



# Evaluating Employee Demand & Continued Employee Engagement

**Sarah Oleksak, Workplace Charging Challenge Coordinator**  
Office of Energy Efficiency and Renewable Energy  
U.S. Department of Energy

# Workplace Charging Challenge Partner Plan



Program  
Background

Goals and  
Progress

Demand  
Assessment

Management  
& Policy

Procurement  
& Installation

Continued  
Engagement





# Employee demand assessment – surveys, focus groups, etc.





# Pick up a sample survey in the Drive Electric Ohio Workplace Charging toolkit

## Workplace Charging Toolkit

This resource provides a step-by-step guide for employers, from initial project planning through installation and maintenance of a workplace charging program

- Explore The Benefits
- Workplace Charging: Is It Business?
- Workplace Charging Program Implementation Solutions

Find the Toolkit At :

[www.driveelectricohio.org/workplacechargingtoolkit](http://www.driveelectricohio.org/workplacechargingtoolkit)

- Best Practices for Workplace Charging
- Case Studies: Workplace Charging Successes
- EV Charging Station Vendors, Distributors & Installers

[www.cleanfuelsohio.org](http://www.cleanfuelsohio.org)  
[www.driveelectricohio.org](http://www.driveelectricohio.org)

Drive Electric Ohio



### Sample Employee Survey for Workplace Charging Planning

Plug-in electric vehicles (PEVs) use electricity as either their primary fuel or to improve fuel efficiency. Fifteen new PEVs are expected for market availability in 2013, expanding driver options. We are considering the installation of charging infrastructure to assist employees who drive PEVs to work. Your responses to this survey will be used to determine employee interest in this benefit. Participation in this survey is voluntary and you do not need to respond to any of the questions that you do not wish to answer.

Visit the Department of Energy's website to learn more about [Plug-In Vehicle Electric Vehicles](#) and the nationwide initiative to increase employer-provided charging opportunities, the [Workplace Charging Challenge](#).

1. If you drive to work, approximately how far is your trip (one-way)?
  - a. Less than 10 miles
  - b. 10-25 miles
  - c. 26-50 miles
  - d. More than 50 miles

2. Throughout the workday, what is your usual travel pattern?
  - a. I stay at the worksite and do not move my vehicle
  - b. I leave the worksite and move my vehicle once per day
  - c. I leave the worksite and move my vehicle more than once per day

3. Do you own or are you considering purchasing or leasing an electric or plug-in hybrid electric vehicle?
  - a. Yes, I already own one
  - b. I am considering purchasing in the next 6 months
  - c. I am considering purchasing in 12-24 months
  - d. I am considering purchasing but I'm not sure when

4. What type of vehicle are you most interested in?
  - a. Plug-in hybrid electric vehicle (ex. Chevy Volt, Ford C-MAX, etc.)
  - b. Electric vehicle (ex. Nissan Leaf, BMW Active-E, etc.)

5. Do you or would you have the ability to install a charging station at your residence?
  - a. Yes
  - b. No
  - c. I don't know

6. Should <Employer Name> install electric vehicle charging stations at your employee parking garage/lot?
  - a. Yes
  - b. No

7. If <Employer Name> installs electric vehicle charging stations at your facility, would you use them?
  - a. Yes
  - b. No

# How many charging stations does my worksite need?





# What have our Partners done to handle these issues?

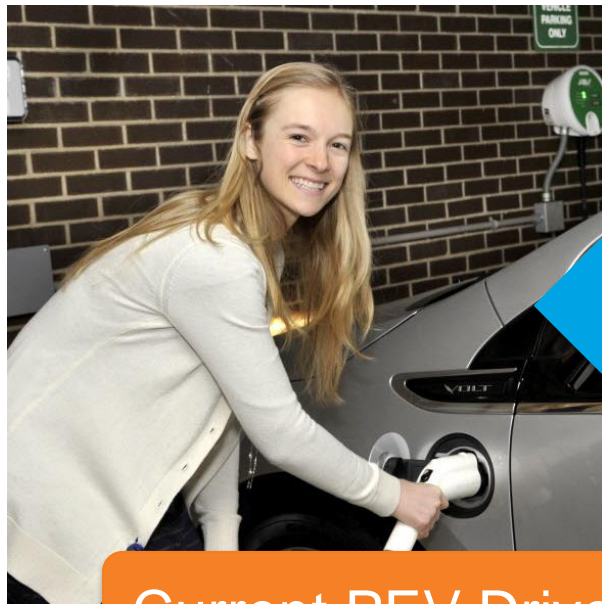


As of April 2014

# The workplace as a second showroom



# Workplace Charging is Valuable to Employees



Current PEV Driver

Peer Effect



Potential PEV Driver



Build it and they will come? Not so simple!



# FIELD OF DREAMS

# Promoting EVs at your workplace – the easy stuff

Host presentation by EV-driving employees or Drive Electric Ohio

Provide prime parking for EV-drivers when not charging

Post education posters & materials in common areas

Hold a workplace charging “tour” to demo your station

Spread the word via internal newsletter or intranet



# Promoting EVs at your workplace – taking it to the next level

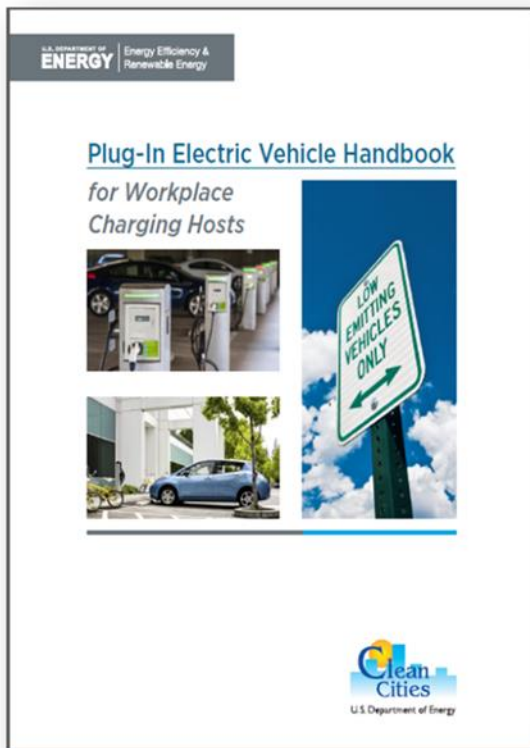
Encourage EV rental for employee travel

Host a Ride & Drive on your campus with Drive Electric Ohio

Offer a financial incentive for employee EV purchase

Deploy EVs in your organization's fleet

Create a campus EV car-share program



Sarah Oleksak [sarah.oleksak@ee.doe.gov](mailto:sarah.oleksak@ee.doe.gov)

Learn More: [www.electricvehicles.energy.gov](http://www.electricvehicles.energy.gov)