



**CHARGE@WORK**  
POWERING WORKPLACE CHARGING

**Clean**   
*Coalition*



## **POWERING WORKPLACE EV ADOPTION: CHARGE@WORK IN REVIEW & WHAT'S AHEAD**

Workplace charging is now a necessity, not just an amenity. Workplace's role in accelerating EV adoption.

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# Overview

1. Why Workplace Charging?
2. What is Charge@Work?
3. How can we work together on this?
4. Demonstration and Discussion

# Why Workplace Charging?

74%

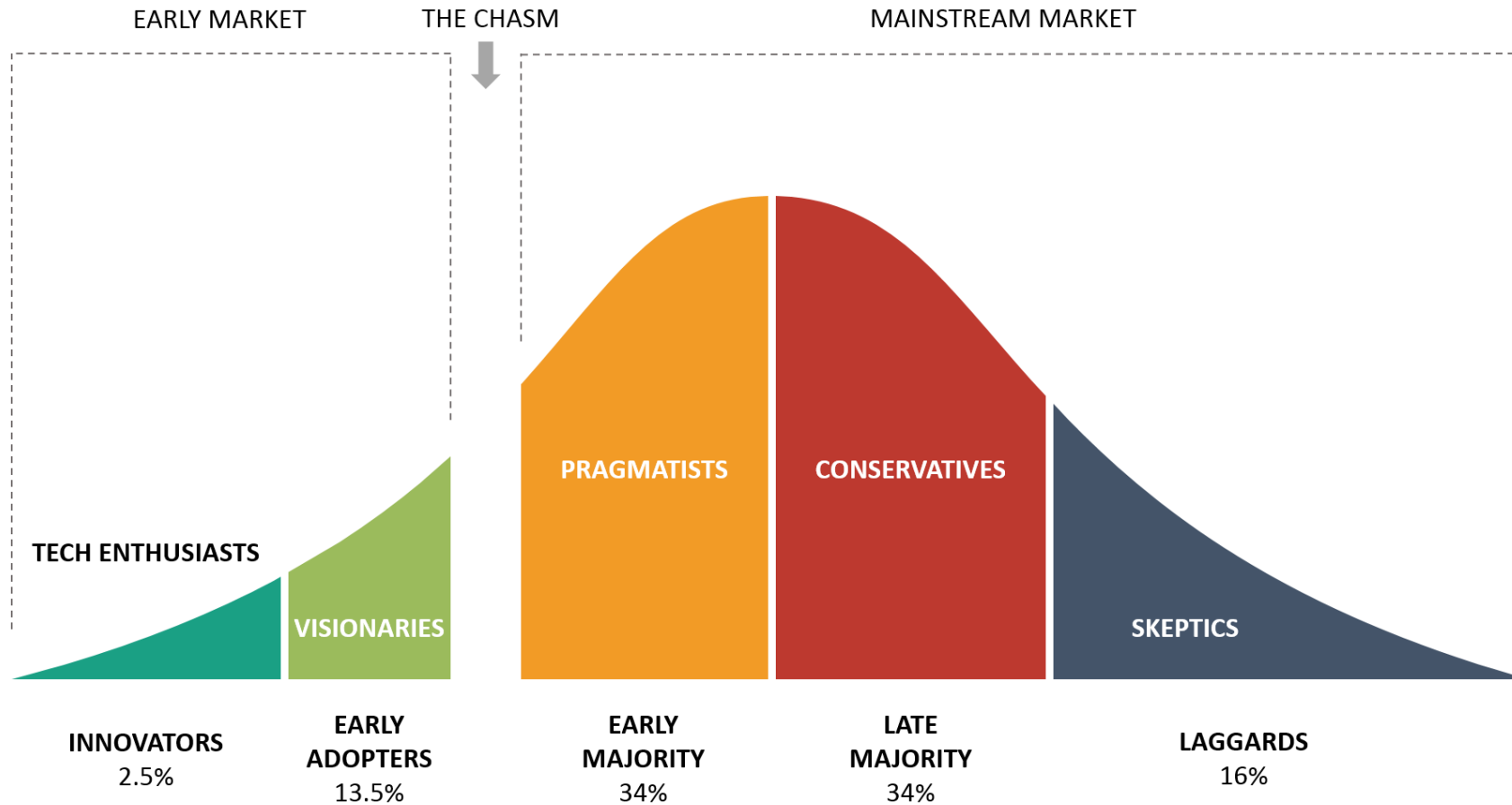
of current EV owners express strong interest in workplace charging.

60%

of EV drivers need chargers at work, either because of long commutes or no access to at-home charging.

