

# *PROPOSAL*

## *EV Charging as an Employee Benefit*

By 2016 your company has several Level 2 charging stations free to employees with electric vehicles (and for car share vehicles).



## **OBJECTIVE**

To encourage, by incentive and example, a culture that supports the use of non-polluting electric vehicles.

## **VISION**

Companies include promotion of EV's in a wider menu of green commuting benefits for employees—Ecopass for transit, preferred parking for carpools and more gas-efficient cars, free charging for electric vehicles, etc.

# *Benefits to Company*

## **PROMOTES A “GREEN” IMAGE OF YOUR COMPANY**

- \* Your community
- \* Your industry
- \* Your competitors
- \* The media and public

## **HELPS TO ATTRACT EMPLOYEES WHO APPRECIATE GREEN EMPLOYERS**

- \* The demographics of such employees is highly favorable



# *Benefits to Company*



## **INCREASES EMPLOYEE RETENTION AND REDUCES COST OF TRAINING REPLACEMENT EMPLOYEES**

- \* Low cost to employer for a high-dollar benefit to employee
- \* Costs pennies a day in electricity, saving many dollars a day in gas costs for employees

## **LOWER ABSENTEEISM BY EMPLOYEES**

- \* Never a problem starting their car in cold weather
- \* No time off to get their gas-powered car serviced or repaired

# Benefits to Employees

- \* Allows employees who already own an EV to extend driving range to include round-trip commute
- \* Saves cost of commuting in a gas-powered vehicle or pays half the electric cost of commuting in an EV
- \* Incentivizes employees to buy an EV, which brings tax credits to the employee.
- \* Increases employee morale, loyalty & “ownership”
- \* Facilitates use of employee’s electric vehicle on company business without running out of charge



# Cost to Company

**Level 2** (240-V) charging stations: approximately \$800-1,000 each plus installation by licensed electrician (*varies by location of your electrical panel*)

\* Most EV's can recharge at this rate in 4 hours

**Level 1** (110-Volt) charging requires only a dedicated 110-Volt standard outlet—Nominal cost in addition to cost of installation by licensed electrician

\* Most EVs can recharge at this level in an 8-hour workday

A dedicated 240-Volt outlet is all that's required by a Tesla.

# Cost of Electricity | Tax Credits

## **COST OF ELECTRICITY**

10-12 cents per kW hour

- \* Smaller EV's (Nissan Leaf, Chevy Volt) can be fully charged for \$1 to \$3 per charge.
- \* Tesla charges at the cost of about \$1 per connection hour (adding 30 miles of range)



## **TAX CREDITS**

- \* 30% Federal Tax Credit for cost (including installation) of EV charging stations