

EV Charging Visibility & Promotion Checklist

Simple Ways to Increase Visibility, Utilization, and Community Awareness

Congratulations on becoming an EV charging destination.

Your facility is helping expand access to public EV charging across the City of San Diego.

For EV drivers, reliable charging plays an important role in deciding where to visit, recreate, learn, work, and spend time. Whether your facility is a library, recreation center, park, beach, community center, or other public property, your new EV charging stations provide an important public service while supporting the City's sustainability and transportation goals.

Use this checklist to help residents and visitors discover, use, and return to your charging location.

ONLINE PROMOTION

Website

- [ ] Add EV charging to your homepage, amenities page, booking section, or location page
- [ ] Include charger availability, location, hours, and pricing information
- [ ] Upload photos of your charging stations
- [ ] Identify public, guest-only, employee-only, or restricted access

Google Profile

- [ ] Add "EV Charging Station" under amenities
- [ ] Upload photos of your charging stations
- [ ] Confirm location, hours, and access information

Travel & Property Listings

- [ ] Update Yelp, TripAdvisor, Expedia, Booking.com, Hotels.com, Apartments.com, and other relevant directories
- [ ] Add "EV Charging Available"

Social Media

- [ ] Post charging photos and updates regularly, not only during launch
- [ ] Highlight EV-friendly amenities and sustainability initiatives
- [ ] Include EV charging in seasonal promotions and announcements

Email & Customer Communications

- [ ] Include EV charging in customer emails and newsletters
- [ ] Promote charging benefits to guests, customers, employees, and residents
- [ ] Continue promoting charging beyond the initial launch announcement



ON-SITE PROMOTION

Lobby, Front Desk & Counter Signage

- [ ] Display EV charging signs, flyers or tabletop displays in high-traffic areas
- [ ] Include charger location details
- [ ] Provide simple charging instructions
- [ ] Include support information and QR-code access details

Directional Signage & Parking Areas

- [ ] Install directional signage from roads and parking entrances
- [ ] Mark EV charging spaces clearly
- [ ] Verify ADA compliance where required

Events & Advertisements

- [ ] Include EV charging in event advertising and registration materials
- [ ] Encourage event coordinators to promote charging availability
- [ ] Include parking, access, and operating information

Staff Education

- [ ] Train staff on charger location and operation
- [ ] Review payment methods and QR-code activation
- [ ] Prepare staff to answer common guest questions

eVerged

Contact Us

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