



Workplace Charging Challenge Ride and Drive Webinar

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U.S. Department of Energy



U.S. DOE Workplace Charging Challenge

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



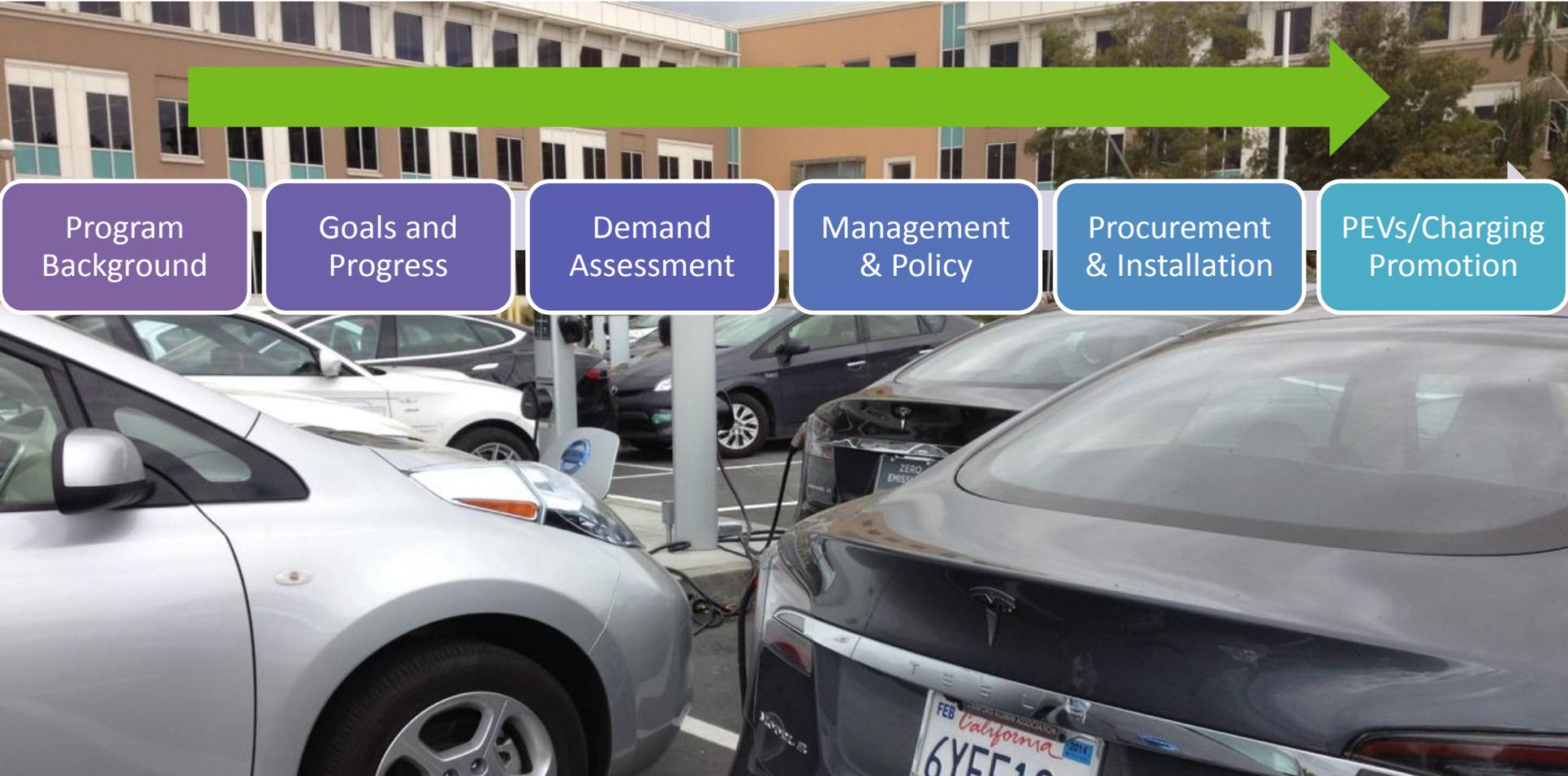
- 180+ Partner employers committing to provide EVSE for employees
- 3,000+ EVSE installed or planned for installation
- 17 Ambassadors promoting and supporting workplace charging



Hilton Alexandria Mark Center
5000 Seminary Road, Alexandria, VA
Tuesday, November 18 (8 AM – 5 PM)



Workplace Charging Challenge Partner Plan



Workplace Charging Challenge Website: PEV & Workplace Charging Promotion Resources

PEVs/Charging Promotion

Workplace Charging
Challenge

Join the Challenge

Meet Challenge
Partners

Install Workplace
Charging

Promote Workplace
Charging

OUTREACH MATERIALS

- **Employee PEV Outreach** – This collection of resources contains tools, tips, and networks to support employer efforts to educate and engage PEV- and non-PEV driving employees.
- **Vehicle Cost Calculator** – Compare lifetime cost of ownership and emissions for most vehicle models. The calculator is also available as a **widget** and mobile page.
- **Find a Car Tool** – Find cars that protect the environment and save you money with this tool that compares fuel efficiency, upfront vehicle and fuel costs, carbon footprints, and other emissions of consumer vehicles.

GET CONNECTED

Workplace Charging Challenge Ambassadors, including **Clean Cities coalitions** can provide PEV materials, give presentations, or assist with a Ride and Drive at your workplace.

