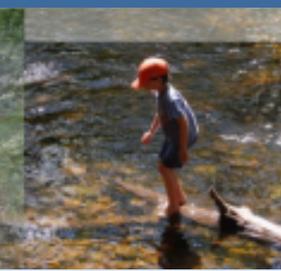
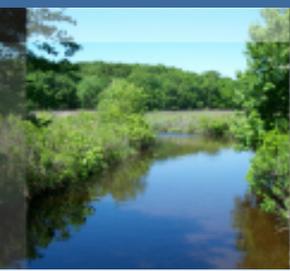




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Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**

EVConnecticut: Why Workplaces Should Install EV Charging Infrastructure



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Summary

Don't Miss the Boat: Public EV Charging is growing!

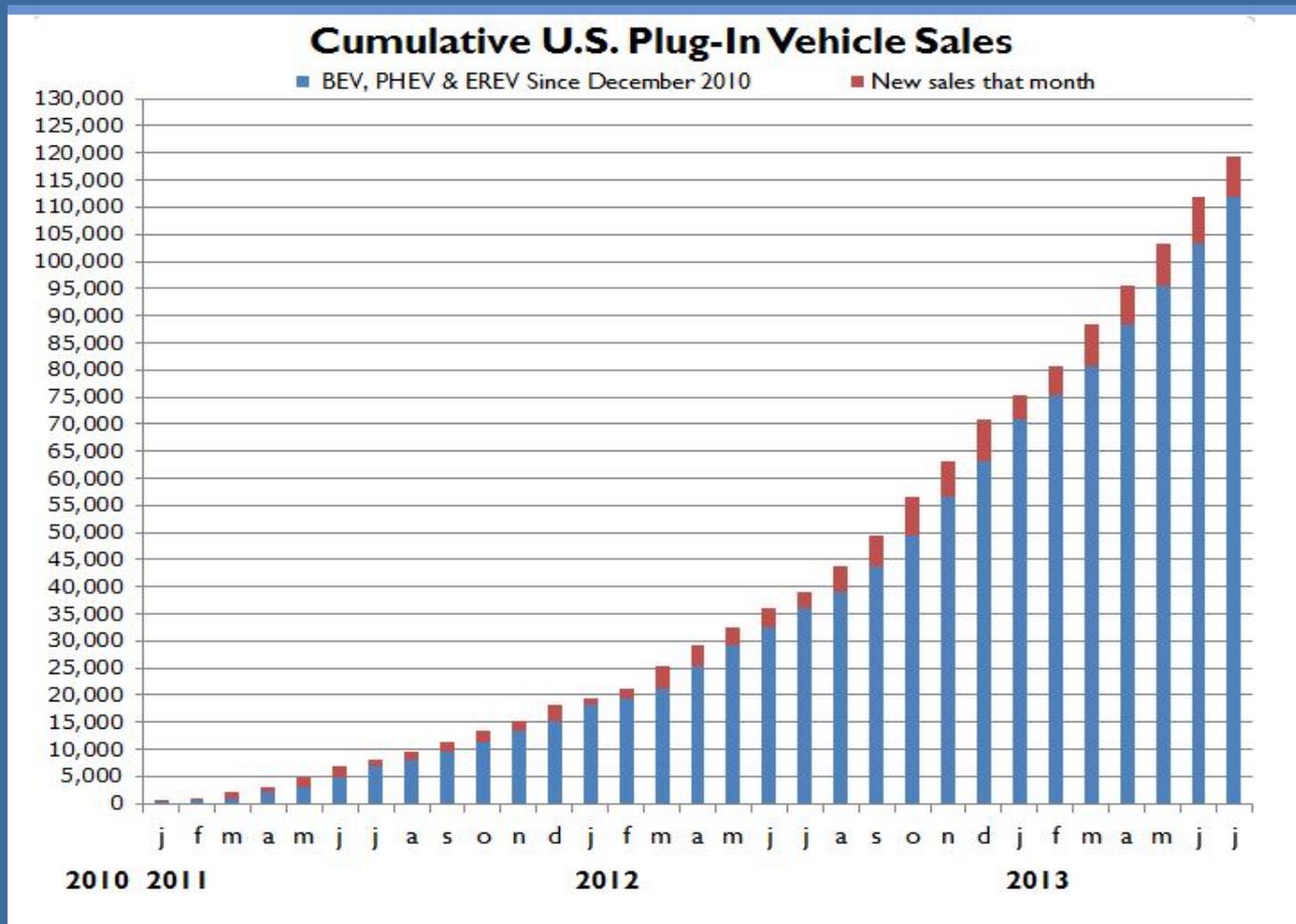
Federal and state incentives available

EV purchases growing

EV and EV charging choices increasing



EV Purchases



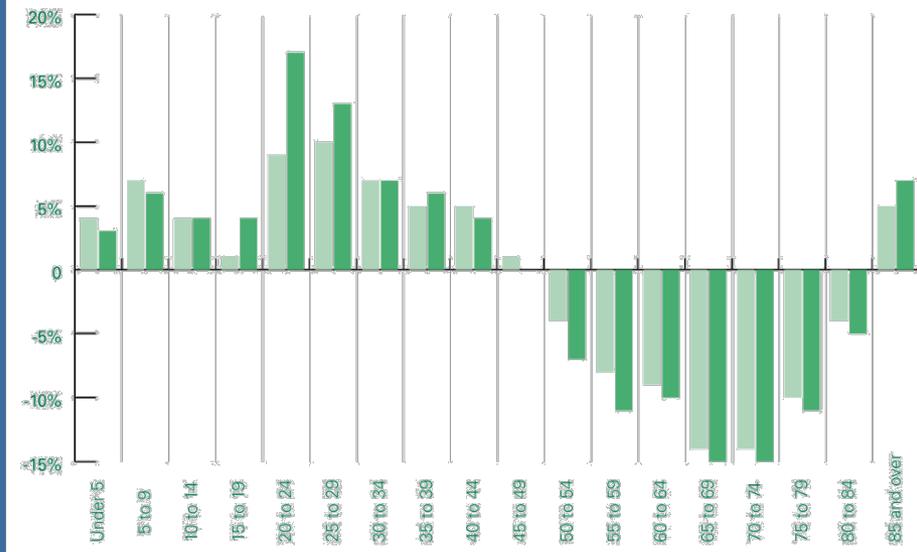
Source: Electric Drive Transportation Association



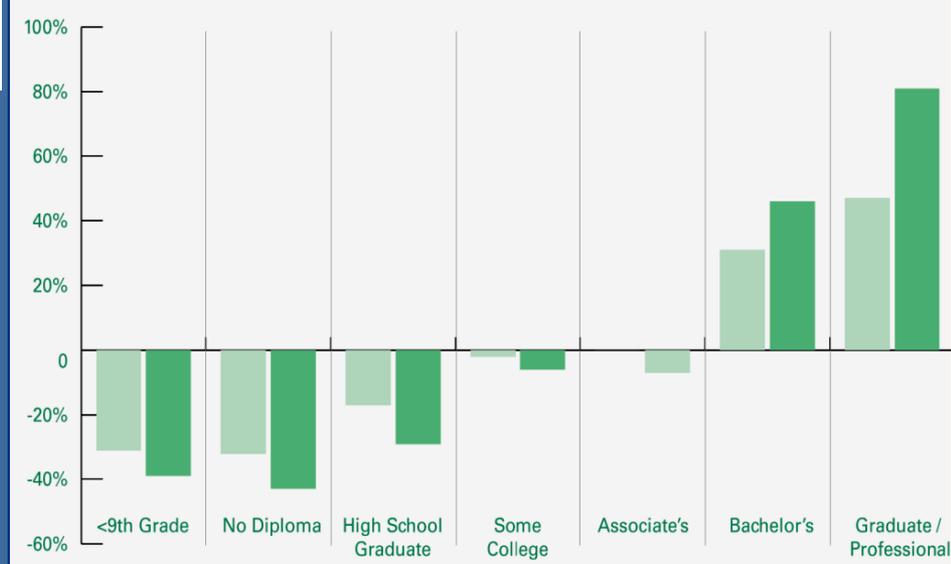
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EV Purchasers

