



Workplace Charging Employer Workshop Best Practices

September 29, 2015

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Ben Prochazka, Electrification Coalition

Linda Benevides, MA Executive Office of Energy and Environmental Affairs

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U.S. DOE Workplace Charging Challenge

Goal: Increase the number of employers offering charging by 10x by 2018



- 235 Partner employers committing to provide EVSE for employees
- 5,000+ EVSE installed or planned for installation
- 18 Ambassadors promoting and supporting workplace charging

Meet the Challenge Team



Peter Heywood
Ambassador Lead



Sarah Olexsak
Coordinator



Nick Bleich
Presidential Management
Fellow

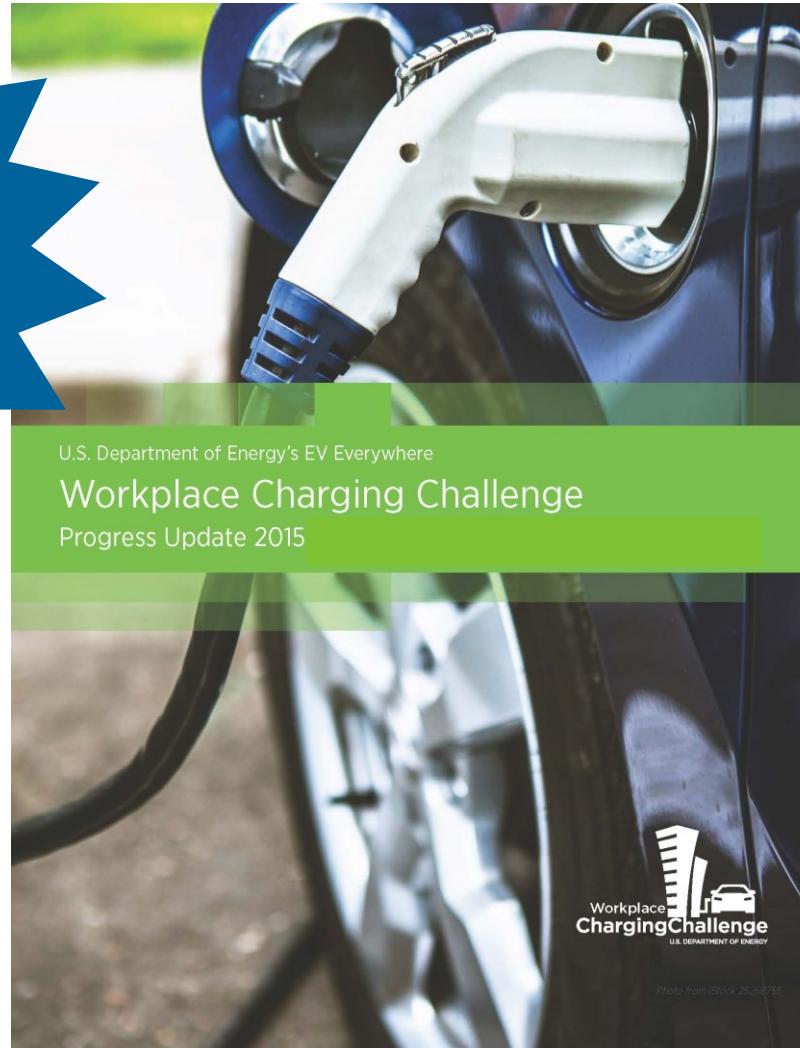


Carrie Giles & Carrie Ryder
Recruitment and Account Management



Nay Chehab
Communications Lead

2015 Workplace Charging Challenge Progress Update



Workplace Charging Events

#1 Stakeholder Coalition Building

Create a Regional
Direction for Workplace
Charging

Examples
Round Table
Stakeholder Meeting
Leadership Councils

Clean Air Council



Workplace Charging Events

#2 Employer Education

**Inform Employers About
Workplace Charging
Value**

Examples
Throughout today's
webinar

Workplace Charging Events

#3 Employer Recognition

Recognize Workplace Charging Leaders

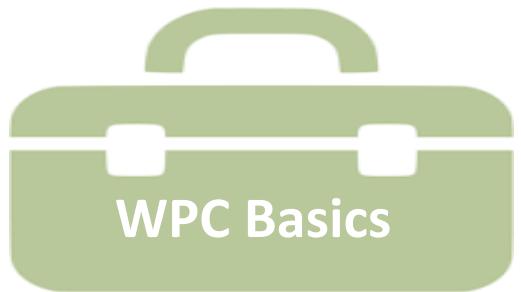
Examples
Drive the Dream
EV Roadmap



DRIVE THE DREAM 2015
Corporate Investments in Plug-in Electric Vehicles



Workplace Charging Outreach Toolkit



- PEV Handbook for Workplace Charging Hosts
- Workplace Charging Challenge fact sheet



