

# Case Study:

## Straus Family Creamery Workplace EV Charging

### Project Overview

Sonoma Clean Power (SCP) partnered with Straus Family Creamery in Petaluma to install workplace electric vehicle (EV) charging stations as part of SCP's Workplace Charging Research Project. This successful implementation demonstrates how businesses can integrate workplace charging to meet employee demand while advancing sustainability goals.

*Sonoma Clean Power's Workplace Charging program has been great. Their incentives addressed our initial cost concerns, and the installation went smoothly. We're seeing more employees buying EVs and using the chargers daily at both facilities. With the upgraded charging power, even vehicles with larger batteries can get a full commute charge during work hours.*

- Brian Hoffman, VP of Operations  
Straus Family Creamery

### Company Profile

Straus Family Creamery's headquarters in Petaluma employs approximately 35 people and operates Monday through Friday. Prior to the project, the facility had five existing EV charging connectors with only one functioning properly, plus two basic charging cords for their farmers' market truck.

### The Challenge

Straus faced several challenges:

- Growing EV adoption among employees (over 20% of employees already owned or leased an EV)
- Malfunctioning existing charging infrastructure
- Commuting distances ranging from 6 to 100 miles round-trip

A pre-installation employee survey revealed strong interest in workplace charging:

- 39% were considering an EV purchase
- 58% indicated workplace charging would make them more likely to purchase an EV
- 88% believed workplace charging was important for their workplace

### The Solution

Following a site assessment, Straus implemented a comprehensive charging solution:

- Installation of 13 new Wallbox Pulsar Pro charging connectors
- Repair of 5 existing chargers
- Configuration for higher charging power (9.3kW) to accommodate newer EVs with larger batteries

### Implementation Process

The project moved from assessment to installation with SCP providing significant support:

- Technical site assessment to determine optimal placement and electrical requirements
- 13 Wallbox Pulsar Pro Level 2 chargers provided by SCP
- \$65,000 installation rebate, reducing Straus's out-of-pocket expenses
- Support during implementation and configuration

### Results and Benefits

The workplace charging installation has delivered significant benefits:

- Increased EV adoption among employees
- Reduced need to rotate charging vehicles during the day
- Enhanced employee satisfaction with higher charging rates

### Key Recommendations for Businesses

Based on Straus's experience:

1. Plan for growth: Design a system that can accommodate increasing EV adoption
2. Budget realistically: Installation costs could vary by as much as 20%
3. Maximize charging power: Higher-power charging accommodates newer EVs with larger batteries and longer commutes
4. Implement access controls: Determine how employees will access and use the chargers

### Conclusion

The Workplace Charging Research Project at Straus Family Creamery demonstrates the practical benefits of workplace EV charging for both employees and businesses. With SCP's support, Straus overcame initial challenges to create a charging solution that not only meets current needs but is positioned to support future growth in EV adoption.