

WHITEPAPER 

# EV CHARGING AT THE WORKPLACE

Keeping Employees Charged.



## KEEPING EMPLOYEES CHARGED

With environmental issues like climate change coming into the international spotlight, consumers are paying more attention. They have come to expect companies to invest in eco-friendly initiatives, and they are making changes in their personal choices.

As electric vehicles are going farther and becoming more affordable, demand has spiked –as has the need for accessible electric charging stations. Some analysts predict that electric cars will make up 25% of all new car sales in 2025, and 50% of all new car sales by 2030!

A 2020 report from the UK research firm, Venson, found that 45% of survey participants are reconsidering their automobile decisions. Of the drivers now considering an EV, 19% are committing to choosing an electric car as their next vehicle.

To remain competitive, it is vital for corporations to consider the needs of current and future EV drivers. Smart EV charging stations are a powerful way to gain loyal employees and to attract top talent.





## TOP EV SALES BY STATE

### Highest EV Registrations Per Capita

1. California
2. Hawai'i
3. Washington
4. Oregon
5. Vermont
6. Colorado
7. Arizona
8. Massachusetts
9. Utah
10. Virginia

### Highest Total EV Registrations

1. California
2. Florida
3. Texas
4. Washington
5. New York
6. New Jersey
7. Arizona
8. Illinois
9. Colorado
10. Georgia

## BENEFITS OF WORKPLACE CHARGING

There are multiple benefits to offering smart EV charging at your workplace. With an EV charging network, you can control access to your stations in order to prioritize them as an employee amenity. Create and manage your network of charging stations, create custom membership groups, and set up access controls so public users cannot charge without permission.

You can also offer customized pricing for your drivers. Some companies with public parking choose to assign tiered pricing, so public users pay a fee, while employees charge their vehicles for free. Your human resources department can add free car charging as part of your company's benefits package!

With a smart network, your employees can use a mobile app to see which charging stations are available. You can even turn on a wait-list feature that will notify drivers the moment a charging station becomes available. The ability to view live station status helps your employees plan their charging sessions around meetings and scheduled breaks, so it's easier to charge at work.

Finally, smart networked charging stations provide you, the station owner, with reports about the success of your program. Download reports with metrics such as usage, CO2 offset, energy cost, and revenue per station or per location. You can easily include your charging stations in your company's year-end reports, which can help you decide when it's time to add more charging stations to your locations!



## EV CHARGING MAKES YOUR BUSINESS BETTER

With more employees switching to electric cars, and an overall increased interest in sustainability, electric vehicle charging stations will soon become a top amenity for corporations. Second only to the home itself, the workplace is one of the most popular places to charge an electric car. EV drivers want to charge at work, and this HR benefit can help you attract and retain top talent.



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