

The Workplace Charging Challenge encourages more electric vehicles at work, with great results.

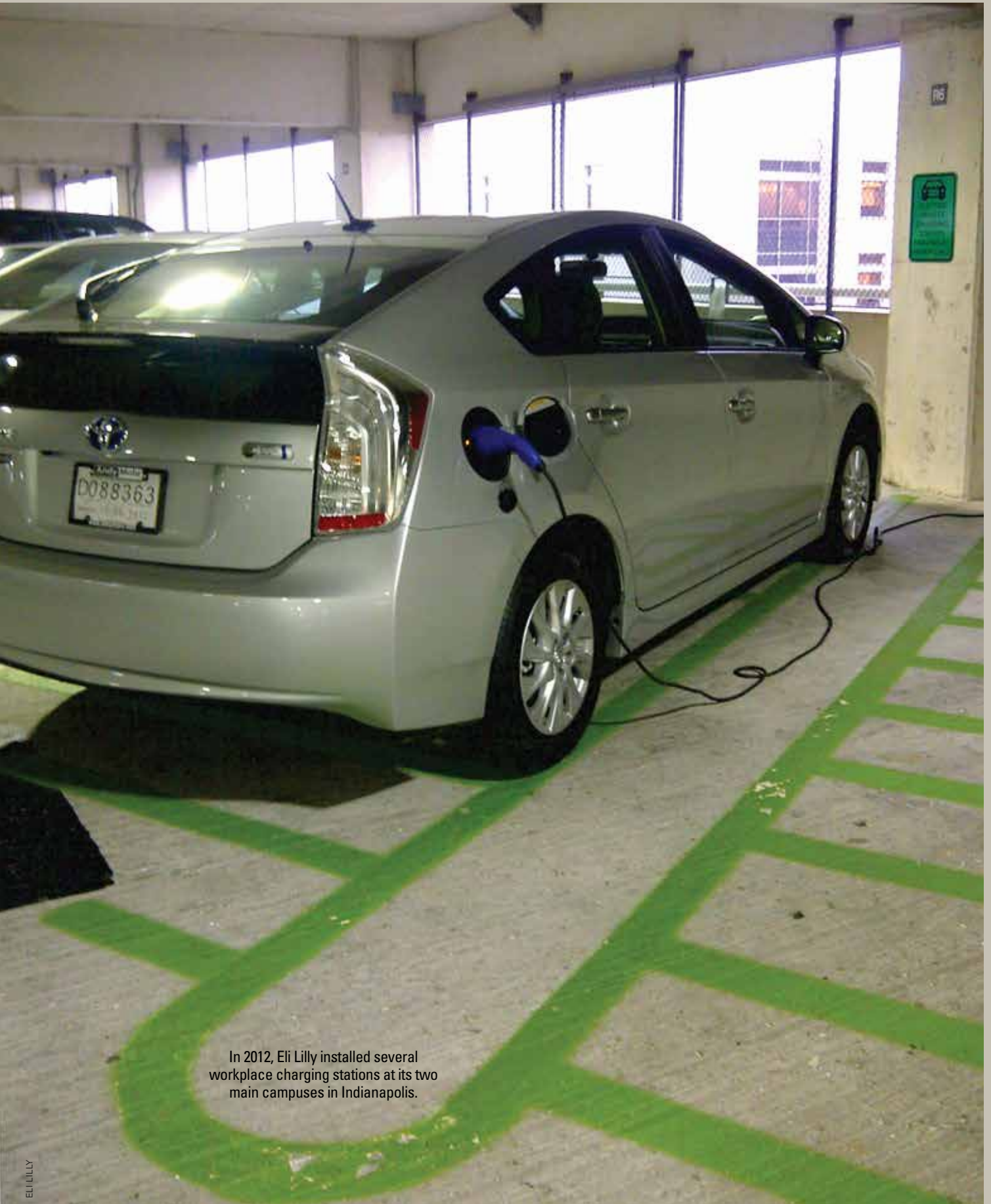
By Sarah Olexsak

When it comes to parking, employers and facility managers are working together to make plug-in electric vehicle (PEV) charging stations the next bike racks. Parking providers that offer charging to workplaces can have a competitive advantage when attracting clients in cutting-edge industries.

EVs

EVERY

WHERE



In 2012, Eli Lilly installed several workplace charging stations at its two main campuses in Indianapolis.

ELI LILLY

Lynda.com's PEV charging stations are part of the company's larger commuting program designed to alleviate the effect of employee commutes, which average 40 miles round-trip per day.



