How Does EV Charging Affect Resident Experience?

What factors determine the EV charging experience my residents will experience if I install EV charging stations?

Executive Summary

EV charging has evolved from a niche feature to a major expectation among renters. This white paper explores how installing EV charging stations can significantly impact resident satisfaction, amenity value, and long-term lease retention. It outlines the core components that define the resident EV charging experience—such as accessibility, ease of use, reliability, speed, transparency, and ongoing support—and provides best practices for maximizing positive outcomes.

Introduction: EV Charging as a Resident Experience Feature

Electric vehicle adoption in the U.S. is rising rapidly. With over 1.4 million EVs sold in 2023 and projections estimating 26 million on the roads by 2030 (IEA, 2024), the need for accessible home charging infrastructure has grown significantly. However, fewer than 5% of multifamily properties currently offer EV charging stations (National Apartment Association, 2024). This disconnect presents both a challenge and an opportunity. Properties that address this amenity gap stand to gain residents, increase satisfaction, and improve retention.

What Defines a Good EV Charging Experience for Residents?

The resident EV charging experience is defined by several key components:

- Accessibility: Chargers should be well-placed, well-lit, and clearly marked. 24/7 access and proximity to units enhance usability.
- Reliability and Uptime: Malfunctioning or unavailable chargers are a major source of frustration. Ongoing monitoring and quick resolution are critical.
- Ease of Use: Simple interfaces, intuitive apps, and support for all EV types (J1772/CCS/Tesla) improve the experience.
- Charging Speed: Level 2 chargers (240V AC) are ideal for overnight or long-dwell use cases. Level 1 is too slow forcing residents into unbearably long recharge timelines. And with the adoption of larger electric trucks and SUVs, Level 1 is not viable from a resident experience standpoint.
- Transparent Billing: Clear communication around pricing, access, and limits creates trust. Some properties offer usage reports.
- Support & Education: Welcome packets or signage help onboard users. Providing a contact for issues ensures smooth resolution and driver satisfaction.

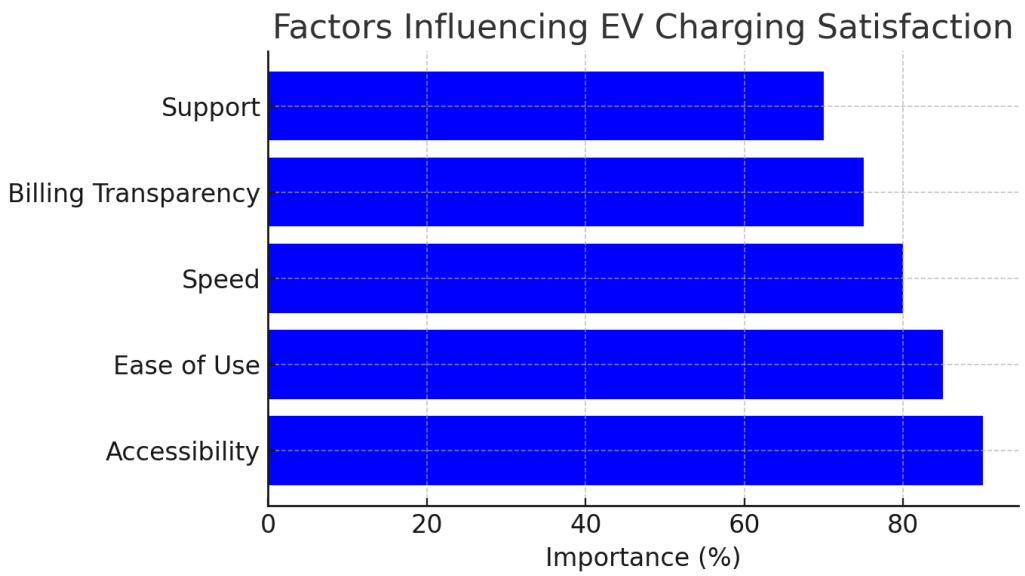

Figure 1: Key Satisfaction Factors for EV Charging

Impacts of EV Charging on Resident Satisfaction and Retention

Research shows that EV drivers are more likely to renew leases and recommend properties that support their charging needs. A recent NMHC study found that 58% of EV-driving residents would pay more in rent for guaranteed charging access. JD Power data shows that ease of home charging is one of the top three satisfaction drivers among EV owners. With sustainability also top-of-mind for Gen Z and Millennial renters, EV amenities signal environmental alignment.

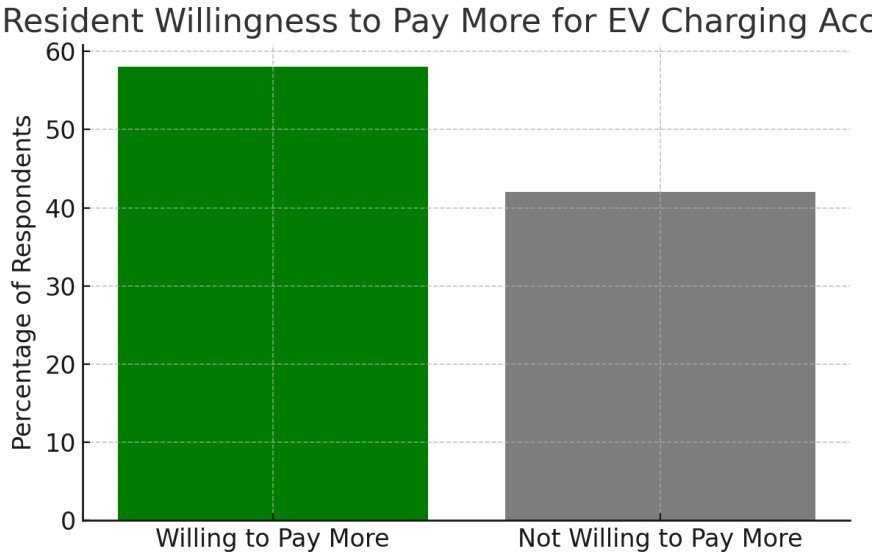

Figure 2: Resident Willingness to Pay for EV Charging Access

Best Practices to Maximize Resident Charging Satisfaction

- Install enough chargers: Target 1 charger per 10–15 units initially, scaling up as needed.
- Create a charging policy: Establish access policies and controls to ensure that chargers are available to everyone
- Monitor and maintain: Choose a networked solution for usage tracking, access control, and proactive diagnostics.
- Educate and communicate: Include EV charging guides during resident move-in and place signage near stations.

Conclusion: EV Charging as a Competitive Amenity

Installing EV charging is more than an infrastructure upgrade—it is a direct component of resident experience and a commitment to residents who rely on the chargers for their EV. By ensuring reliability, convenience, and transparency, property owners and managers can create an excellent experience that enhances the property amenity offerings, strengthens resident loyalty, and positions their properties as leaders in sustainability and innovation.

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