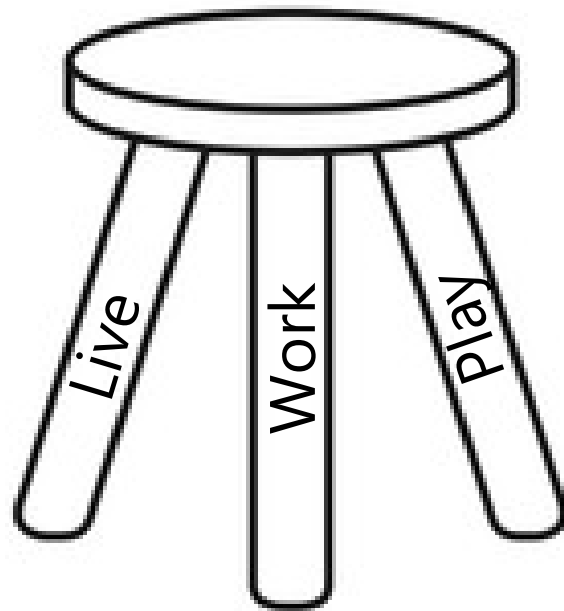


# We Need Workplace Charging to Cross “the Chasm”



# The Three-legged Stool Paradigm for EV Charging

EV Charging must exist where EV drivers Live, Work, and Play, otherwise Pragmatists (the Early Majority) will not consider EVs viable.



# Where do people work?

**How do we make electric vehicle ownership viable for nurses, teachers, cashiers, operations managers, and customer service representatives?**

Industry	Example of Common Building Type	% of workforce
Professional & business services	Office Buildings	13.2
Health care & social assistance	Hospitals	12.9
State & local government	Schools	12.4
Retail Trade	Shopping Centers	9.7
Leisure & hospitality	Hotels	8.7

Source: Bureau of Labor Statistics (BLS)

( = 56.9% of the workforce)

# Distinguishing between charging for customers, employees, and fleet operations

- Focus on intended use – Who is this charging solution designed to serve? The customers? The employees? Or, the fleet?
- For our purposes, workplace charging solutions are those that are **designed for use by employees** during typical working hours.
- Workplace charging solutions are generally Level 1 and 2 chargers, not DC fast chargers.

# Workplace Charging is Good for the Environment

- [A recent study by Stanford researchers](#) suggests that shifting current EV charging from home to work and night to day could
  - cut costs,
  - improve grid efficiency, and
  - reduce greenhouse gas emissions significantly.
  - Enables wider buildout of and reliance on renewable generation.
    - Mid-day solar would be curtailed if not for vehicles being able to absorb it.

# What is Charge@Work?

- **Technical Assistance**
  - Free site assessments (\$1,000 value)
  - Project Builder tool
  - Support from EV charging experts
- **Education and Outreach**
  - Resources, guides, and case studies
  - Webinars, ribbon-cuttings, and ride-and-drive events
  - Press releases and articles
  - Employee engagement
- **Deploy Infrastructure**

## The Charge@Work Experience



### Learn

- Sign up for updates
- Access Charge@Work resource library
- Catalog local + federal incentives

### Engage

- Sign the Charge@Work pledge
- Tell us about your project!
- Tap Charge@Work experts + partners
- Engage + support workers

### Plan

- Build project virtually with Charge@Work Project Builder
- Get free site assessment
- Connect with utility + local contractors

### Build

- Finalize plan + access funding
- Engage contractors
- Break ground + build

### Celebrate

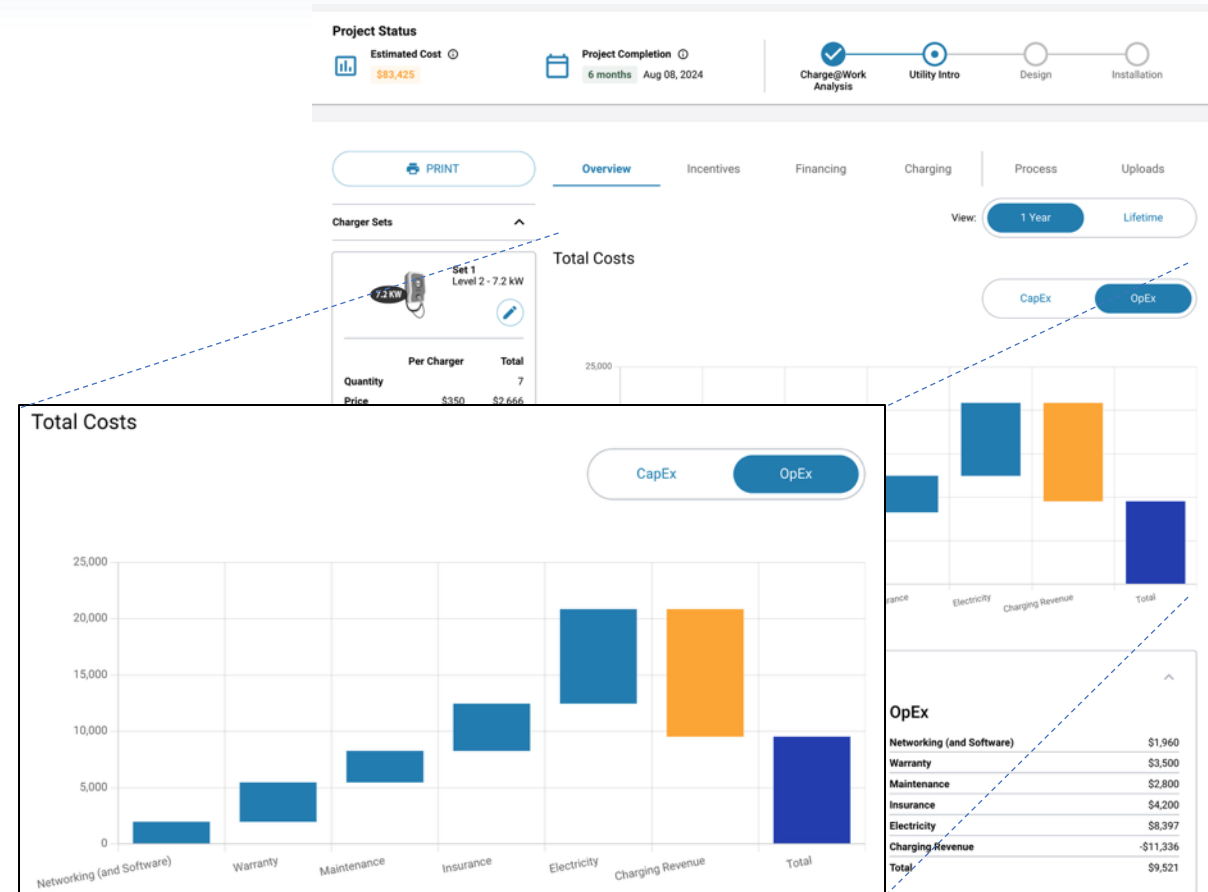
- Spread the word about workplace charging
- Create case study
- Get recognized!