Resources available at : www.electricvehicles.energy.gov

Workplace Charging Challenge Website: PEV & Workplace Charging Promotion Resources

PEVs/Charging Promotion

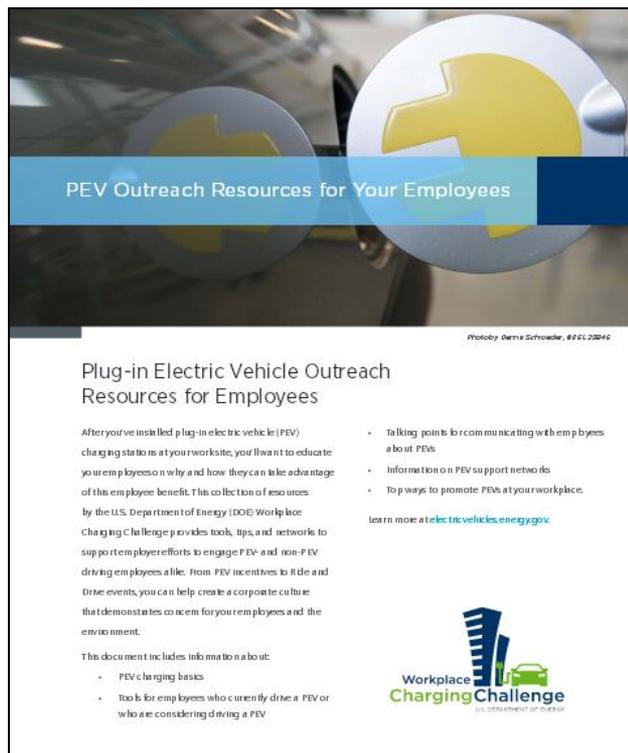
Workplace Charging Challenge

Join the Challenge

Meet Challenge Partners

Install Workplace Charging

Promote Workplace Charging



PEV Outreach Resources for Your Employees

Plug-in Electric Vehicle Outreach Resources for Employees

After you've installed plug-in electric vehicle (PEV) charging stations at your worksite, you'll want to educate your employees on why and how they can take advantage of this employee benefit. This collection of resources by the U.S. Department of Energy (DOE) Workplace Charging Challenge provides tools, tips, and networks to support employer efforts to engage PEV- and non-PEV-driving employees alike. From PEV incentives to Ride and Drive events, you can help create a corporate culture that demonstrates concern for your employees and the environment.

This document includes information about:

- PEV charging basics
- Tools for employees who currently drive a PEV or who are considering driving a PEV

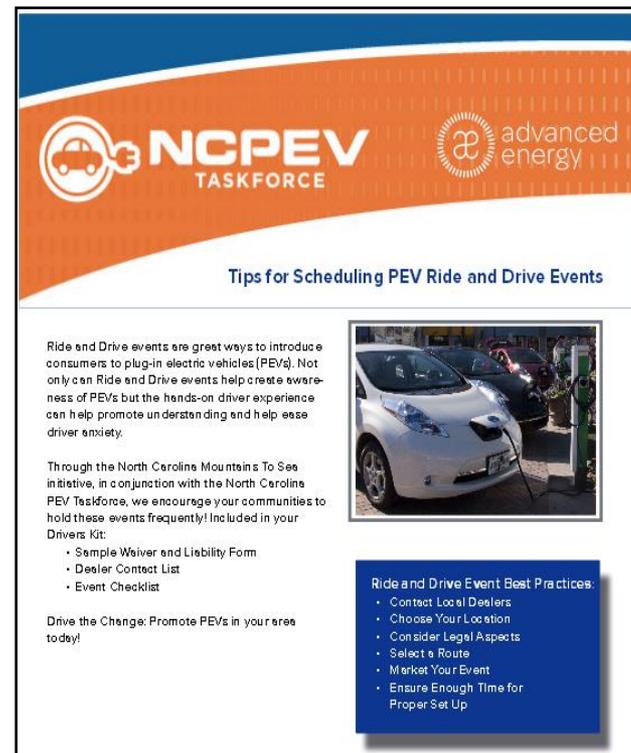
Talking points to communicating with employees about PEVs

- Information on PEV support networks
- Top ways to promote PEVs at your workplace.

Learn more at electricvehicles.energy.gov

Workplace Charging Challenge
U.S. DEPARTMENT OF ENERGY

PEV Outreach Resources
for Your Employees



NCPEV TASKFORCE

advanced energy

Tips for Scheduling PEV Ride and Drive Events

Ride and Drive events are great ways to introduce consumers to plug-in electric vehicles (PEVs). Not only can Ride and Drive events help create awareness of PEVs but the hands-on driver experience can help promote understanding and help ease driver anxiety.

Through the North Carolina Mountains To Sea initiative, in conjunction with the North Carolina PEV Taskforce, we encourage your communities to hold these events frequently! Included in your Drivers Kit:

- Sample Waiver and Liability Form
- Dealer Contact List
- Event Checklist

Drive the Change: Promote PEVs in your area today!

Ride and Drive Event Best Practices:

- Contact Local Dealers
- Choose Your Location
- Consider Legal Aspects
- Select a Route
- Market Your Event
- Ensure Enough Time for Proper Set Up

Ride and Drive Kit
by Challenge Ambassador
Advanced Energy

Resources available at : www.electricvehicles.energy.gov



Learn More: WorkplaceCharging@ee.doe.gov

www.electricvehicles.energy.gov



Today's Speakers



Damian Herd
EV Business Development Manager,
Nissan



Karen Jackson
Director, Experience Design & Strategy,
Reach Strategies