



Rochester EV Accelerator Workplace Charging Challenge

Accelerating EV adoption by enabling charging at work

What is the Workplace Charging Challenge?

The Workplace Charging Challenge calls on Rochester employers to join the electric vehicle (EV) movement to help make our community a national leader in EV adoption by providing employees with electric vehicle charging stations at work. Workplaces continue to be seen as the next frontier for expanded EV charging infrastructure, and by offering workplace charging, employers can provide a critical step to encourage the next generation of EV drivers. Our program's goal is to engage progressive, innovative workplaces that will help expand EV charging infrastructure and bolster EV adoption in Rochester.

Why EVs Are Important

- Reduce U.S. oil dependency
- Save money on fuel
- Less maintenance
- Support American innovation
- Support local energy
- Better for our environment
- Plus, they're fun to drive!

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1 full charge = 1 cup of coffee



Brand Recognition

Raise awareness of your company's commitment to innovation and sustainability and gain recognition from the City of Rochester.



Employee Attraction

By installing a workplace charger, you can attract top talent looking for cutting-edge employers.



Corporate Sustainability

EVs can help achieve corporate sustainability goals by contributing to reduced GHG emissions, among other advantages.

Employees with access to workplace charging are **6 times** more likely to purchase an EV

Installation Costs

The cost to install a charging station depends on a number of factors, such as the number of stations installed and location of the charger. ROC EV and partners can work with you to help determine the costs. Businesses in NYS are eligible for a tax credit of 50% of costs up to \$5,000 for the purchase and installation of charging stations.

Operating Costs

Operating costs can be estimated by determining the rate you pay per kWh and comparing it to the battery capacity of EVs. For example, if you pay the national average of 12 cents per kWh and your EV has a battery capacity of 30 kWh, it costs \$3.60 to fully charge your vehicle.

Costs for operating Level 1 and Level 2 charging stations will be equal to running a hair dryer or clothes dryer, respectively.



Workplace Charging Challenge Pledge

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This document states that _____ (Company Name) has joined the Rochester Electric Vehicle Accelerator (ROC EV) Workplace Charging Challenge on ___/___/____ (Date) in an effort to advance the adoption of electric vehicles (EVs) in the greater Rochester region.

As a Workplace Charging Challenge partner, _____ (Company Name) pledges to:

	SURVEY	Conduct a workplace assessment survey to determine charging station needs in the present as well as for the future.
	SITE PLAN	Work with a contractor and property manager to assess the most cost effective and convenient location for EV charging stations.*
	POLICY	Work with an internal team to set a policy for workplace charging.
	ANNOUNCE	Make a formal announcement to all employees about plans for EV charging and release company policy.
	DRIVE	Host a Ride and Drive with ROC EV ahead of charging station installation to educate employees about EVs.
	LAUNCH	Install the charging station and host a ribbon cutting event for all employees.

*If, after initial site assessment, it is decided that the installation cost is unreasonably high, company will agree to review the process in the next fiscal year.

Senior Executive Signature: _____ **Date:** _____

Printed Name: _____ **Title:** _____

Primary Point of Contact

Name: _____

Title: _____

Phone: _____

Email: _____

Public Relations Contact

Name: _____

Title: _____

Phone: _____

Email: _____