



Sustainable

TRANSPORTATION

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy

Bringing Your Workplace Charging Story to Life

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November 18, 2014

Why promote workplace charging efforts?

- Demonstrate leadership in your industry and community
- Attract new business opportunities
- Appeal to potential employees
- Build your brand



What's your story?

- What makes your organization unique?
- How does the Workplace Charging Challenge contribute to that story?



City of Auburn Hills, MI



NetApp

Who is your audience?

- Audiences: Consumers, companies that may want to use your services, investors, potential employees
- What does your audience want from you?
- How does your story speak to your audience?
- How does this audience get their information about you?



Media Outreach – Press Releases

Location: United States : English : GM [Change](#) [More GM Brands & GM](#)
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GM Surpasses 400 EV Charge Stations at U.S. Facilities

Automaker has nearly 160 stations located at various manufacturing facilities

2014-05-20

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INDIANAPOLIS – Based on growing employee demand, General Motors today announced that it has installed 401 electric vehicle charging stations at its U.S. production and business facilities. More than 20 percent of the stations use electricity generated from solar canopies to help charge employee vehicles.

The majority of the stations are located at GM's large engineering and corporate facilities in Michigan, where employee EV ownership is growing steadily. All charge stations are available free of charge to GM employees and visitors.

"GM's commitment to installing a workplace charging infrastructure is among the most expansive of any corporation in the U.S.," said Britta Gross, director of GM advanced vehicle commercialization policy. "Workplace charging is one of the most important things a company can do to raise plug-in electric vehicle awareness and energize employees.

"Once employees see how easy it is to plug in at home and work, and they realize the fuel savings, plug-in electric vehicles like the Chevy Volt begin to sell themselves."

In addition to the workplace charging, GM has another 400 charge spots dedicated exclusively to vehicle development and testing. Chevrolet and Cadillac dealers have installed approximately 5,900 charge stations at their locations for owner use – 17 of these dealerships use solar charging canopies.

"Workplace charging is now part of GM's corporate sustainability plan and our employees want to be part of this positive change," Gross said. "The key for any company is to take the first step and make it simple for employees to engage - in our case we started with outlets and free charging."

GM's charging count follows the U.S. Department of Energy's announcement that 75 businesses have committed to participate in its Workplace Charging Challenge to install charging stations for their employees.

GM 401 WORKPLACE CHARGE STATIONS



Based on growing employee demand, General Motors today (May 20) announced that it has installed 401 electric vehicle charging stations at its U.S. production and business facilities.



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CONTACT

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Media Outreach – Local and Trade Media Pitching

BookFactory – Media Pitch Idea

Subject: Veteran-Owned, Small Business Leads Local Community in Sustainability

Hi [NAME],

As a small business, we could never afford a plug-in electric vehicle charger for our employees. Have you heard that before? What about “gas prices are skyrocketing”? I’m guessing the second question rings a bell.

A veteran-owned, small business based in Dayton, OH – [BookFactory](#) – used the soaring gas prices as a motivation to invest in their employees, the environment and local community. In 2011, as gas prices were quickly climbing, [BookFactory](#), installed two workplace charging stations for plug-in electric vehicles (PEVs) to help alleviate the cost at the pump and provide employees an alternative mode of transportation.

[BookFactory](#) CEO and PEV driver said, “A misnomer about PEV charging stations is that they cost a lot – you don’t have to spend much and you get a big return on environmental benefits and community goodwill.”

Andrew is passionate about growing the PEV infrastructure and encouraging other small businesses to consider joining [BookFactory](#) in providing workplace charging. Would you be interested in speaking with Andrew to discuss this story idea further?

Thank you for your time,

[NAME]

Target print outlets:

- **Dayton Daily News:** David Goodwin, Community News Editor – mdgoodwin@coxohio.com // 937-225-2397
- **Green Energy Ohio News Magazine:** Bill [Spratley](#), Editor – geo@greenenergyohio.org // 614-985-6131
- **Small Business Today Magazine:** Steve Levine, Executive Publisher – Steve.Levine@SBTMagazine.com // 832-419-2814

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JUST IN @ 12:08pm Bond set in Miami County toddler abuse case 2 of 2

Latest Headlines

Postal Service says it is victim of hacking attack
The U.S. Postal Service said Monday it is the victim of a cyberattack and that information about its employees, including Social Security numbers, may have been compromised.
11:48 a.m.
- AP Top News

Obama wants more regulation of internet providers
Internet providers shouldn't be allowed to cut deals with online services like Netflix or YouTube to move their content faster, and should be regulated more like phone companies, President Barack Obama said Monday in an announcement that was swiftly rejected by industry.

