

ROCHESTER ELECTRIC VEHICLE ACCELERATOR



CASE STUDY

JANUARY 2019



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The Rochester Electric Vehicle Accelerator is supported by the New York State Energy Research and Development Authority (NYSERDA) as party of the Charge NY initiative.

This report was published by the Electrification Coalition, a subcontractor to Energetics Incorporated under NYSERDA Agreement No. 87421 for Animating the Electric Vehicle Market in New York State.

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ACKNOWLEDGMENTS

Rochester EV Accelerator (ROC EV) could not have been possible without the participation and support from the City of Rochester, Greater Rochester Clean Cities, Energetics Incorporated and NYSERDA, as well as numerous partners who all provided their generous support to the program success. The Electrification Coalition deeply appreciates and thanks the city's local leaders, residents, businesses and organizations for their hard work and dedication to this effort over the last 15 months.

PRINCIPAL PARTNERS:

NYSERDA	City of Rochester	Greater Rochester Clean Cities	Energetics Incorporated
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SPECIAL THANKS TO:

BMW North America	Nissan North America
Dixon Schwabl	Rochester Automobile Dealers Association
EV Charge Solutions	Rochester Institute of Technology
Greater Rochester Chamber of Commerce	T.Y. Lin

ROC EV STATE AND LOCAL PARTNERS:

Archival Methods	Henrietta Public Library	Piehler Jaguar
BMW of Rochester	Hoselton Auto Mall	Rochester Gas & Electric
Bob Johnson Chevrolet	INRX	Rochester Optical
Color Brighton Green	Larsen Engineers	Rochester Regional Health
Dorschel Automotive Group	LTHS Solar	Rochester People's Climate Coalition
Fifth Frame Brewing	Marina Mitsubishi	Sierra Club
Garber Honda	Monroe Community College	St. John Fisher College
Genesee Finger Lakes Regional Planning Council	Monroe County Department of Planning and Development	SPOT cowork
Green Spark Solar	Nazareth College	SWBR
Greentopia	New York State Electric Auto Association	Tesla Owners Club of New York
Henderson Ford		University of Rochester

The ROC EV team has so many people to thank that, inevitably, an organization may have been overlooked from this acknowledgements page. They are owed a huge debt of gratitude, as well.

EXECUTIVE SUMMARY

In June 2017, the New York State Energy Research and Development Authority (NYSERDA), Electrification Coalition (EC), Energetics Incorporated, the City of Rochester, and the Greater Rochester Clean Cities (GRCC) launched the Rochester EV Accelerator (ROC EV). ROC EV began with the ambitious goal of accelerating the adoption of plug-in electric vehicles (EVs) in greater Rochester to 1 percent of all new vehicle sales. ROC EV promotes EV adoption by combining traditional community organizing principles with technical expertise related to EVs, infrastructure, and fleets. Since its inception, ROC EV has launched several community-wide efforts that have helped the greater Rochester region lead the way in EV adoption for upstate New York, with sales increasing by 22 percent between June 2017 and June 2018. Based on this success, ROC EV can serve as a model for other communities seeking to accelerate the adoption of EVs.

Greater Rochester was one of the first communities in New York to launch a comprehensive and successful effort to promote EV adoption. ROC EV was led by the Electrification Coalition (EC), through a NYSERDA contract issued to Energetics Incorporated. The mission of the Electrification Coalition is to accelerate the mass adoption of EVs to enhance the nation's energy and economic security. The EC pioneered the concept of the accelerator community model in the 2009 Electrification Roadmap document, which was first deployed through Drive Electric in Northern Colorado (DENC) in 2013.

With prior efforts by the City of Rochester and GRCC laying the foundation for accelerated EV adoption at the municipal level, EC, Energetics, and NYSERDA selected Rochester as a pilot city for the accelerator community model in New York. Building off local relationships, the team worked with community partners like the New York State Electric Auto Association to provide a network of enthusiastic program volunteers. Before launching ROC EV, the greater Rochester region was already a leader in upstate New York for EV sales. This provided fertile ground to achieve the project's goals: complete 1,000 test drives, achieve 1 percent market penetration rate, and recruit 10 workplace charging partners (when this goal was met early in 2018, the program set a new reach goal to double the number of workplace charging partners to 20). Between the first Ride and Drive event in August 2017 and the last in December 2018, ROC EV recorded 1,036 test drives, achieved 1.79 percent market penetration, and worked with 13 area employers to accelerate the adoption of EVs.

Additionally, ROC EV coordinated the launch of a group buy purchase program in partnership with Nissan North America and Rochester Gas & Electric, which resulted in a 700 percent increase in Nissan LEAF sales at one local dealership in one month.

The program's overall success can be attributed to the identification of key areas of focus at the start of the program, around which ROC EV prioritized the planning and execution of marketing campaigns and major events that would have the greatest positive impact on EV adoption rates:

- **Workplace Charging:** To expand EV charging infrastructure, ROC EV hosted a workplace charging event in March 2018 in partnership with Greater Rochester Chamber of Commerce to educate local business leaders about the importance of workplace charging and encourage them to install charging stations at their workplaces. Relationships with the business community were made through word of mouth and with the help of the Chamber's outreach. Based on survey data collected from 35 ROC EV events, the number of participants who indicated that workplace charging would make them more likely to buy an EV increased by 5 percent after participating in a test drive.

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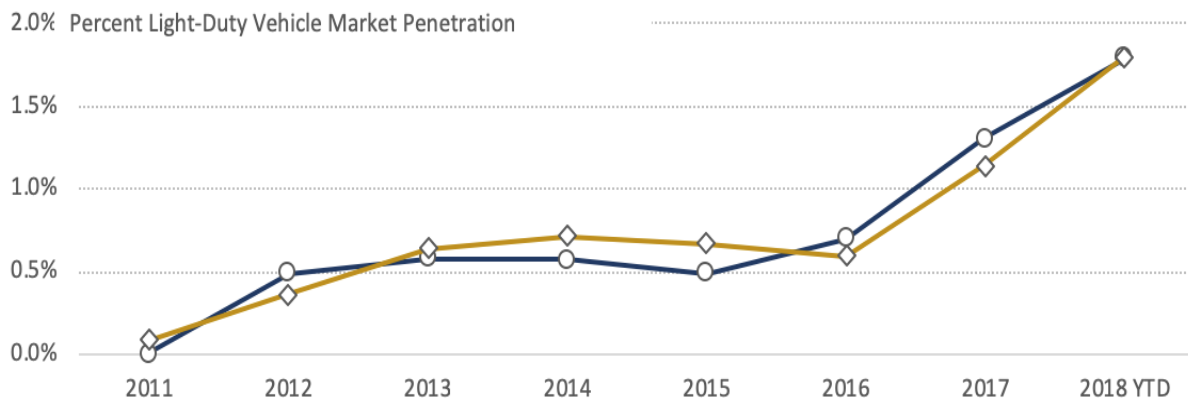
- **Ride and Drives:** A Ride and Drive is a planned test drive event, in which potential consumers can experience driving multiple EVs at one location. Participants learn about specific vehicles from current and local owners, as well as dealership representatives. ROC EV found that Ride and Drive events present unique opportunities to shape general impressions about EV technology. Based on ROC EV Ride and Drive survey data, the percentage of test drive participants who indicate they are either “likely” or “very likely” to purchase an EV increased by 12 percent after test driving an EV. Additionally, perceived impact of financial incentives on the likelihood to consider purchasing an EV also rose after test driving an EV and learning about available incentives. Those stating that the availability of rebates and tax credit would “very much” impact their decision to buy an EV rose from 69 percent to 75 percent. These results support the idea that Ride and Drives are most effective when first-hand EV experience is paired with education and discussion about the benefits and incentives surrounding EV ownership.
- **Communications and Outreach:** Employing tactics to expand the program audience was central to ROC EV’s success. Along with traditional online and printed promotions, ROC EV orchestrated large scale efforts to promote local EV adoption. A notable example of this was the Nissan LEAF group buy promotion through radio ad campaigns on a local public radio station.
- **Fleets:** Catalyzing the electrification of fleets can result in great quantities of traditional combustion engines being replaced with EVs. ROC EV hosted a Fleet Electrification Workshop in June of 2018, an event at which regional fleet managers learned about the benefits of incorporating EVs into their fleets, as well as methods for EV procurement.

Over the course of the program, several best practices emerged to maximize the success of one or more of the above areas of focus. Dealership engagement was crucial to the execution of public and workplace Ride and Drives, as well as the success of the Group Buy purchasing program. Cultivating a committed group of EV Enthusiasts led to a reliable volunteer base for Ride and Drive events and also created new leads for workplace charging partners based on existing relationships EV Enthusiasts had with their employers.

1. INTRODUCTION

The first two electric vehicles (EVs) in greater Rochester were registered in 2011. At the time, there were less than a dozen charging ports (plugs) in the area, and almost all of them were located at car dealerships. Seven years later, greater Rochester is home to more than 2,500 electric vehicles and 100 charging ports. A combination of state and federal policy, local advocacy, and the efforts of the Rochester Electric Vehicle Accelerator (ROC EV) led to an increase of more than 1,000 percent in charging ports and overall EV growth from 0 percent to 1.79 percent of new vehicle sales in just seven years.

Rochester Market Share On Pace with National Average



Note: 2018 data presents the LDV penetration rate through November.

Source: EC analysis based on data from the Rochester Automotive Dealers Association and BEA.

Figure 1. EV market penetration of new car sales from 2011-2018

EVs present a critical opportunity to reduce U.S. oil dependence, bolstering American economic and national security while benefiting consumers. To accelerate the adoption of EVs nationwide, they should be deployed in targeted geographic areas where all the components necessary for success—local policy, charging infrastructure, consumer education, public-private partnerships, and more—are leveraged simultaneously. Coordinated efforts such as ROC EV, referred to in this paper as “accelerator projects” or “accelerator communities”, focus on promoting EVs by mobilizing and connecting constituencies such as local businesses, automotive dealers and manufacturers, universities, and EV Enthusiasts.

2. CREATING AN ECOSYSTEM

A. OVERVIEW

A successful EV accelerator community requires participation from stakeholders, including: city administrators, local car dealerships, business leaders, utilities, infrastructure providers, current EV owners, nonprofit organizations, and educational institutions. Communication and coordination among these groups are essential, as the EV adoption effort will only succeed if it is accompanied by changes in multiple products, systems, and industries simultaneously.



Figure 2. Building relationships is key to building an EV-friendly ecosystem.

One of the first steps in building this ecosystem is establishing an advisory committee with representatives from the various groups mentioned above that can support the program by lending credibility through testimonials, offering ideas, providing demonstration vehicles, volunteering at events, making introductions within the community, and monitoring progress. Through the advisory committee, an EV accelerator organization should establish an annual plan with metrics and general goals for each stakeholder. This plan should be broken into quarterly segments which increases the ability to monitor and track progress and dedicate in-kind resources from partners toward each segment of the plan.

Broad community participation leads to a more successful program, so it is important to demonstrate commitment from a variety of stakeholders at the onset, as opposed to seeking out a group of stakeholders after starting an EV accelerator. This will ensure buy-in from each partner's organizational leadership.

