



Workplace Charging Employer Workshop Best Practices

September 29, 2015

Sarah Olexsak, U.S. Department of Energy

Ben Prochazka, Electrification Coalition

Linda Benevides, MA Executive Office of Energy and Environmental Affairs

Lori Clark, NCTCOG/Dallas-Fort Worth Clean Cities

Samantha Bingham, CDOT/Chicago Area Clean Cities



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



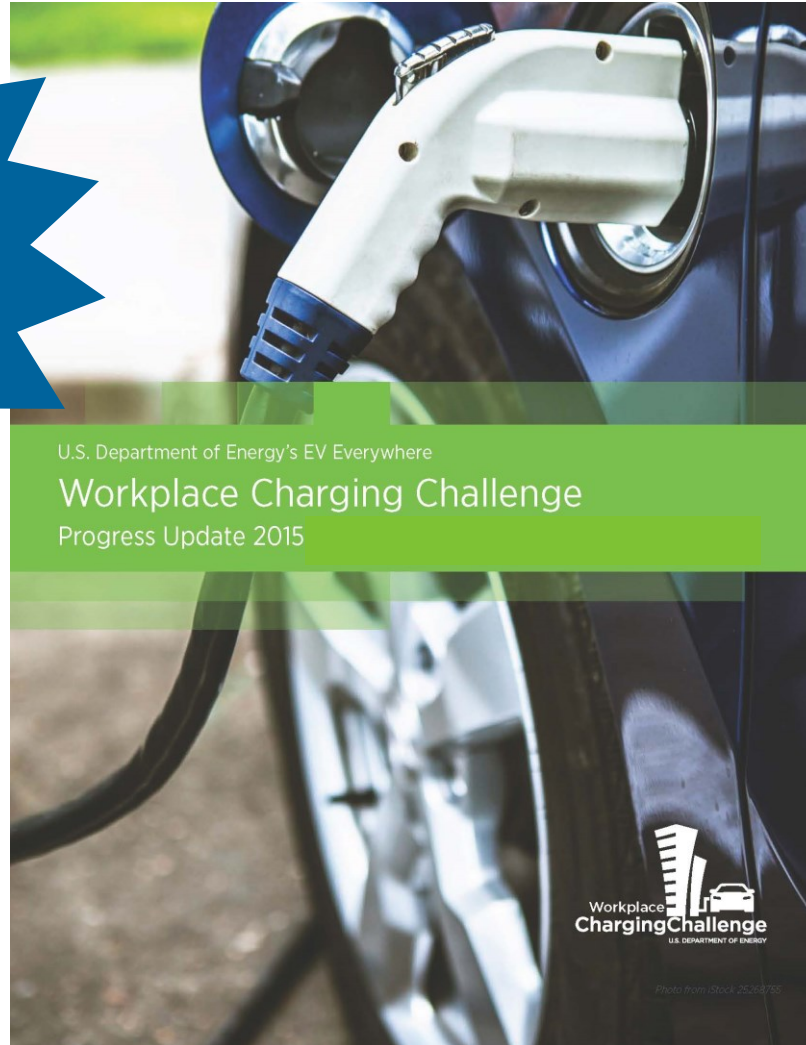
Carrie Giles & Carrie Ryder
Recruitment and Account Management



Nay Chehab
Communications Lead

2015 Workplace Charging Challenge Progress Update

Stay
tuned!



