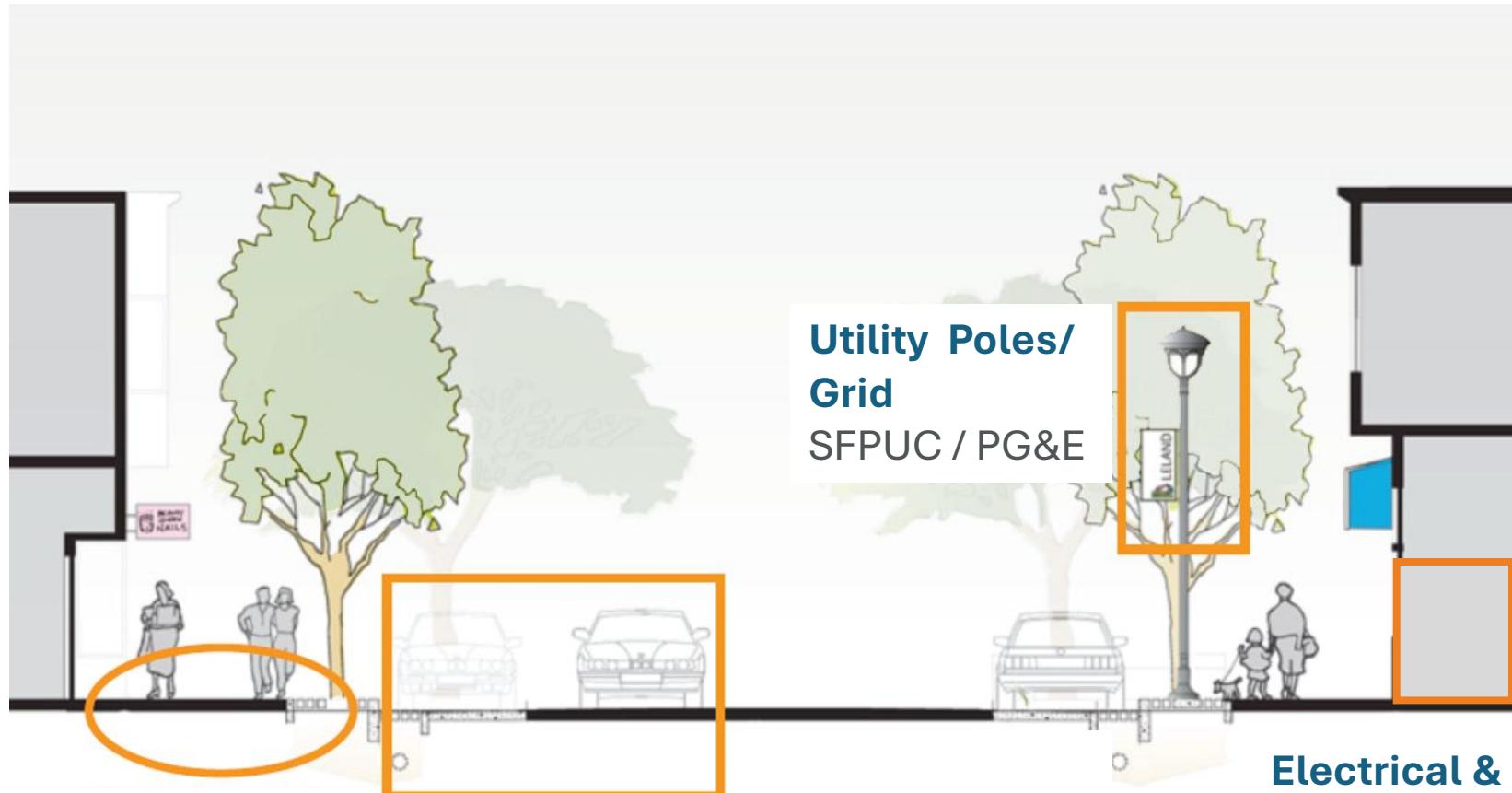
- Literature review / peer city engagement
- Engaged community members & industry leaders
- Site suitability analysis
- Financial analysis
- Operational, regulatory & transportation network opportunities & constraints
- Funding strategies

## Findings

- Complex permitting and regulatory conditions
- Grid access and readiness can be a challenge
- Need to site intentionally to create a network
- Analysis indicates that revenue generation is feasible



