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Louisiana establishes free market for EV charging by ensuring fair, competitive marketplace

-- EV charging investors, entrepreneurs and retailers praise Louisiana Public Service Commission for prohibiting utilities from using revenue from captive power company customers to install EV charging stations --

BATON ROUGE – The Louisiana Public Service Commission (LPSC) on Aug. 15 opened the door for private investment in electric vehicle (EV) charging stations in Louisiana by issuing a rule that prohibits electric utilities from using ratepayer money to own, lease, operate or control EV charging stations.

Charge Ahead Partnership, a coalition of individuals, businesses and associations working to expand access to the nation’s EV charging marketplace, applauds the decision. Retailers and EV charging station operators in Louisiana called for this policy to allow businesses to invest in EV charging with the confidence that regulated electric utilities won’t use funds collected from utility customers to unfairly compete against the private market.

“The LPSC has sent a clear message today to the investors, entrepreneurs, small businesses and retailers who will build Louisiana’s EV charging marketplace: Louisiana is open for business,” said CAP Executive Director Jay Smith. “Regulated utilities in other states have discouraged investment by forcing their customers to subsidize utility-owned chargers. Today’s ruling will not only attract investment, it also protects all Louisiana power company customers.”

Under the ruling, charging providers also can self-generate solar power. Previously, providers could have been regulated as a utility if they generated power.

The LPSC decision follows bipartisan legislation passed in 2022, directing the LPSC to establish policies that would allow Louisiana's EV charging market to be based on competition and free market principles. Because the LPSC is a constitutionally separate entity, the legislation did not mandate any action but encouraged the commission to enact policies that will create an environment that is friendly to EV charging investment.

Since then, the LPSC has taken significant steps to open up the state to private investment in EV charging stations. In 2023, the commission issued an order allowing non-utilities to resell electricity by the kilowatt-hour. That year, the commission also directed all jurisdictional electric utilities to propose rate schedules for EV charging, a key step to provide EV charging providers with certainty in electricity rates.

While the previous two rulings were crucial to allowing a private marketplace to grow, Wednesday's ruling removed the looming threat of electric utilities undercutting the private marketplace.

"This decision has been a long time coming. As EVs grow in popularity in the coming decade, Louisiana has taken key steps to incentivize more investment in EV charging," said Smith.

Under the LPSC decision, regulated utilities can only operate EV charging stations through a separate unregulated subsidiary. The decision comes as Louisiana is preparing to deploy \$73 million from the National Electric Vehicle Infrastructure Program to provide grants to private businesses that want to offer EV charging.

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*To learn more about **Charge Ahead Partnership (CAP)** and join our efforts to help expand America's EV charging network please visit www.chargeaheadpartnership.com. In addition to joining CAP you can stay connected with us by following us on social media on Twitter at [@EV_ChargeAhead](https://twitter.com/EV_ChargeAhead), Facebook at [@ChargeAheadPartnership](https://www.facebook.com/ChargeAheadPartnership) and on Instagram at [@EVChargeAhead](https://www.instagram.com/EVChargeAhead).*