

# Leadership of Employers for Electrification Program (LEEP)

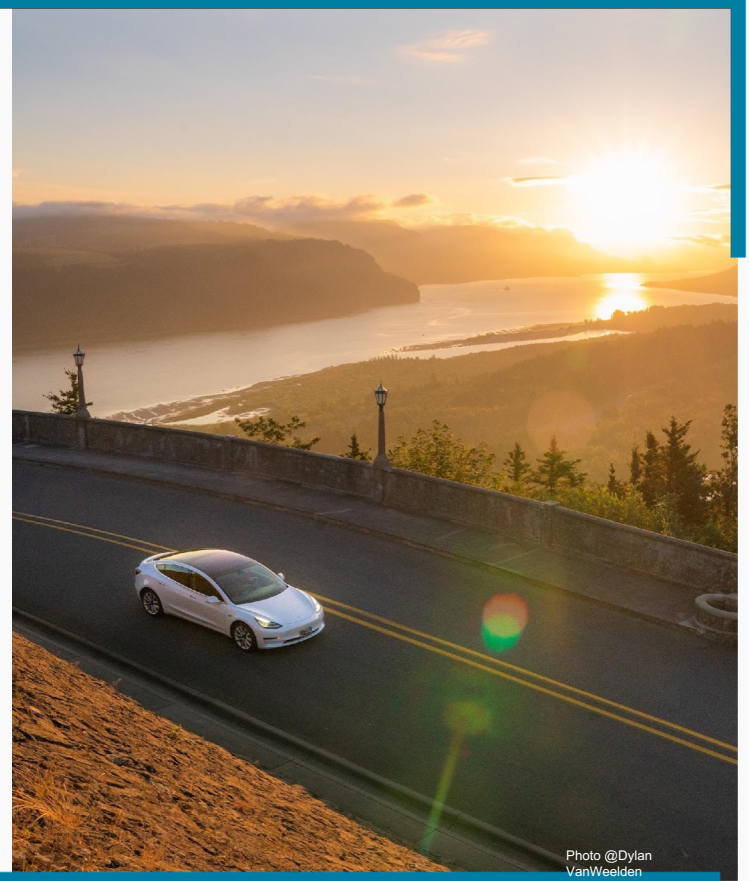
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Organization: Forth

June 14, 2023

Project ID: TI151



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# Project Overview

## Timeline

- Project Start Date: August 1, 2022
- Project End Date: October 31, 2025
- Percent Complete: ~ 15%

## Barriers

- Lack of technical knowledge related to implementation of charging infrastructure
- Lack of access to electric mobility and charging solutions
- Lack of organizational capacity to pursue workplace charging solutions

## Budget

- Total Project Funding: \$5,088,149
  - DOE Share: \$4,000,000
  - Cost Share: \$1,088,149
- Budget Period 1: August 1, 2022-October 31, 2023: \$1,187,492
  - Expended: \$319,797.68
- Budget Period 2: November 1, 2023-October 31, 2024: \$1,364,834
- Budget Period 3: November 1, 2024-October 31, 2025: \$1,447,674

## Primary Partners

- Forth, Prime
- CALSTART, Co-Prime
- Columbia Willamette Clean Cities Coalition, Co-Prime
- Electrification Coalition
- Plug In America
- EVNoire
- Regional Implementation Partners
  - Clean Cities Coalitions, TMAs, Business Associations, Municipalities

# Project Objectives

## Objectives

Develop and execute a **nationwide workplace charging program** comprised of education, outreach and technical assistance activities.

Gain  $\geq$  **2,500 employer commitments** with the end goal of catalyzing  $\geq$  **20,000 electric vehicle support equipment (EVSE) port installations**.

Reach  $\geq$  **5,000 employer registrations on the Electric Vehicle Adoption Leadership (EVAL) certification platform**.

## Impact

Empower local communities with the technical expertise to influence charging solutions at their workplaces through a tailored, regional outreach.

Enable a large-scale increase in workplace charging to accelerate electric vehicle (EV) adoption.

Increase organizational capacity and community leadership to pursue workplace charging solutions.

## VTO TI Goals

Increasing local resiliency (transportation options)

Reducing greenhouse gas emissions (alternative fuel use)

Increasing local resiliency (transportation options)

Any proposed future work is subject to change based on funding levels.

# Project Approach

## **Budget Period 1 (August 2022-October 2023): *Platform Design and Distribution Plan***

- Initiation and Operations Planning
- Confirm Participants for Project Advisory Group
- Finalize Program Design
- Finalize Implementation Partners and Issue Contracts
- Plan Localized Outreach Strategy
- Website Buildout
- Launch Platform Website
- Present project plan and platform at conference
- Design Cohort Marketing Campaign Collateral
- Host full partner kickoff meeting
- Train Implementation Partners

## **Budget Period 2 (November 2023-October 2024): *Cohort Launch and Data Collection***

- Present on Project Findings
- Launch Regional Campaigns
- Refine Project Model
- Update and Finalize Resource Toolkit
- Finalize website integration of partner resources
- Present current status of project at conference
- Develop a plan for national outreach campaign

Any proposed future work is subject to change based on funding levels.

