Workplace Charging Employer Workshop Best Practices

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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

Stay tuned!
Workplace Charging Events

#1 Stakeholder Coalition Building

Create a Regional Direction for Workplace Charging

Examples
Round Table
Stakeholder Meeting
Leadership Councils
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

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

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

Templates
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](http://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
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

- 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
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

**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)

- Sponsors can help defray workshop costs
- Challenge employers can be great hosts
Event Partners, Sponsorship and Hosts

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

- **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
- 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

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

- 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
Event Follow Up

Electrification Coalition

Dallas-Fort Worth
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