Age composition of EV communities compared to non-EV communities



Education attainment of EV communities compared to non-EV communities



Socio-economic trends for EV communities (source: 2010 Census and American Community Survey)



EV Purchasers

- Consumers tend to display the following traits:
 - Younger
 - Tech-savvy
 - Eco-aware
 - Above average wealth
 - Highly educated
 - Value personal image
 - Live in stable households



Branding with EV Charging Stations

Relatively low-cost
installation

Small operating &
maintenance costs

Valuable investment in YOUR
environmental brand



Reap the Benefits

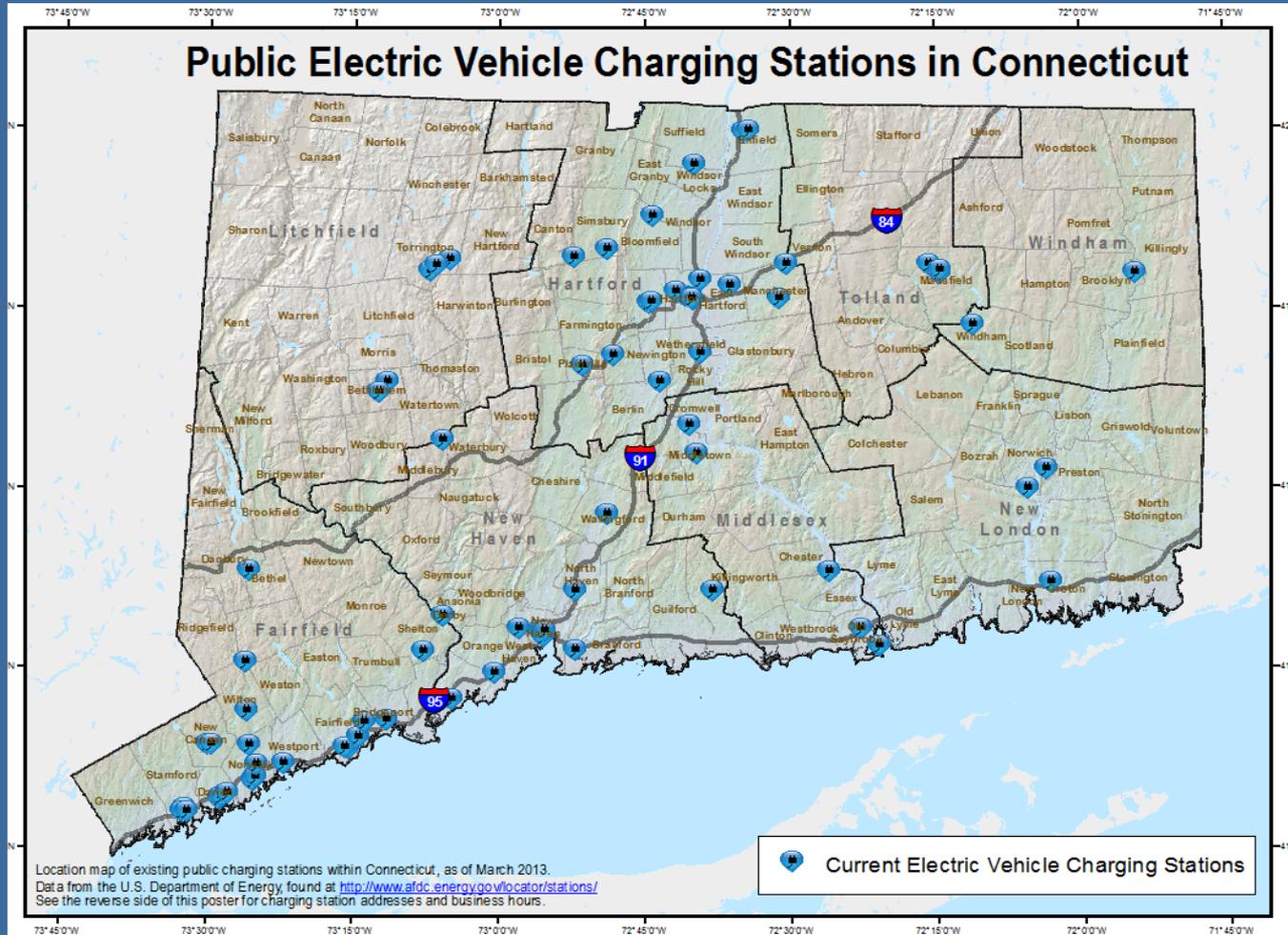


Photo obtained from NU Presentation - EV Charging Infrastructure: Beyond Niche to Mainstream



