

PEV Outreach Resources for Your Employees

Photo by Dennis Schroeder, NREL 29845

Plug-in Electric Vehicle Outreach Resources for Employees

After you've installed plug-in electric vehicle (PEV) charging stations at your work site, 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 for communicating with employees about PEVs
- Information on PEV support networks
- Top ways to promote PEVs at your workplace.

Learn more at electricvehicles.energy.gov.



Plug-in Electric Vehicle Informational Resources for Employees

These publications, calculators and other online tools can help you inform employees about plug-in electric vehicles (PEVs) and charging infrastructure. You can post these links to your company's intranet and refer to the content in internal communications, such as blog posts or employee newsletters.

Basics of PEV Technology and Charging

- [Electric Vehicle Fact Sheet](#)—This fact sheet provides an introduction to PEV technology and charging infrastructure, as well as a comparison to gasoline-powered vehicles.
- [PEV Handbook for Consumers](#)—This handbook provides a more in-depth discussion of PEV technology and charging infrastructure, including purchasing, charging, and maintenance.

Tools for Employees Interested in Driving PEVs

- [eGallon](#)—This tool compares the cost of fueling a vehicle with electricity to the cost of fueling a similar vehicle that runs on gasoline. It shows state-specific eGallon costs and is updated on a monthly basis to reflect current prices.
- [Vehicle Cost Calculator](#)—This calculator on the Alternative Fuels Data Center website allows users to compare the cost of ownership and emissions for most vehicle models. This calculator is also available as a [widget](#) for use on your website, blog or social networking sites.
- [Plug-In Hybrid Calculator](#)—This calculator on FuelEconomy.gov allows users to estimate fuel use and cost to operate a PEV based on personalized driving habits.
- [Laws and Incentives](#)—This database provides information on federal and state incentives that are available for PEVs and charging stations.
- [Clean Cities Vehicle Buyer's Guide](#)—This guide features a comprehensive list of fuel-efficient and alternative fueled vehicles, including different types of the latest model year PEVs.
- [Find a Car Tool](#)—This tool compares fuel efficiency, costs, carbon footprints, and emissions of consumer vehicles, including PEVs.

Tools for Employees Who Currently Drive PEVs

- [Charging Station Locator](#)—This locator shows public charging stations across the country. The locator is available as a [widget](#) and [mobile app](#) for added convenience.
- [Tips to Maximize PEV Efficiency](#)—This page provides tips to help drivers maximize the fuel economy of their PEVs.

Photo from iStock 25268755



Talking Points for Communicating with Employees about PEVs

Use these suggested talking points to present information about PEVs and workplace charging in employee communications, such as internal newsletters, social media, and presentations.

Why is workplace charging important?

- The U.S. imports about 8 million barrels of oil daily. Approximately 65% of that oil is used in the transportation sector, which reduces U.S. economic and environmental security.
- We can reduce our petroleum usage in transportation by replacing petroleum with a domestic fuel source, such as electricity.
- Providing workplace charging can potentially double a PEV driver's all-electric daily commuting distance. Since the average person spends 8 hours per day at work, employers can have an impact by installing charging stations. To encourage the adoption of PEVs, our company is working to increase opportunities for PEV drivers to charge their vehicles away from home.

What is the Workplace Charging Challenge and how is it related to the EV Everywhere Grand Challenge?

- To support and accelerate the development of electric vehicle technology, President Obama announced the EV Everywhere Grand Challenge in March 2012. The goal of the EV Everywhere Grand Challenge is to enable the U.S. to become the first nation in the world to produce PEVs that are as affordable for the average American family as today's gasoline-powered vehicles within the next 10 years.
- Since 2010, the cost of batteries used in PEVs has dropped by more than 50%, making PEVs more affordable to the average consumer.

- As part of the EV Everywhere Grand Challenge, DOE launched the Workplace Charging Challenge in January 2013. The Workplace Charging Challenge aims to increase the number of U.S. employers offering workplace charging tenfold by 2018.
- The Challenge calls upon U.S. employers in all sectors to demonstrate leadership by providing PEV charging access at their worksites across the country.
- By offering workplace charging, companies signal corporate leadership and innovation, demonstrating a willingness to adopt advanced technology and provide a valuable benefit to employees.
- Employers that join the Workplace Charging Challenge can benefit from technical resources to help them grow their workplace charging programs and gain national recognition for their efforts.

Why would anyone want to drive a PEV? Are PEVs still a car of the future?

- PEVs are here today, increasing our energy security, reducing our dependence on petroleum, lowering fuel costs, and reducing maintenance costs.

