



CHARGE READY

CASE STUDY: HERMOSA PROPERTY MANAGEMENT

Electric Vehicle Charging Stations for Hermosa Properties:
How Managed Charging Reduced Electricity Costs



Greg
Owner,
Hermosa Property Management

- **116 Charging Stations**
- **5 Multifamily properties**
- **Redondo Beach, CA**

HERMOSA PROPERTY MANAGEMENT HAS THE VISION TO INSTALL CHARGING STATIONS ACROSS MULTIPLE PROPERTIES


Hermosa Property Management is a boutique property management company specializing in costal living in the South Bay and West LA and manages approximately 200 units. The owner, Greg started looking at the possibility of installing charging stations because residents began inquiring and requesting the management company install them. Greg felt that more and more residents would start asking about EV (Electric Vehicles) charging availability. He wanted to retain his current residents, future-proof his property and market the feature as an amenity to attract residents.

Greg investigated SCE's Charge Ready Program which helps multifamily property owners like Greg with the cost of installing EV charging. He was thrilled to discover that the program was viable for five of his properties in Redondo Beach, allowing him to install 116 stations across them. However, he was aware of the impending challenges, especially in managing the electricity costs associated with the addition of EV charging stations.

HERMOSA PROPERTY MANAGEMENT CONSIDERS WAYS TO BETTER MANAGE THEIR ELECTRICITY COST

Greg ultimately decided to use a software-based solution to achieve the results he was looking for and felt it made the most sense for his use case. When beginning to charge, the EV driver indicates what time the vehicle needs to be charged and how much energy is needed, and the charge management system can then manage the total load within limits by shifting the load between charging stations, throttling the load down on the vehicles that are nearly full and shifting that load to the vehicles that are less charged.

Greg also felt strongly about discouraging on-peak charging. He significantly increases the price for his tenants to charge vehicles during the on-peak period to encourage them to charge their vehicles during off-peak periods. In the end, the vehicle is charged by the time the tenant needs it and Hermosa Property Management can manage their electricity costs by avoiding higher rate periods.

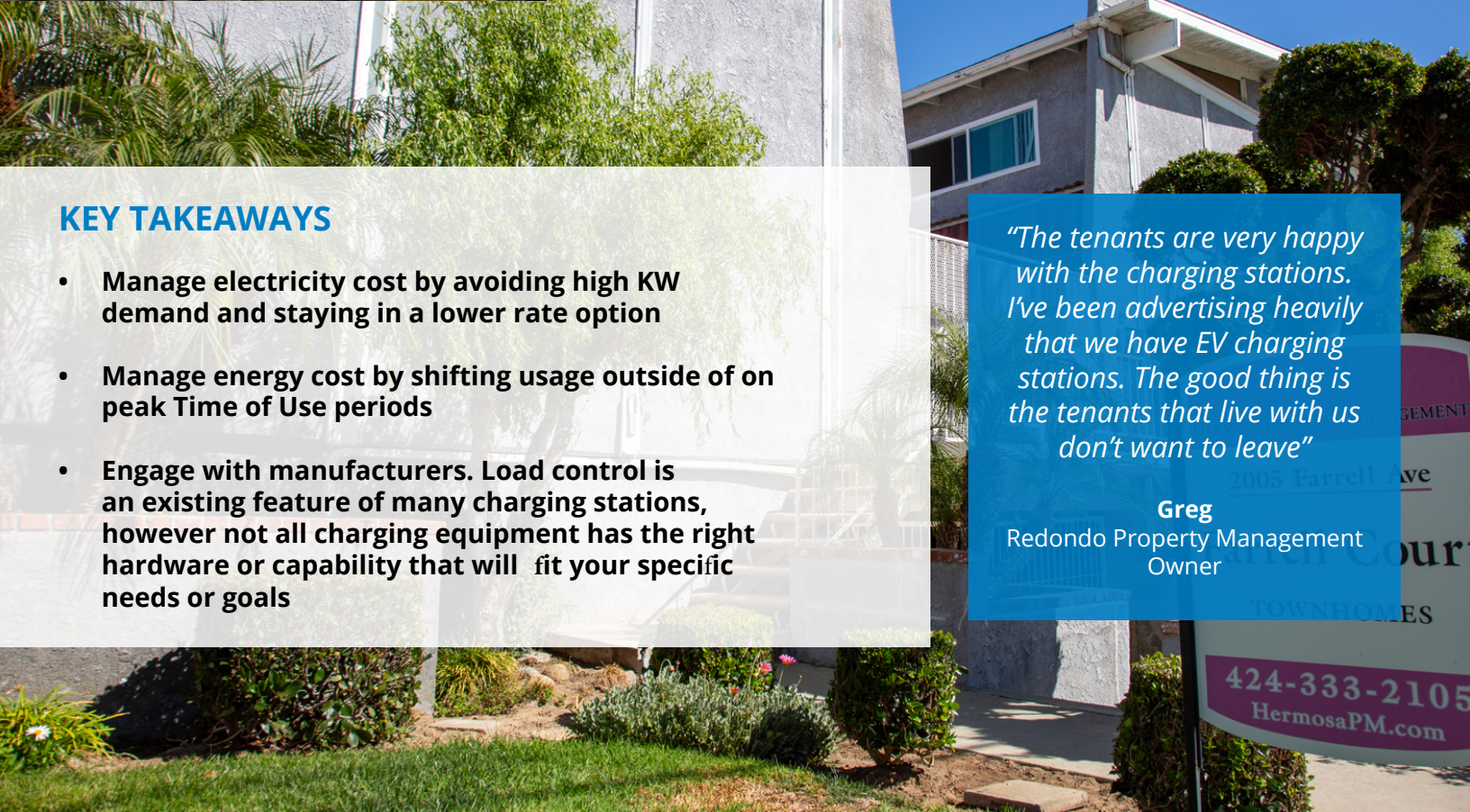


"At the time, this was a very new technology, and it was difficult to research. Not many people knew about this software-based solution, so it took up a lot of my time to research. SCE helped me make sure I was considering the right things. They also provided me with a rate analysis to help me understand what my estimated electricity cost would be and the best rate options"

Greg
Redondo Property Management
Owner



Greg recommends customers research how to better manage their EV electricity cost by engaging with manufacturers, network providers and 3rd party vendors. Managed charging features are an existing feature of many EVSEs (Electric Vehicle Supply Equipment). The first question customers may want to ask network providers, is if they can help manage your electricity cost, but how they do it is more important. Greg did not want to ramp down a charging station so low that it would take days to charge a vehicle resulting in low utilization and tenant complaints.



KEY TAKEAWAYS

- **Manage electricity cost by avoiding high KW demand and staying in a lower rate option**
- **Manage energy cost by shifting usage outside of on peak Time of Use periods**
- **Engage with manufacturers. Load control is an existing feature of many charging stations, however not all charging equipment has the right hardware or capability that will fit your specific needs or goals**

"The tenants are very happy with the charging stations. I've been advertising heavily that we have EV charging stations. The good thing is the tenants that live with us don't want to leave"

Greg
Redondo Property Management
Owner

WE'RE HERE AS YOUR TRUSTED ENERGY PROVIDER

Feel free to **contact us** to discuss how we can help your multifamily property make EV charging a reality.

For more information visit [sce.com/evbusiness/chargeready/tools-resources](https://www.sce.com/evbusiness/chargeready/tools-resources) or email chargeready@sce.com



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