

Price transparency survey

ECISS DELIVERABLE 3.1

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Introduction

The results of an exploratory survey show that there is a big demand among EV users for greater clarity on the costs for charging and the price structure for an EV charging session.

Currently, EV users are not supplied with clear information about what a charging session is going to cost, prior to charging. In order to improve understanding of the demand for transparency regarding the costs of charging an EV, ECISS held an online survey of drivers, policymakers and other stakeholders operating in the EV sector. The objective of the survey was to determine the extent to which EV users require information about the costs of charging sessions.

Information before and after charging

One of the conclusions drawn from the results of the ECISS survey is that the majority of respondents are keen to know in advance what the cost will be and how the price is structured, to avoid being confronted with unexpected costs.

An additional important insight gained through the survey is that currently a large proportion of the respondents consult the website or app of their Mobility Service Provider (MSPs) to discover the rates for charging, while they would prefer to be able to see what the charging session costs on the charge point screen. It also emerged that even when charging rates are available directly from the charge point, they are often difficult to find or see.

Input for use cases

ECISS will use the results of the exploratory survey to formulate use cases to derive price information before, during and after charging. The conclusions will be used for follow-up activities and report of deliverable 3.2.

Article

Insights exploratory survey on charge session tariffs ECISS

As part of the ECISS project, an exploratory survey is conducted on price transparency. For this survey, around 150 leading companies, industry associations and governments active in the EV sector were contacted. Approximately one third of them have completed the survey. The insights:

- 75% of the respondents have difficulties to find or to see the price of a charging session at a charging station. However, this does not prevent EV users from using the charging infrastructure.
- More than 80% of the respondents wants to know the charging session price per kWh before starting the charging session to calculate the total cost of a charging session. The charging session price should reflect all costs from the CSO/CPO, the operator who is managing the charging infrastructure and eMSP, the Mobility Service Provider.
- The website (29%) and the app (32%) of the eMSP are mostly used to find the charging session price at a specific charging station. Almost 23% are also using a generic source, like web-site or app, to find out the charging session price. But also 27% is not able to find the charging session price at all.
- About half of the respondents who do find the information of the charging session price use more than one source to find the price of a charging session.
- More than 50% of the respondents would like to see the charging session price on a display of the charging station. The showed charging session price is used to calculate the total charging session cost.
- Services offered by the CSO/CPO are less used by the EV driver and are also clearly less appreciated.
- More than halve of the respondents are not aware of the fact that a charging station can be used without the services of an eMSP. This ad-hoc payment solution, also known as direct payment or Pay-As-You-Go (PAYG), is required since mid-2017.
- A large number (43%) would like to make use of this direct payment option (PAYG). Only 21% have no intention to use direct payment at all.
- More than 80% of the respondents wants to be informed in advance, during and after a charging session. The requested information is charging duration, cost, energy transfer and the time when a charging session is stopped.
- Over 40% feel that the information given by the eMSP has room for improvement.

The insights of the survey will be used in the [ECISS](#) project.

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