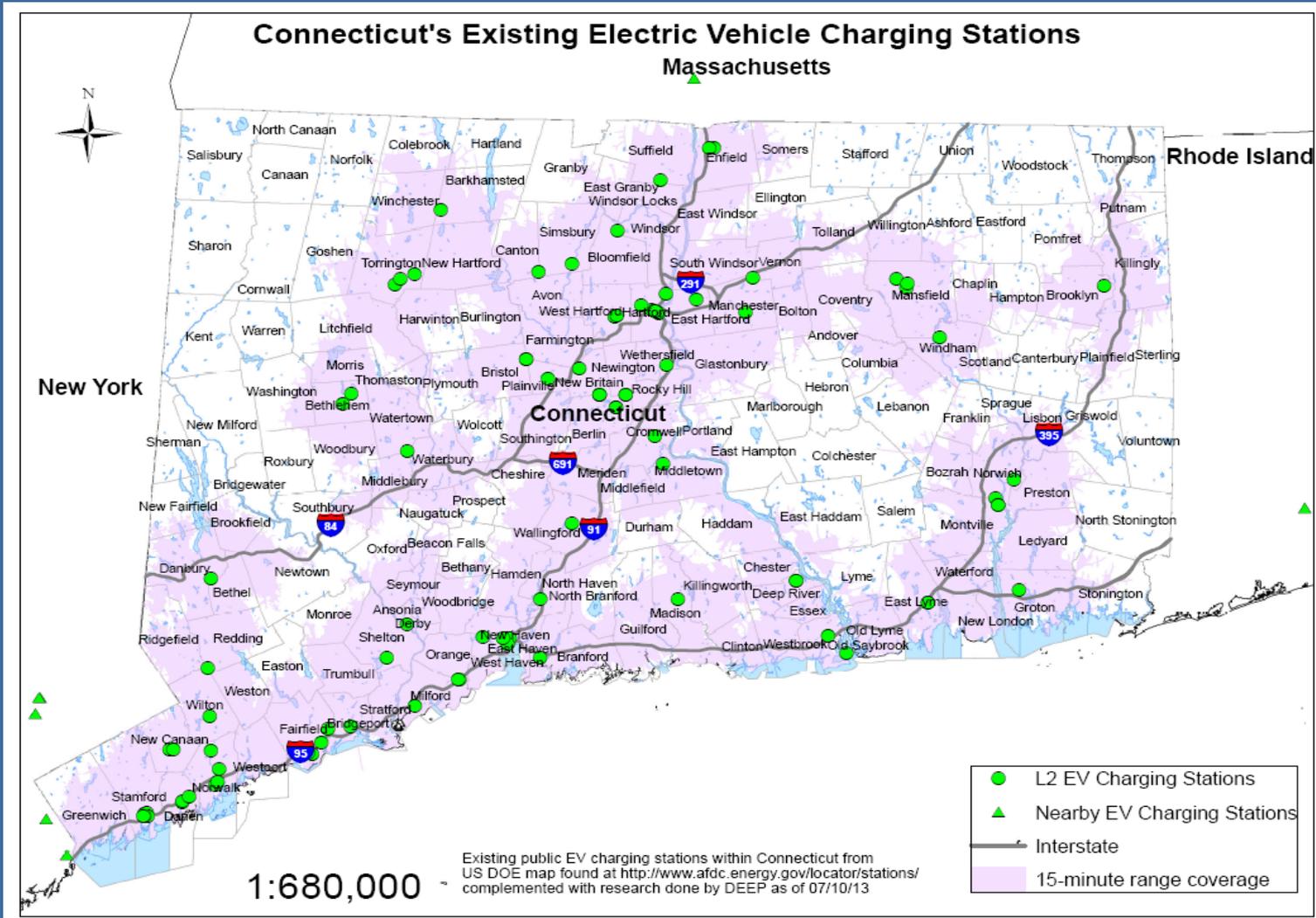
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Today's Network

