

Risdall Advertising Agency



Type: Office Building, 100,000 sq. ft.

Employees at this location: 50

Location: New Brighton, MN

Year built: NA

Parking: surface lots, underground garage

Website: www.risdall.com

Property owner: CU Companies owns building, lots and underground parking.

Property management: CU Companies

Number of other companies and their employees at this location: several other companies in the building, with 300+ employees

Power: Xcel Energy

Description:

Risdall Advertising Agency's CEO, Ted Risdall (an EV advocate and Tesla owner) initiated the idea of a charging program as part of Risdall's lease negotiations with CU Companies, the current owner of the property. Over the course of a month long back and forth, Risdall was finally given permission to install a single charging spot at his reserved parking spot in the underground garage. The terms of the agreement made Risdall responsible for the cost of equipment, permits, installation and a sub-meter was installed to track electricity consumed for EV charging. Risdall is to be invoiced for electricity use on a monthly basis. The upfront installed costs for the Level 2 charging equipment and sub-meter came to about \$1,800.



PEV Charging plans and infrastructure: One Leviton Level 2 EVSE (50-amp circuit).

EVSE locations: Underground garage

Metering and billing: Risdall is supposed to pay for electricity use on a monthly basis. The building owners are supposed to read the sub meter and bill Risdall for usage. At this writing, CU Properties has yet to send Risdall a bill.

Networking and service fees: None



WorkplaceCharging.com Case Report

Access control: Reserved parking spot, private underground garage, keycard needed to enter.

Parking: There are approximately 150 parking spots on site (surface lots and underground garages).

Demand charges: n/a

Demand charge mitigation strategy: n/a

Signage and parking enforcement: The underground garage spots are numbered and reserved for specific people in the building.

Insurance needs: n/a

Employee WPC policy: n/a



Program promotion: If more Risdall employees request EV charging, they will work with the property owner on a solution.

Program monitoring and evaluation: n/a

Future expansion capability: Expansion is possible in the underground garage and there is a good location available in the surface lots on the property. The property owner is unlikely to initiate without the prodding of an EV owner that works in the building.

Biggest challenges/learnings: Costs were driven up (a bit unnecessarily) due to the length of conduit that was needed to reach the reserved parking spot location. The negotiation with property owner was challenging. Response to first request was no. With more prodding it was clear that the property owner felt that it was going to be a complicated process and they didn't want to be involved. There was a distinct lack of knowledge about what EV charging infrastructure is and how it works.



COST OF PROGRAM

The Level 2 EVSE and related equipment had an installed cost of about \$1,800.

Public charging availability nearby: n/a