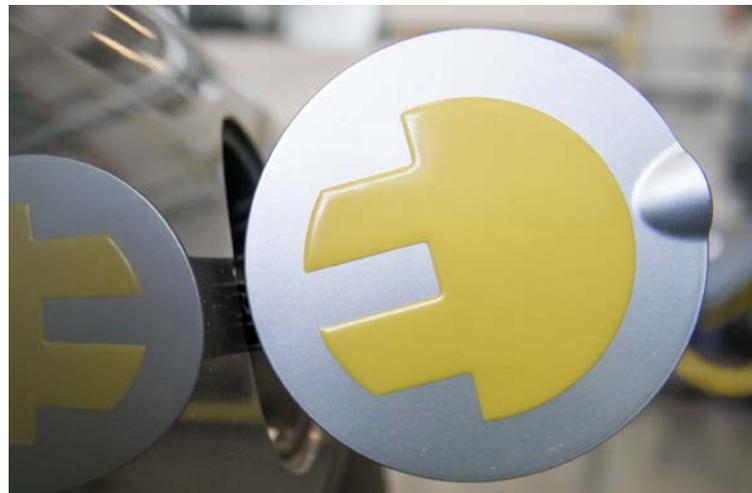


Photo by Dennis Schroeder, NREL 29845

PEV Outreach Resources for Your Employees

- PEVs can offer consumers significant advantages over gasoline-powered vehicles. In fact, it costs about three times less to drive a PEV than a conventional gasoline vehicle. The next generation of technologies will lower that cost even further.
- Consumer acceptance is rapidly growing. In total, more than 256,000 PEVs have been sold in the U.S. since their first introduction to the market in December 2010.
- PEVs are winning awards based on their superior vehicle performance, safety and sustainability.
- PEVs have topped the Consumer Reports owner satisfaction survey for the last three years, with the Chevrolet Volt capturing the top spot in 2011 and 2012, and the Tesla Model S ranking highest in 2013 with a score of 99 out of 100 total points.
- Plug-in vehicles have received numerous accolades, including World Green Car of the Year in 2013, and the 2013 Car of the Year by both *Motor Trend* and *Automobile Magazine*.



Photo by Dennis Schroeder, NREL 28211

Plug-in Electric Vehicle Support Networks

When promoting PEV deployment, it can be helpful to tap into existing networks. The DOE Clean Cities program, along with Workplace Charging Challenge ambassadors and partners, have a wealth of knowledge on PEVs and workplace charging that can help inform your employees. These groups can also provide assistance in operating an effective workplace charging program.



Clean Cities Coalitions

DOE's Clean Cities program supports a network of nearly 100 coalitions across the country that work with public

and private stakeholders to deploy alternative fuel vehicles and supporting infrastructure, including PEVs. Clean Cities coordinators are knowledgeable about local incentives, best practices for workplace charging, and other aspects of PEV community readiness. Your local Clean Cities coalition can provide PEV materials, give presentations, or assist with a Ride and Drive at your workplace. Find a Clean Cities coalition in your region using the [Clean Cities Coalition Locator](#).



Ambassadors

The Workplace Charging Challenge enlists stakeholder organizations as ambassadors to promote and support workplace charging.

Ambassador organizations independently develop resources and help educate employers through special events and workshops on PEVs and workplace charging. To find an ambassador in your region or industry, check the [Workplace Charging Challenge Ambassador Directory](#).

Partners

Workplace Charging Challenge partners have experience implementing workplace charging programs and can provide knowledge and lessons learned. The [Workplace Charging Challenge Partner Map](#) lists worksites across the country where employers have installed charging stations for employee use. Reach out to your [Workplace Charging Challenge account manager](#) to connect you with an employer in your region or industry.

Photo by Dennis Schroeder, NREL 24540



Top 15 Ways to Promote Plug-in Electric Vehicles at the Workplace

Your decision to offer workplace charging can increase PEV awareness among current and potential employees. Consider organizing the activities below to promote workplace charging.

1. Invite PEV-driving employees to give a presentation or webinar about their experience with PEVs, and encourage them to engage in discussion with fellow employees.
2. Place informational posters in office common areas to raise employee awareness about your organization's workplace charging program.
3. Work with your organization's travel coordinator to encourage PEV rental for employee travel. Learn more about one Workplace Charging Challenge Partner's [Smart Mobility](#) rental choices.
4. Work with your organization's fleet manager to deploy PEVs in your fleet. Connect with your [local Clean Cities coalition](#) to learn more about adopting PEVs and other alternative fuel vehicles. Check out DOE's [Alternative Fuels Data Center](#) for best practices, case studies, cost calculators, interactive maps, customizable database searches, and mobile applications to evaluate potential PEV usage in your fleet.
5. Work with your grounds manager to utilize PEVs for your facility's lawn maintenance needs. See the [Clean Cities Guide to Alternative Fuel and Advanced Technology Commercial Lawn Equipment](#) for more information.
6. Provide optimally located reserved parking places for PEV-driving employees to use when they're not parked at a charging station as an added benefit for PEV drivers and an incentive to potential PEV drivers.
7. Allow employees a few hours each month to participate in a PEV-related learning opportunity and encourage them to share what they learned with coworkers.
8. Invite local PEV dealers to participate in a Ride and Drive day. Use Advanced Energy's [Ride and Drive kit](#) for tips on organizing the event, and find a local dealer by contacting your [Clean Cities coalition](#).
9. Hold a "Workplace Charging Tour" to demonstrate the ease and accessibility of PEV charging stations and inform employees of your organization's charging procedures.
10. Include employee testimonials and information on the benefits of PEVs in your organization's newsletter or other internal communications materials.
11. Inform new employees about workplace charging procedures and policies at orientation. Keep employees engaged by communicating changes in policy in your organization's internal communications materials.
12. If your organization has a PEV fleet, develop a PEV car-share program where employees can use vehicles for local trips.
13. As an employee benefit, offer employees a monthly allowance for purchasing or leasing a PEV.
14. Develop an online forum or other communication method that allows current PEV-driving employees to improve their charging experience and potential PEV drivers to learn more.
15. Encourage the creation of a "Green Team" that includes PEV-driving employees who are willing to help educate interested coworkers and promote workplace charging.

Join the Workplace Charging Challenge

The U.S. Department of Energy is inviting employers to advance the deployment of plug-in electric vehicles by signing the Workplace Charging Challenge Pledge, a commitment to providing employee charging.

Learn more about the Challenge and how to join at electricvehicles.energy.gov.

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

DOE/GO-102014-4564 • November 2014

Printed with a renewable-source ink on paper containing at least 50% wastepaper, including 10% post-consumer waste.