Roadmap 11

Workplace Charging

Zach Henkin, Deputy Director

FORTH
Who we are:

Nonprofit (501c6 & 501c3)

Mission: Forth is transforming the way we get around. Through innovation, demonstration projects, advocacy and engagement, we are advancing electric, smart, and shared transportation in the Pacific Northwest and beyond.

Funded by grants, member companies, and Roadmap —our annual conference

Membership 130+ companies, utilities, local governments, other stakeholders
What’s Here
More Electric Cars Are Coming!

![Graph showing the comparison of EVs and Hybrids' initial popularity over years.](image-url)
Electric

What’s it mean?

• Air quality & carbon
• Noise
• Reduced oil spending
• Utility load & value
• Resilience
What do the EV Chargers look like?

Level I

Level II

DC Fast
Build ‘Range Confidence’ by ensuring drivers have access to 2 or 3+ chargers

- QC 50kw+
- Workplace 6kw+
- Home 3-6kw
WHY INSTALL ELECTRIC VEHICLE CHARGERS AT YOUR WORKPLACE?

Boost Your Brand and Your Bottom Line

Make your parking lot your best marketing tool
Decrease your carbon footprint
Earn LEED points
Attract and retain innovative employees

52% of employees believe their employers should be doing more for the environment

Energize Employees with a Low-Cost Perk

Health insurance $8.25/day
Gym membership $4.16/day
Company cell phone $3.40/day
Coffee $2.50/cup

LEVEL 2 CHARGING <$1.50/day
LEVEL 1 CHARGING <$0.60/day

20x Employees with workplace charging are 20 times more likely to drive an electric vehicle

41m vehicles on the road will be electric by 2040
Let’s avoid “privileged mobility”.

“For low-income households—roughly the poorest 25 percent of households—only housing and food expenditures constitute larger budget shares than transportation expenditures.”
Why Workplace Charging

• More eVMT
• Allows for unplanned trips during the day
• Supports a clean transportation choice
• Supportive to “new” EV drivers who may not have charging at home
Workplace Charging Value Proposition

Incentivizes Employees

Signals Corporate Leadership

Complements Sustainability Efforts
Employer Benefits: Inexpensive to Provide, Instrumental To Attract and Keep Great Talent

- Recruit and retain great employees
- Contribute to clean air and a healthy community
- Show leadership in your space
- Show leadership in sustainability
- Appeal better to existing and new clients

If you want to attract the best people and top talent, EV charging is a must-have...It's a recruitment tool.
-Peter Graf, SAP’s Chief Sustainability Officer
The Biggest Challenges

- Installation cost and opportunity cost (management time)
- Making charging available to those who need it most
- Making everyone happy
- Implementing consistent policies across the company and multiple sites
Helpful tips

- If you can’t get funding for chargers, find a way to get them for free.
- Choose your install locations carefully, tearing up pavement and laying new electrical conduit is expensive.
- Get an Executive sponsor, preferably one with an EV.
- Have projects shovel ready in case excess funding becomes available.
- Take advantage of opportunistic construction projects.
- Be aware of local regulations that may restrict if and how you can charge for charging.
- Claim LEED points.
- Put in extra electrical capacity for future expansion.
What to Do?

- Test drive the future yourself
- Get our free email news updates
- Let’s continue the conversation!

forthmobility.org/workplace
Questions?

Zach Henkin
Deputy Director
zachh@forthmobility.org

www.forthmobility.org
@forthmobility

FORTH