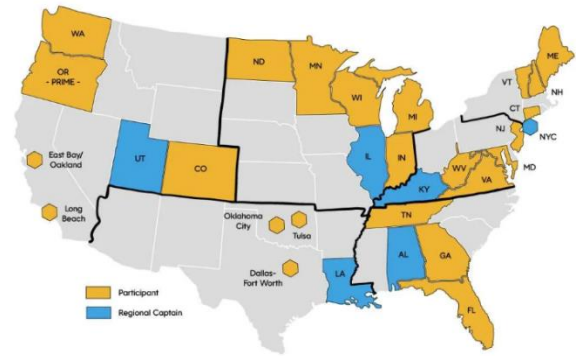


EMPOWER your employees with workplace charging!

How can we enable a more equitable transition to EVs with workplace charging?

EMPOWER partners help employers explore key areas and find answers to the main questions:

We are living in an EV decade where most of our transportation will be electrified. Your company can play a role in this process and help to make this more equitable transition. Naturally these actions are specific to your company so we need to figure out what works best for you. EMPOWER is an outreach and education project that provides you support and resources to figure out right answers to following questions. Get in touch with [our coalition partners](#).



What do our employees want and what do they need?

As with any transition to new ways of doing things, some people learn about it first and move faster. Some people know what is needed, but many don't even know yet how the transition will happen and how it will impact them. Based on a J.D. Power study, about 20% of US car buyers are strongly in favor of EVs, and another 20% are strongly against them, leaving the middle 60% that can be influenced. This means that 80% of people are either already trying to figure out how they could shift to driving electric or would be interested in learning more about it. Based on this, it would be good to know how many of your employees already drive EVs and provide some EV 101 information for those who are interested in the topic.



We provide:

- Survey tools and EV owners hearing events
- EV 101 presentations and discussions
- Workplace charging 101 information

Workplace Charging Survey

- Our WPC survey can be used to explore employee interest towards workplace charging.
- Results provide a solid foundation for WPC program development.
- We can run the survey, or the employer can use their own survey platform to do it.

How does this support our sustainability goals?

Transportation accounts for one third of all energy consumption in the US. In many cases, people commuting and fleet energy consumption and emissions are higher than the energy consumed at the company's facilities. The good news is that shifting your vehicle fleet from internal combustion engines to electric vehicles lower will drastically lower transportation emissions.



We provide:

- Simple calculators
- Advanced calculators
- Links to more resources

How can this help with our fleet electrification?

Can we use this same infrastructure for our fleet charging or at least co-locate it? Companies also have a great opportunity to lower their fleet energy and maintenance cost plus emissions by shifting their fleet to EVs. In some cases, workplace charging infrastructure can be used to charge at least a portion of the company fleet at night. In other cases, there are some savings if fleet charging can be co-located in the same area where workplace charging stations are installed. Having an EV Fleet is also leading by example.



We provide:

- Explanation of what is visitor charging, workplace charging and fleet charging
- Help to determine how a company could charge their own fleet

What kind of programs or incentives exist to assist us?

Usually there are a lot of programs and incentives to support beneficial and equitable electrification programs. These can come, for example, from local utility companies or government agencies, but many people might not even know about them. In addition to these there are federal programs and incentives that encourage EV charging infrastructure installations, such as Section 30C of The Inflation Reduction Act of 2022; Alternative Fuel Vehicle Refueling Property Credit, which can provide up to 30% tax credit for charging infrastructure installation investments. There are also some incentives for fleet electrification, so it is good to learn more about these and take them into account when planning a project.



We provide:

- Help with finding and applying local programs and incentives
- Grant writing assistance, if needed
- Links to federal and state programs

How can our utility company help?

All electric utility companies are happy to help with efforts that increase EV adoption. They might not have specific workplace charging programs, but they usually have programs for commercial properties, incentives or even make-ready solutions. Some utility companies also have seasonal needs to increase load during certain hours of the day, and EVs provide a good tool to do that. In these cases, the utility company might even provide free or heavily subsidized charging stations so they can provide special charging programs for the users. When talking with the utility, it is important to emphasize that we are not planning to move people away from home charging, but to provide charging options for those that don't have home charging available.



We provide:

- Information about utility programs
- Connections to the right people at your local electric utility

How do we work with our property owner to make this happen?

The most challenging aspects of workplace charging are managing a process involving several parties and finding solutions that provide the greatest cost-benefit ratios and convenience for the building owners or tenants and their employees. Every workplace will have its own advantages and limitations. Therefore, there is no “one size fits all” solution, and instead every infrastructure project will have to be designed based on the case at hand. Building owners/managers are constantly looking for ways to provide good value for their existing customers and to attract new ones. Electric vehicle charging services are a great new amenity that can help with these efforts. Sit down with your owner/manager and explain why this is important to your company and your employees. It’s likely that they are already at least somewhat familiar with the topic so we just need to plan what this would mean in your property.



We provide:

- Advice, assistance and subject matter expertise
- Tools and resources to help with the process

How do we educate our employees about our program?

Since this is a new area for most people, there is a strong need for education for all stakeholders. Planning committee members have a dire need for real-life understanding. You can consider EV expert Lunch&Learn presentations, employee EV owners panel discussions or other information sessions. Providing enough information will help to overcome the inertia that new concepts usually face.

Part of this effort is to make sure we know some of the EV owning employees and engage them to share their experiences. During these EV owner panel presentations, we will talk briefly about the market, vehicles available, and charging 101 and then ask our panelist to share what it is really like to own, drive and charge their EVs. This message is much more powerful when you hear it from your peers. At the same time, attendees meet some EV owners that they can reach out to when they have any questions.



We provide:

- Lunch&Learn EV presentations
- EV owners panel discussions with EV owning employees
- Help and resources in doing an EV Show and Ride & Drive event

How do we make this equitable?

EVs are not just for affluent buyers. It is starting to become common knowledge that EVs are the most affordable option if you need to use a personal vehicle. The total cost of ownership is much lower due to lower energy and maintenance costs. To put it simply, EVs leave more money in the owner’s pocket. This is a great way to help those with lower income to stretch their dollars further. Why isn’t everyone doing this already? Naturally, we need more education, but there has also been a shortage of affordable used EVs available in the market. This is improving since increasing EV sales will bring more used EVs to the market, and the new federal incentives provide up to \$4000 tax credit for lower income buyers.



Another challenge can be charging access, and this is where you can help. Installing charging infrastructure is harder in condominiums and apartment buildings, so if people have an option to charge at work, they can start driving an EV sooner, and have more time to figure out their home charging setup. One thing that your company should consider is whether you could provide some incentives that would especially help lower income and disadvantaged community

members.

We provide:

- Advice on how to build equitable programs
- Tools and resources to help with the process

How to publicize these efforts?

Another important part of this process is to let everyone know about the new program. This will include internal promotion efforts as well as external announcements to encourage others to do the same. We will help you to do a press release and promote your efforts and dedication. You are showing leadership in sustainability, and your efforts are worth publicizing.



We provide:

- Promotional support
- Connections and partnership in publicity efforts

How to keep this simple?

It is not uncommon that WPC projects get started with high hopes, only to get bogged down with technical difficulties, cumbersome usage policies or higher than expected costs that derail project execution. Fortunately there are more advanced solutions, experienced service providers and utilities who want to help. On top of that, you have us advising you throughout the process. Let's keep it simple and make it happen.



Get in touch with [EMPOWER coalition partners](#).