B. ENGAGING THE ECOSYSTEM

The first step to launching an accelerator community is to analyze the entire transportation electrification value chain to determine how the various stakeholders could help drive EV adoption. An effective stakeholder committee should be comprised of local stakeholders who exhibit expertise in a variety of areas directly and peripherally related to EV adoption, detailed in [Section 2C](#).

The lead implementation partner can further engage stakeholders by involving them in the creation of an annual plan, which can either be determined as part of the stakeholder kickoff meetings or established through the funder and lead implementation partner. This way, stakeholders will be invested in achieving program goals that they helped create. Several technical components of ROC EV's plan, such as charging infrastructure and marketing,

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required the creation of working groups, comprised of individuals with specific expertise, and these groups acted as subcommittees to the larger stakeholder committee.

ROC EV created an advisory committee comprised of all stakeholders that met every other month. Additionally, the advisory committee split into smaller working groups or subcommittees based on the five main program areas: workplace charging, fleets, OEMs/dealerships, education/outreach/marketing, and policy. These subcommittees met monthly.

C. STAKEHOLDERS IN THE ECOSYSTEM

ROC EV identified several categories of stakeholders that are important to engage in the EV accelerator community's advisory committee.

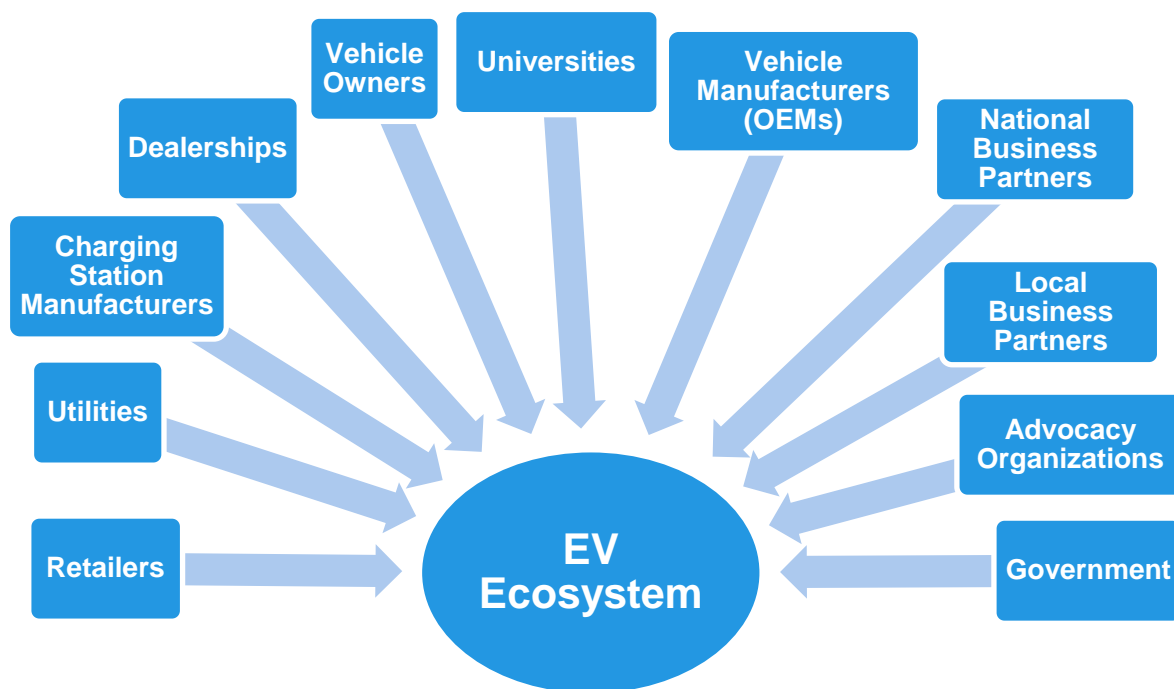


Figure 3. The EV ecosystem

CITIES OR MUNICIPALITIES

ROC EV worked closely with its partner city, Rochester, and assisted several of the surrounding towns, including Henrietta and Irondequoit. ROC EV and city representatives on the advisory committee quickly established the importance of bringing together industry-specific expertise. Engaging the city fleet manager, for example, provides visible leadership to other municipalities by demonstrating the viability of switching to EVs. It may be important to engage multiple offices in municipal government, including sustainability, procurement, fleet, and communications, depending on the current program goals.

UTILITIES

Because of their role in establishing electricity rates that might include EV incentive programs, and their understanding of how utility rates are impacted as more EVs are placed on the grid, utilities are an important stakeholder. Rochester Gas & Electric (RG&E), the local utility, played a key role in the group purchasing program launched in November 2018, as detailed in the [Group Buy](#) section of this report.

DEALERSHIPS AND OEMS

Dealerships benefit from EV-specific marketing and education in the community which leads to increased vehicle sales. Accelerated EV adoption provides them with an opportunity to both grow revenue and gain market share. Aside from providing EVs for Ride and Drive events, which will be covered in detail in the [Dealership Engagement](#) and [Ride and Drive](#) sections of this report, dealerships can support the organization's mission by sharing data on current and past EV sales, while helping to track the effectiveness of various marketing activities. As dealerships become more engaged, they can host or sponsor events and sponsor marketing initiatives to help the program. ROC EV found success in partnering with the Rochester Automobile Dealers Association, especially when it came to making introductions to dealership leadership.

Original Equipment Manufacturers (OEMs), such as Nissan, BMW, GM and Toyota, supply vehicles to the dealerships and in many cases determine the monthly incentives dealerships receive for selling EVs. It is consequently very important to have strong partnerships with OEMs to ensure there is sufficient EV inventory available. ROC EV helped dealerships understand the incentives available from their corresponding OEM to sell EVs. OEMs can also help with specific marketing and initiatives like group buys and/or offer special EV pricing which can enable partners to electrify fleets.

EV ENTHUSIASTS

ROC EV recognized the importance of integrating existing EV owners and advocates into the program efforts. EV Enthusiasts have often done substantial independent research when purchasing their own vehicles and can therefore be especially persuasive to potential buyers, many times even encouraging their friends and colleagues to purchase EVs. They also provide powerful testimony to what EV ownership is really like as daily drivers. An independent group of EV Enthusiasts that had been advocating for EVs since the mid-90s, known as the New York State Electric Auto Association, provided a foundation for ROC EV to grow a significant volunteer base.

The EV Enthusiast group was instrumental to ROC EV's success by advocating for charging stations at their workplaces and volunteering at Ride and Drive events. EV Enthusiasts account for most of ROC EV's Ride and Drive volunteers, and their participation enables ROC EV to offer a much larger number of test drives than would otherwise be possible. It is very helpful that they require little to no training on the technology. ROC EV found that Ride and Drive events became self-directed in less than a year thanks to consistent volunteer participation. This allows the accelerator community staff to direct their energy during events towards building relationships with participants and host organizations. This is an important piece of partnership development which can lead to fleet electrification, infrastructure development, and workplace charging installation.

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ROC EV held monthly EV Enthusiast meetings, which are mostly social in nature but also provide the opportunity to share program updates and train new volunteers. The meetings create a sense of camaraderie and community surrounding EVs, further increasing the likelihood that EV Enthusiasts will attend in the future and bring friends or family.

INFRASTRUCTURE PARTNERS

ROC EV's partnerships with charging infrastructure, also known as electric vehicle supply equipment (EVSE), distributors and installers are important for several reasons—understanding the cost of infrastructure development, identifying potential funding sources, and recommending strategic locations for charging station installations. They are a particularly helpful resource to utilize during the workplace charging planning process. It is also useful to have a running list of EVSE installers available when consumers and businesses ask for resources.

Infrastructure providers can also act as experts at events, including Ride and Drives. One Rochester-area charging station distributor, EV Charge Solutions, often brought a model charging station to events which provided the opportunity for consumers to learn how to plug in and charge vehicles. This type of hands-on experience is essential to easing consumer fears of new technology.

INSTITUTES OF HIGHER LEARNING

As large and distinguished employers in the region, educational institutions like Rochester Institute of Technology (RIT) helped validate the ROC EV program in its early stages before the brand was established. RIT and another local university, Nazareth College, utilized ROC EV workplace programs such as Ride and Drives and lunch and learns. Local college and graduate students also provided extensive volunteer support. Partnering with student groups like Engineers for a Sustainable World at RIT, led to increased volunteer and on-campus event participation. Future accelerator communities should prioritize engaging with students to help promote on-campus events and recruit volunteers.

ROC EV's university partners installed more than 25 charging stations on their campuses—free for students and staff—and played a central role in educating the community about the benefits of workplace charging.

BUSINESS COMMUNITY

Local businesses provide the most effective way to reach many people with EV education, Ride and Drives, and workplace charging infrastructure. Some initial ROC EV business supporters included Green Spark Solar (formerly SunCommon NY) and Dixon Schwabl, both of whom made helpful connections within the business community.

Partnership with Greater Rochester Chamber of Commerce was essential to the success of a workplace charging event in early 2018. Being associated with the Chamber, a well-respected organization in the business community, gave ROC EV credibility and provided a network ROC EV was able to tap into, which was helpful for connecting with and recruiting additional workplace charging partners. Future accelerator communities may consider official membership in the local chamber, or similar organization, to access benefits such as marketing to fellow members and invitations to special events.

COMMUNITY PARTNERS

Non-profit and community groups that focus on sustainability such as Rochester People's Climate Coalition and Color Brighton Green, are already respected in the community and have established networks. They also have dedicated members and volunteers who often fit into one of two categories: existing EV owner and potential volunteer, or sustainably-minded individual open to learning about EV ownership. These community partners often have large listservs and were enthusiastic to share ROC EV's messaging to their subscribers. ROC EV found that creating marketing tool kits ([Appendix 1](#)) with sample wording for newsletter or social media content with program images was an effective strategy for reaching new audiences. Similar to ROC EV's partnership with the Chamber of Commerce, working with well-known community groups provided credibility to the ROC EV brand.

D. LESSONS LEARNED

ESTABLISHING THE ADVISORY COMMITTEE

ROC EV suggests that committee members receive explicit support from their organization's leadership. For example, if a committee member is personally invested in accelerating the adoption of EVs but their organization has competing priorities, it may prove to be challenging for that committee member to dedicate time and energy to the program. Future accelerator communities should establish the level of commitment expected early on. One way this could be realized is by sharing a set of expectations with each partner and requiring signatures from their organization's leadership to ensure the committee members have internal support for their involvement.

ORGANIZING THE ADVISORY COMMITTEE

ROC EV began by organizing monthly subcommittee meetings based on five program areas: workplace charging, policy, fleet, education/outreach/marketing, and dealership/OEMs. The subcommittee's topics often overlapped, resulting in duplicated efforts, so future accelerators may want to reorganize the subcommittee structure based on needs of their community and stakeholder priorities.

In addition, ROC EV established an every-other-month meeting with all stakeholders to track the progress of the various initiatives and to re-align priorities for the approaching quarter when necessary. Some advisory committee members were also helping encourage their own companies and communities towards EVs and charging. Because the committee was so small (regular attendance between 10-17 people), one monthly all-hands meeting, instead of monthly subcommittee meetings, would have sufficed.

