

EVSE me ASAP! The EV win for our employees & Customers



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Is your case study linked to an ‘ugly truth’ or a ‘key success factor’?

This is a win-win for everyone. Key Success (Less co2, cheaper fuel, cleaner air, backup power)

What does the case study help tackle?

Our staff is our most important asset, and many commute over 50 miles per day. The cost is hard on our environment, and employees alike. With the help of incentive programs, we could tackle both. Specifically, we have reduced co2 reporting for our company., reduced fuel spending for our employees. Side benefits are time savings from ICE vehicle filling and maintenance, and power back-up.

What was the outcome and how did you measure it?

This program will have increasing benefits over time. Our measurement can be made in 2 ways.

1. First: we will be able to remove the co2 that our commuters with EV no longer produce. That will report out on our corporate commitment with SBTi.
2. Secondly: we can interpolate how much co2 reduction we have facilitated, based on EVSE use records. Assuming some of our neighbouring companies have employees that now choose to go with an EV, the benefit will extend beyond just our 4 walls.

Who was involved (departments/roles)? How did you justify it to the business?

Property owner, building maintenance and senior management had to collaborate to take advantage of incentives to install EV charging on company lots. The business justification revolved around 3 key aspects.

1. Employee retention and happiness.
2. Serving our renewable energy initiative (now including carbon neutrality)
3. Infrastructure prebuild for future fleet use.

What were the key success factors?

The incentives where critical in making this possible, but we also needed to provide a better solution for our teammates with longer commutes as gas prices rise. Employee retention is a major benefit.

What are your watch-outs for others attempting this?

I would suggest getting a company specializing in the navigation of the documentation. There are many agencies involved. I would also suggest reviewing the payment software well. Since this will need to be a public site (technically), users will interact via a payment screen. Some are harder than they need to be. Finally – we struggle against the incessant desire for cheap gasoline (an obviously bad outcome for EVSE utilization).

How would you recommend those with less resources attempt this?

Outsource as much as you need. Many services will do all the work for you. Your local incentive will illustrate who they can work with. NYSERDA offers a list of prequalified vendors to choose from.

Who were the main drivers (the people that were boots on the ground), and the main leadership sponsor?

Our company has always been very sustainability oriented. We have adopted many processes that reduce all types of waste, VOC’s, and greenhouse gasses.

