



SUPERCHARGE YOUR CULTURE WITH
ELECTRIC VEHICLE BENEFITS





Supercharge your culture with electric vehicle benefits

How electric benefits programs can enhance your corporate sustainability culture with a grassroots approach.





America's workers want sustainability benefits

Millennials make up the largest percentage of the US labor force^[1] and want to see sustainability at work. According to Deloitte,^[2] 60% of millennials want to see sustainable practices in corporations.



HR leaders and CEOs have lately seen how difficult finding and keeping good workers can be. But demonstrating that your company is sustainable can **help to attract and retain talent**. A great way to show your commitment is by offering electric vehicle (EV) benefits and education to your team.

An electric vehicle benefits and education program might take the following shape: you could offer your employees education on electric vehicles, purchase incentives that complement federal and state contributions, and infrastructure—like charging stations at the office—that breaks down the barriers would-be EV owners encounter.

[1] Fry, R. (2020, July 27). Millennials are the largest generation in the U.S. labor force. Pew Research Center. Retrieved August 22, 2022, from <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

[2] Deloitte. (2021). A call for accountability and action: The Deloitte Global Millennial and Gen-Z Survey. Page 21. Retrieved August 22, 2022, from <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/2021-deloitte-global-millennial-survey-report.pdf>



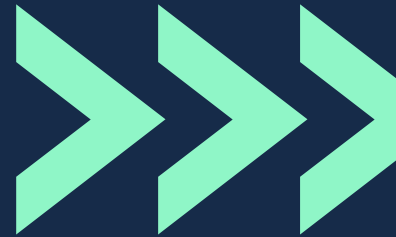


Employees want to be part of the carbon solution but don't know where to start

According to Consumer Reports, “there is clear interest among Americans in reducing costs for transportation and lowering their environmental impact.”^[1] Offering employees a way to make progress on sustainability issues while at work is attractive. It encourages employees to feel proud of where they work and to speak highly of your company.

Knowing how and where to take action as an individual can feel overwhelming. Owning an electric vehicle, however, is a great place to start. Yet because EV ownership is still a new cultural phenomenon, would-be owners need roadmaps and guides on their journey. Companies can assist individuals in their desire to make progress on sustainability by removing those roadblocks—by addressing ownership costs, charging availability, and range anxiety.

[1] Bartlett, J. S. (2022, July 7). More Americans would buy an electric vehicle, and some consumers would use low-carbon fuels, survey shows. Consumer Reports. Retrieved August 22, 2022, from <https://www.consumerreports.org/hybrids-evs/interest-in-electric-vehicles-and-low-carbon-fuels-survey-a8457332578/>



Removing roadblocks for electric vehicle buyers

Seventy percent of Americans are EV-curious.^[1] However, because EVs are a new technology, and there remain significant cultural myths about them,^[2] a majority of those who would buy EVs are not taking action. Right now, about 1/3 of Americans are planning to lease or buy an EV, or seriously consider doing so.

That third is significant: their near-term purchases will dramatically alter the American driving scene. Those that are not ready to act are often hesitant because of barriers to entry, real or perceived.

[1] Spector, J., & Olano, M. V. (2021, December 17). Chart: Most Americans are interested in EVs, but very few are actually buying them. Canary Media. Retrieved August 22, 2022, from <https://www.canarymedia.com/articles/electric-vehicles/chart-most-americans-are-interested-in-evs-but-very-few-are-actually-buying-them>

[2] EPA. (2022, June 30). Electric Vehicle Myths. EPA. Retrieved August 22, 2022, from <https://www.epa.gov/greenvehicles/electric-vehicle-myths>



Access to charging

One significant barrier to EV ownership is access to charging—nearly 70% of would-be EV owners cite this as a roadblock.[1] As a company with a campus, however, you are in the unique position of being able to set up charging infrastructure. Allowing drivers to charge their car at work will make their decision easier.

Moreover, you can offer stipends to help employees set up charging infrastructure at home. There likely already exist stipends offered by state and local governments in your region. HR leaders could, for example, match the prevailing incentive for employee home chargers. (In Austin, for example, Austin Energy offers a 50% rebate on the cost of installing a home charger. You can use Charge Point's incentive lookup tool to identify your local incentives.)

