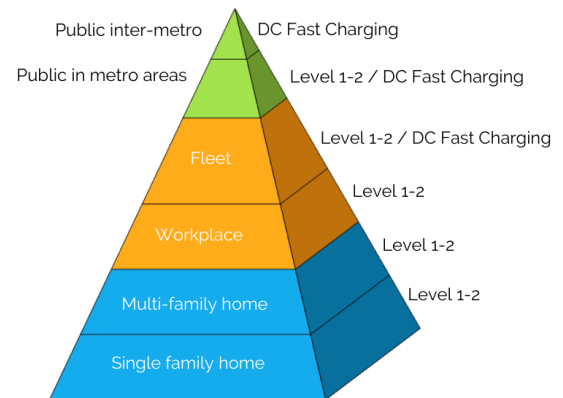


Work Hard, Charge Easy

A workplace charging program

The future of transportation is electric. Consumers want these cars, and the data proves it. Sales in 2018 increased 81% over 2017, and sales in 2019 are expected to be strong as well. Driving electric saves consumers money, reduces air pollution, and diverts dollars from oil to electricity, thereby investing back into the local economy..

To increase adoption of these clean vehicles, consumers need to know that they will have access to a charging station. Nearly 80% of charging is done either at home or the workplace. If a consumer does not have access to home charging, the ability to charge at the workplace becomes a major consideration in the purchase of an EV. In fact, access to EV charging at the workplace increases adoption of EVs by a factor of six.



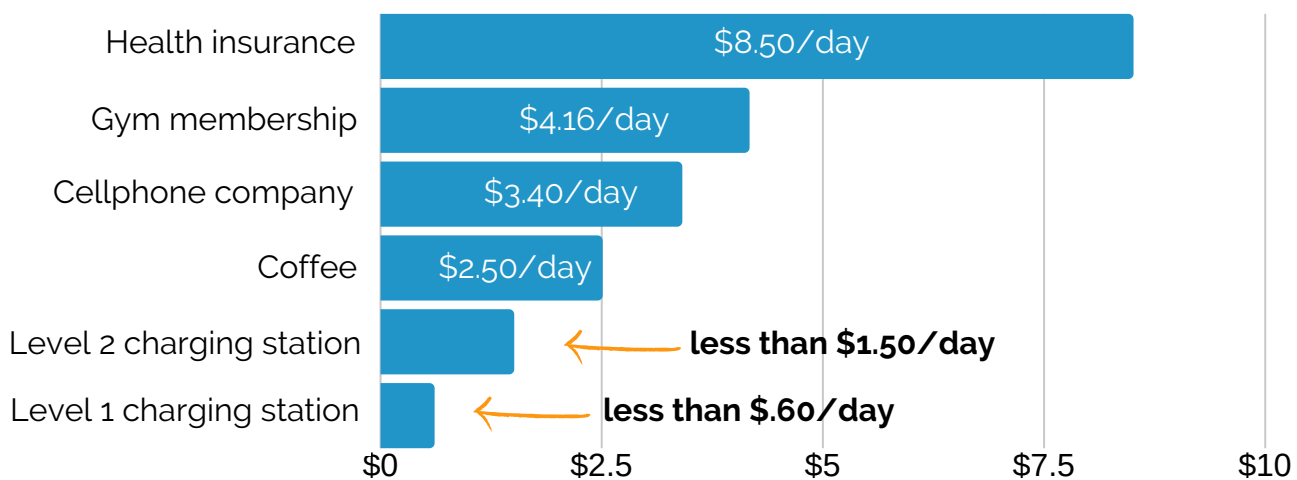
What is workplace charging?

Workplace charging means providing access to a Level 1, Level 2 or DC Fast Charging station at the workplace. Depending on the parking layout at the workplace, this could be as easy as providing access to an outside 120V outlet along the building exterior or, for a large workplace, installing a combination of charging stations.



Why should your workplace offer EV charging?

There are numerous benefits to any workplace offering EV charging. First, workplace charging helps to attract and retain talent: 52% of employees believe that their employers should be doing more for the environment. Second, 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. In fact, 91% of employers received positive feedback from employees for installing workplace charging. Finally, offering workplace charging is an inexpensive employee benefit, as noted by the chart below:



Testimonials

"I work in Baltimore City where the percentage of children with asthma is more than twice the national average. I'm proud that my employer, a hospital, recognizes this disparity and provides free EV charging. Air pollution is a public health crisis."

- Nicole McFarland, Maryland

"A set of chargers can support a much larger set of employees' vehicle hopes and efforts for clean air."

- Virginia Clean Cities

Work Hard, Charge Easy program description

As the voice of the EV consumer for over 20 years, Plug In America knows why consumers love to drive electric. We also know which type of charging stations a workplace will need, and where to install the charging stations too, making it easy for a workplace to offer EV charging.

Plug In America can customize the Work Hard, Charge Easy workplace program depending on the size and needs of the business. By partnering with Plug In America, businesses can expect to receive the following:

- Technical assistance on how many charging stations are needed, what type (i.e. Level 1, Level 2, or DC Fast Charging), and what brand.
- Technical assistance on the installation: where to put the charging stations, compliance with any state or local ADA requirements, assistance with the permitting process, and assistance with selecting installers.
- Assistance with taking advantage of any state or utility rebate for the charging station (electric vehicle supply equipment, EVSE).
- First-hand experience and assistance on how to manage the workplace charging program internally: e.g., if employees will be sharing charging stations and some charge in the morning while others charge in the afternoon, and how to take advantage of any utility managed charging programs and rates.

Employees at the workplace can also expect to receive:

- Access to the PlugStar website that shows employees which EV might be right for them.
- Access to the Plug In America's EV Support Program for any questions employees might have about EVs, and how to use the charging stations.
- For an additional small cost, Plug In America can do a "ride and drive" event for the employees, allowing them to experience of driving electric, to see a range of electric vehicles, and to talk to EV drivers about the vehicles.

For further information, please contact Peter O'Connor at poconnor@pluginamerica.org.

A promotional graphic for Plug In America. It features the organization's logo at the top left, a circular photo of a group of people standing next to a blue and white electric car, and social media icons for Facebook, Twitter, and Instagram. To the right of the photo, the text "The voice of the EV Driver" is followed by a description of the organization and a list of its activities. At the bottom right, it says "Join the movement at PlugInAmerica.org" and lists three websites: PlugStar.com, DriveElectricWeek.org, and DriveElectricEarthDay.org.

Plug In America

The voice of the EV Driver

Founded in 2008, Plug In America is a nonprofit organization serving and representing EV drivers

- We fight for pro-EV policies, including tax credits and access to HOV lanes. Join our network to take action!
- We present National Drive Electric Week and Drive Electric Earth Day for first-hand experiences.
- Our PlugStar EV Shopping Assistant and EV Support Program make it easy for drivers to switch to clean Evs.

Join the movement at
PlugInAmerica.org

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