Best practices and sample material from 20+ workplace charging outreach events



- Template material to promote workplace charging:
- Workplace charging value proposition PowerPoint
 - Sample press releases
 - Workshop agenda, host/speaker outreach letter, attendee invitation, etc.

Resources available soon at : www.electricvehicles.energy.gov



Learn More: WorkplaceCharging@ee.doe.gov

www.electricvehicles.energy.gov

Workplace Charging Webinar Speakers



Lori Clark,
North Central Texas Council of Governments /
Dallas-Fort Worth Clean Cities



Linda Benevides,
Massachusetts Executive Office of
Energy and Environmental Affairs

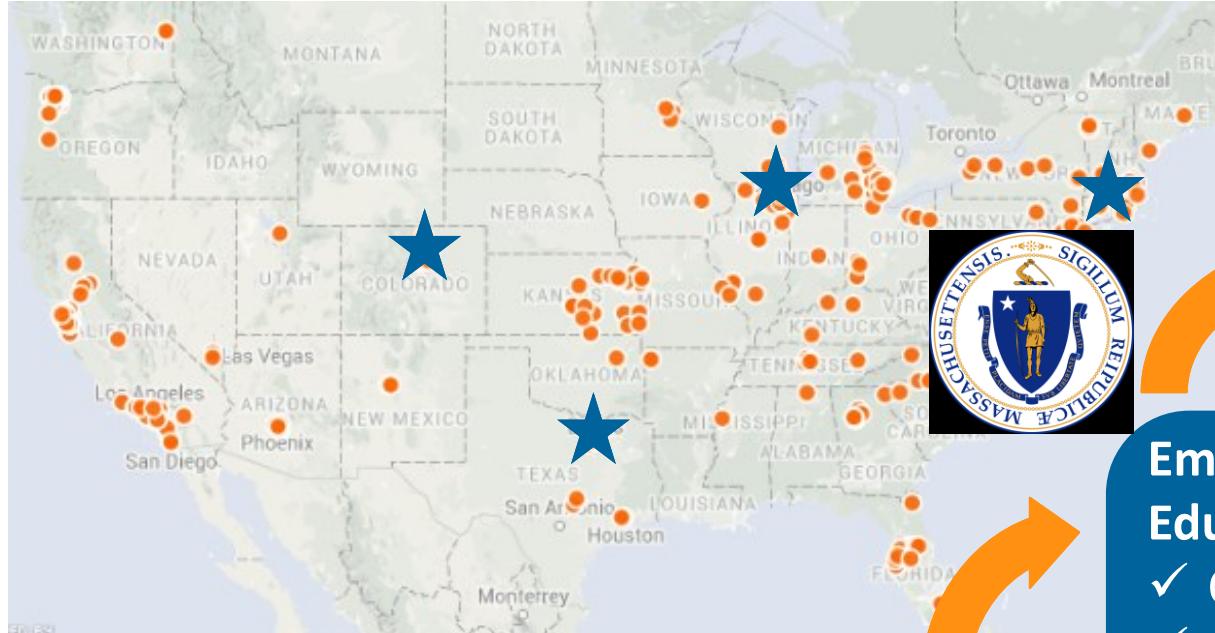


Samantha Bingham,
Chicago Department of Transportation



Ben Prochazka,
Electrification Coalition

Today's Discussion Format



- ✓ Objective
- ✓ Sponsorship
- ✓ Speakers
- ✓ Vendors
- ✓ Outreach
- ✓ Follow-up



Electrification Coalition



Dallas-Fort Worth
CLEAN CITIES

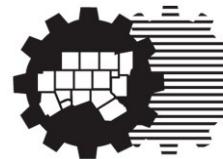
Electrification Coalition Drive Electric Northern Colorado



- National organization focused on convening stakeholders
- DENC is a community-wide initiative
- PEV Success: Promoting workplace charging through Northern Colorado Workplace Charging Challenge