Range anxiety

Range anxiety is prevalent among EV shoppers, and some of your employees are likely to experience it. Approaching range anxiety involves both education and action. Luckily, if you increase employee access to charging points, you have already taken significant action.

Your employees would also be encouraged by knowing the facts about EV charging. Most EVs are now capable of traveling more than 200 miles on a fully charged battery.[2] The 2023 Chevrolet Bolt EV, which, even upgraded to the 2LT model, costs less than \$30,000, has an estimated range of 259 miles per charge.[3] This is more than enough range for most business-related trips.

Lastly, take some time to empower your employees with location data on charging stations. A great place to start is with Charge Hub's map of all EV chargers in the US. Knowing where they can get their next charge will make employees feel more relaxed on the road.

[1] Bartlett, J. S. (2022, July 7). More Americans would buy an electric vehicle, and some consumers would use low-carbon fuels, survey shows. Consumer Reports. Retrieved August 22, 2022, from <https://www.consumerreports.org/hybrids-evs/interest-in-electric-vehicles-and-low-carbon-fuels-survey-a8457332578/>

[2] EPA. (2022, June 30). Electric Vehicle Myths. EPA. Retrieved August 22, 2022, from <https://www.epa.gov/greenvehicles/electric-vehicle-myths>

[3] Car and Driver. (2022, June 27). 2023 Chevrolet Bolt EV Review, pricing, and Specs. Car and Driver. Retrieved August 22, 2022, from <https://www.caranddriver.com/chevrolet/bolt-ev>

Ownership costs


Electric vehicles are becoming more affordable as manufacturers develop economies of scale and improved manufacturing processes. Cars like the Bolt EV, the Nissan Leaf, and the Mini Cooper Electric start at or below \$30,000. For under \$50,000, consumers have access to base models of the Tesla Model 3 and the Polestar 2. Prices are approaching parity with internal combustion engine (ICE) vehicles.

Yet what sets EVs apart from ICE vehicles is federal and state purchase incentives. Electric vehicles have long been eligible for government purchase incentives saving consumers thousands. As an employer, you are able to offset your employee's ownership costs by offering your own incentive programs. Offering financial assistance to your employees seeking to purchase an electric vehicle will increase their ability to make an EV purchase decision in the short term and include them in your culture of sustainability.

The Inflation Reduction Act adds more incentives

The Inflation Reduction Act (IRA) has extended EV incentive structures. Operational from December 31st, 2022, to 2032, the IRA will extend rebates to consumers worth up to \$7,500 for new vehicles and \$4,000 for used vehicles. Additionally, rebates are no longer ceased at certain manufacturing volumes—that is, rebates will now still be available on vehicles with manufacturer runs over 200,000.

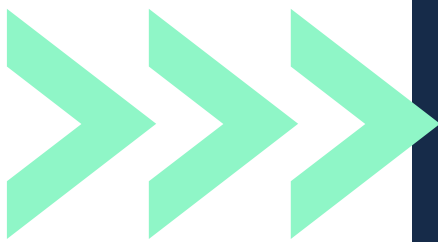
This period is the ideal time for your company to accelerate the construction of your corporate sustainability culture: government incentives will make it easier for you to get your team into electric vehicles.



CHANGE
TO
ELECTRIC
NOW



Sustainability
is part of a
complete
compensation
package



A robust healthcare program is ingrained in your culture, attracting and retaining top talent. Employees today are motivated by sustainability; you can attract and retain talent with a sustainability program too.

Employees will be thrilled to adopt electric vehicles early. Your company can break down the barriers preventing them from taking meaningful action.

Implementing educational and incentive structures in your organization will help employees feel connected to your company and to sustainable progress. Building a culture of sustainability at work will lead to happy, long-term relationships with your team, your clients, and your community.





| How can MoveEV help?

MoveEV is an employee-centered decarbonization alternative to the common practice of purchasing carbon offset credits. We are committed to helping your company contribute to the democratization of access to electric vehicles for corporate employees at all income levels.

MoveEV is the world's first turnkey solution that allows companies to quickly deploy a structured electric vehicle adoption "green benefits" program and carbon removal solution that aligns with corporate environmental sustainability goals and unlocks millions in government incentives and gas savings.

**Visit our website
to learn more.**



www.moveev.com

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