



CHARGE@WORK
POWERING WORKPLACE CHARGING

2023 DOE Vehicle Technologies Office Annual Merit Review

Charge to Work USA

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Organization: CALSTART

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Project ID: TI150

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Overview

Timeline

- Project start: 4/1/2022
- Project end: 6/30/2025
- Percent complete: 30%

Barriers

1. Lack of driver confidence and charger availability at workplaces
2. Lack of access to electric mobility in disadvantaged communities
3. Unproven self-sustaining market for workplace charging

Budget

- Total project funding:
 - DOE Share: \$3,999,994
 - Cost Share: \$1,040,753
- Total project budget expended as of 3/25/2023:
 - DOE Share: \$309,111
 - Cost Share: \$122,522

Partners

- CALSTART, Co-Prime
- Forth, Co-Prime
- EVNoire
- Climate Group
- Qmerit
- National Grid
- EVgo
- Edison Electric Institute
- Clean Cities Coalitions
- NESCAUM
- ZappyRide

Project Objectives

Objectives	Impact	VTO Technology Integration Goals
Spur greater EV adoption by enhancing driver confidence in charger availability	Increase reliability and geographic coverage of charging infrastructure through the adoption of workplace charging solutions thus reducing range anxiety and increasing consumer confidence.	Reducing greenhouse gas emissions
Expand access to electric mobility in disadvantaged communities	Workplaces in disadvantaged communities adopt charging solutions for employees that don't have access to charging at home.	Increasing local resiliency and reducing greenhouse gas emissions
Create a self-sustaining market for workplace charging	Accelerate market adoption of workplace charging solutions that results in an enduring ecosystem of vendors across the country.	Reducing greenhouse gas emissions

Project Approach

Budget Period 1: Lay the Foundation for Workplace Charging Nationwide	Budget Period 2: Gain Momentum in Workplace Charging Implementation	Budget Period 3: Create a Self-Sustaining Market for Workplace Charging
<ul style="list-style-type: none">• Collaborate with Co-Prime to develop brand and strategic vision• Develop and launch Workplace Resource Center• Develop Implementation Portal• Create strategic outreach and marketing plans• Obtain early commitments from employers and public officials	<ul style="list-style-type: none">• Launch Implementation Portal• Launch national outreach campaign• Obtain first wave of commitments from employers and public officials• Host public showcase events for campaign participants• Provide technical assistance and at least 500 site assessments to employers	<ul style="list-style-type: none">• Achieve employer commitment and public official commitment targets• At least 100,000 EVSE port installations committed• Publish case studies documenting implementation process• Update Workplace Resource Center integrating lessons learned• At least 1,000 site assessments

Milestones: Budget Period 1 (4/1/2022 - 6/30/2023)

Milestone	Type	Description	Status
M1-1.1 Obtain participation from greater than 20 public officials	Technical	≥20 public officials commit to champion the workplace charging program and actively recruit employers to implement workplace charging programs at their places of business.	In Progress
M1-2.4 Obtain greater than 10 pledges from large employers	Technical	Signed commitments (pledged) from ≥10 large employers (>500 employees) to commit to workplace charging implementation secured.	In Progress
M1-2.5 Obtain greater than 100 pledges from small / medium-sized employers	Technical	Signed commitments (pledges) from ≥100 small / mid-sized businesses to implement workplace charging programs at their places of business secured.	In Progress
M1-3.4 Launch Workplace Resource Center	Technical	Design and build of the Workplace Charging Resource Center completed and launched to the public.	In Progress
M1-2.2 Complete outreach / dissemination plan	Go/No-go	Outreach plan for broadly disseminating the project approach and learnings such that other communities can replicate project successes completed.	In Progress

Milestones: Budget Period 2 (7/1/2023 - 6/30/2024)

