

Notes from Sustainable Business Initiative-Clean Air Council Meeting November 14, 2014

List of Businesses at meeting:

	<u>Do they have workplace charging?</u>
PSEG	yes
BMS	considering
Prudential	yes
NJM	considering
Fresh Direct	fleet
Rutgers	yes

Opening Remarks:

Joe Constance – Chairman, NJ Clean Air Council

Bob Marshall – Assistant Commissioner, Sustainability and Green Energy, NJDEP

Moderator

Chuck Feinberg – Chairman and President, NJ Clean Cities Coalition

- PowerPoint presentation: Re: Clean Cities Coalition -What is NJCCC and what it does; and, background information on workplace charging

Initial Open Discussion

- Range anxiety
- Fresh Direct Smith Electric truck fleet information
- US DOE tools available
- The viability of a battery swap system as a possible alternative to charging stations and the bankruptcy of Better Place, that was the only company to try this system.

Presentation on PSEG Workplace Charging Programs – Rob Gibbs

- Program started at the request of an employee; investigation by upper management and program approval given
- It was determined that PSEG would provide no cost parking in the parking garage, and free charging to the first ten employees who committed to buying a plug-in electric vehicle
- Within 3 weeks, all 10 spots were subscribed and there was a waiting list
- The chargers are used every day and each driver has a dedicated spot
- Currently in the process of expanding the program by 5 additional spots
- In July 2014, PSEG announced a pilot workplace charging program for other NJ businesses within their service territory. The parameters of the program are as follows: If the business can get 5 employees to commit to buying EVs, PSEG will provide the chargers for free. In return, PSEG will collect detailed data on charging patterns.
- To date, 7 or 8 businesses have signed contracts
- The biggest obstacle has been employers not knowing how to get started – The right question to ask employees is: if we provide the charging stations, will you consider buying an EV. Then, the employer needs to hold an informational session with

interested employees and announce that only a certain number of spaces will be available to those who are first to buy EVs. This creates the incentive to act. There is a distinct need to educate employees about EVs.

- PSEG is now considering installing charging stations at all 43 of its locations in NJ.

Presentation on Prudential Insurance Company's Workplace Charging – Bill Barrett

- The idea for charging stations started as part of the company's sustainability program.
- Solar power used for the chargers.
- 14 charging stations located at Prudential's NJ facilities. Spots are not assigned to individual employees; first come first serve.
- The average cost for installation of a charger is approximately \$4,500.

Second Open Discussion

Who usually manages a workplace charging program?

- In most cases, the facility managers implement
- Property management staff may also be involved
- Need support from highest management level

How does a program become reality:

- Sometimes starts from the bottom up (employees) to obtain management level support; sometimes top down
- Idea may also come from the organization's sustainability staff

Barriers to workplace charging implementation:

- Consumers not educated on these types of vehicles. There is a great need for education and it should come from an independent (unbiased) source of information such as a government agency rather than an auto manufacturer.
- Auto dealers don't know how to sell EVs and in some cases are not interested in selling EVs. The sales staff needs proper training and motivation to spend extra time with a potential EV customer.
- Companies need tools and guidance on how to promote workplace charging and EV purchase to employees.
- Once a program is established, there should be guidelines for employee use.
- Some companies may have concerns over the impact on overall company energy sustainability goals, because EVs will increase electricity usage.
- Companies need to have their legal staff evaluate whether or not free charging has any tax implications for the employees under IRS tax rules. Some companies have decided yes and some have decided no.
- Some companies may also have concerns over liability. (Not a concern for PSE&G.) The USDOE has a sample employer liability waiver available on the Workplace Charging Challenge website.

Other Items:

- PSEG and Prudential did not encounter any state or local regulatory issues in the installation of charging stations.
- At least one space should be designed to be ADA Compliant.
- The chargers are designed to UL standards – so there are no local issues.
- Companies should consider level one charging as a simpler and cheaper solution; e.g., Coca-Cola in Atlanta has 75 level one charging spaces in the employee parking garage.
- Gasoline tax supports Transportation Trust Fund – As use of EVs increases, revenue may decrease. However, revenue has already been decreasing due to the implementation of Federal rules concerning average fleet mileage. This is a national issue and various alternatives are being studied, such as VMT tax, special fees on EVs, etc.

USDOE Workplace Challenge:

- They have many tools available: sample employee survey; employee outreach guide; employer liability agreement.
- Hoping to meet goal of 150 companies signing workplace challenge pledge by 11/18/14.

Potential Next Steps:

- Organize a follow up workshop with DOE at a Business location (BMS?)
- Get more businesses involved:
 - Outreach to the NJ Coalition of Auto Dealerships/educate dealers?
 - Outreach to NJBIA and/or NJ Chamber of Commerce?
- Recognition program for companies who are taking action.
- Templates and tools for use by interested companies. (DOE/EPA's energy star program is a great model for getting word out & recognizing participants.)
- Education and outreach to all.