# Project Approach

## Budget Period 3 (November 2024-October 2025): *National Campaign Launch*

- Kickoff National Outreach Campaign
- Develop long term financial strategy
- Wrap Up Data Collection
- Produce Final Case Study

## Key Milestones

- BP1 Go/No-Go Milestone:
  - Complete outreach / dissemination plan
- BP2 Go/No-Go Milestone:
  - Website integration of partner resources complete
  - Outreach / dissemination plan updated

Any proposed future work is subject to change based on funding levels.

# Milestones: Budget Period 1 (8/1/2022 - 10/31/2023)

Budget Period 1: August 1, 2022 - October 31, 2023					
Milestone	Type	SOP #	Milestone Description	Status	Estimated/Actual Completion
M1.0 Finalize technical assistance and certification process flow	Technical	1.1	EVAL Certification process and pricing structure finalized.	In progress ▾	June, 2023
M1.8 Launch Platform / Certification Website	Technical	1.7	Platform launched.	In progress ▾	October, 2023
M1.10 Completion of Marketing Campaign Collateral	Technical	1.9	All outreach collateral to be used by Implementation Partners finalized and ready for BP2 launch.	In progress ▾	June, 2023
M1.12 Regional Workshops Complete	Technical	1.11	≥ 5 regional workshops to support the outreach and education of the program and the certification process complete.	In progress ▾	July, 2023
Complete outreach / dissemination plan	Go/No Go	1.5	Outreach plan for broadly disseminating the project approach and learnings such that other communities can replicate project successes completed.	In progress ▾	September, 2023

Any proposed future work is subject to change based on funding levels.

# Milestones: Budget Period 2 (11/1/2023 - 10/31/2024)

Budget Period 2: November 1, 2023 - October 31, 2024				
Milestone	Type	Milestone Description	Status	Estimated/Actual Completion
M2.0a Regional campaigns launched	Technical	Promotion of EVAL Platform in each region launched.	Not started ▼	October, 2024
M2.0b 5,000 employers registered on EVAL platform	Technical	≥ 5,000 employer registrations on platform secured.	Not started ▼	October, 2024
M2.2 Resource toolkit complete	Technical	Platform resources finalized.	Not started ▼	April, 2024
M2.3 Website integration of partner resources complete	Go/No Go	Integration of collateral and other resources from partner organizations onto EVAL Platform completed.	Not started ▼	June, 2024
Outreach / dissemination plan updated	Go/No Go	Outreach plan for broadly disseminating the project approach and learnings such that other communities can replicate project successes updated.	Not started ▼	October, 2024

Any proposed future work is subject to change based on funding levels.

# Project Accomplishments and Progress

Budget Period 1: August 1, 2022 - October 31, 2023				
Task #	Subtask #	Description	Status	Estimated/Actual Completion
0.0		Project Management and Planning	Complete	September 15, 2022
0.1		Kick-Off Meeting	Complete	August 26, 2022
	0.2	Project Initiation	Complete	September 15, 2022
	0.3	Complete Project Management Plan	Complete	September 15, 2022
	0.4	Complete Project Reporting and Communications Plan	Complete	March, 2023
	0.5	Plan Quarterly and Annual Reporting	Complete	January 23, 2023
1.1		Plan Operations	In progress	June, 2023
	1.1.1	Meet with Lead Partners to establish regional partners	Complete	September 12, 2022
	1.1.2	Finalize Teaming Arrangements	Complete	December 30, 2022
	1.1.3	Finalize technical assistance and certification process flow	In progress	August, 2023
	1.1.4	Finalize Partner Communications and Reporting plan	Complete	March 31, 2023
1.2		Confirm Participants for Project Advisory Group	Complete	March 31, 2023
	1.2.1	Create scope of work and contracts for each Advisory Group member	Complete	February 20, 2023
	1.2.2	Advisory-Specific Communications Plan	Complete	February 20, 2023
1.3		Finalize Program Design	In progress	June, 2023
1.4		Finalize Implementation Partners and Issue Contracts	In progress	October, 2023
1.5		Plan Localized Outreach Strategy	In progress	September, 2023
1.6		Website Buildout	Not started	October, 2023

Any proposed future work is subject to change based on funding levels.



