

Employee Guide for Workplace Charging



As employees continue to purchase electric vehicles, there is growing interest in installing charging stations at workplaces. This resource document provides information employees can utilize to get their company on board with workplace charging by highlighting who to talk to, what information to share and how to address concerns.

Employee Talking Points to Employers

Being prepared to speak to your employer about adding electric vehicle charging stations is essential. Having a complete understanding of your company's mission and goals will help when you approach management about electric vehicle charging. Below are talking points you can use with your employer regarding the benefits of installing charging stations:

- Retaining and recruiting a cutting-edge workforce
- Showing corporate leadership
- Embracing advanced technology
- Providing a cost-effective amenity
- Supporting sustainability efforts
- Gaining LEED points
- Adding marketing opportunities
- Promoting social responsibility
- Preparing for future needs

Involving Key Stakeholders:

Identifying the appropriate representatives to contact is important when starting a conversation about workplace charging. Examples include:

- Senior Management Representative
- Sustainability Director
- Facilities Manager
- Legal Counsel
- Human Resources Manager
- Parking Facility Operator

"GlaxoSmithKline (GSK) has a history of good stewardship of available resources, has a commitment to a zero to landfill goal and a very aggressive carbon neutral goal. The management support for the sustainable aspects of plug-in electric vehicles was established through these programs."

- Tom Hilliard, GlaxoSmithKline-Research Triangle Park

Dear _____

I am writing to request that we install electric vehicle charging stations at our workplace. I (would like to purchase/have purchased) an electric vehicle and would like a way to charge at work. I have put a lot of time into weighing the costs and benefits of purchasing an electric vehicle, and I'm excited about my decision. Your additional support would be greatly appreciated.

There are thousands of electric vehicles registered in North Carolina, and the numbers are expected to continue to rise. As the electric vehicle market grows, requests for charging will as well.

Many workplaces in North Carolina are recognizing the benefits of adding charging stations for employees and visitors to use, such as showing corporate leadership, promoting sustainability, providing employees with an additional amenity, recruiting and retaining a cutting-edge workforce, and embracing advanced technology. Local businesses that have already installed charging stations include Bank of America, SAS, Pentair, GlaxoSmithKline, Duke Energy, NASCAR, Qualcomm, NC State University and the University of North Carolina at Chapel Hill.

I would appreciate the opportunity to share with you additional information on charging station options, installation details and maintenance needs. Please let me know if you have availability to meet or talk over the phone about this possibility.

Thank you for your time and consideration.

Sincerely,

North Carolina Businesses with Workplace Charging

ABB

Alpha Install

UNC Pembroke

SAS

Pentair

Biogen

NC State University

Duke Energy

Elon University

NASCAR

Siemens

Qualcomm

GSK

UNC Chapel Hill

Appalachian State University

Schneider Electric

"Workplace charging on Centennial Campus has helped to expand my mobility with my electric vehicle. While I do not charge every day, I am able to make additional trips outside of my regular commute without the worry of running out of charge on the way home."

- Lisa P., Local EV Owner

Plug-in NC Membership

Plug-in NC has been working since 2011 to establish North Carolina as a leader in electric transportation. Plug-in NC membership is free and open to businesses, schools, communities and organizations located in North Carolina that have installed Level 2 or DC Fast Charge charging stations, purchased electric fleet vehicles or are working through education and outreach to promote driving electric. [For more information visit the Members page on the Plug-in NC website.](#)



UNC Pembroke ribbon cutting event

Employer Concern	Response
Benefits	Some companies install charging stations as part of their effort to attract and retain talent, while others install them to support sustainability goals or improve LEED credentials.
Installations Costs	Generally, the charging station itself can range from a few hundred to several thousand dollars depending on mounting needs and desired features. Installation costs also vary based on site-specific needs, such as boring, pavement cutting and panel upgrades. Learn more about charging station options by using GoElectricDrive's Charging Equipment Showroom - www.goelectricdrive.org/charging-ev/charging-equipment-showroom .
Effect on Energy Bill	Energy usage on a per-session basis is often only 5-7 kWh, or 120 kWh per month with a single EV using the charging station every weekday. Given electricity prices are often around \$0.10 per kWh for commercial customers, energy costs will likely be around \$12 per month per charging station. If a facility is under a demand rate, it should consider whether the charging stations might increase the peak period normally experienced and, if so, by how much.
Policy, Including Access Control	Companies need to determine what their objectives are in providing charging services, along with any liability concerns of providing access to non-employees. Some businesses may decide that there is a benefit to allowing visitors and non-employees to access the stations; others may want to restrict access. In these cases, stations should be placed behind a controlled area or have an access feature. A company policy, along with signage, is also recommended to detail usage and etiquette expectations.
Taxes and Amenity Issues	There are no specific regulations that call out taxable implications for the provision of free charging services. Some companies have likened the value of the electricity to that of coffee provided, and thus de minimis and not reportable. It is up to the tax specialists at a company to consider their own interpretation of whether free charging services should be reported as a taxable benefit. If a reasonable fee is charged, tax issues may not be relevant.
Employee Equity Between EV and Non-EV Owners	Fringe benefits such as this are often based on sustainability goals of the enterprise or on how to attract and retain talent. Other benefits such as allowances for mass transit, downtown parking or designated parking spots for low emission cars are common yet do not equally apply to all employees. If a reasonable fee is charged, then equity issues may not be relevant.
Interest, Education and Expectations	A survey can be a great way to gauge employee interest and expectations for electric transportation and workplace charging, and hosting workshops can help you educate your workforce.
Safety/Security/Vandalism	Safety and security considerations should be included in any assessment of a charging station location. Good lighting and high visibility are recommended, and possibly even a security camera. Stations should also be located to avoid tripping hazards, such as ensuring the cord does not need to be draped over a walking path.
Businesses Are Not Installing Them	Many North Carolina businesses have installed charging stations for their employees. Examples include Bank of America, NASCAR, Qualcomm, SAS, GlaxoSmithKline and NC State University.



For more information on driving electric,
visit www.pluginnc.com