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

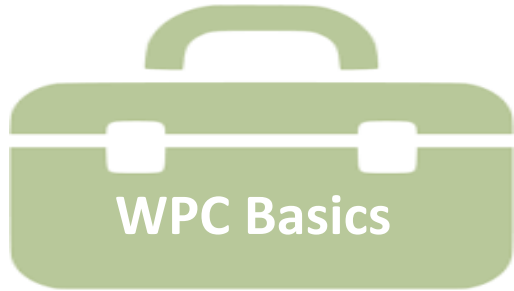
Examples
Drive the Dream
EV Roadmap



DRIVE THE DREAM 2015

 Corporate Investments in Plug-in Electric Vehicles

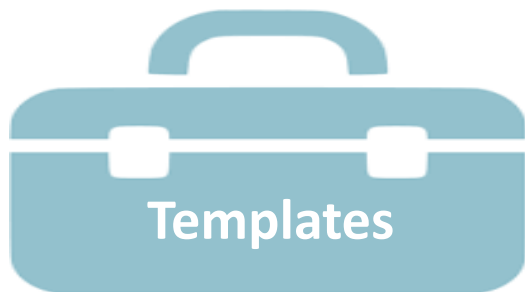
Workplace Charging Outreach Toolkit



- 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

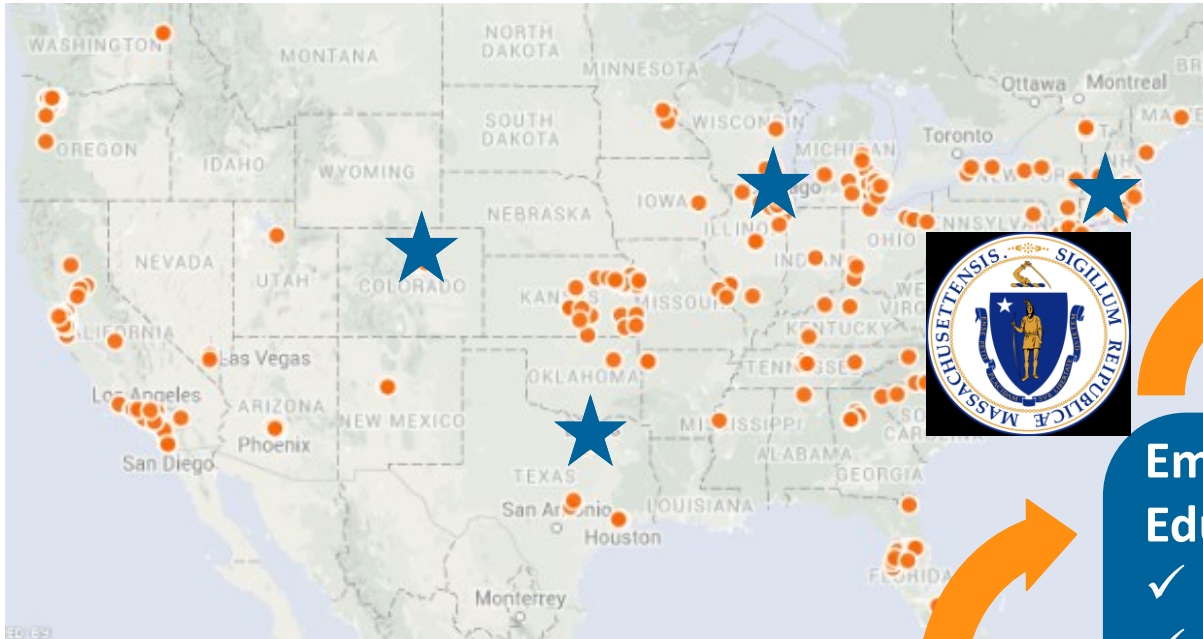


Samantha Bingham,
Chicago Department of Transportation



Ben Prochazka,
Electrification Coalition

Today's Discussion Format



Employer Education Event

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



Electrification
Coalition



Dallas-Fort Worth
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Electrification Coalition Drive Electric Northern Colorado



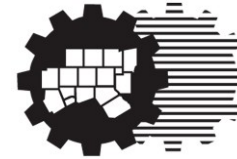
- National organization focused on convening stakeholders
- DENC is a community-wide initiative
- PEV Success: Promoting workplace charging through Northern Colorado Workplace Charging Challenge