Employers have long recognized that important sustainability efforts, such as workplace charging, enhance their overall corporate image. In the past few years, employers have also recognized that investing in workplace charging tangibly contributes to their environmental stewardship efforts, attracts and retains top talent, and demonstrates their concern for employee quality of life.

Leaders from across the country are partnering with the U.S. Department of Energy (DOE) through the EV Everywhere Workplace Charging Challenge to achieve a tenfold increase in the number of employers offering workplace charging by 2018. In fact, more than 140 U.S. employers have already committed to providing employee access to PEV charging stations at more than 300 worksites across the country.

IPI: A WORKPLACE CHARGING CHALLENGE AMBASSADOR

By Rachel Yoka, LEED AP BD+C

The deployment of workplace charging is related to IPI's mission to advance the parking profession. By promoting workplace charging, IPI leads the industry in guiding our membership to make informed choices that maximize this technology and infrastructure. The Sustainability Framework (parking.org/sustainability) provides our foundation for this initiative as a broad outline of priorities and specific activities.

The success of plug-in electric vehicles (PEVs) is dependent not only on increasing the number of vehicles purchased, but also on the charging infrastructure to support them. Parking professionals have a key role to play in advancing workplace charging, as many of our members provide parking for downtowns and commuters.

In 2013, the Green Parking Council (GPC), another Workplace Charging Ambassador, became an official affiliate of IPI. IPI also provides staffing and association leadership for the Association for Commuter Transportation (ACT), and

IPI and ACT collaborate on a number of initiatives that are relevant to charging infrastructure.

In 2014, IPI released *Sustainable Parking Design & Management: A Practitioner's Handbook*. This reference manual—the first of its kind for the parking industry—explains the connections, synergies, opportunities, and challenges of sustainability and parking. The book includes a chapter dedicated to electric vehicles and the state of the parking industry, as well as a chapter describing the relationship of the LEED rating system to parking structures that addresses PEVs. It also offers a substantial chapter of case studies that demonstrate how parking professionals are implementing sustainability measures.

IPI and GPC collaborated on Greening the Garage, which featured installations of products designed to increase efficiency and decrease waste in garage operations. This tour built on the success of the Greening the Lot project in Fort Lauderdale (see p. 30) and included the installation of PEV charging

infrastructure as well as multiple alternative-fuel vehicles.

IPI also supports the GPC's Certified Green Garage program, which offers a formal rating system for parking structures. The certification awards points for measures in both design and technology, as well as in operations and management. These measures include the installation of charging equipment and providing spaces or discounts for alternative-fuel vehicles. The Certified Green Garage Program is the new standard for greening parking structures, and electric vehicles and the infrastructure to support them are critical elements of the program.

To learn more about our efforts and how you can promote PEV infrastructure, tune into our February webinar that will feature this critical program and best practices for implementation in your organization and parking facilities.

RACHEL YOKA, LEED AP BD+C, is IPI's vice president of program development. She can be reached at yoka@parking.org.

Challenge partners currently offer access to PEV charging stations to more than 600,000 employees and are influencing countless other organizations to do the same. These leaders are accelerating the development of the nation's worksite PEV charging infrastructure and supporting cleaner, more convenient transportation options within their communities.

Workers Embrace Electric Vehicles

Many employers have observed an "if you build it, they will come" phenomenon, as an increasing number of employees purchase PEVs after charging stations were installed where they work.

Sean Asure, an employee of MetLife, says, "MetLife's provision of workplace charging was the main reason my family looked into purchasing a PEV. It is such a great benefit in terms of cost savings. When we looked at the vehicle options, a PEV made sense."

In addition to convenience, workplace charging reduces fuel and maintenance costs for PEV-driving employees. Drivers across the country are recognizing the many benefits of PEVs. 2014 sales reached nearly 79,000 in the first eight months—a 32 percent increase over the same period in 2013. As of September 2014, more than 250,000 PEVs were on U.S. highways, powered by electricity made in America. These drivers can fuel their vehicles at a price of about \$1.

Ambassadors

The Workplace Charging Challenge enlists stakeholder organizations as ambassadors to promote and support workplace charging. These 17 ambassador organizations, including the International Parking Institute (IPI), independently develop resources and help educate



CHARGING CASE STUDY: ZAPPOS

By Brad Tomm

We consider Zappos a unique place to work that's unlike any other company in our industry and certainly our community. We cherish our unconventional and innovative ways of doing business and strive to be adventurous and open-minded. We decided to take one of our core values—embrace and drive change—literally.