3. WORKPLACE CHARGING

A. OVERVIEW

Workplace charging infrastructure helps promote EV readiness in a community by creating an environment that supports current EV owners and catalyzes further EV adoption. A study conducted by the Department of Energy Office of Energy Efficiency and Renewable Energy found that employees with access to workplace charging are six times more likely to drive an EV than the average worker.¹ When people notice their peers and co-workers driving EVs, owning one themselves becomes a more feasible option.

Other than a person's home, the workplace is the most common place for someone to charge EVs (Figure 4).² EV drivers can park their EV at workplace chargers the majority of their waking day, which gives EV owners the convenience of having access to charging around the clock (when combined with home charging).



Source: Argonne National Laboratory, 2012

Figure 4. Charging at home is the most common for EV owners

Workplace charging can also double employee EV range, giving them the capability to commute from further distances using only electric power. Employees with plug-in hybrid vehicles can save money by optimizing their distance traveled on electric power, while employees who drive fully electric vehicles can extend their total range capacity.

By engaging local companies in the workplace charging program, ROC EV effectively targeted large groups of professionals and provided them with EV education and first-hand experience driving EVs. Employers were also provided a clear step-by-step process to install charging stations and expand local EV infrastructure.

¹ Department of Energy, Office of Energy Efficiency and Renewable Energy. "Workplace Charging Mid Program Review: Employees Plug In." December 2015.

² Department of Energy, Office of Energy Efficiency and Renewable Energy. "A Guide to the Lessons Learned from the Clean Cities Community Electric Vehicle Readiness Projects." January 2014.

B. ROC EV APPROACH

ROC EV launched a Workplace Charging Challenge in early 2018 to encourage local employers to promote EV readiness by providing their employees access to charging at work. A pledge form (Figure 6, [Appendix 10](#)) outlining the workplace charging challenge process, was available to interested employers online. The pledge required participating workplaces to conduct an employee survey ([Appendix 2](#)) to determine current charging station needs and assess future needs, while also working with a contractor and/or property manager to assess the most cost-effective and convenient location for EV charging stations. If the site assessment was deemed too costly by the workplace, they would agree to review the process again in the upcoming fiscal year. This was an important distinction, as employers were hesitant to commit to something before knowing the final cost.

The Workplace Charging Challenge launched with seven companies who were closely involved with the program, many of whom had already installed charging stations. This strategy served to showcase participation in the program from recognized and respected local employers. Organizations that already had charging stations on site were still eligible to participate in the Workplace Charging Challenge because an important component of the initiative is employee education in the form of a presentation and/or Ride and Drive. The presence of workplace charging alone may not be enough to convince someone with little knowledge about EVs to make the switch.




Figure 5. Representatives from Workplace Charging Challenge partners with their recognition plaques at the "Passport to Workplace Charging" event

"Our sustainability efforts at Dixon Schwabl have been electrified over the past year, in no small part to the extraordinary efforts of our local ROC EV team. When we completed renovations to our building two years ago, including the addition of three charging stations, my EV was the sole occupant of the designated charging spots. After ROC EV held a test drive event at our agency, we now have a total of six employees with EVs that charge during assigned morning and afternoon shifts! Even more employees are considering the advantages of going electric and the buzz has enhanced our overall agency sustainability efforts from recycling to eliminating water bottles. The impact ROC EV has had on our company is immeasurable."

- Mike Schwabl, President, Dixon Schwabl

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Rochester EV Accelerator Workplace Charging Challenge


Accelerating EV adoption by enabling charging at work

What is the Workplace Charging Challenge?
The Workplace Charging Challenge calls on Rochester employers to join the electric vehicle (EV) movement to help make our community a national leader in EV adoption by providing employees with electric vehicle charging stations at work. Workplaces continue to be seen as the next frontier for expanded EV charging infrastructure, and by offering workplace charging, employers can provide a critical step to encourage the next generation of EV drivers. Our program's goal is to engage progressive, innovative workplaces that will help expand EV charging infrastructure and bolster EV adoption in Rochester.


Why EVs Are Important

- Reduce U.S. oil dependency
- Save money on fuel
- Less maintenance
- Support American innovation
- Support local energy
- Better for our environment
- Plus, they're fun to drive!


\$55
1 full charge = 1 cup of coffee



Brand Recognition
Raise awareness of your company's commitment to innovation and sustainability and receive an award from Rochester EV Accelerator.



Employee Attraction
By installing a workplace charger, you can attract top talent looking for cutting-edge employers.




Corporate Sustainability
EVs can help achieve corporate sustainability goals by contributing to reduced GHG emissions, among other advantages.

Employees with access to workplace charging are 6 times more likely to purchase an EV

Installation Costs
The cost to install a charging station depends on a number of factors, such as the number of stations installed and location of the charger. ROC EV and partners can work with you to help determine the costs. Businesses in NYS are eligible for a tax credit of 50% of costs up to \$5,000 for the purchase and installation of charging stations.

Operating Costs
Operating costs can be estimated by determining the rate you pay per kWh and comparing it to the battery capacity of EVs. For example, if you pay the national average of 12 cents per kWh and your EV has a battery capacity of 30 kWh, it costs \$3.60 to fully charge your vehicle.
Costs for operating Level 1 and Level 2 charging stations will be equal to running a hair dryer or clothes dryer, respectively.

The Rochester EV Accelerator is supported by the New York State Energy Research and Development Authority (NYSERDA) as part of the Charge NY initiative.



Workplace Charging Challenge Pledge

Accelerating EV adoption by enabling charging at work

This document states that _____ (Company Name) has joined the Rochester Electric Vehicle Accelerator (ROC EV) Workplace Charging Challenge on ____/____/____ (Date) in an effort to advance the adoption of electric vehicles (EVs) in the greater Rochester region.

As a Workplace Charging Challenge partner, _____ (Company Name) pledges to:

<input checked="" type="checkbox"/> SURVEY	Conduct a workplace assessment survey to determine charging station needs in the present as well as for the future.
<input checked="" type="checkbox"/> SITE PLAN	Work with a contractor and property manager to assess the most cost effective and convenient location for EV charging stations.*
<input checked="" type="checkbox"/> POLICY	Work with an internal team to set a policy for workplace charging.
<input checked="" type="checkbox"/> ANNOUNCE	Make a formal announcement to all employees about plans for EV charging and release company policy.
<input checked="" type="checkbox"/> DRIVE	Host a Ride and Drive with ROC EV ahead of charging station installation to educate employees about EVs.
<input checked="" type="checkbox"/> LAUNCH	Install the charging station and host a ribbon cutting event for all employees.

*If, after initial site assessment, it is decided that the installation cost is unreasonably high, company will agree to review the process in the next fiscal year.

Senior Executive Signature: _____ **Date:** _____
Printed Name: _____ **Title:** _____

Primary Point of Contact:

Name: _____
 Title: _____
 Phone: _____
 Email: _____

Public Relations Contact:

Name: _____
 Title: _____
 Phone: _____
 Email: _____

Rochester Electric Vehicle Accelerator
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Figure 6. Workplace Charging Challenge information sheet and pledge form. Also available in Appendix.

RECRUITING PARTNERS

Word of mouth was the most successful strategy for connecting with employers. The business community in Rochester is small, which means that many executives know each other well and were willing to make helpful introductions. For example, David Beinetti, a Principal at the architecture firm SWBR, which was one of the first Workplace Charging Challenge partners, made the initial introduction to Mike Schwabl, President of Dixon Schwabl advertising agency, knowing that Mike was a long-time EV owner and advocate. Dixon Schwabl quickly joined the Workplace Charging Challenge and became a highly engaged partner throughout the program, eventually hosting one of the most successful Ride and Drives.

Initial meetings with businesses should gauge a workplace's interest in workplace charging, provide information on why they should consider it, discuss available funding, and ask them to conduct an initial employee survey for them to gauge employee interest. Future accelerators should not discount the value of word of mouth; don't be afraid to ask current partners for referrals to businesses that they think would be interested.

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ENGAGING INDUSTRY-SPECIFIC BUSINESSES

Accelerator communities can target early EV adopter demographics by focusing on sectors like technology, architecture, and engineering. ROC EV found that many architects and engineers fit the demographics of EV early adopters: employees with four-year or graduate-level degrees that have disposable income and an interest in technology. ROC EV also found success in engaging companies that employed and/or are led by people with personal interest in EVs. These relationships were often established through connections from EV Enthusiasts.

Mid-sized and non-high-tech businesses have taken more time to develop EV partnerships, as they generally have lengthier approval processes. A hospital, for example, might see value in participating in EV programs because the effectiveness of the organization depends on the health of the environment, but because the hospital board may have several more pressing priorities, integrating EV programs might take longer to get approved.

MEDIA AND OUTREACH

ROC EV announced the participation of each new workplace partner on the program website, social media channels, and in the monthly newsletter. Workplaces were encouraged to share their involvement on their own digital platforms. By doing so, these workplaces can showcase their involvement in promoting clean transportation locally to their followers and spread ROC EV's message to a wider audience. See "Employer Newsletter Content" and "Partner Media Posts" in Appendix.



Figure 7. Examples of tweets from workplace charging partners

C. “PASSPORT TO WORKPLACE CHARGING” EVENT

ROC EV worked with the Greater Rochester Chamber of Commerce to host the “Passport to Workplace Charging” event in March 2018. The event served as an official launch of the Workplace Charging Challenge and an opportunity to recognize the first employers to join the challenge, who were presented with a plaque. With their large membership and credibility amongst local businesses, the Chamber provided ROC EV the opportunity to reach the larger business community.

EVENT FORMAT



Figure 9. ROC EV stakeholders speaking with event attendees at different passport stations

The “Passport to Workplace Charging” event was designed as an [interactive experience](#) where representatives from local businesses were invited to learn about the benefits of workplace charging and the process for getting EV charging stations installed and operating at their workplace. Invitations targeted company leadership, as they were more likely to have signing power to officially join the Workplace Charging Challenge. Attendees were given a “passport” that broke down the Workplace Charging Challenge into six simple steps. Attendees visited six stations where they spoke with a ROC EV stakeholder or volunteer about each step in the challenge, receiving a stamp in their passport before moving on to the next table.

Attendees who visited each station and collected all six stamps were invited to submit their completed passport (with contact information), for entry into a raffle to win an EV charging station for their workplace. The charging station was donated by EV Charge Solutions, a corporate partner and member on the ROC EV advisory committee. The raffle entries also had the added benefit of providing contact information of businesses that were highly likely to have an interest in adding workplace charging or signing the pledge to be a Workplace Charging Challenge partner. Direct outreach occurred to these individuals afterwards and they were also added to ROC EV mailing and distribution lists.