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

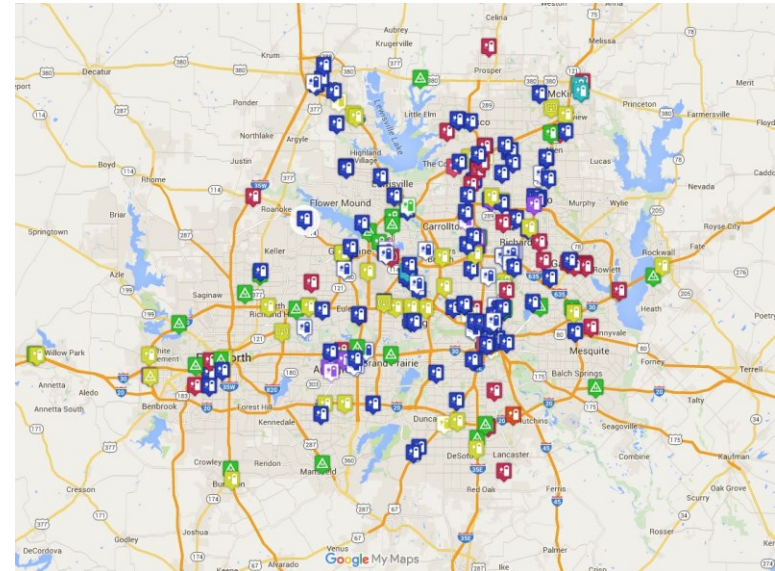


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North Central Texas
Council of Governments

- 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



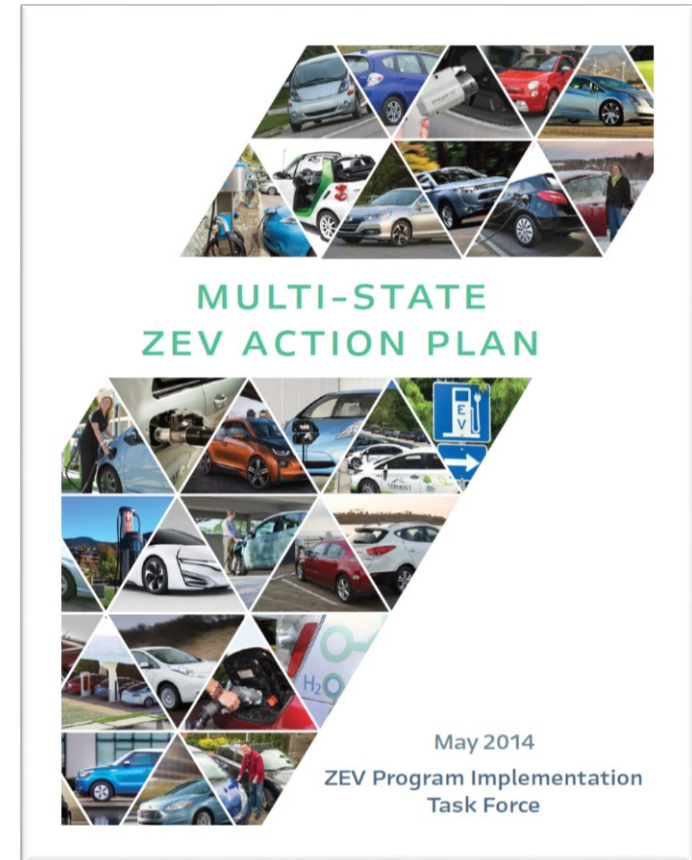
Massachusetts Executive Office of Energy and Environmental Affairs



- 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



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 nrg eVgo chargepoint+ HPAE Clean Cities Alamo Area Clean Cities Lone Star CLEAN FUELS ALLIANCE 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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Coalition

- **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



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

Speaker
Outreach
Letter &
Agenda
Templates



Speakers and Agenda

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



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



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- 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

Ride & Drive



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

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



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

- 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



The graphic features a blue starburst shape with the text "Invitation Template" in white. Below it is a blue banner with white text: "We Invite You to Attend: Workplace Charging for Electric Vehicles". Underneath the banner, the date "October 22, 2014" and location "Baxter International Inc., Deerfield" are listed. A row of logos follows, including the Workplace Charging Challenge, Illinois Department of Commerce & Economic Opportunity, CDOT, Chicago Area Clean Cities, and Environmental Law & Policy Center. At the bottom, a light blue box contains the text "Advanced Registration is Required" and the URL "www.PlugInChicago.org/WorkplaceCharging".

Invitation Template

**We Invite You to Attend:
Workplace Charging for Electric Vehicles**

October 22, 2014
Baxter International Inc., Deerfield

Advanced Registration is Required
www.PlugInChicago.org/WorkplaceCharging

Invitations and Outreach



Electrification
Coalition

- 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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