# Finding: Curbside Charging Spans Many Jurisdictions



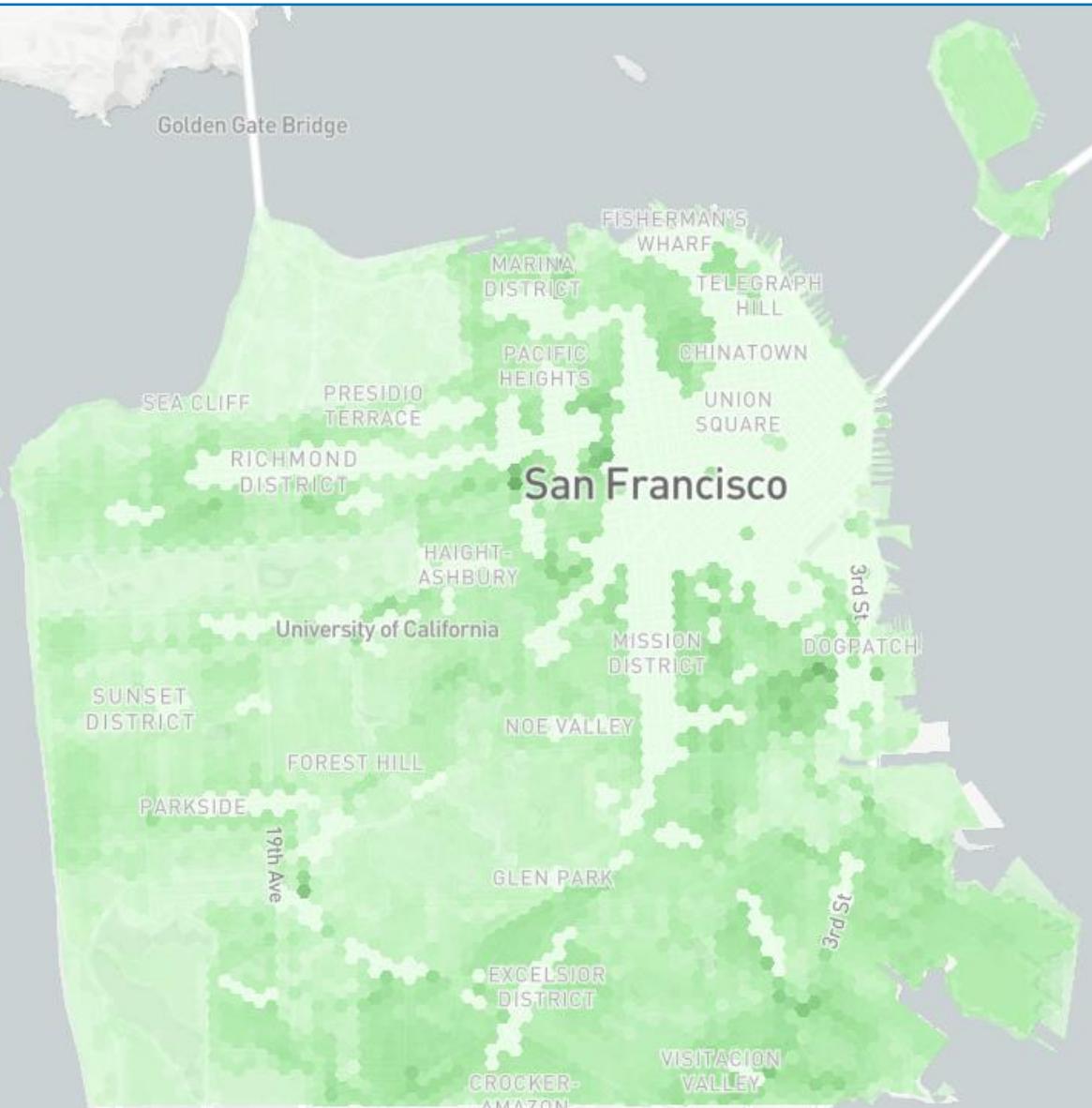
**Sidewalks**  
Public Works

**Curb, Parking, Traffic**  
SFMTA

**Utility Poles/ Grid**  
SFPUC / PG&E

**Electrical & Building**  
Dept Building Inspection

# Finding: Suitable Sites in Every District



## Site Suitability Criteria :

- Vehicle registrations
- Grid capacity
- Curb use
- Safety
- Socio-economic
- Land use and more!

# Curbside Demonstration Pilot

Applicants (charging providers) identify sites and cover all costs to install, own, and operate chargers

Tap into building capacity or apply for new utility service

Use Emerging Technology Permit for a 2-year term with 10-year option

Other required permits:

- PW Excavation Permit (if trenching)
- DBI Electrical Permit
- SFMTA Curb Legislation
- SFPUC/PG&E: Electric Service Verification



Source: Community Member

# Pilot Status

Site selection is challenging – need clear City guidelines

## Siting principles

- Focus on demand
- Avoid conflicts with transit and bikes
- Prioritize multifamily housing, avoid commercial corridors
- Consider underserved areas



