# San Francisco launches curbside electric vehicle chargers to boost urban sustainability



In a notable step towards advancing urban mobility and sustainability, San Francisco has introduced curbside electric vehicle (EV) chargers as part of its innovative Yes SF programme. The initiative, unveiled on a clear Friday morning at 55 Fillmore Street near Duboce Park, represents a pioneering effort to make EV charging more accessible to city residents, especially those without private parking facilities.

Mario Landau-Holdsworth, recognised as one of the city's early electric vehicle adopters, was present to demonstrate the practicality of the new curbside chargers. Speaking at the event, he connected his Chevy Volt to one of the stations, highlighting the significance of accessible urban charging: “This wasn’t just a moment of personal triumph but a beacon of hope for fellow EV owners who, like me, navigate the challenges of urban living without a personal garage.”

The curbside chargers are the brainchild of Brooklyn-based company It’s Electric and have come to life through a partnership that blends public and private sector efforts. As part of the Yes SF programme, these charging points are designed to integrate seamlessly into the urban landscape. Tyrone Jue, director of the San Francisco Environment Department, explained the broader vision: “This is how we unlock urban mobility.” He emphasised the goal of scaling the programme to establish these chargers as ubiquitous fixtures throughout the city.

The initiative enjoys robust support from major corporations including Deloitte, Salesforce, and Citibank, alongside the San Francisco Chamber of Commerce. This network of collaborators has been instrumental in propelling the project from concept to tangible infrastructure, aligning innovative technology with the practical needs of urban residents.

Beyond San Francisco, the initiative is attracting global attention. The World Economic Forum is reportedly interested in replicating this model in various metropolitan areas worldwide, such as Bangalore in India and cities along the American East Coast. The programme’s success is viewed as a template for how cities can integrate sustainable practices within existing urban frameworks while accommodating the rising demand for electric vehicles.

The Yes SF programme is particularly beneficial to urban EV users who lack private garages or driveway access, addressing a key barrier to wider EV adoption. Shared fleet services, including ride-sharing and delivery companies operating electric vehicles, also stand to gain from convenient curbside charging options, enhancing operational efficiency and reducing environmental impact.

Key features of the San Francisco curbside EV charging initiative include:

1. Accessibility and Design: Chargers are installed in residential zones that traditionally lack private parking, with a design that minimises visual disruption to the streetscape.

2. Scalability: The city aims to expand the number of chargers by the hundreds, embedding them as standard urban infrastructure.

3. Public-Private Partnership: The collaboration draws on resources and expertise from both governmental bodies and corporate entities, exemplifying a successful model for sustainable urban innovation.

While the rollout is currently in its pilot phase, there are considerations regarding demand and maintenance. Initial installations may not satisfy the immediate needs of all EV users, and ongoing investment will be crucial to maintain and expand the network. Community engagement will also be essential as residents adjust to the new infrastructure.

Recommendations for other cities considering similar initiatives include launching pilot programmes to gauge feasibility, focusing installations in high-demand areas, establishing strategic partnerships to leverage resources, and conducting comprehensive community outreach to foster support.

San Francisco’s introduction of curbside EV chargers under the Yes SF programme sets a promising precedent for urban centres worldwide seeking to enhance EV accessibility and reduce carbon emissions. The initiative stands as a practical example of how innovative technology and cooperative planning can combine to shape the future of urban transportation.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.sfenvironment.org/press/san-franciscos-electric-vehicle-ev-curbside-pilot-program-delivers-first-public-curbside> - This URL supports the claim that San Francisco has started a pilot program for curbside EV charging, marking a significant step in expanding EV infrastructure within the city.
2. <https://electrek.co/2025/04/25/san-francisco-curbside-charger/> - This article confirms the installation of the first curbside EV chargers in San Francisco through a partnership with It's Electric, highlighting the city's growth in public charging ports.
3. <https://sfist.com/2025/04/26/saturday-links-san-francisco-installs-citys-first-curbside-ev-chargers-on-fillmore-street/> - This link mentions the installation of San Francisco's first curbside EV chargers on Fillmore Street, aligning with the initiative to enhance urban mobility.
4. <https://www.nbcbayarea.com/news/local/electric-vehicle-charging-program-san-francisco/3853428/> - NBC Bay Area's coverage of the pilot program details the partnership with It's Electric and the potential benefits for both EV owners and private building owners in San Francisco.
5. <https://business.sfchamber.com/events/details/it-s-electric-ribbon-cutting-12403> - This page mentions It's Electric's involvement and provides context about recent developments and partnerships in San Francisco related to EV charging.
6. <https://www.sfenvironment.org/about/our-work/climate-action/transportation/pdfs/yes-sf.pdf> - This URL is not available in the search results, but it would ideally provide more information on the Yes SF programme's objectives and initiatives related to sustainable urban mobility.
7. <https://news.google.com/rss/articles/CBMi4wFBVV95cUxQNTVmcGhlVzctNUFUdkZ0WVRaMmtEVE8xVGllLTdyS1k4T1RRdUZpUlkzY01SbXhpLVBoM3pUMXktS1ItYmFQN1pxSkppSUJpWWYyWmswYVUyd0hXV25ld0IzNjJjallmNHVsNWxsNVhDMUlaQlpMZ294aGZDdDBxVTIzNG9kOG9UNlhoREU0Q0N0RVZLTmZIMHlYdGYxa3FDNWFxZlJ1Q3RnbmcwZVlRUWtVMElHQ0J5ZW1ibE9td2ZJdjJ6dGZGdUxMNklXWlRoeW1PdHZCcU1Tejl0SGpxMkVMUQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data