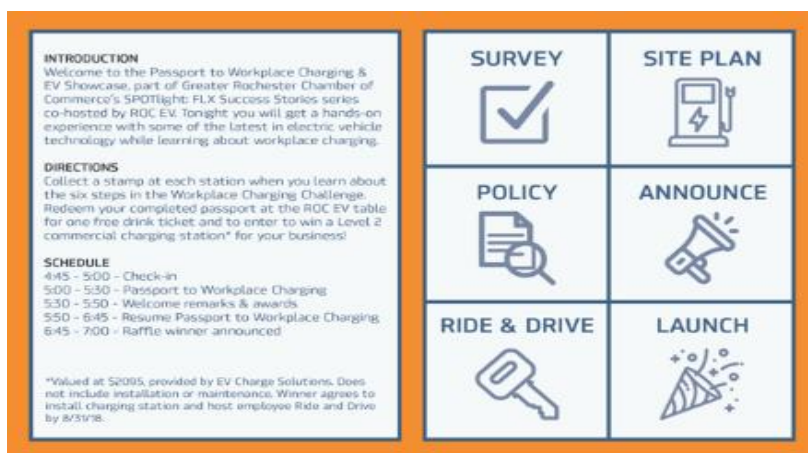


Figure 8. Inside of event “passport”, which attendees used as a guide to learn about the steps in the Workplace Charging Challenge. See Appendix 6 for full-size version

D. LESSONS LEARNED

OVERCOME OBJECTIONS

Some companies will have objections to participating in the Workplace Charging Challenge. It is important to anticipate and overcome these objections when possible. For example, larger companies generally exhibit the most hesitation due to internal bureaucracy. ROC EV overcame this obstacle by meeting with high-level decision makers who could make commitments and expedite action.

Another objection might include concerns that an employer is favoring some employees over others by providing those who drive EVs with an extra benefit that is not available to drivers of gasoline-powered vehicles. To overcome this argument, ROC EV supplies the companies with resources to survey employees about workplace charging interest level, so the company will have strong data to counteract this argument if it arises. For example, one possible question is, “What is the most you would be willing to pay for use of the charging station?” with multiple choice answers ranging from \$0 to \$6 per charging session, or “N/A because I will not use the charging stations.” ROC EV also encourages employers to connect workplace charging to a broader company strategy such as employee benefits or sustainability goals, which helps to counteract any internal questions that are posed. ROC EV has found that once workplace charging is launched there is generally very little employee hesitation, but these questions tend to arise among an employee base before or in the early stages of offering workplace charging.

Another potential apprehension is cost. ROC EV determined that providing one day of EV charging for an employee costs about the same as providing an employee with one cup of coffee, based on calculations provided by the National Renewable Energy Laboratory and local energy pricing.³ ROC EV encourages companies to compare the benefits already being provided to employees with the cost for workplace charging. Because of the low cost of electricity, the ongoing costs of providing workplace charging tends to be very low. It’s also important to stay abreast of any funding opportunities, and to bring that information to initial meetings.



Figure 10. This sign was displayed at the Passport to Workplace Charging event to encourage conversation.

ENGAGING CURRENT PARTNERS

An accelerator program should recruit stakeholders and employers on the advisory committee to become Workplace Charging Challenge partners early on. Future accelerator programs may want to require that any organization represented on the advisory committee be a Workplace Charging Challenge partner. Accelerators should prioritize hosting workplace Ride and Drives with current partners first, since they are likely more eager to participate and take action. They might then encourage others to join once they experience the fun of a Ride and Drive and see the value in educating their employees about driving electric.

³ National Renewable Energy Laboratory, *Algeria: Energy Resources | Open Energy Information*, “View Rate.” May 2017.

4. RIDE AND DRIVES

A Ride and Drive is a planned test drive event, in which potential consumers can experience driving multiple EVs at one location and learn about specific vehicles from current and local owners, as well as dealership representatives. These events play an important role in priming the local market for EV adoption, and ultimately, can increase EV sales. ROC EV found that Ride and Drive events present unique opportunities for ROC EV to shape general impressions about EV technology. Based on ROC EV Ride and Drive survey data, the percentage of test drive participants who indicate they are either “likely” or “very likely” to purchase an EV increased by 12 percent after test driving an EV.

Furthermore, perceived impact of financial incentives on the likelihood to consider purchasing an EV also rose. Those stating that the availability of rebates and tax credits would “very much” impact their decision to buy an EV rose from 69 percent to 75 percent while those stating that the availability of charging at work would make them more likely to buy an EV rose from 82 percent to 87 percent. These results support the idea that Ride and Drives operate most effectively when first-hand EV experience is paired with education and discussion about the benefits and incentives surrounding EV ownership.



Figure 11. A ROC EV Ride and Drive participant experiencing the thrill of driving electric.

ROC EV also found that after people get behind the wheel of an EV, they often share their experience with friends and serve as a third-party validator for EV adoption. For example, several Ride and Drive participants who were introduced to the program at a public event, not only returned for the next event, but also brought a friend.

ROC EV’s first-hand experience with consumer engagement confirms that Ride and Drives are among the most effective methods for selling EVs. ROC EV employed two primary types of Ride and Drives to promote EV adoption, with each event type targeting a different group of participants:

- Public Ride and Drives held in conjunction with national celebrations and community events, such as National Drive Electric Week, local festivals, and sustainability fairs.
- Workplace Ride and Drives hosted by local employers for their employees.

A. OVERVIEW

Deciding on a vehicle to purchase is a decision dictated by both logic and emotion. By offering people the opportunity to test drive a variety of EVs and answering their questions, people can gain a holistic experience with a variety of EVs and develop confidence, comfort, and excitement surrounding making the transition to driving electric.

The direct aim of Ride and Drive events is to provide community members with information and first-hand experience with EVs in a fun, low-pressure setting. The goal at these events is not to sell vehicles, but instead to educate and foster interest and excitement about EVs. By removing the pressure of making sales, information can be disseminated and absorbed matter-of-factly.

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Accelerator projects should develop standard policies and procedures for the identification and execution of Ride and Drive events. For ROC EV, it was understood at the inception of the program that harsh winters would confine most Ride and Drive events to take place between late spring and early fall. This resulted in a high frequency of events in a short window of time. The organization should start scheduling these events well in advance, especially if the event is popular and/or has limited space. Future accelerator communities should start with setting a goal for the total number of test drives to be conducted, then estimate the number of Ride and Drive events needed to achieve this per year, and then distribute these events appropriately month by month.

It is crucial to keep a pulse on community events, such as upcoming public fairs and festivals, talk with EV Enthusiasts, and meet with local company executives to determine host locations. Potential events should then be ranked from the most to least desirable based on likely test drive numbers and the events should be prioritized in that order.

Marketing partners should also be identified, especially with public Ride and Drives, as these partners will help spread the word about the event. In pre-event promotion and on the day of the event, the organization should strive to market all EV brands consistently, which will give each OEM and dealership maximum exposure, and provide an unbiased, brand-neutral experience for event attendees. Attendees should be encouraged to test drive as many EVs as possible at the event to ensure the user experience is varied and not based on a single EV type.

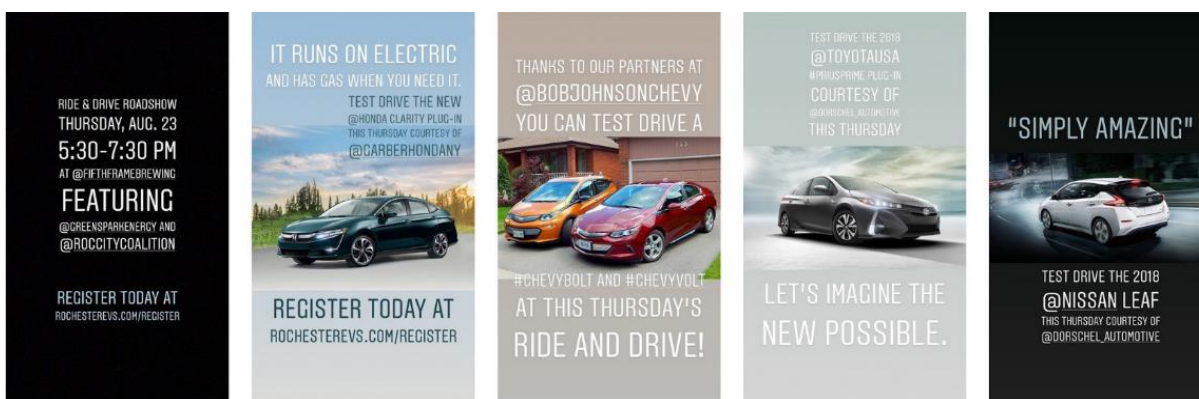


Figure 12. When promoting a Ride and Drive event on ROC EV's Instagram story, each dealership was tagged and every model that would be available was highlighted.

PUBLIC RIDE AND DRIVES

Public Ride and Drives give prospective EV owners an opportunity to test drive multiple EVs in conjunction with local events, like fairs, festivals, sporting events, or public markets. Event staff are often eager to coordinate these Ride and Drives with the accelerator community, as the opportunity to test drive EVs is seen as contributing to the overall festival or fair experience for the attendees.

Public Ride and Drive events also promote the visibility of the accelerator project to the community at large and provide a unique opportunity to reach a diverse demographic of people, some of whom were unfamiliar with EVs or otherwise wouldn't have test driven one at a dealership.

WORKPLACE RIDE AND DRIVES

Workplace Ride and Drives provide opportunities for employees of local companies to test drive EVs where they work, at a convenient time such as a lunch break. These events were uniquely impactful because they offered ROC EV the opportunity to speak with company executives and fleet managers about other priorities like installing workplace charging stations and transitioning their fleet to EVs. Workplace Ride and Drives also add the convenience of bringing the event to the prospective consumer. Dealership staff are usually eager to participate because these events provide access to captive corporate audiences that they might not be able to partner with on their own. Workplace Ride and Drives are also easier for dealerships to staff since they take place during hours of the day that are typically slower for dealerships. Employers often treat these events as a way to support employee recruitment and retention, as well as to demonstrate their leadership as an innovative employer.



Figure 13. City of Rochester employees smile after test driving the BMW i3 at a workplace Ride and Drive event.

ROC EV found that the most successful Ride and Drives were the product of several different factors; a workplace with a large workforce, EV Enthusiast involvement, and well-coordinated promotion from both the accelerator program and the workplace. Events should be promoted internally with enough advance notice that employees can plan to attend. An initial announcement two to three weeks out, with weekly reminders and a day-of notice, should be sufficient. Providing an incentive such as free food also positively impacts attendance.

B. ROC EV APPROACH

EVENT SELECTION CRITERIA

ROC EV identified local festivals, sporting events, and other community events with large audiences and reached out to the event organizers to coordinate Ride and Drives. Ride and Drives that were predicted to yield the largest number of potential test drives were prioritized. Important factors for predicting high levels of participation included the expected attendance of the events, location and weather (ideally outdoors in nice weather with test drive vehicles parked in clear view of attendees), and the audience demographic. ROC EV found events drawing environmentally conscious audiences yielded higher participation in Ride and Drives.

EVENT PROMOTION

Once the details of an event are discussed and determined, the accelerator program should begin promoting the event. This includes adding the event to online program and community (for public events) calendars, creating social media posts, and including event details in the monthly newsletter and other electronic distributions to stakeholders. It is important to engage the organizations you are working with to co-promote the event, as it will

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expand the reach of online promotions to a wider audience. ROC EV supplied co-hosts with marketing tool kits containing sample text and graphics to promote on their social channels, newsletters, and website.

Asking volunteers, EV Enthusiasts, and friends to promote the event on their own personal social media platforms, or by word-of-mouth, proved to be very effective. Not only did they have the ability to widen the program's audience, but they were able to establish a sense of familiarity and approachableness to events by promoting them voluntarily to their friends, family, and general social media community. ROC EV also encouraged attendees to "bring a friend" in marketing materials (Figure 14) for one event that resulted in 70 test drives. Because almost every person that came brought a spouse, friend, or family member, the number of recorded test drives nearly doubled.