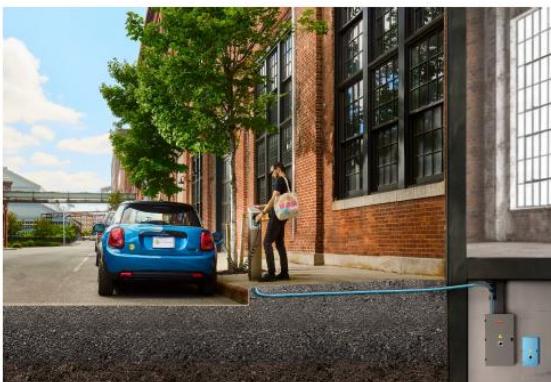
## Remaining steps

- Process remaining proposals
- Maintain existing site
- Collect data & conduct community survey

Use lessons learned to inform citywide program



it's electric's use of **existing** spare building capacity for public **chargers** removes the challenge of grid readiness



And as the only US company to offer a **detachable cable**



**Saves cities costs and frustration** from broken and vandalized cables

We are the only **community requested** public charging solution



Request an L2 curbside charger where you already park.

Share your ideas for charger locations



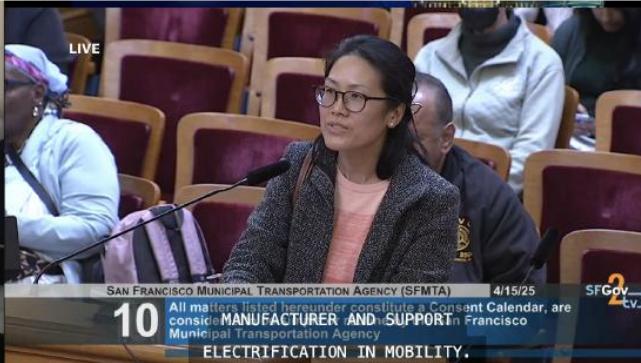
hello@itselectric.us

Allowing our model to **intentionally site each location** for increased adoption and utilization



Combined, this allows us to deploy at **low cost and high speed**

### April 15 MTA Board Approval



### April 21-22 Installation



### April 25 Ribbon Cutting





## Data share + driver feedback allows for quick, agile, iteration

### Key Findings at 4 Weeks

- Spots blocked by gas-vehicles or EVs that are parked but not plugged in.
- Drivers prefer to pay by kWh.

### Key Findings at 6 Months

- Charger utilization steadily increases
- Session length increasing. Drivers moving behavior from 'top-up' to longer sessions.
- Charge port location of some vehicles has informed key finding to place charger centered in spot for future installs.
- Blocking enforcement key for expansion

### Actions Taken

- Cost moved from time based to kWh
- Spots "Batterboxed" for clear marking

*"Thanks for this great neighborhood charger, we need more!"*

*"I want to take a moment to compliment you on the implementation of the pilot San Francisco charging stations. I use them frequently and they work super well!"*

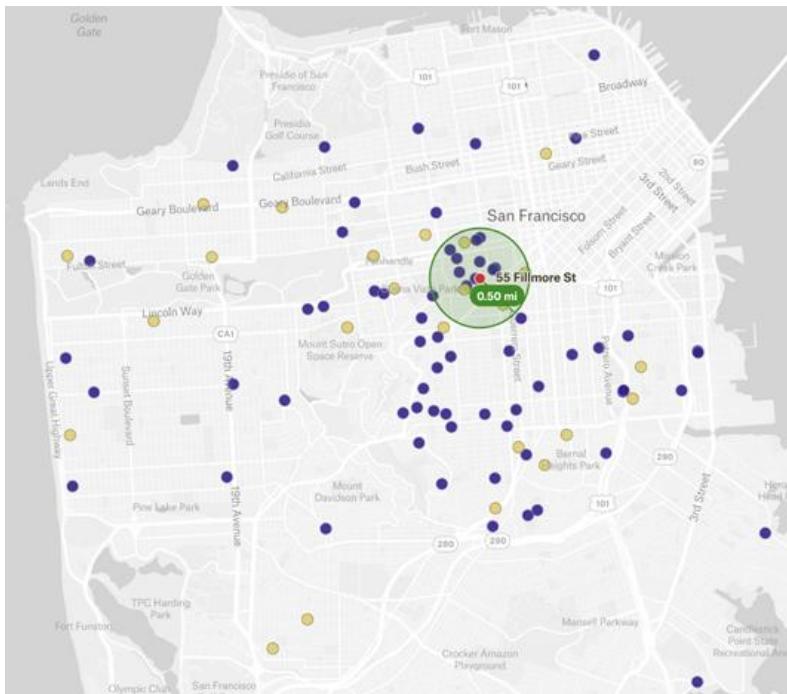
Reporting and Documentation Monthly Data Report Submission from it's electric Office of Emerging Technology	5.2025 Month 01	6.2025 Month 02	7.2025 Month 03	8.2025 Month 04	9.2025 Month 05	10.2025 Month 06
Charging station and port ID	SF01	SF01	SF01	SF01	SF01	SF01
Average daily uptime	98%	61.12%	99.55%	100.00%	98.27%	99.77%
Total charging sessions count	27	22	47	63	73	83
Number of unique users	15	15	20	24	35	35
Average session length	99	240.91	223.23	376	259	285
Average daily utilization	99	159	316.8	639.83	630	784
Average daily utilization %	6.88%	11.04%	21.00%	48.94%	43.79%	53.09%
Peak utilization time of day	9:00 AM	6:00 PM	3:00 PM	7:00 PM	4:00 PM	10:00 AM

