

4 Reasons

Workplace Charging is Essential

From demonstrating a commitment to sustainability to increasing your ability to attract and retain top talent, installing EV charging helps modernize your workplace. That's why forward-thinking workplaces offer EV charging to employees, customers, and visitors.

4 Reasons to offer EV charging at work:

1

The number of EV drivers is rapidly growing.

2

Most states have significant financial incentives to invest in EV charging stations.

3

EV charging stations build “green credentials” and demonstrate a commitment to sustainability.

4

Offering EV charging as an employee benefit can help attract and retain talent.

1

The number of EV drivers is growing rapidly.

Electric vehicles are more popular than ever. Once considered “too expensive” or “unreliable”, EVs are now seen as environmentally responsible, economically sound, and increasingly attractive alternative to gasoline-powered vehicles.

EV sales mirror these changing perceptions:

- **59%** of surveyed consumers of all generations are “**likely**” to buy or lease an EV as their next car. (*West Monroe*)
- Passenger EV sales grew from **450,000 to 2.1 million** between 2015 and 2019—a **366% increase**. By 2025, sales will reach **8.5 million** (Bloomberg), quadrupling today’s sales.
- By 2027, the global EV market is expected to grow to **\$802 billion** US dollars, a **394%** increase from the 2019 value of **\$162.34 billion**. (*Allied Market Research*)

With an increase in EV drivers comes the need for more charging stations. However, according to research by McKinsey, a lack access to charging stations is the third biggest concern for EV drivers.



2

Most states have significant financial incentives to invest in EV charging stations.

Electric Vehicle Rebates Aren't Limited To Drivers!

To encourage the construction of EV infrastructure, many states offer financial rebates and incentives to business owners, transportation departments, landlords, and facilities managers at hospitals, colleges, power stations, and more.

Rebates and grants can make it easier to invest in an EV charging station and in some cases cover all your costs. However, these incentives won't last forever. As the EV market grows, states and utilities will no longer need to support the expansion of EV infrastructure. **For businesses that take advantage of state or utility incentives, building an EV station today will cost far less —and deliver higher returns tomorrow.**



3

EV charging stations build “green credentials” and demonstrate a visible commitment to sustainability.

Customers, employees, and communities expect businesses to be responsible corporate citizens. A recent joint survey by Marstein and Certus Insights found that:

70% of those surveyed want to know how the brands they buy are addressing “social and environmental issues”

46% “Pay close attention to a brand’s social responsibility efforts when they buy a product”

Building EV infrastructure and enabling employee and visitor charging is a highly effective way to visibly demonstrate a commitment to sustainability.



4

Offering EV charging as a benefit can help attract and retain talent.

Employers still face a global skill and talent shortage, despite the rise in unemployment, meaning **employers in all industries have to work harder—and offer more—to attract and retain skilled workers.** This effort will be particularly necessary in sourcing Millennial and Generation Z employees, who together will compose 70% of the global workforce by 2025.

How can building EV infrastructure now help your organization gain a competitive edge in attracting high-performing Gen Z and Millennial candidates?

- 86% of Gen Z expects employers to prioritize sustainability. Born after 1996, Gen Z is deeply concerned about climate change and the impact of fossil fuels on the environment. Gen Z expects employers to share their concerns and **38% might “pass on a job” if an employer doesn’t address environmental concerns.**
- 33% of Gen Z already own an EV. While Gen Z is just reaching adulthood, environmental concerns are already driving purchasing decisions. While just entering the workforce, for Gen Z, employers who offer charging onsite will be seen as more desirable.
- 75% of Millennials would work for less at a company that was environmentally responsible. Millennials, those born between 1980 and 1996, also worry about the environment and **show a strong preference for employers who prioritize sustainability.** ”

Ready to modernize your workplace?

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About EV Connect

EV Connect is on a mission to build a better planet by enabling electricity as a transportation fuel. Through its innovative and open charging platform, EV Connect simplifies the set-up, management, and optimization of charging stations with premium customer service, from installation to driver support. The world's largest companies from enterprise, to hospitality and retail, to universities and government facilities leverage the EV Connect platform to bring simplicity and to their EV charging initiatives.

Established in 2009, EV Connect customers include Avista Utilities, Love's Travel Stops, Verizon, Marriott, Hilton, Taco Bell, Western Digital, Electrify America, ADP, New York Power Authority, and numerous municipalities. For more information, please visit www.evconnect.com and follow us on [Twitter](#) and [LinkedIn](#).

The background of the bottom half of the page is a teal-to-blue gradient. It features a blurred image of an electric vehicle (EV) charging station, showing the charging cable and the vehicle's charging port area. The overall aesthetic is clean and modern, emphasizing the company's focus on electric transportation.

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