

# BENEFITS OF A WORKPLACE CHARGING PROGRAM

## BENEFITS FOR EMPLOYERS AND BUILDING OWNERS

**EMPLOYEE RECRUITMENT AND RETENTION:** The availability of charging conveys that your organization stays on the leading edge of technological development, even to workers who don't drive PEVs. And employers that offer charging may be better positioned to attract and retain employees who do drive plugin electric vehicles (PEVs).

**CUSTOMER AND CLIENT ATTRACTION:** Businesses and workplaces that have charging PEV chargers may also potentially attract customers or clients. Making PEV chargers available to customers and clients offers an opportunity to charge. While the vehicle charges, the driver has time to shop or utilize the business.

**FURTHERING SUSTAINABILITY GOALS:** The availability of PEV charging can be a strong addition to an organization's larger portfolio of sustainability practices, particularly if the organization has existing objectives related to employee commuting practices, greenhouse gas reductions, and/or transportation emissions reductions.

**PUBLIC IMAGE:** Providing workplace charging can help demonstrate an organization's leadership in supporting cutting-edge, clean transportation technologies to customers, consumers, and the surrounding community.

**EMPLOYEE SATISFACTION:** Workplace charging can be an attractive addition to your organization's existing employee benefits package. The cost of the electricity to charge EVs is minimal, in line with the costs that a business might pay to provide its employees with coffee or snacks in a break room. Employees will likely appreciate that their employer is proactive in seeking out ways to enhance their experience at the workplace.

**FLEET COST SAVINGS:** Going beyond PEV charging for employees, a business can realize cost savings by converting its own fleet of company vehicles to PEVs.

**TENANT ATTRACTION AND RETENTION:** Building owners who offer workplace charging at their facilities send the message that they are interested in providing smart, proactive solutions for their tenants' present and future needs. Entering this fast-growing niche market today may yield significant benefits in the long run.

## BENEFITS FOR EMPLOYEES

**RANGE SECURITY:** The opportunity to charge at work can help alleviate “range anxiety,” a driver’s uncertainty about the vehicle’s ability to reach a destination before depleting the battery’s charge.

**RANGE EXTENSIONS:** Workplace charging can potentially double daily all-electric driving range, accommodating longer commutes and additional trips between the workplace and the home. Plug-in hybrid electric vehicles (PHEVs) have lower electric-only ranges since they have both an internal combustion engine and an electric motor with smaller batteries, and therefore need to charge more often than battery electric vehicles (BEVs) *in order to run only on electricity.*

**GREATER FLEXIBILITY:** By extending range, workplace charging opens up options drivers might not otherwise have, making it easier to manage special circumstances, urgent trips, and unexpected changes in plans or schedules, particularly for EV drivers. Workplace charging also provides flexibility in the location and timing of charging, which may be helpful for drivers whose residential charging options are somewhat limited or inconvenient. Workplace charging offers a solution to address equitable access to charging. *It could provide a primary charging location for employees who don’t have the ability to charge a vehicle at home, for example, apartment and condo residents.*

**THERMAL PRECONDITIONING:** On very hot or cold days, workplace charging allows PEV drivers to achieve a comfortable cabin temperature and to preheat or precool the battery while the vehicle is still plugged in. This extends the vehicle’s range by reducing the climate-control load on the battery. Preconditioning can also help extend battery life. (Note that this capability is not available in all PEV models.)

**INCREASED INCENTIVE FOR PEV ADOPTION:** The ability to charge at work may provide the encouragement and assurance an employee needs to make the switch from a conventional vehicle to a PEV, and to take advantage of the financial and environmental benefits of such a switch. *The U.S. Department of Energy found that employees with available workplace charging were 6 times more likely to drive a PEV than the average worker.*