

## Benefits of Workplace Charging

Reliable and efficient workplace charging increases electric vehicle adoption which benefits workplaces, employees, and local communities by facilitating:

- ✓ Cleaner air and an overall healthier environment
- ✓ Responsible community stewardship
- ✓ Increased employee morale
- ✓ Lower fuel and vehicle maintenance costs (personal and fleet vehicles)

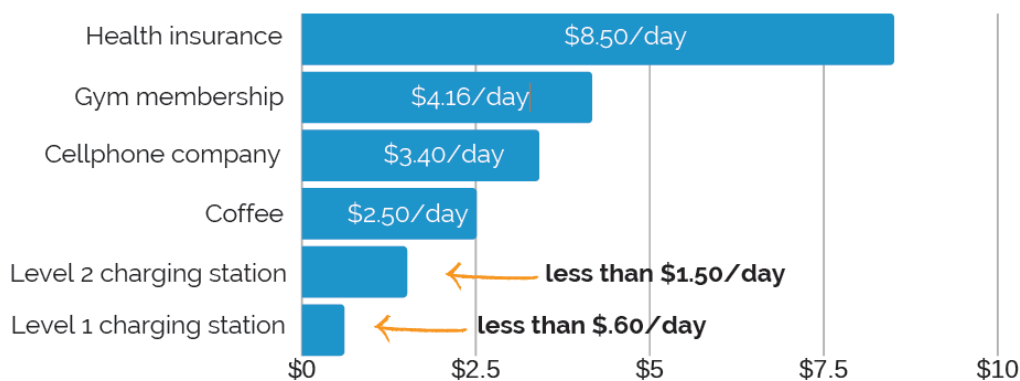
## Benefits to Employees

- **Reduce Range Anxiety** — Workplace charging can help reduce range anxiety, or the driver's fear that the vehicle will not be able to make it to a destination before the battery is depleted. Offering charging at the workplace can potentially double the all-electric driving range, giving the driver confidence in their commute.
- **Increase EV Adoption** — Workplace charging can play a key role in driving EV sales, both by making it easier to charge and by normalizing EV commuting. When employees see peers driving electric, they are more likely to drive electric themselves. Research shows that employees who can charge at work are 6x more likely to purchase an EV.
- **Provide an Amenity** — The availability of EV charging is a key factor when a consumer decides to lease or purchase an electric vehicle. Current EV drivers mostly charge at home, where it is cheap and convenient. However, approximately 20% of Americans, and an even higher percentage of low-and moderate-income drivers, live in buildings that do not have access to off-street parking or the ability to charge an EV. Overall, approximately 30% of all EV drivers do not have access to home charging. Being able to charge at work is a valuable employee benefit that makes it easier for people to make the switch to a plug-in electric vehicle.
- **Cost Savings** — There are a ton of benefits that come with switching to an electric vehicle, including lower fuel and maintenance costs, HOV highway lane access, a smoother and quieter ride, and environmental benefits due to lower emissions. Additionally, there are multiple financial incentives available to NJ drivers to offset the cost of purchasing or leasing a new or used EV, as well as the cost of installing a home charger.



## Benefits to Employers

- **Employee Morale** — Offering workplace charging can help attract, retain, and increase employee morale for those who drive EVs or are thinking of purchasing or leasing an EV. 52% of employees believe that their employers should be doing more for the environment. Providing workplace charging can demonstrate that employers are proactive in seeking opportunities to enhance the employee's experience at the workplace. Studies show that 91% of employers received positive feedback from employees for installing workplace charging.
- **Affordability** — Workplace charging is inexpensive compared to other employee benefits. Offering workplace charging to employees can be as little as \$1.50/day with Level 2 charging and as little as \$0.60 a day with Level 1 charging. You can also establish usage fees that allow employees to pay for charging themselves.



Source: Plugin America

- **Sustainability Leader** — Offering EV charging builds the reputation of a company as being a leader in sustainability. Nearly 69% of consumers care whether or not a company has a socially responsible business model. EV charging shows that the business has taken concrete steps towards sustainability.
- **Sustainability Certifications** — Designating parking spaces solely for EV charging can earn companies' environmental awards including:
  - [Leadership in Energy and Environmental Design \(LEED\) certification](#)
  - [Green Globes](#)
  - [Energy Star for Buildings and Plants](#)
  - [Sustainability Tracking, Assessment, and Rating Systems \(STARS\)](#)
  - [New Jersey's Sustainable Business Leadership Award](#)
  - [New Jersey's Governor's Environmental Excellence Award](#)

\*Statistics taken from Plug-In America <https://pluginamerica.org/policy/workplace-charging/>