Figure 14. Sample email advertising upcoming events

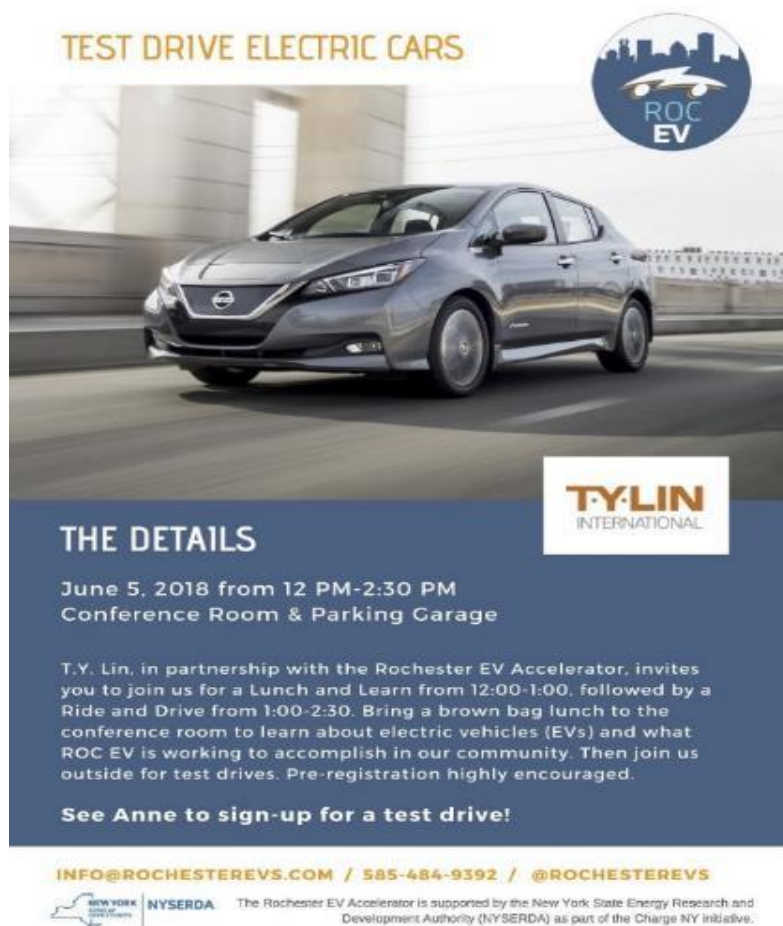


Figure 15. Example workplace Ride and Drive flyer which was posted in common employee areas

DEALERSHIP ENGAGEMENT

ROC EV worked closely with local dealerships when planning and executing Ride and Drives. Meeting in-person frequently to strengthen relationships is highly recommended. An accelerator community organization should communicate regularly with its dealership partners to make sure they know about upcoming Ride and Drives and can secure the number of vehicles that will be needed. Around mid-month, the organization should send participating dealerships an overview of the next month's events, including the event details and the request of the dealership. Staff should then follow up at least one week before each event to remind dealerships, and 2-3 days prior to the event to coordinate on whether the cars will be picked up by program staff/volunteers or be delivered by dealership staff. It was much easier for ROC EV if dealership staff were able to bring vehicles to the event.



Figure 16. BMW loaned an i3 to ROC EV, which was used for test drives and as an effective marketing tool at events where the vehicle was stationary.

It is also important to ensure the dealerships have the appropriate license plate on the vehicles before they leave the lot and any insurance documents required by the venue or event host have been obtained. At events, dealership staff can be expected to conduct test drives and spend most of their time in and near the vehicles.

VOLUNTEER RECRUITMENT

Volunteers are essential to the success of Ride and Drives, and oftentimes come from three main sources: EV Enthusiasts, past event participants, and dealership staff. Informing stakeholders about volunteer opportunities in the program newsletter, event follow-up emails, and hosting volunteer recruitment events at libraries, which are perceived as neutral and welcoming spaces, are all tactics that ROC EV employed to increase volunteer involvement.

ROC EV created an online volunteer sign-up page using a subscription-based web program called SignUpGenius that was easily linked to in electronic distributions. The volunteer sign-up page (Figure 17) outlined all of ROC EV's scheduled upcoming events, the general event details, role details, and the number of volunteers needed per time slot and role type. This page was easily accessible and was linked in social media posts, on website pages, and in most electronic distributions to stakeholders.

Time (EST)	Available Slot	
9:00am - 11:30am	Table Staff (5) Welcome event attendees, guide Ride and Drive participants through the completion of their pre-drive surveys, and help direct people to their vehicle and copilot. Ensure drivers complete a Post-Drive Survey after their drive on the iPads provided.	4 of 5 slots filled LK Lauren TP Thomas Willing to do any job needed. RB Rochelle CB Christopher Sign Up
	Co-Pilot (5) Ride with participants and help familiarize them with the EV they are driving and EVs in general. Direct them along the route provided to ensure consistent duration of rides throughout the event	4 of 5 slots filled RP Richard I'm flexible JR John RD Ranjit Flexible with duties IO Igor Will be around full day. Flexible Sign Up
	Runner (3) Direct and guide people from their pre-drive sign-up to their test drive vehicle. Guide participants after their rides back to the registration table to complete their post-drive survey	2 of 3 slots filled LK Linda SK Scott Sign Up
	General Staff (2) Assist in areas where needed, monitor overall event flow, report to ROC EV staff	1 of 2 slots filled OA Omar Sign Up

Figure 17. Example of online volunteer sign-up page, SignUpGenius.

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If securing volunteers proved difficult, additional outreach was conducted via individual emails or phone calls to past volunteers and EV Enthusiasts who were closely involved with the program. The number of volunteers needed can fluctuate dramatically based on whether dealerships are sending sales representatives to co-pilot vehicles during test drives.

Volunteer opportunities should be posted immediately after events are confirmed, and should be promoted regularly on social media, in monthly newsletters, and in other electronic distributions to program stakeholders.

C. DAY-OF EVENT PROCEDURE

VOLUNTEER TRAINING



Figure 18. Volunteers enjoy a test drive before an event (left). A ROC EV volunteer assists Ride and Drive participants (right).

Properly trained volunteers are critical to the success of Ride and Drives. ROC EV ensured that volunteers were adequately prepared for events by conducting a 15-minute volunteer orientation prior to each event. During this time, volunteer roles were explained, individual assignments were confirmed, volunteer t-shirts were distributed as needed, and volunteers had the opportunity to ask questions. Volunteer co-pilots should be assigned to the same EV model they own whenever possible, as they are in the best position to answer questions about it. A successful tactic employed by ROC EV was assigning volunteer co-pilots a specific vehicle ahead of time so they would have time to research the vehicle before the event. This made volunteers feel more comfortable when speaking with Ride and Drive participants.

PRE-REGISTRATION

Initially, ROC EV did not have a pre-registration system and attendees were asked to complete a pre-drive survey and sign a waiver right before their test drive. This process takes less than two minutes but was discouraging for many attendees who were eager to get in the cars.

Using the online form builder, JotForm, ROC EV began utilizing an online pre-registration system that had a positive impact on predicting participation and streamlining the Ride and Drive sign-in process. By encouraging pre-registration for a Ride and Drive, people can commit to taking a test drive at a specific time during the event and complete their pre-drive survey online, so they get right to driving at the event. This helped reduce wait times at busy events and allowed for a greater number of test drives. Enhancing the capability to predict event participation was helpful in securing the proper amount of dealership vehicles for the event.

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Another positive effect of early registrations was establishing more time between when the pre-drive and post-drive surveys were completed. Before the online registration, attendees answered the same questions with less than 20 minutes between the “before” and “after.” This was frustrating and confusing for people who did not understand why they were being asked the same questions they had answered just before their test drive.

One issue that arose from pre-registration was difficulty in abiding to people’s pre-registered time slots, especially at busy events like the National Drive Electric Week events. This proved difficult because test drive vehicles were often limited, and there would be a balancing act between reserving vehicles for people who were expecting to show up and participants who were present and waiting for a test drive but didn’t pre-register. Because it was common for people to not show up at their pre-registered timeslot, ROC EV usually opted to not hold a vehicle for a pre-registered driver if others were present and ready to take a test drive.



Figure 19. Volunteers talking with a Ride and Drive participant during check-in.



Figure 20. Ride and Drive participants use program iPads to sign-up for test drives.

A possible solution to this issue would be to incentivize pre-registration for the event in general rather than using it to reserve a specific time. This way, the number of attendees can still be estimated, an adequate number of test drive vehicles can be secured, and the worry of delaying participation from people with reserved timeslots vanishes. A suggested incentive could be a free program t-shirt for every pre-registered attendee.

A streamlined, digital sign-in process is important for Ride and Drives because it helps create a professional first impression, is an easy process for volunteers to manage, and does not rely on the legibility of a participant’s handwriting. [Pre-registration form and waiver sample can be viewed in the Appendix.](#) This

maximizes the number of sign-ups that can be collected and the quality of data. The sign-in process requires attendees to input their name, email address, zip code, and signature on the waiver form. The zip code helps when analyzing sales data, as it helps to track geographical increases in EV adoption. The sign-in process also includes a brief survey in which drivers are asked to complete before and after the test drive to measure changes in their perceptions on EVs. ROC EV used an application called “iCapture”, a digital survey software that enables information to be entered and compiled without a wireless Internet connection, for attendees who did not already pre-register using the JotForm sign up.

EVENT FOLLOW UP

Ride and Drives are most effective in promoting EV adoption when there is a systematic process in place to follow up with the participants, as these events are important lead generators for potential customers. To ensure that the positive event experience was fresh in participants minds, ROC EV prioritized email follow-ups within two business days of each event.

These emails provided participants with information about the EV(s) that they test drove and contact information for the dealers that provided the vehicles for the event. There was also a list of upcoming events with the option to sign up to volunteer or pre-register for another test drive. Information about nearby charging stations was included in each follow-up email to emphasize the prevalence of charging infrastructure in the region, thus preventing worries about range anxiety (Figure 21).