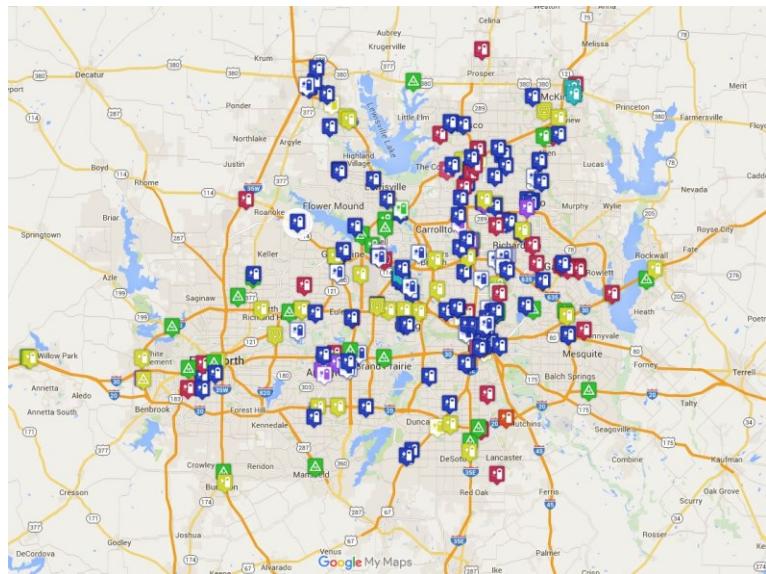


North Central Texas Council of Governments Dallas-Fort Worth Clean Cities



North Central Texas
Council of Governments

- Assists local governments in planning towards sound regional development
- Covers a population area of 6.7 million people
- PEV success: EV Project, 5 years of hosting National Drive Electric Week events



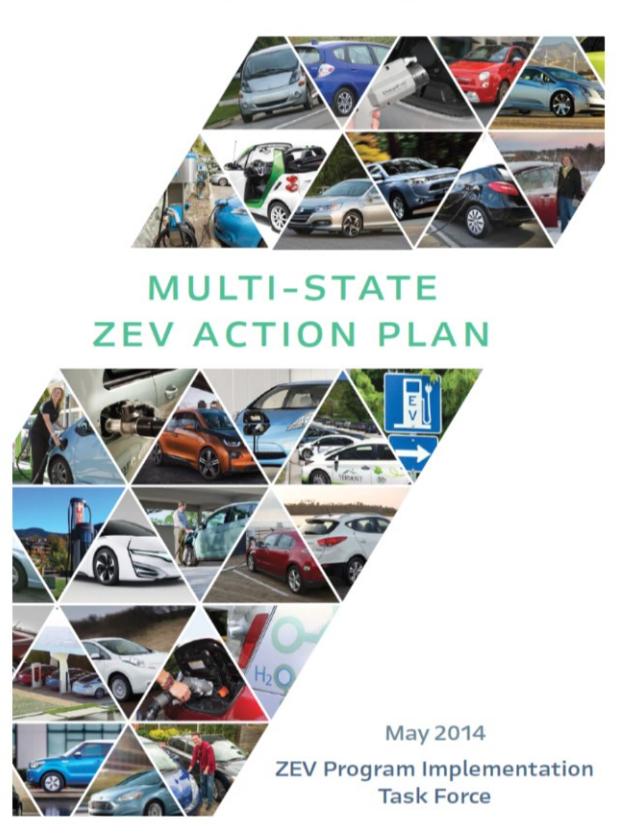
Massachusetts Executive Office of Energy and Environmental Affairs



- Sets policy and coordinates activities for multiple agencies
- Cabinet-level office overseeing environment and energy agencies
- Zero Emission Vehicle Commission
- PEV success: MOR-EV, EVSE grants, MASS Drive Clean



ON THE ROAD
TO CLEAN AIR



A collage of numerous small photographs showing various electric vehicles (EVs) and plug-in hybrid vehicles (PHEVs) being charged at different locations, including parking lots, residential driveways, and public charging stations. The images are arranged in a triangular pattern.

MULTI-STATE
ZEV ACTION PLAN

May 2014
ZEV Program Implementation Task Force

Chicago Department of Transportation

Chicago Area Clean Cities



- Promotes technologies and policies to support sustainable transportation
- CACC members reduced petroleum use by over 25 million gasoline gallon equivalents
- Covers a population area of 8.2 million people
- PEV success: Drive Clean Chicago, Chicago Area PEV Infrastructure Project



Event Objective and Messaging

What objective(s) is important in your region?

