Workplace charging for the 99%:
Slow Down to Ramp Up

EV Roadmap 7
July 24, 2014
Who is Plug In America?

- Driver-led 501c3 non-profit organization
- 35,000 Supporters–Current and Future EV Consumers
- Educate & Influence Policymakers
- Drive Advocacy Campaigns Using Internet Tools
- Corporate Ride ’n Drive events
- National Drive Electric Week with EAA and Sierra Club
- We’ve been there, we’ve seen that!
Plug-in cars ASAP
New car-buying commuters would benefit financially with plug-in hybrid or all-electric car.
Barriers

• Price

• Access to electricity
What drives EV adoption?

- Lower cost
- HOV access
- Ease of use: The reality of L1
- Free power
- Workplace access to power
Doing workplace right to drive adoption

First Say Yes:
Repurpose existing 120V
Workplace checklist

☐ Resources (co. time/$$) to dedicate
☐ To serve how many?
☐ Electrical panel capacity?
☐ Need to authenticate?
☐ Need or desire to collect $$?
☐ Need or desire to collect data?
☐ Appropriate charge levels, L1, L2
Benefits and risks of slow, dumb, free low power

Driver of sales!
- Employee perk/Evidence of Green
- Can be simpler and less expensive for host to implement than pay systems
- Avoids car shuffling/office disruptions
- Begins buildout of electrical infrastructure
- Allows market in scaled-up solutions to shake out

Inability to qualify for many EVSE grant opportunities
- Inability to use monetization to control usage and expansion
- Minimal data
- Responsibility for the “system”
Plug In America.

We drive electric. You can too.