Last year, Zappos installed four Level 2 plug-in electric vehicle (PEV) charging stations that are available to all employees and their guests. We realize that the future of vehicles begins with PEVs and we want to support the PEV movement happening across the country and world.

Zappos felt that workplace charging would be a great benefit to offer our employees. All feedback has been positive. Our employees realize it's a symbol of innovation and support it. If anything, they'd probably like to see more charging stations within the next year.

One EV-driving colleague discusses his experience:

Q: Why is EV workplace charging important to you?

A: Having the ability to charge at work is the reason I bought an electric vehicle. Being able to get a full charge while at work is both environmentally friendly and cost-effective for personal households.

Q: How has Zappos providing charging stations affected your work environment? Your community?

A: It puts Zappos ahead of the game in doing all it can for the community—Zappos is encouraging people to be more environmentally friendly. Also, having the charging stations contributed to Zappos earning LEED Gold certification this year.

Q: Did Zappos's provision of workplace charging influence your decision to buy/lease/drive an EV?

A: Zappos offering charging stations in the parking structure was 100 percent the reason my family decided to buy a PEV. Seeing the charging stations in the garage gave me the idea in the first place.

As part of this initiative, Zappos joined the DOE's Workplace Charging Challenge, which aims to build the nation's PEV charging infrastructure. We are proud to play a role in this important effort as Zappos strives to serve as a leader in the integration of sustainability and technology, and are pleased to offer workplace charging as a benefit to our employees.

BRAD TOMM is senior manager for campus operations and sustainability for Zappos.



NREL employees charge their PEVs at the company's parking garage.



employers through special events and workshops on PEVs and workplace charging.

“The Workplace Charging Challenge provides invaluable resources and technical assistance to our members,” says Rachel Yoka, LEED AP BD+C, IPI’s vice president of program development. “IPI has a critical role to play by increasing both awareness and education on the successful implementation of workplace charging. As identified in our Sustainability Framework, our members comprise a critical piece of the infrastructure puzzle to increase adoption of electric vehicles across the country; as an industry, we will be part of that solution to advance cleaner cars, cleaner fuels, and reductions in emissions and pollution.”

As more employers wish to install charging stations in the parking lots and garages of their leased facilities, the Workplace Charging Challenge is identifying best practices and developing resources with the help of parking professionals and green building experts. The Challenge also offers technical assistance, whether an employer is installing workplace charging for the first time or expanding existing programs to respond to employee demand. The Challenge recently released a charging station procurement guide, an Americans with Disabilities Act compliance guide for installing workplace charging, and an employee outreach toolkit.



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Join the Charge

The DOE Workplace Charging Challenge is open to employers of all sizes and industry types in all regions of the United States. Taking the Challenge offers benefits to employers who are considering installing PEV charging stations along with those who have successfully launched workplace charging programs. Becoming a partner in the Challenge allows your organization to gain access to informational resources, peer-to-peer networking, one-on-one technical assistance, and recognition for your workplace charging efforts.

More than 70 percent of partners surveyed reported receiving outside recognition for their workplace charging efforts. Survey respondents also noted that they are receiving positive staff feedback, with 95 percent of partners’ employees expressing satisfaction with their workplace charging program. For information, visit electricvehicles.energy.gov or email workplacecharging@ee.doe.gov.

RESOURCE HIGHLIGHT

The Workplace Charging Challenge helps minimize barriers and smooth the way toward installing and expanding workplace charging for its partners by providing technical assistance and educational resources. Here’s an excerpt from one of the resources it offers:

ADA Requirements to Consider when Installing Workplace Charging

The Americans with Disabilities Act (ADA) is a federal civil rights law that prohibits discrimination in public places against individuals with disabilities. As an employer installing PEV charging stations, you need to follow special design guidelines to accommodate people with disabilities, as required by the ADA. Although the ADA does not provide design standards for charging-station-equipped parking spots, several industry studies and PEV planning guides do.

When designing ADA-compliant PEV charging stations, consider accessibility, ease of use, and safety for disabled drivers, including those using wheelchairs or other assistive equipment. Key considerations include:

- Ensuring adequate space for exiting and entering the vehicle.
- Offering unobstructed access to the charging stations.
- Ensuring free movement around the charging stations and connection point on the vehicle.
- Maintaining clear paths and close proximity to any building entrances.