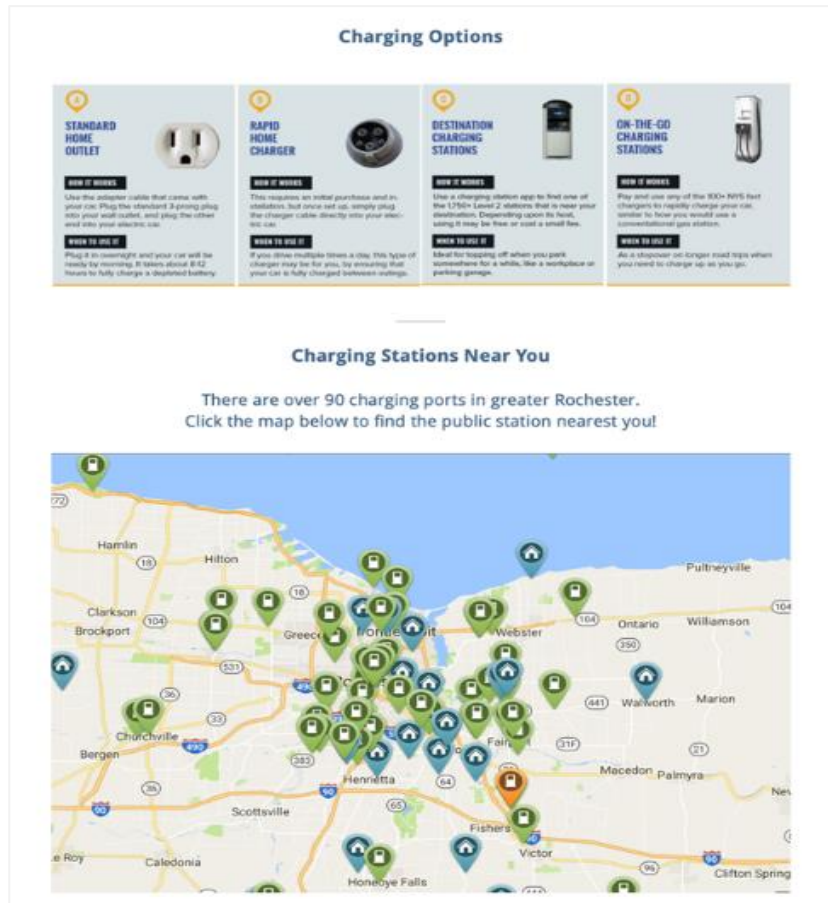


Figure 21. Information about how and where to charge was included in Ride and Drive follow-up emails to reinforce the availability of public charging and the convenience of at-home charging.

D. LESSONS LEARNED

OPTIMIZE HOST LOCATIONS

ROC EV's most successful events are in a location where attendees are either aware of the Ride and Drive before arriving at the event, have down-time during their time at the event (such as a day-long festival), or can test drive the EVs as part of a convenient shuttle system for an event. One of ROC EV's most successful events featured an EV test ride as the shuttle to a men's hockey game at Rochester Institute of Technology (RIT) from the parking lot to the arena. The convenience of the EV test ride on a very cold night resulted in an extremely high level of participation. The arena staff advertised the opportunity at the game leading up to the one ROC EV would be attending, which prepared many season ticket holders. People are more likely to participate in a Ride and Drive if they are expecting it.

EV SHUTTLE SERVICE AT A RIT HOCKEY GAME

Event Identification

The potential success for this event was recognized by having a built-in attendance of the hockey game and the half-mile walk people usually made between event parking and the hockey arena. A shuttle service to stay out of the cold would likely be a welcomed amenity to event attendees.

Leveraging Partnerships

The strong relationship with RIT's Sustainability department made it easy to connect with arena staff to coordinate the event.

PLANNING AND PROMOTION

ROC EV and RIT staff created an "EV Night" themed game. ROC EV provided the shuttle service, an info booth in the arena entrance, a program promotional video screened during intermissions, and a branded EV drove on the ice during intermission, paired with a t-shirt toss.

The event was promoted across both ROC EV and RIT's social media platforms and newsletters. Promotion at the previous game was important so regular attendees would know what to expect. Signage was placed at parking lot entrances and at the entrance of the arena on game day. Volunteers encouraged event attendees to take advantage of a warm shuttle ride to the arena at the parking lot entrance.

EXECUTION AND RECAP

The convenience of the shuttle resulted in extremely high levels of participation. In just 105 minutes, 150 people rode in an EV to the arena—the most efficient Ride and Drive of the program. The informational booth inside was not successful at gathering newsletter subscribers or getting people to sign up for test drives during intermission. However, the EV on the ice and t-shirt toss during intermission attracted a lot of attention.

Thanks to the cold and dark, the free EV shuttle service provided a value to hockey game attendees. Accelerator communities should seek creative opportunities to attract participants who may not otherwise seek out an EV Ride or Drive event.

BE COGNISANT OF VEHICLE MARKETING DISTRICTS

When coordinating with multiple dealerships, it is important to be aware of the marketing boundaries, or primary marketing areas (PMAs) that are assigned to each dealership. PMAs are geographic boundaries where each OEM's dealerships can legally market their vehicles. They are designed to minimize conflict between dealerships regarding marketing territories. Early in the program, ROC EV determined each dealership's PMA to minimize potential conflict with other area dealerships. Once ROC EV understood the specific PMA boundaries, the organization became very careful not to invite dealerships outside its PMA to attend events. It is not uncommon to have some dealerships be more engaged with the program than others. Events held in PMAs with engaged dealerships make it easier to secure test drive vehicles and can have a large influence on the success of events.

REQUESTING INSURANCE DOCUMENTS

Many event hosts, especially larger institutions like universities, required Certificates of Insurance from participating dealerships at Ride and Drive events. Because these documents can take up to a week to obtain, ROC EV found that an important step in the event planning process was to ask the dealerships for Certificates of Insurance well in advance, leaving time for legal departments to make additional requests if necessary, before the event. Accelerator communities should prioritize this as a first step, in case the insurance requirements are so extensive as to prevent dealership participation.

5. DEALERSHIP ENGAGEMENT

A. OVERVIEW

Because all EVs are purchased through dealerships, with the exception of Tesla, dealers are a central player in the EV ecosystem. Dealerships are the primary source of EVs for Ride and Drive events, where consumers can test drive these vehicles in an EV-focused environment. As EVs are still a relatively new technology, salespeople often receive less specialized training. Without proper training and knowledge, salespeople may be less likely to sell EVs versus traditional internal combustion engine vehicles, which they are more comfortable speaking about. Accelerator programs can offer valuable training to help sales staff fill this knowledge gap by providing them with information on topics like consumer charging behavior, the location of regional charging infrastructure, and the impact of winter weather on battery performance, which was especially helpful in an Upstate New York city like Rochester.

EV accelerator organizations must establish strong relationships with regional dealerships to be successful. The general manager or sales manager is the most effective first point of contact, as this person will have direct authority over partnership development and will best understand the benefits of new partnerships.

ROC EV found that dealerships often had one or two people on staff with a personal passion for EVs, which often led to them seeking out more specialized training provided by the OEM. Working closely with these EV-friendly salespeople and developing relationships with them was key to securing participation in Ride and Drive events, as they were most likely to attend the events on behalf of their dealership. Because many salespeople work strictly on commission, it is important they feel ROC EV events are valuable and create sales leads.

Dealerships should also be encouraged to have their staff participate in ROC EV Ride and Drives, as this is a uniquely effective way for them to better understand customer's questions about EVs while interacting with current owners and developing sales leads. For example, a salesperson from a local dealership was reluctantly sent to the very first ROC EV Ride and Drive by his supervisor. Three Ride and Drive events later, the same salesperson proudly identified himself as an EV convert and was one of our most active and passionate partners. He became the lead EV salesperson at his dealership thanks to the knowledge he gained at ROC EV events.

Regular meetings should be held with dealerships to enlist their advice and expertise in both planning and executing the program. This will keep the dealerships involved and will enhance their level of commitment to the effort.



Figure 22. Dealership staff and a ROC EV volunteer talk with consumers at a public event.

B. ROC EV APPROACH

BUILDING RELATIONSHIPS



Figure 23. Building relationships is key to a successful accelerator community

ROC EV has found that an effective way to engage dealerships is to explain how the organization helps increase EV sales. Because the accelerator community model is new to most dealerships, they may be hesitant to participate, especially if their EV sales are historically low. ROC EV established a relationship early on with the president of the Rochester Automobile Dealers Association, who proved to be a very helpful partner. As a respected leader in the local dealership community, he made introductions to get ROC EV in the door at many dealerships who initially were unresponsive. He also donated a table at the Rochester International Auto Show to ROC EV, which provided the program with a huge audience of car enthusiasts who were less familiar with EV technology.

WHY DO DEALERSHIPS GET INVOLVED?



Figure 24. Dealership staff and City of Rochester employees gather around test drive vehicles before a workplace Ride and Drive event.

Many dealerships are excited to partner with ROC EV because the program brings sales leads from its events and other promotional tactics, and potential EV buyers are often first-time customers to a particular OEM. Brand and dealership loyalty are very important in the automobile industry, so getting new buyers in the door is crucial to the business model.⁴ Dealerships who partner with ROC EV receive positive public relations from their involvement, as ROC EV aggressively promotes its initiatives and events through social media and traditional media like radio. Ride and Drive participants are provided with dealership contact information following test drives to encourage follow-up with the dealers that supplied EVs for that event.

DEALERSHIP ASSISTANCE WITH RIDE AND DRIVES

Dealership participation is critical to the success of Ride and Drives, because they provide demonstration vehicles and often provide sales staff as co-pilots for the test drives. It is typically easy for dealerships to provide vehicles, as most already have an established process for temporarily loaning vehicles that includes insurance and license plates for test drives.

⁴ IHS Global Research, Country and Industry Forecasting. "IHS Automotive Analyses Loyalty Trends in US Market," The National Academies Press, 2014. <http://www.ihsglobalinsight.com/SDA/SDADetail23311.htm>

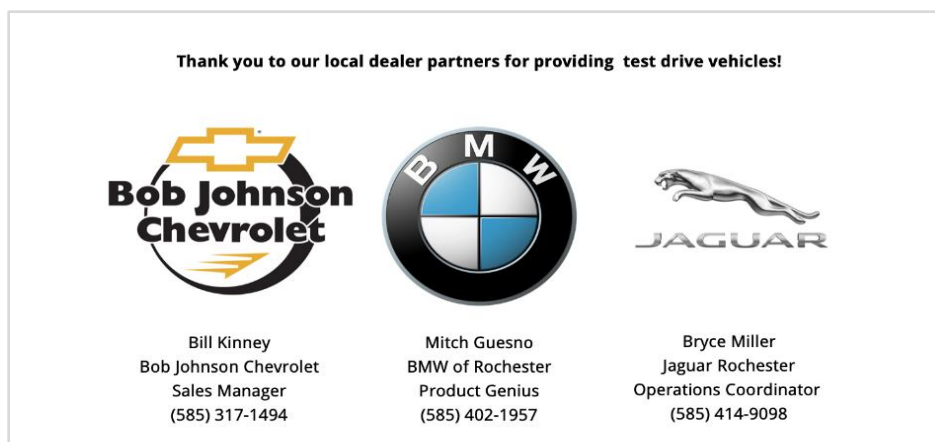


Figure 25. Dealership contact information from sample follow-up email

C. CHALLENGES

OBTAINING DATA

Analyzing EV sales compared to national trends is important to understand the success of the program. To obtain EV registration and sales data, ROC EV partnered with NYSERDA and Rochester Auto Dealers Association to get a comprehensive look at EV rebates issued and EV sales. Dealerships in New York State need to be registered with NYSERDA to offer the Drive Clean Rebate. Most, but not all dealerships are registered, and it's possible, though unlikely that a salesperson may not know about the state rebate which can result in discrepancies between the number of EVs sold (Rochester Auto Dealers Association data) and the number of EV rebates issued (NYSERDA). For these reasons, it was important to receive both data sets to ensure an inclusive understanding of the market.