# Project Accomplishments and Progress

Budget Period 1: August 1, 2022 - October 31, 2023				
Task #	Subtask #	Description	Status	Estimated/Actual Completion
1.7		Launch Platform Website	In progress ▾	October, 2023
	1.7.1	Contract with Website Developer	In progress ▾	June, 2023
	1.7.2	Ensure the online line step-by-step flow of the certification process	Not started ▾	July, 2023
	1.7.3	Create Database of Local Contractors	Not started ▾	July, 2023
	1.7.4	Create Database of State-by-State Incentives	Not started ▾	July, 2023
	1.7.5	Create Database of EV-Ready Code	Not started ▾	July, 2023
	1.7.6	Begin website integration of partner resources	Not started ▾	July, 2023
	1.7.7	Begin development of an online toolkit for Employers	Not started ▾	July, 2023
1.8		Present project plan and platform at conference	Not started ▾	September, 2023
1.9		Design Cohort Marketing Campaign Collateral	In progress ▾	June, 2023
1.10		Host full partner kickoff meeting	In progress ▾	June, 2023
1.11		Train Implementation Partners	In progress ▾	July, 2023
	1.11.1	Create initial data collection plan	In progress ▾	June, 2023
1.12		Develop Scope for Data Collection	In progress ▾	June, 2023

Any proposed future work is subject to change based on funding levels.

# Project Accomplishments and Progress

## Leadership of Employers for Electrification Program (LEEP)

### Project Management

- Forth finalized the implementation partners and currently has 9 partners on contract. Forth anticipates the remaining partners to be on contract by end of Q3.

### Program Design

- Draft of certification program design is complete and in review with lead sub-recipients.

### Project Advisory Group

- The project team identified 12 members for the Project Advisory Group and created a Advisory specific communications plan which outlines meeting frequency, duration and other administrative expectations. Forth anticipates hosting the first quarterly advisory meeting in Q2.

### Web Development

- Forth and Green Light Labs finalized the statement of work. Green Light Labs will serve as the technical advisor for Forth and is currently in the process of building out visual specifications for the EVAL website. Forth expects to contract with Zappy Ride (pending DOE approval) late in Q2 with development of the website beginning in Q3.

Any proposed future work is subject to change based on funding levels.

# Project Accomplishments and Progress

## Charge@Work

### Branding and Marketing Campaign

- Forth and CALSTART are jointly developing Charge@Work, a unified, national campaign promoting workplace charging.
- CALSTART and Forth created and agreed upon a final logo (on the right), completed a full brand guide, created a web landing page and secured the chargeatwork.org domain name.
- Finalized Charge@Work Pledge to collect employer commitments.
- Hosted a Charge@Work partner gathering at the 2023 Roadmap Conference in Portland, OR.

### Employer Recruitment

- Forth and CALSTART are working collaboratively to effectively segment employers throughout the country. Forth is finalizing its strategy for employer recruitment and has developed an introductory list of “warm” targets to serve as early adopters of the EVAL certification.



**CHARGE@WORK**  
**POWERING WORKPLACE CHARGING**

Any proposed future work is subject to change based on funding levels.

# Collaboration and Coordination among Project Team

## Primes

Forth is sharing prime responsibility with two other organizations, CALSTART and Columbia Willamette Clean Cities Coalition. Forth and CALSTART make up the Charge@Work team. Each prime leads a core group of lead-subrecipients. Forth is responsible for the communication of the project including developing marketing assets and conducting a Northwest regionally focused outreach campaign.

## Lead Sub-recipients

Plug In America, EVNoire and Electrification Coalition bring a broad depth of experience working on transportation electrification projects nationwide, with special emphasis on consumer adoption.

## Implementation Partners

Partners include Clean Cities Coalitions, NGOs, electric utilities, nonprofits, and municipalities. As entities that regularly interact with regional workplaces, Implementation Partners will work with Lead Sub-recipients and leverage their communication channels to recruit a wide sample size of businesses of all sizes, industry types, demographics, and geographies.

Any proposed future work is subject to change based on funding levels.

# Collaboration and Coordination among Project Team

Audience	Communication Description	Medium	Frequency
Primes	Alignment Calls for progress updates.	Virtual	Monthly
Charge@Work Team	Forth and CALSTART teams check-in to discuss the next steps, and ad hoc working meetings are scheduled as needed.	Virtual	Biweekly; ad hoc
Internal LEEP Meetings	Discuss updates, review progress on workflows, troubleshoot issues.	Virtual	Weekly
LEEP Financials Check-in	Review project budget, spending and expenses. Verify partner invoices and cost share reporting.	Virtual	Monthly
Lead Sup-recipient Check-in	Facilitate updates, next steps and seek input on development of project deliverables and collateral.	Virtual	Biweekly
Project Advisory Group (PAG)	All members of the PAG meet quarterly and region specific members meet monthly.	Virtual	Quarterly; monthly
Partner Meetings	Monthly project status updates are emailed to all partners and follow up meetings are scheduled as needed.	Virtual	Ad hoc

