

Success Story



EV Charging in “The Sunshine City”

The City of St. Petersburg, called “St. Pete” by the locals, is situated on Florida’s gulf coast and nicknamed, “The Sunshine City.” Its quarter-million residents, and an equal number of yearly visitors, are quite happy with its 361 days of sunshine annually.

No wonder then that St. Pete (not to be confused with nearby St. Pete Beach) has been a destination city for retirees, beach lovers, and bohemians off and on for about one-hundred years.

With all those people in the sunshine, the region has been at the forefront of implementing EV (Electric Vehicle) charging for some time. It already boasts nearly 100 EV charging stations, public and private, within a 10-mile radius of St. Pete.



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The Opportunity

As far back as 2011, St. Pete had begun to install EV charging stations from another vendor. City leaders became frustrated over time though when those chargers began to fail. Some pointed to St. Pete's location on the water as the culprit. No single cause could be found despite the many cases of failure.

It was clear that St. Pete was ready to make a change and NovaCHARGE was selected in 2016 to implement five EV charging stations and replace pre-existing units from the other vendor as they failed.

St. Pete learned first-hand that deploying even a single charging unit was not simply a "plug-in-and-done" situation and that NovaCHARGE offered an "ecosystem" of assessment, hardware, software, training, and support.

Why NovaCHARGE?

In business since 2008, NovaCHARGE was able to demonstrate its extensive history of successful and reliable EV charger implementations in a wide variety of settings. The long warranty period that comes with each charger was further testament that NovaCHARGE's EVSE was not prone to the failure they experienced with their first vendor.

NovaCHARGE's approach is all about helping customers to "future-proof" their options. They offered St. Pete multiple choices in equipment, as well as networked and non-networked versions that synced with St. Pete's plans and budget constraints.

Even non-networked chargers could be selected that offered a readily available path to upgrade to a networked platform. Most vendors they spoke with did not have that kind of flexibility on offer.





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The Solution

NovaCHARGE's EV charging equipment and the company's approach to long-term value was perfectly suited to solve St. Pete's issues of reliability with their prior vendor.

In consultation with NovaCHARGE's deployment specialists, St. Pete chose to implement NovaCHARGE's well-tested NC7000 chargers over 2016 and 2017. The choice of the NC7000s chargers also supported St. Pete's desire to implement budget friendly non-networked versions while still offering an "evergreen" path to upgrade to networked chargers later.

Through a local utility incentive program, St. Pete asked NovaCHARGE to come back in 2018 to install 30 additional chargers bringing the total number of NovaCHARGE units in St. Pete to 45. To this day, NovaCHARGE is still replacing failed units from another vendor.

With the variety of locations and use cases for St. Pete's EV charger implementations, they are now focused on the data they collect in anticipation of additional chargers being deployed where the metrics tell them it makes the most sense.

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Examples of branded faceplates shown: FIELDS, The City of Winter Park, Bee Energized!, and Electric Vehicle Charging Station.

Interested in learning more about EV charging for your property?
Let's Talk.



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