# The Charge@Work Team



# Charge@Work Project Builder

- Free virtual workspace to build your project
- Users can access:
  - Cost estimates for equipment and installation
  - Free site assessments
  - Incentives database
  - Charger catalog
  - Project planner



# Charge@Work Employer & Employee Guides



## What is Charge@Work?

Charge@Work is a national outreach and technical assistance program funded by the Department of Energy (DOE) with the goal of helping workplaces take ideas about workplace charging through to implementation/transitioning your workplace into an electric vehicle (EV) charging leader.

Regardless of how far along you are in your workplace charging journey, Charge@Work can support you and your employees every step of the way.

As EV adoption rates continue to grow nationwide, so does the need for reliable and accessible charging infrastructure.

By offering EV charging to employees, workplaces can play an important role in accelerating this transition, while also taking advantage of numerous benefits.

## How to start the Charge@Work process

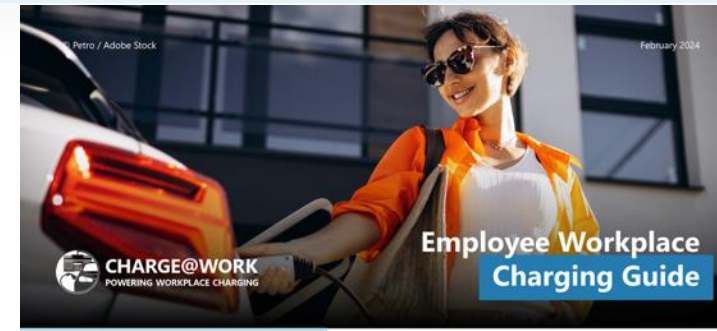
Workplace charging can be a reality for you and your employees, and you can play an important role in making it happen.

All workplaces have a variety of needs and capabilities when it comes to EV charging. Considerations from infrastructure to employee interest and involvement can help shape your charging plans.

### Here are 5 key steps to help you get started:

1. **Determine demand**
2. **Develop a charging needs list**
3. **Take time to learn and understand the construction process/needs of your workplace**
4. **Determine funding/financing options**
5. **Develop a usage and management plan**

Implementing a charging network at your place of business does not have to be a daunting task, and Charge@Work is here to help with our many offerings, including free site assessment, the free Project Builder tool, and technical assistance throughout the process.



## What is Charge@Work?

Charge@Work is a national outreach and technical assistance program funded by the Department of Energy (DOE) with the goal of transitioning your workplace into an electric vehicle (EV) charging leader.

As EV adoption rates continue to grow nationwide, so does the need for reliable and accessible charging infrastructure.

By advocating for EV charging at your workplace, you can play an important role in accelerating this transition, while also taking advantage of numerous benefits.

Regardless of how far along you are in your workplace charging journey, Charge@Work can support you in your advocacy efforts every step of the way.

## How to Advocate for Charge@Work in Your Workplace

Workplace charging can be a reality for you and your co-workers, and you can play an important role in making it happen.

Employees in a wide range of fields are now advocating for workplace charging to become standard in their employment packages.

If you decide to advocate for workplace charging, patience and persistence are important skills to deploy as EVs and charging are still unfamiliar to some, so adoption might take time.

Be sure you **research the benefits, gather fellow peer support, plan out potential locations, and identify champions of your cause** before you start the conversation.

Your actions and voice matter in spreading the word about workplace charging. Charge@Work is here to provide technical assistance and online tools, at no cost, to help you and your employer explore the potential of getting your workplace electrified.

# Get Started with Charge@Work

## Examples of Current Pledges

- [Join our program](#)
- [Create a Project Builder account](#)
- [Show your support for workplace charging](#)





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# Connect with us.

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