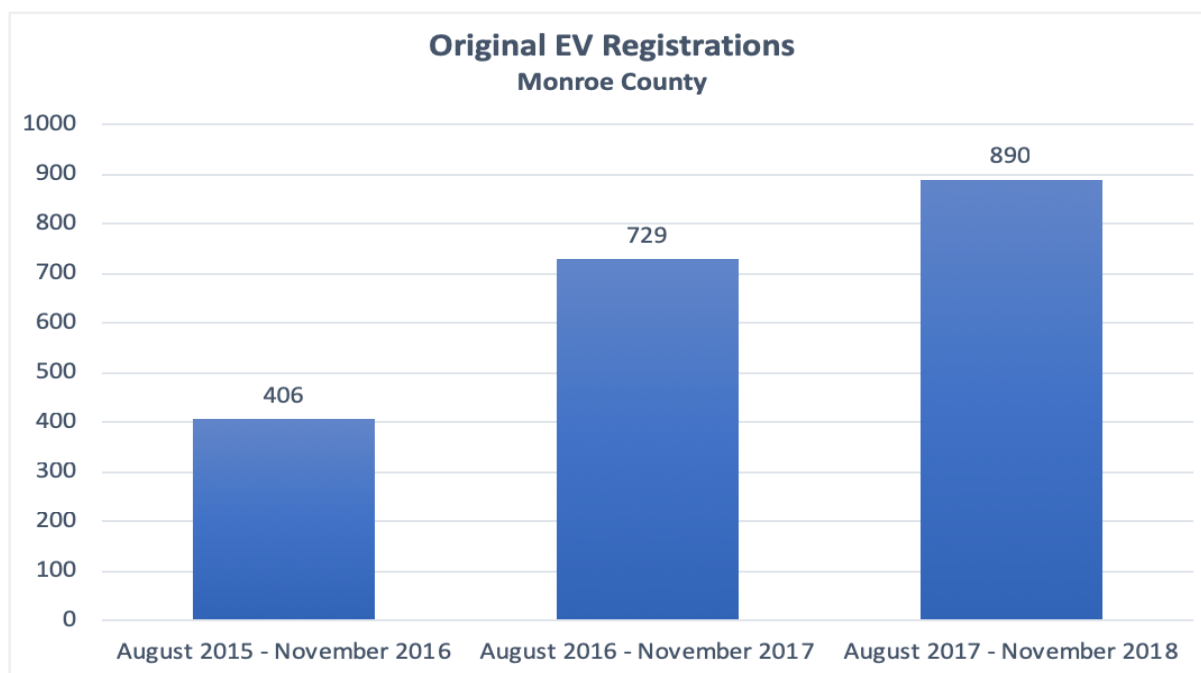


Figure 26. EV registration data via [NYSERDA Evaluate NY data](#)

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Without access to regional data from an organization like Rochester Auto Dealers Association, an accelerator program would need access to Polk data, which is costly, or ask for it directly from the dealerships. This is a reasonable request if a positive relationship has been established but could mean compiling and analyzing data from many dealerships depending on the size of the local market.

D. LESSONS LEARNED

OPERATING ON DEALERSHIP TIMELINES

Dealerships operate around monthly sales goals, which means that both the first and last weeks of the month are often very busy. ROC EV found that Ride and Drive events scheduled for the middle of the month were the easiest for dealership staff to attend. Because salespeople work on commission, and Saturdays are a busy day for dealerships, it was often difficult to get dealership staff to attend events on weekends. To work around this, ROC EV made sure to schedule enough volunteer co-pilots on days when dealership staff would not be able to attend events.

On the flip side, dealerships were more willing to provide staff for events held during the week, in the middle of the work day. This worked in the program's favor for workplace Ride and Drive events, which were held during the lunch hour on weekdays.

LEVERAGE DEALERSHIP MARKETING

Hoselton Auto Mall, a local dealership that sells GM, Toyota, and Nissan brands, invited ROC EV to partner on an "Electric Vehicle Day" featuring test drives and a panel of EV experts and dealership representatives to answer questions about everything from current lease incentives to charging options. To remain impartial and fair to all dealerships in the area, ROC EV gave other dealerships the opportunity to host similar educational events and Ride and Drives.

Leveraging dealerships' existing budget is a great way to reach new consumers. With their large audience, dealerships reach many more customers, specifically potential buyers who are in the market for a new vehicle, than ROC EV would otherwise reach on its own. To market the event, a sponsored content piece was placed in the local paper and Hoselton paid for digital and social ads. The event drew a small but attentive crowd and three EVs were sold that day.

6. COMMUNICATIONS AND OUTREACH

A. OVERVIEW

A consistent communications strategy is important for accelerator community organizations to create public awareness. Messages that show how EVs save money, are fun to drive, reduce oil dependence, and lessen environmental impacts should be amplified and reflected in all marketing materials and activities. Local input may help determine which messages resonate best and should be used more. Accelerator communities should actively seek out new opportunities to project positive themes about EV use and ownership. One example of this is the sponsored content that Hoselton placed in the local paper to advertise their EV event. ROC EV authored a piece titled “Three Facts about EV Ownership”. Every effort should be made to focus on the positive attributes of EV ownership.

B. ROC EV APPROACH

To create a robust community-wide understanding of EVs, accelerator communities must develop an outreach, education, and marketing strategy that is underpinned by a consistent set of messages. People have different reasons for driving EVs, and accelerator projects should promote all of them.

Outreach, education, and marketing should utilize a wide range of media to reach as many consumers as possible. These can include events like Ride and Drives, earned and paid radio, print, and online advertising, blogs, websites, newsletters, and social media.

DEVELOP CONSISTENT MESSAGES

ROC EV focused on four basic themes that flow through all its marketing and communications efforts: (i) EVs are fun to drive—they are quiet, handle well, and have exceptional performance; (ii) EVs save drivers money; (iii) EVs reduce environmental impacts; and (iv) EVs help reduce oil dependence and strengthen U.S. national security.

WORK WITH LIKE-MINDED PARTNERS

In addition to establishing an internally consistent marketing strategy, accelerator communities should work with partners and stakeholders to maximize outreach efforts. ROC EV non-profit partners were especially helpful in connecting to the broader community thanks to their large distribution lists. Organizations with a focus on sustainability or technology, like Color Brighton Green and Digital Rochester, make good partners because they have an audience who is receptive to many of the messages in ROC EV marketing. To take the guesswork out of it, ROC EV shared regular

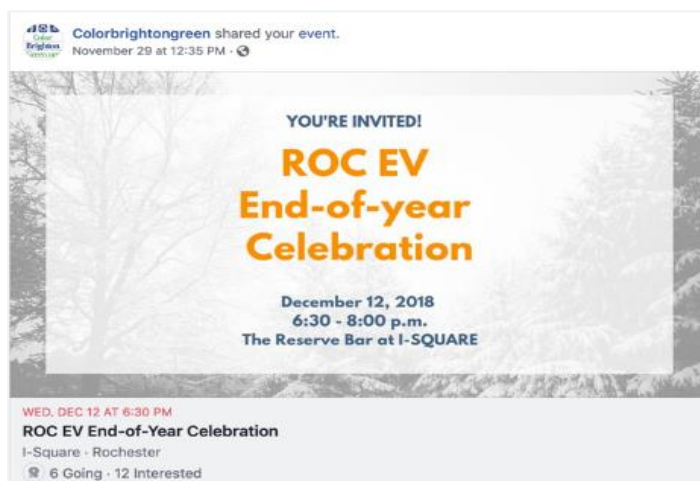


Figure 27. ROC EV partner, Color Brighton Green, shared an upcoming event on their Facebook page, helping ROC EV reach a larger audience.

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marketing toolkits ([Appendix 1](#)) with sample copy and images that partners could easily copy and paste into their newsletter, website, or social media accounts.

ROC EV worked with co-marketers whenever possible. These partners help ROC EV amplify its message, and the organization regularly engages them about their priorities and how to best coordinate marketing plans when applicable. When ROC EV hosted an event with Greater Rochester Chamber of Commerce, for example, the Chamber invited its members via email, and promoted the event through the Chamber's website, newsletter, and social media accounts. Green Spark Solar also submitted an op-ed, ghost-written by ROC EV, to the local paper promoting workplace charging and the event. Green Spark is a respected member of the business community, so their opinion may have carried more weight for people who were not as familiar with ROC EV, which was still a new program at the time of the event.



Figure 28. Example of co-branding an event. This graphic was shared by all event hosts on social media.

C. GROUP BUY

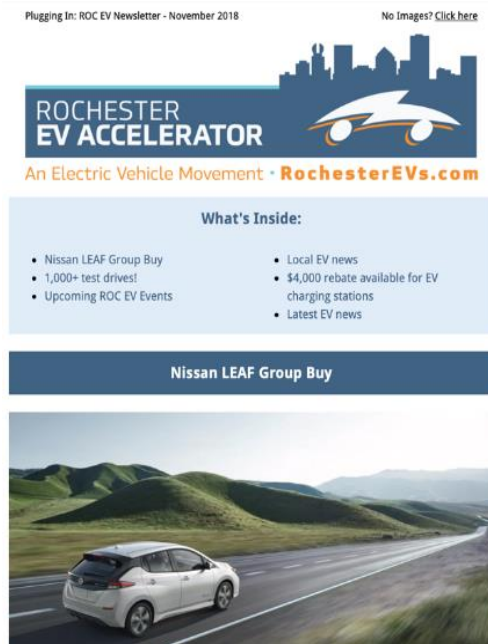


Figure 29. Sample portion of ROC EV newsletter promoting Group Buy purchasing program.

ROC EV and Nissan North America brought a group buy purchase program to Rochester in November 2018. Due to the success of similar programs around the country, ROC EV was able to leverage relationships with the local utility, Rochester Gas & Electric (RG&E), to co-brand and promote the program, which offered a \$5,000 rebate to RG&E customers on an all-new Nissan LEAF.

Considerable resources went into advertising the program including in-kind support from RG&E such as being featured on the home page of their website, along with notices in monthly bills and newsletters. ROC EV ran a successful ad campaign promoting the program on local radio as well as paid digital and social ads. Community partners and workplace charging partners were provided with a marketing tool kit ([Appendix 8](#)) to help spread the word about the program to their members and employees.

At the time of this report, the group buy purchasing program had resulted in a 700 percent increase in LEAF sales for one participating dealership. Both participating dealerships are on track to have record LEAF sales in December.

D. LESSONS LEARNED

UTILIZE MARKETING PROFESSIONALS

ROC EV hired a local advertising agency, Dixon Schwabl, to work on two marketing campaigns dedicated to Ride and Drives and the Group Buy program. The campaigns used digital banner ads, key-word searches, radio buys, and social media ads. In the first month of the Ride and Drive campaign, the ROC EV website saw a 400 percent increase in visits. If budget allows, hiring a local agency who knows the market well and can further refine the campaign message is highly recommended.

INITIATE PAID ADVERTISING EARLY

In the first year, ROC EV relied exclusively on grassroots marketing to establish the brand as a known entity. ROC EV suggests initiating paid advertising to establish brand awareness early in the project, which would have helped reach more consumers faster.

COLLATERAL AND EDUCATIONAL MATERIALS ARE IMPORTANT

Relevant and consistent collateral was important to ROC EV's success. It is also critical to ensure that there are always enough available materials for events and outreach opportunities. Vehicles are by far ROC EV's most effective marketing elements because they provide an interactive way to educate potential consumers about EVs and showcase the viability of the technology.