Reporting and Documentation Monthly Data Report Submission from it's electric Office of Emerging Technology	5.2025 Month 01	6.2025 Month 02	7.2025 Month 03	8.2025 Month 04	9.2025 Month 05	10.2025 Month 06
Charging station and port ID	SF02	SF02	SF02	SF02	SF02	SF02
Average daily uptime	100%	98.55%	100.00%	100.00%	98.79%	99.78%
Total charging sessions count	32	54	53	57	74	96
Number of unique users	20	21	22	23	35	48
Average session length	145	261.43	295.25	334.02	268	279
Average daily utilization	154	332	476.21	579	662	662
Average daily utilization %	10.69%	23.06%	32.92%	38.91%	45.99%	60.00%
Peak utilization time of day	10:00 AM	3:00 PM	12:00 AM	9:00 AM	3:00 PM	9:00 AM



## Current inbound demand (no advertising)

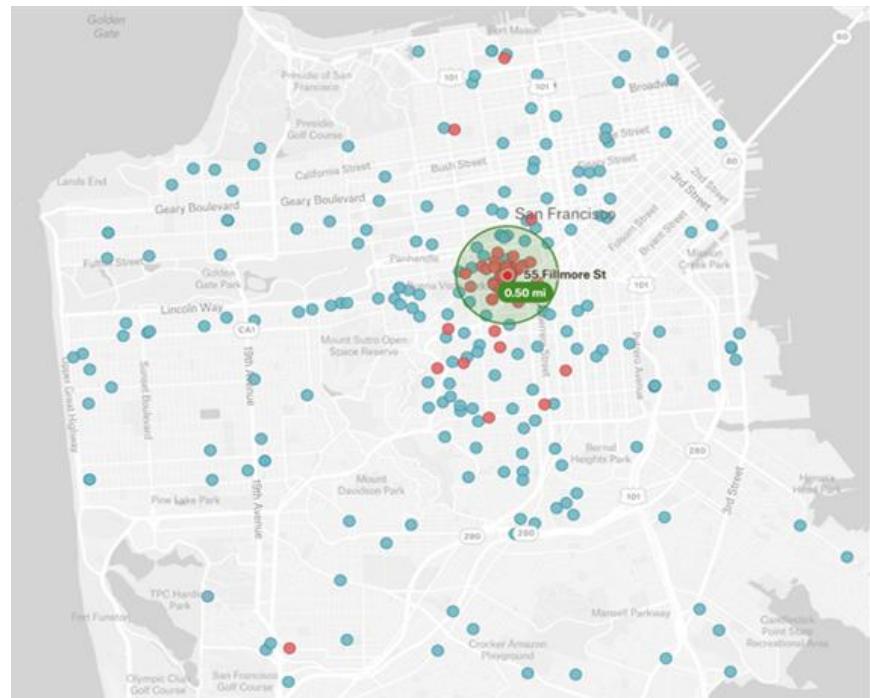
### Properties on Waitlist



#### San Francisco Waitlist V2

- EV Driver; Property Owner/Mana...
- Property Owner/Manager

### Drivers on Waitlist



#### SF Waitlist V3

- EV Driver Waitlist
- Active EV Driver

# Developing Long-Term Permitting Process

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## Department Roles:

**SFMTA:** Lead project development, management, and operations

**DPW:** Support processes and permits for operation in public right-of-way

**SFE:** Advisory services for policy development, research, outreach, and monitoring/evaluation

**SFPUC:** Utility advisory services for site screening and eligibility

# Developing Long-Term Permitting Process

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## Advance Program Priorities:

- Use available Prop L funding for (partial) planning
- Create new long-term permit for public right-of-way & coordinate interagency process
- Establish site selection process and mapping tool
- Explore mechanisms to select providers that will own/operate a network of well-maintained, well-utilized chargers, while supporting a revenue model (e.g., permit/licensing fees; revenue share)
- Engage communities and other stakeholders

# For More Information

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