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EV Charging Leaders Unveil Initiative for Measured Implementation

Tesla, Uber, Electrify America, and SWITCH partner with Alliance for Transportation Electrification to advocate for a phased pathway for weights and measures compliance that protects both businesses and EV drivers

SEATTLE, WA – May 8, 2026 – A coalition of the world’s leading electric vehicle (EV) and charging companies today unveiled the **Fair Charge Alliance (FCA)**. Established as the Fair Charge Advisory Council within the **Alliance for Transportation Electrification (ATE)**, the FCA will advocate for standardized weights and measures regulations to protect consumers and accelerate industry growth.

As state regulators increasingly adopt NIST Handbook 44, the national model for specifications and tolerances for weighing and measuring devices, the EV industry faces a complex patchwork of enforcement. The FCA will collaborate with state officials, ensuring that evolving technical requirements for accuracy and displays are implemented in a way that builds public trust without stifling innovation.

“I am delighted to be able to bring this new initiative to fruition today. We have encouraged all our members, utilities, OEMs, and charging companies, to get involved in these complex issues for several years,” said **Philip Jones**, Executive Director of ATE.

Michael Krauthamer, Senior Advisor to ATE, added: “Until now, we have lacked a common voice in the EV industry where we can collaborate with weights and measures officials in a constructive way. We intend to work together with state officials to develop compliance pathways that benefit all.”

The FCA’s mission is built on four core policy principles:

- **Consumer Confidence:** Ensuring total transparency and trust in charging equipment accuracy.
- **Prospective Implementation:** Applying new technical regulations to newly installed chargers rather than retroactively to existing infrastructure.
- **Phased Enforcement:** Providing adequate time for education and outreach to respect existing business investments.
- **Reasonable Regulation:** Ensuring enforcement remains balanced and reasonable while the industry matures. When chargers are technically accurate, overly aggressive enforcement may contravene state public policies by discouraging EV adoption and air quality improvements, as well as frustrate drivers.

Founding council members include **Tesla, Electrify America, Uber, and SWITCH**. This group will coordinate tangible, on-the-ground activities across the country to bridge the gap between technical software/hardware evolution and state-level regulation. Leading officials in those companies offered the following statements:

“Delivering a seamless charging experience is core to driving EV adoption, and that includes ensuring EV drivers get the electricity they pay for. At the same time, charging infrastructure must undergo rapid growth to keep up with demand,” said **Francesca Wahl, Senior Manager, Global Charging Policy at Tesla**, who will also serve as the initial Chair of the Advisory Council. *The right policy framework will preserve consumer confidence in EV charging without sacrificing deployment speed, increasing costs, or unduly disrupting charger availability.”*

“Electrify America applauds states for their efforts to modernize NIST Handbook 44 in support of today’s transportation electrification needs,” said **Rhia Davis, Director of Government Affairs at Electrify America**. *“We look forward to continued engagement with policymakers and regulators to share insights on EV charging infrastructure and help advance fair, practical and consumer-focused regulations for electric vehicle supply equipment.”*

“This is a pivotal time for the industry as more and more states are establishing weights and measures regulations for EV charging. We know it’s possible for states to protect consumers while also supporting local businesses who are investing in chargers, but it will take dialogue and collaboration to achieve the right balance,” said **Carter Li, CEO and Co-Founder of SWITCH**. *“The Fair Charge Alliance will play a key role to educate and engage with weights and measures officials to ensure they are well informed about the nuances of EV charging, and to encourage fair and reasonable implementation and enforcement of the rules. SWITCH is proud to be a founding member of the Fair Charge Alliance.”*

Learn more about the Fair Charge Alliance and its mission at www.fairchargealliance.org.

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About the Alliance for Transportation Electrification (ATE):

Founded in 2017, the Alliance for Transportation Electrification (ATE) is a trade association located in Seattle, WA dedicated to expanding safe, dependable, affordable, and accessible electric transportation technology through innovations in electric utility regulatory policy and utility services. Our phone number is 206-453-4157.

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