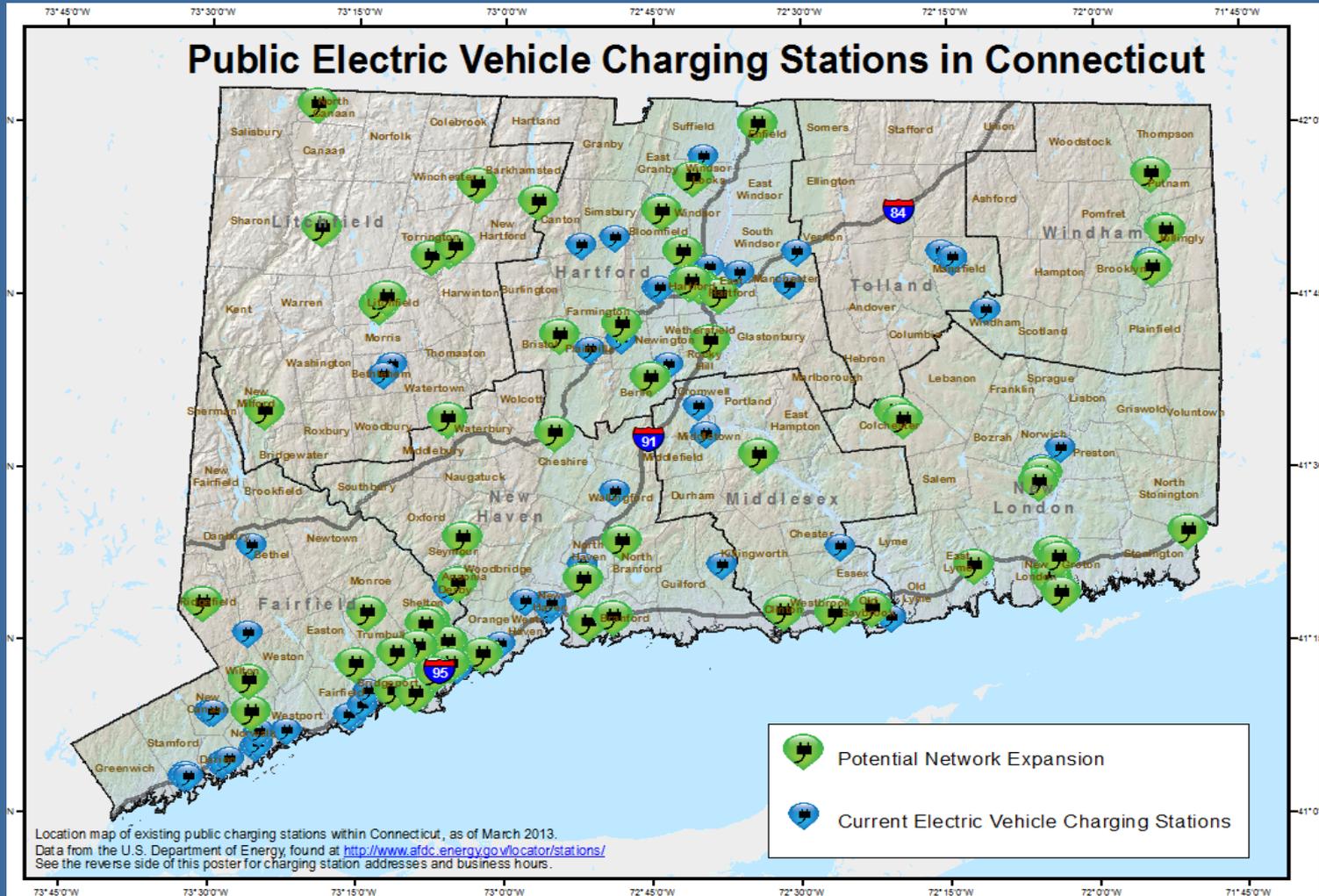


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Range Coverage – 15 Minutes



Tomorrow's Network – With You



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Questions?



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Selected Resources

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