Milestone	Type	Description	Status
M2-1.1 Obtain participation from greater than 100 public officials	Technical	≥100 public official commit to champion the program and recruit local employers to implement workplace charging programs.	Not Started
M2-1.4 Participant showcase event	Technical	Public showcase event for campaign participants held	Not Started
M2-2.4 Obtain greater than 50 pledges from large employers	Technical	≥50 large employer commitments to workplace charging secured	Not Started
M2-2.5 Obtain greater than 400 pledges from small / mid-sized businesses	Technical	≥400 small/mid-sized businesses commitments to workplace charging secured	Not Started
M2-2.2 Outreach / dissemination plan update	Go/No-go	Outreach plan for broadly disseminating the project approach and learnings such that other communities can replicate project successes completed.	Not Started

Project Accomplishments and Progress

- Public Events and Appearances
 - Presented at Forth's 2022 Roadmap Conference. Began coordinating and preparing materials for a remote webinar and two in-person events. A workplace charging educational webinar for National Grid NY's commercial customers in Spring 2023 as well as the Climate Group's US Climate Action Summit and Forth's Roadmap conference in April 2023 and May 2023, respectively.
- Branding and Marketing Campaign
 - Collaborated on a unified message for Charge@Work, a single, public-facing workplace charging campaign and assistance program. CALSTART and Forth have chosen a final logo (displayed on the cover page of this report) and have completed a full brand guide.
- Employer Recruitment
 - CALSTART and Forth are working collaboratively to effectively segment employers throughout the country. CALSTART is finalizing its strategy for employer recruitment and has developed an introductory list of "warm" targets for the first round of outreach.
- Workplace Charging Resource Center and Implementation Portal
 - CALSTART and ZappyRide finalized the statement of work pertaining to the development and maintenance of the Workplace Charging Resource Center (WCRC) and Implementation Portal during Q3. The Implementation Portal is in development.

Collaboration and Coordination Among Project Team

- Lead Organization
 - CALSTART
- Partner Organizations
 - EVNoire, Climate Group, NESCAUM, Empire Clean Cities, EP-ACT, Pittsburgh Region Clean Cities, Drive Clean Colorado, Northern Colorado Clean Cities, Qmerit, ZappyRide, National Grid, Edison Electric Institute, EVgo.
- Collaboration Cadence
 - Alignment calls with Co-Prime Forth on a weekly basis
 - Separate weekly calls with EVNoire, Climate Group, and ZappyRide
 - Monthly calls with National Grid
 - Ad hoc meetings with other subrecipients to work through contracting agreements

Contribution to Energy Equity and Environmental Justice

- CALSTART, EVNoire, and our partners are actively incorporating diversity, equity, and inclusion into our project objectives with these targets
 - 30% of employer sites located in underserved areas
 - 25% of workplace charging stations in underserved areas
 - 40% of Ride and Drives in underserved areas
 - 30% of business certifications in DEI areas
 - 30% of budget to MBWE

Summary

Objectives	<ul style="list-style-type: none">• Spur greater EV adoption by enhancing driver confidence in charger availability• Expand access to electric mobility in disadvantaged communities• Create a self-sustaining market for workplace charging
Approach	<ul style="list-style-type: none">• Collaborate with Co-Prime to develop brand and strategic vision• Develop and launch Workplace Resource Center• Develop Implementation Portal• Create strategic outreach and marketing plans• Obtain early commitments from employers and public officials
Accomplishments	<ul style="list-style-type: none">• Events: Climate Action Summit, Roadmap Conferences 2022 and 2023, webinars• Branding and Marketing Campaign: Charge@Work brand guide and Outreach Plan• Employer Recruitment: Early discussions with warm leads, coordination with Forth• Workplace Charging Resource Center and Implementation Portal in development
Up Next	<ul style="list-style-type: none">• Launch Implementation Portal• Launch national outreach campaign• Obtain first wave of commitments from employers and public officials• Host public showcase events for campaign participants• Provide technical assistance and at least 500 site assessments to employers



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Connect with us.

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Thank You Collaborators



A prime collaborator of the
Charge@Work program



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