- Stakeholder Engagement
- Employer Education
- Employer Recognition



Event Objective and Messaging



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How did you educate without overwhelming attendees?

Used polling questions to gauge audience knowledge

Myth Buster approach for entertaining introduction to PEVs and charging

Writer/editor of Chicago Tribune Green Car Guide -- a local expert – introduced the audience to state of PEV industry

Did you message a link to the DOE Challenge?

National connection added legitimacy to local efforts

Utilized DOE informational resources to not “Reinvent the Wheel”

Key goal of event was to recruit employers to sign on to the Challenge

Event Partners, Sponsorship and Hosts

- Leverage local resources and expertise by securing similar-missioned **partners** (NGOs, muni/state governments)



Texas Workplace Charging Road Show

Nissan eVgo chargepoint nrg H-GAC Clean Cities Lone STAR CLEAN FUELS ALLIANCE A DOE Clean Cities Coalition Serving Central Texas Dallas-Fort Worth CLEAN CITIES

The banner features the text "Texas Workplace Charging Road Show" in large white letters on a green background. Below the text are several logos: Nissan, eVgo, chargepoint, nrg, H-GAC, Clean Cities, Lone STAR CLEAN FUELS ALLIANCE, and Dallas-Fort Worth CLEAN CITIES.

- **Sponsors** can help defray workshop costs
- Challenge employers can be great **hosts**



Event Partners, Sponsorship and Hosts



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- **Partnered** with Colorado State University and local municipalities and Clean Cities coalition
- **Sponsor** provided charging station raffle prize
- **Host** employer provided built-in testimonial



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- **Partnered** with 3 other Clean Cities coalitions
- **Sponsor** logos were placed prominently on website, registration page, agenda, etc.
- **Host** employer created brand-name draw at centrally located venue
- **Partnered** with Environmental Law and Policy Center and State of Illinois
- **Host** employer provided lunch in plus enthusiastic support for charging



U.S. DEPARTMENT OF ENERGY

Speakers and Agenda

- Importance of PEVs to region & community readiness success
- PEV & charging basics
- PEV driver experience
- Workplace charging importance & value
- Available incentives, tech assistance & recognition
- Employer experiences



Speakers and Agenda

**What made your agenda uniquely successful?
What would you have changed?**



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- Held press conference to kick off new initiative
- High-profile speakers (Mayor & Councilmember) who had previous “Drive Leadership” experience

- State Representative discussed his pro-PEV Texas bill
- Panel-format kept the engaging discussion flowing
- Would have liked to have had more private-sector employer testimonials



- VIPs: DEP Commissioner and host company senior leader
- Next time will include electrician with first-hand charging station installation experience



Vendor Display and Ride and Drive

- Charging station vendor displays and PEV ride and drives add huge hands-on value for workshop attendees



Vendor Display and Ride and Drive



Vendor Display

- No-fee vendor exhibits located in same room as workshop space
- Attendees took advantage of opportunity to make connections with vendors

- Tapped into existing network to obtain vendors
- Having vendor exhibit in same room as meeting may have increased vendor/attendee interaction

Ride & Drive

- Informing attendees that it was their turn to ride/drive presented some challenges

- Reached out directly to vehicle manufacturers instead of dealerships
- Plenty of event staff on-hand enabled a streamlined and stress-free experience

Invitations and Outreach

- Target audience: sustainability/facilities managers, transportation planners, HR reps
- Issue invite 1-2 months in advance
- Tap into existing networks to reach potential attendees
- Utilize local news outlets to promote event



Invitations and Outreach



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- Invites went out 3 weeks in advance and worked well
- Employer host penned op-ed prior to event
- Coordinated regional outreach campaign



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- Sent out “Save the Date” 6 weeks in advance but would recommend solidifying details sooner
- Branded event as a part of statewide “Texas Workplace Charging Road Show”



- Sent out “Save the Date” 4 weeks in advance but would start sooner next time
- Used grant funding teaser to attract registrants Industry networks to spread the word
- Tapped into MassDOT MassRides & DEP Rideshare list serves



Event Follow Up

- Designate a POC for attendees to follow up with
- Provide a few key informational docs
- Consider one-on-one follow up with most interested employers



NREL Image Gallery 27698

Event Follow Up



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