New Dayton Mall retailer to offer 3D body scan, 'Doppelganger' figurines
New York deputy suspended after allegedly slapping man in YouTube video
One-sided result shouldn't impact swing-state status
Second Thoughts: Bengals tiring of Dalton 2.0
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Media Outreach – Local and Trade Media Pitching



Social Media Outreach

- Company blog
- Facebook
- Twitter

The screenshot shows the Zappos website's blog section. At the top, there's a navigation bar with links for '24/7 Customer Service (800) 927-7671', 'Help', 'Live Help', 'Log In or Register', 'My Account', and 'My Favorites'. Below this is a search bar with the text 'Shoes, Clothing, Bags, etc.' and a 'SEARCH' button. The Zappos logo is on the left, and there are promotional banners for 'FRYE' and 'FAST & FREE SHIPPING'. The main content area features a blog post titled 'ZAPPOS BLOGS: Sustainability' with a sub-header 'Power up! Zappos Supports Electric Vehicles' by Danielle C. on Aug 14, 2013. The post text describes the installation of electric vehicle charging stations in the south garage of Zappos' new LEED® Gold (pending) downtown campus. It mentions that four electric vehicle charging stations officially came online for use by employees and guests. The post also notes that electric vehicles (EVs) have gained popularity and that installing these stations was a perfect opportunity to encourage employees to commute in a more eco-friendly manner. A photograph shows two cars, a dark one and a white one, parked at charging stations in a garage. To the right of the post is a sidebar with a search bar, a 'Subscribe to our blogs!' button, and a list of 'Primary links' including Home, Fashion Culture, Zappos Family, CEO and COO Blog, Campus, Sustainability, and The Seam. There is also a 'Find us on Facebook' link.

The screenshot shows a Facebook post from the 'U.S. Department of Energy Office of Energy Efficiency and Renewable Energy' dated August 19. The post text discusses the benefits of driving an electric vehicle (EV) and mentions that employees at workplace charging challenge partner organizations, such as Cisco, have saved more than 23,000 gallons of fuel and more than \$50,000 in fuel costs in 2013 by not filling up at gas stations. It also mentions that Cisco CSR is one of 100+ partners contributing to the national #EV Everywhere goal of achieving a tenfold increase in the number of employers offering workplace charging by 2018. The post includes a link to learn more about Cisco's workplace charging program. Below the text is a photograph of a white electric car plugged into a charging station. The post has 160 likes and 46 shares.

Company Website and Publications



Develop and maintain sustainability initiatives in 100% of Dell-operated buildings

Status: On track

In FY14, we surveyed our facilities and put the infrastructure in place to define what constitutes a sustainability initiative, identify ongoing initiatives and begin growing the number of initiatives.

Background, challenges and opportunities

When we launched our goal to have a sustainability initiative at each of Dell's 350+ global locations, we planned to tap into **team members' enthusiasm** for driving sustainability at Dell. Our team's eagerness for involvement was confirmed by the **overwhelming outpouring** of support and interest we received when the **2020 Legacy of Good Plan** launched in October 2013.

To effectively leverage our team members' passion, we must provide them with some direction to guide their work toward our goal. However, even as we launched this goal, it became apparent that there are many ways to define a "sustainability initiative."

Sustainability initiatives encompass a wide range of programs, including those run by our facilities management group, those led by our Planet employee resource group (ERG) and those conducted via our giving and community involvement activities.

These initiatives vary in nature, so in FY14 we had to determine whether a one-time improvement or effort (such as a facility upgrade) would count toward our goal or if only sustained, widespread efforts qualified.

Progress to goal

We still have work to do in identifying site leads at each Dell location and cataloging all of our existing projects, and we must continue to refine our sustainability initiative definitions. Meanwhile, in FY14 we noted several examples of the kinds of programs and initiatives we believe will qualify under future definitions.

For example, the Central Texas chapter of our Planet ERG (which serves both the Round Rock and Austin campuses) organized an informational event around Earth Day to raise awareness of the **Plant a Tree Program**. The information-sharing and awareness-raising sessions included speakers

In the end, we recognized that between now and 2020 the facility upgrade can have as much payback as an employee-driven recycling program or team member-education initiative.

We hope to see significant impact by mobilizing across Dell, but a challenge lies in identifying who is spearheading which initiatives at each location. This will be compounded by any changes in management of ongoing projects—it is unlikely that the exact same people will be involved in 2020 who were involved in 2013. By starting a tracking system now with a site lead at each location (rather than a project owner), we will be able to better manage, improve and measure ongoing initiatives.

We also need to continue refining how we measure sustainability initiatives. For example, will we count very basic elements, like recycling bins in offices? Or will there be a minimum threshold, and how will that be defined? How will we count global or regional efforts that either affect many facilities or do not have a direct effect on any (like a coordinated coastal clean-up effort, for example)? Answering these and other questions will be a key element of our FY15 work.

from our conservation partners, **The Conservation Fund** and **Carbonfund.org**, as well as special discussions for sales team members. **Plant a Tree Program** contributions from U.S. customers significantly rose in the second half of FY14, in part due to this event.

We also implemented a pilot program for electric vehicle charging stations at three of our U.S. locations. Based on the response, we are considering expansion to other locations in the near future.

Events

- Unveilings
- Workplace charging workshops
- Other community events





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<http://energy.gov/eere/vehicles/vehicle-technologies-office-ev-everywhere-workplace-charging-challenge>