



Increasing Employee PEV Awareness

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The Workplace as a Second Showroom





Current PEV Driver



Potential PEV Driver


Workplace Charging= Happy Employees

Charging Up Employee Satisfaction	
	<p>95% of responding partners express satisfaction with their organization's workplace charging program</p>
	<p>90% of responding partners reported that their workplace charging stations are fully occupied at least 5 days a week</p>

Build it and they will come? Not so simple!



Employee PEV Outreach Resources- Now Available!



Take Charge of Your Workplace

Plug-in Electric Vehicle Outreach Resources for Employers


Introduction

Once you've installed plug-in electric vehicle (PEV) charging at your worksite, it's time to get your workforce up to speed on the benefits of driving PEVs, learn how you can stay up-to-date on the latest developments in workplace charging from the U.S. Department of Energy (DOE) Workplace Charging Challenge initiative, and get support from PEV networks in your community. This collection of federally-approved resources provides information about:

- PEV charging basics
- Tools for employees who currently drive a PEV or who are considering driving a PEV
- Talking points for communicating with employees about PEVs

- Tips for staying connected about PEVs
- Information on PEV support networks
- Top ways to promote PEVs at your workplace.

Also learn more at electricvehicles.energy.gov.



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- Tools and Resources
- Talking Points
- Support Networks
- Top Ways to Promote PEVs in the Workplace

<http://energy.gov/eere/vehicles/promote-plug-electric-vehicles-and-workplace-charging-infrastructure>

OR electricvehicles.energy.gov



PEV Informational Resources

Alternative Fueling Station Locator
Find alternative fueling stations near an address or ZIP code or along a route in the United States. Enter a state to see a station count.

Find Stations | Plan a Route

address, ZIP, or state... **Go**

Electric

[more search options](#)

8,748 electric stations
21,609 charging outlets
in the United States

Excluding private stations

Location details are subject to change. We recommend calling the stations to verify location, hours of operation, and access.

ABOUT THE DATA

Map data ©2014 Google, INEGI | Terms of Use

www.afdc.energy.gov/locator/stations/

Talking Points for Communicating about PEVs

Generating Sustainability

Have you thought about the advantages of buying an electric or plug-in hybrid car?

Here's something more to consider...

Several major automakers offer plug-in hybrid and electric vehicles. If you have one of these vehicles or plan to buy one, you may be interested to know that **you can now charge at work**. Charging stations have been installed on L3 of the WPO Garage, and you will have your own **dedicated parking space**. NYPA is required to charge for the electricity, but the fee of \$15 per month should be **less than half what you would pay for gasoline¹** and you will be contributing to a **cleaner environment**.

If you would like to learn more about this pilot program, please contact Evan Kolkos at ext. 6431 before April 30, 2013.



The following plug-in cars are available in New York dealerships:



PEV Support Networks



Coalitions:

<http://www1.eere.energy.gov/cleancities/coalitions.html>

Top 15 Ways to Promote PEVs in the Workplace

The easy stuff

Spread the word via internal newsletter or intranet

Post informational posters & materials in common areas

Provide prime parking for PEV-drivers when not charging

Hold a workplace charging “tour” to demo your station

Host presentation by PEV-driving employees or local Clean Cities

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Posters & materials in common areas

Don't Miss Out on XYZ Company's Commuter Tax Benefit

Available for All Employees

Meet Susan...



- An employee of XYZ Corporation
- In the 25% Federal Income Tax Bracket
- Rides BART to work

By deducting the \$130 maximum for her BART fare from her pre-tax earnings, Susan saves \$62 per month or \$744 per year.*

How Susan benefits from the pre-tax option:

- Saves money on her monthly BART pass
- Enjoys the convenience of getting her pass at work
- Is reminded monthly that her employer is providing her a benefit

How XYZ Corporation benefits from giving Susan a pre-tax option:

- Provides a visible and valued employee benefit at minimal cost
- Enhances Susan's wage and benefits package
- Saves on FICA taxes
- Offers a benefit that is simple to set up and manage

Don't Miss Out! It's a Win, Win for You and for the Company! Sign Up Now by contacting XXX, at XYZ Company.

Federal Income Tax Brackets		15%		25%		35%		39.6%	
Monthly Transit/Vanpool Costs		\$75	\$130	\$75	\$130	\$75	\$130	\$75	\$130
Federal Income Tax Savings (annual)		\$135	\$234	\$225	\$390	\$315	\$546	\$356	\$618
FICA Savings (annual)	Social Security ¹	\$56	\$97	\$56	\$97	--	--	--	--
	Medicare	\$13	\$23	\$13	\$23	\$13	\$23	\$13	\$23
State Income Tax Savings ¹¹ (annual)		\$54	\$94	\$84	\$145	\$84	\$145	\$84	\$145
Total Annual Employee Savings		\$258	\$447	\$378	\$654	\$412	\$714	\$453	\$785

https://commuterbenefits.511.org/docs/employer_guide.pdf

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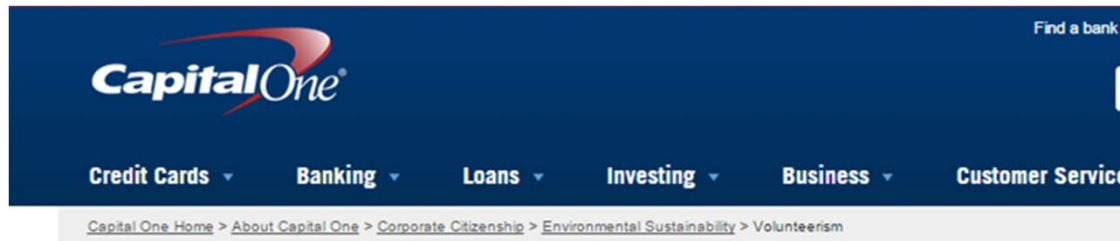
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Host a PEV presentation



Environmental Sustainability — Volunteerism

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Making choices that count at home, work, and in our communities

Bringing attention to the significance of environmental sustainability is an important way Capital One demonstrates our environmental commitment to the community. Through various programs, we help associates understand what they can do to reduce their environmental impacts at work, and at home.

We have an active and vibrant group of more than 2500 associates known as the GreenCorps who manage enterprise and local awareness and volunteer activities. Our ESO (Environmental Sustainability Office) and GreenCorps coordinate an Environment Community of Interest via the company's internal web site. This online community facilitates company-wide information sharing and fosters interactive discussions on many green topics.

Our associates engage in green activities at home, work, and in the community through events that impact them locally and globally. These events include:

- Earth Day celebrations: Annual company-wide Earth Day events that include education sessions, recycling drives and green volunteering.



Top 15 Ways to Promote PEVs in the Workplace

Taking it to the next level

Encourage PEV rental for employee travel

Host a Ride & Drive on your campus with Clean Cities

Offer a financial incentive for employee PEV purchase

Deploy PEVs in your organization's fleet

Create a campus PEV car-share program

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Incentives for PEV Purchase



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Host a Ride & Drive

Plug In
America.

Google



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Deploy PEVs in Fleet



Promoting more sustainable fleets and the use of alternative fuel vehicles is part of Verizon's commitment toward meeting ambitious sustainability goals in all areas of its business.

- Verizon



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PEV Car Share





Natalie.Committee@ee.doe.gov

Learn More: www.electricvehicles.energy.gov