# Contribution to Energy Equity and Environmental Justice

Beneficiary	Direct Benefits	Indirect Benefits
Employees without access to dedicated charging	<ul style="list-style-type: none"><li>• Increased awareness of and access to clean transportation options</li><li>• Access to convenient and reliable EV charging infrastructure</li><li>• Education about the benefits of EVs</li><li>• EV ownership becomes viable for a broader set of drivers</li></ul>	<ul style="list-style-type: none"><li>• Fueling and maintenance cost savings from going electric</li></ul>
Employees with EVs and access to dedicated home charging	<ul style="list-style-type: none"><li>• Support for their commuting method at work</li><li>• Decrease in range anxiety</li><li>• Enables EVs to drive more electric miles with increased charging access at work</li></ul>	<ul style="list-style-type: none"><li>• Increase in employee job satisfaction</li></ul>
Employers without workplace charging installed	<ul style="list-style-type: none"><li>• Support and technical assistance in navigating the process</li><li>• Ability to offer a low-cost employee commuting and work culture benefit</li><li>• Opportunity to be publicly recognized for workplace Certification for leadership in EV charging and EV-friendliness</li><li>• Reduced fleet expenses</li><li>• Lower fuel and maintenance costs</li></ul>	<ul style="list-style-type: none"><li>• More desirable workplace for employees</li><li>• Financial savings due to enhanced recruitment and increases in employee retention</li><li>• Increased relationships and knowledge-sharing with other employer program participants</li></ul>

# Contribution to Energy Equity and Environmental Justice

Beneficiary	Direct Benefits	Indirect Benefits
Neighboring communities at large	<ul style="list-style-type: none"><li>• Wide scale increase in access to charging infrastructure in underserved areas</li><li>• Reduced transportation emissions of carbon dioxide and other air pollutants from an increased number of EV drivers</li><li>• Workforce development with jobs created for EVSE installation (measured by Argonne National through the JOBS tool)</li></ul>	<ul style="list-style-type: none"><li>• Improved population health</li><li>• Increased awareness of EVs</li></ul>
Minority-and Women-Owned EVSE installers	<ul style="list-style-type: none"><li>• Increased business opportunities</li><li>• Increased capacity to execute EVSE installation projects</li></ul>	<ul style="list-style-type: none"><li>• Greater visibility in the community</li></ul>

# Contribution to Energy Equity and Environmental Justice

The overall goal of the Leadership of Employers for Electrification Program (LEEP) is to bring outreach, education and resources on electric vehicles and charging access to employers and workers of all demographics. To advance diversity, equity, and inclusion (DEI) in all of the project's decision-making processes and to understand the barriers to workplace charging that exist for low-income, Black, Indigenous and People of Color (BIPOC), rural and other underserved employers and employees. To increase access to clean commuting and create opportunities for historically underserved communities, Forth will develop community partnerships and listen and respond to expressed needs as we design and implement LEEP to ensure that the program can scale while maintaining diverse, equitable and inclusive processes and outcomes.

Forth has established several *DEI SMART Milestones* to ensure the LEEP Project is explicitly integrating DEI into its Project Management Plan.

*DEI SMART Milestone 1:* Create an outreach plan by the end of the first budget period to collect and disseminate feedback from participants representing underserved demographics to understand the effectiveness of our program.

*DEI SMART Milestone 2:* Curate and create an online database of MWBE EVSE and contractor firms in each primary region before the end of Budget Period 1.

*DEI SMART Milestone 3:* Achieve participation from MWBEs such that at least 10% of all employers reached represent this group by end of Budget Year 3.

*DEI SMART Milestone 4:* Host a focus group to analyze DEI impacts and effectiveness of resources. Forth and its partners will convene a focus group in the project refinement stage.



# Summary

## Goal + Approach

- Develop and execute a nationwide workplace charging program comprised of education, outreach and technical assistance activities that enables a large-scale increase in workplace charging.
- Expand access to electric mobility and charging infrastructure in for employees.
- Encourage and incentivize workplaces to pursue a nationally-recognized Electric Vehicle Adoption Leadership (EVAL) certification.

## Collaborations

- Project Team: Forth, CALSTART, Columbia Willamette Clean Cities Coalition, Plug In America, EVNoire, Electrification Coalition.
- Regional implementation partners including utilities, municipalities, clean cities coalitions and TMAs are proving key to engage with employers and leverage existing networks and organizations that might benefit from the program.
- Project Advisory Group.

## Project Accomplishments

- Despite setbacks due to staff changes and learning to coordinate and collaborate across a three-prime effort, the project is on track.
- Many workflows are in progress including creating a program design, building out the EVAL certification website, collaborating on the development of Charge@Work and working with partners to create an outreach plan with regional focus.