



# Workplace Charging Case Study: Traction on Demand

*Traction on Demand is Salesforce's largest dedicated and most trusted consulting and application development partner. Traction has been named one of the top 10 best places to work in Canada since 2014, proving that team, community and ethics are top priorities. The company employs more than 330 employees at its Burnaby head office. Four head office employees currently own electric vehicles.*

## Charging Infrastructure

There are two Level 2 (208 V) chargers for employee use in the parkade of 2700 Production Way. Traction's workplace charging project was initiated in early 2016 following requests from employees with electric vehicles. Traction's building owner, Narland Management Ltd., financed and managed the entire project from end-to-end to ensure the chargers met the needs of all the building's tenants.

## Management Program

Since there are only a handful of electric vehicles in the building, there have not been issues with sharing the chargers. Most employees live a short distance from this office, so there is rarely a requirement to charge the vehicles every day as most employees charge at home.



**TRACTION**  
on Demand

EV charger users must be an employee at Production Court and display a valid parking pass while charging. The user is required to move their vehicle immediately after a full charge so that other users can charge their vehicles. There are typically two vehicles plugged into the chargers throughout the day.

## Motivators

The chargers were installed with the hopes of encouraging more employees to consider electric vehicles when purchasing their next vehicle. Key motivations for this project included:

- Being Green
- Greenhouse gas reduction goals
- Requests from employees

## Related Initiatives

Traction runs a Go Green Initiative which encourages tenured employees to purchase an electric vehicle by paying for the deposit of a Tesla Model 3 or the first \$1,000 of any other 100% electric vehicle.

**To learn more about Traction on Demand's Workplace Charging Program:**

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