



Providing Workplace Charging for Your Employees' Plug-in Electric Vehicles

High plug-in electric vehicle adoption expected in Florida

Thousands of Floridians have purchased plug-in electric vehicles (PEVs) already, and industry analysts predict the state will continue to have among the highest PEV registrations in the nation.

PEV owners have strong interest in workplace charging

Nearly three quarters of PEV owners have expressed strong interest in workplace charging. And for employees who live in condominiums or other multi-unit dwellings, where it's often impossible to charge at home, workplace charging could serve as their primary charging location.

Prepare your workplace – differentiate your company

With high PEV adoption rates expected in Florida, companies may consider workplace charging as a positive differentiator from other employers – or for points towards Leadership in Energy and Environmental Design (LEED).

Development of a workplace charging policy takes consideration

Employers who wish to provide workplace charging for employees face a number of issues to consider and decisions to make - including possible tax implications, employee morale issues, administrative and capital costs, and parking regulations and requirements. However with high PEV adoption expected in Florida, making PEV charging accessible at the workplace should be a priority among the state's progressive employers.

Issues and decisions for developing a workplace charging policy

1. Negotiating with a landlord – if the facility is not owned by the employer

Common issues when the facility is leased include coordination among numerous stakeholders, policy development for billing and payment, parking space allocation and access issues

- » Set up an advisory committee of interested parties – including other tenants
- » Partner with a nearby parking lot owner or business to develop a cooperative PEV charging program, if an agreement with landlord cannot be reached

2. Determining whether employees should pay for charging

Advantages of offering free charging

- » Offers an incentive to employees, helps promote PEV adoption
- » Permits use of lower-technology/lower-feature charging equipment, which reduces costs
- » Allows a more simplified employee charging policy and reduces administrative time and expense

Risks of offering free employee charging

- » Unclear how the IRS will ultimately treat workplace charging
- » May create dissatisfaction among non-PEV-owning employees, who are not compensated for gasoline costs

What's the appeal of PEVs?

1. Cost 80 percent less to operate
2. Release 70 percent fewer emissions
3. Help our nation achieve energy independence by drastically reducing oil consumption
4. FUN to drive – with quick, quiet and smooth acceleration, sophisticated displays and smart phone applications

How can workplace charging benefit my business?

- » Enhances brand as socially and environmentally responsible
- » Provides valuable employee incentive
- » Differentiates the company or agency from its peers
- » Can earn LEED points for facility

Think about it –

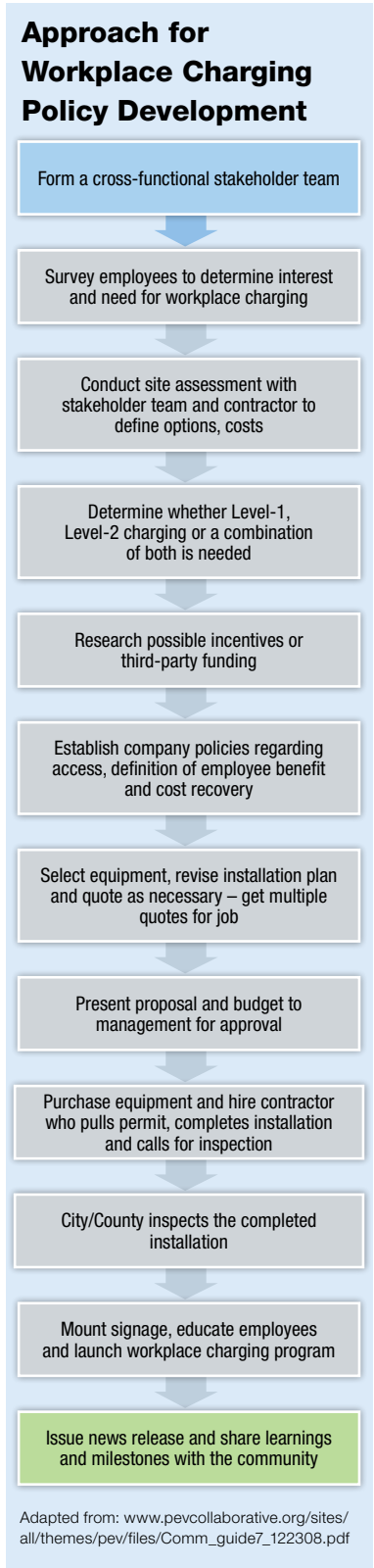
Does your company/agency have a fleet of PEVs which recharge onsite each night? If so, consider offering workplace charging for employees during the day.



- » Could become prohibitively expensive if PEV adoption expands significantly among employees
 - » Provides no means for controlled access to charging infrastructure
 - » Employees with access to home charging may opt to charge only at work – for free
- 3. Determining how employees pay for charging (if applicable)**
- » Bill for exact usage to fairly allocate costs - requires pricier equipment
 - » Charge a flat monthly fee to users - based on estimated usage
 - » Use third-party electric vehicle service provider that handles installation, maintenance and employee billing
- 4. Determining appropriate charging levels with the electric capacity available**
- » Install Level-1 charging as a cost-effective and practical approach to meet the needs of employees who are parked for long durations. Options include:
 - Making accessible 120v outlets, requiring employees to use their portable Level-1 cord sets
 - Installing hardwired Level-1 charging stations, for added convenience
 - » Install Level-2 charging stations for employees and visitors who need a faster charge
 - Level-2 charging stations may serve multiple vehicles daily with policies to ensure PEVs are moved when fully charged
 - » Consider a hybrid approach with Level-1 serving the needs of most employees, and one or two pay-per-use Level-2 charging stations available for those that need a quicker charge
 - » Look for ways to lower your facility’s overall electrical consumption, such as upgrading inefficient lighting, to free panel capacity for PEV charging
 - » Account for future growth – which is often less expensive than adding infrastructure later
- 5. Determining the appropriate equipment features to support the policy**
- » Offer a number of low-feature/low-cost Level 1 or 2 charging equipment or 120v outlets
 - » Select smart or networked charging stations with features to support the workplace charging policy including fee collection, reservations, display advertising, reporting, etc.

Did you know? A 30-mile commute in a PEV would cost about \$1 worth of electricity and can be recharged on a standard 120-volt outlet during the workday.

(\$0.10 per kWh, vehicle rated at 34kwh/100 miles)



Questions? For additional information about electric vehicles and charging at the workplace:

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