7. PUBLIC INFRASTRUCTURE

Appropriately located public charging stations are a key indicator of EV readiness in a community. The presence of infrastructure helps assure potential EV drivers that charging will be available when it is needed. Installing charging infrastructure can give consumers comfort by linking EV-ready communities together and dramatically increasing the distance an EV can travel. ROC EV collaborated with municipalities and other stakeholders to evaluate potential sites for public charging stations and advised businesses on deploying and managing workplace charging infrastructure.

A. OVERVIEW

Even though the majority of EV charging is done at home or work, consumers must feel confident that there is sufficient public charging available in other places to alleviate range anxiety. Often, this is as simple as showing consumers a map of the available charging stations in the region and explaining that most charging is done at home if they have access to a dedicated circuit in their garage. Some consumers are hesitant to buy an EV because they are not yet aware of the convenience of charging at home.

An accelerator community organization should engage relevant stakeholders at the start of a program to determine the best locations for public charging stations. ROC EV regularly highlighted the dramatic expansion of infrastructure in social media posts and electronic distributions to stakeholders (Figure 30).

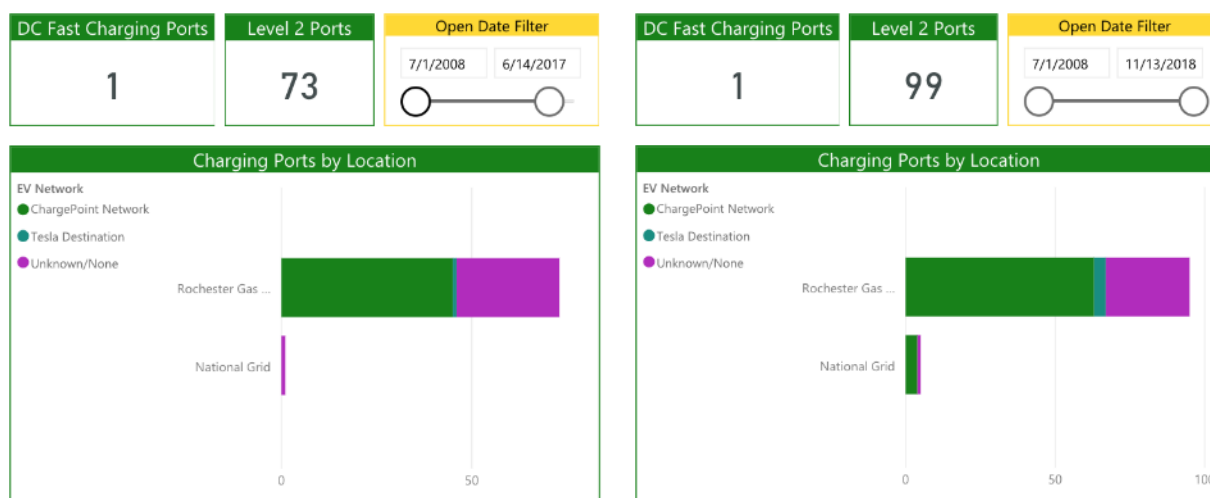


Figure 30. NYSDERDA data showing increase in charging station between June 2017 and November 2018

CHARGING STATION INSTALLATIONS

Core stakeholders such as the City of Rochester Office of Sustainability and Greater Rochester Clean Cities (GRCC), played a key role in the expansion of charging infrastructure in the greater Rochester area before and during the ROC EV project timeframe. The City of Rochester's Climate Action Plan, which aims to reduce GHG emissions by 40 percent from 2010 levels by 2030, is responsible for installing more than 24 public EV charging stations since 2014.⁵ The City is also leveraging funding from their Clean Energy Communities designation from NYSDERDA and Climate Smart Communities designation from the New York State Department of Conservation to install more charging stations in City garages in the near future.

As part of the ROC EV program, funding for four dual-port charging stations was reserved to help accelerate public charging opportunities for the community with key organizations that could address the charging needs of EV drivers. Following discussions with several potential sites, two charging stations were installed with Rochester General Hospital and two were installed with the University of Rochester (one of which is by Strong Memorial Hospital, run by the University).

Additionally, GRCC worked with several municipalities in the Rochester metropolitan area to install charging infrastructure. These municipalities were identified in the Genesee Region charging station plan as ideal locations for EV charging stations.⁶ The project was funded by NYSDERDA as part of Energetics Incorporated's proposed and awarded Cleaner Greener Communities project that included support for ROC EV. GRCC hosted ribbon cutting ceremonies for each of the stations and had press cover the events. ROC EV marketing materials, such as a branded pop-up tent and flyers, were displayed at these events to create a unified brand for all the efforts of disparate funding sources to advance the EV ecosystem in greater Rochester.



Figure 31. GRCC ribbon cutting in Canandaigua, NY.

ROC EV promoted these charging station installations on the program website and across the program's social media platforms. Over the course of the program, the number of EV charging ports in Monroe County increased by 36 percent.

⁵ City of Rochester Office of Energy and Sustainability. "Climate Action Plan." May 2017. <http://www.cityofrochester.gov/climateactionplan/>

⁶ New York State Energy Research and Development Authority. "Electric Vehicle Charging Station Implementation Plan for the Upstate New York I-90 Corridor." August 2016. <https://www.nyserda.ny.gov/-/media/Files/Publications/Research/Transportation/16-28-ev-charging-station-implementation.pdf>

PROMOTE AVAILABLE FUNDING



Figure 32. Charge NY marketing material

It's important to be aware of the funding available for installing EV charging stations as this information can greatly impact a business or municipality's decision to install infrastructure. For example, the Charge Ready NY Rebate from NYSEDA offers public and private entities \$4,000 off per EV charging port and New York State offers a tax credit of up to \$5,000 for installing commercial or workplace charging stations.^{7,8} Private businesses are less likely than municipalities to be aware of available state funding.

B. LESSONS LEARNED

CHANGING PERCEPTION

It is common for people who do not own EVs to be unaware of the charging infrastructure in their community. This is an issue that can prevent people from becoming comfortable with the idea of purchasing EVs. An accelerator community should update their stakeholders on infrastructure advancements and inform them on how to monitor for themselves, using resources such as the Alternative Fuels Data Center Station Locator website or PlugShare website/app, among others.

In most cases, the majority of EV charging can take place at home using a Level 1 (120 volt) charger. Accelerator programs should stress the ease of home charging and its capability to serve the majority of an EV owner's charging needs.

⁷ New York State Energy Research and Development Authority. "Charging Station Programs." <https://www.nyserda.ny.gov/All-Programs/Programs/ChargeNY/Charge-Electric/Charging-Station-Programs>

⁸ New York State Department of Taxation and Finance. "Alternative fuels and electric vehicle recharging property credit (for tax years beginning on or after January 1, 2013)." https://www.tax.ny.gov/pit/credits/alt_fuels_elec_vehicles.htm

8. POLICY

A. OVERVIEW

EV-friendly regulations at the city and state levels can have a dramatic positive impact on EV sales. Pragmatic city and state-level approaches can reduce the barriers to EV adoption, increase the number of public charging stations, and incentivize ownership through local policy, codes, legislation, and advocacy.

B. STATE POLICY

Charge NY is New York State's initiative to get more electric cars and trucks on the road and is a collaboration between NYSEDA, the New York Power Authority, and the New York State Department of Environmental Conservation. ROC EV promoted Charge NY initiatives such as the Drive Clean Rebate, a point-of-sale rebate for up to \$2,000 on an EV, and Charge Ready NY, a rebate of up to \$4,000 per charging port for public charging stations. Because these programs are new (Charge NY launched in April 2017 and Charge Ready NY was announced in September 2018), many New Yorkers are unaware of the rebates available to them. Educating consumers about available incentives was one of the first steps in helping them see the benefits in driving electric.

DRIVE CLEAN REBATE FOR ELECTRIC CARS

The Drive Clean Rebate amount depends on the EPA all-electric range for that car model

Greater than 120 miles

\$2,000 OFF

40 to 119 miles

\$1,700 OFF

20 to 39 miles

\$1,100 OFF

Less than 20 miles

\$500 OFF

Electric cars with MSRP >\$60,000
(MSRP is the manufacturer's suggested retail price)

\$500 OFF

Figure 33. Drive Clean Rebate postcard easily illustrates the amount of rebate based on electric range.

C. LESSONS LEARNED

DON'T REINVENT THE WHEEL

Policy was a program area that proved challenging for ROC EV since New York is one of several states pledging to meet a zero-emission vehicle goal with some existing EV-readiness initiatives already underway. Many steps that EC took in Northern Colorado to advance EV adoption were unnecessary in Rochester because policies were already in place to support EV growth by the time ROC EV launched in 2017.

One example of this is encouraging the municipality and utilities to develop an over-the-counter permitting process or simplified codes that would enable businesses and homeowners to quickly and easily install charging stations. In the city of Rochester, a standard electrical permit is all that's required to install home charging equipment. The process is straightforward and consistent with other electrical projects. Requiring a separate permit specifically for EV charging stations would create an unnecessary barrier.

CLEARLY DEFINE THE SCOPE

In Northern Colorado, EC began with an exhaustive evaluation of existing codes, policies, and regulations to determine what was already in place to support EV adoption in the target community, how those policies could be leveraged, and which new ones should be implemented. That strategy proved to be an ambitious undertaking for ROC EV due to the program's large geographic region, Monroe County, which includes more than 19 municipalities. Accelerator communities should limit their policy efforts to one or two municipalities, especially if staff and resources are limited.

If an accelerator community is partnered with one or two municipalities, a full review of existing policies would be a great starting point. For accelerators with a larger geographic footprint, that is an unrealistic undertaking without dedicated staff. Accelerator communities should take direction from the advisory committee and EV Enthusiasts about which policies are important to advocate for, or which municipalities in a program territory need the most leadership.

9. FLEET

A. OVERVIEW

Public and private fleets often purchase multiple vehicles at once, so they have the opportunity to create a greater impact than a single consumer's personal EV purchase. Fleet EVs can also contribute to corporate or municipal sustainability initiatives such as lower greenhouse gas emissions and pollution reduction. ROC EV set out to educate local fleet and procurement personnel about the benefits of fleet electrification, such as lower fuel and maintenance costs.

Due to lower fuel and maintenance costs, EVs have a lower total cost of ownership than traditional vehicles, which makes them an attractive option to commercial and municipal fleets. Higher initial purchase costs are offset over time by lower operating costs. Depending on the number of miles driven, the ownership period, and other variables, these vehicles could generate impressive savings.

The cost to operate an EV on electricity is substantially lower than the cost of fuel for a gasoline or diesel vehicle. For example, at a price of \$3 per gallon, a gasoline-powered vehicle getting 30 miles per gallon costs about 10 cents per mile to fuel. By comparison, at the national average electricity price of 10 cents per kilowatt hour, a typical electric vehicle costs about 3 cents per mile to fuel.⁹

An electric drivetrain is functionally simpler than a conventional drivetrain. For example, a fully electric vehicle has only one moving part: the electric motor. EVs also feature simpler transmissions, and they do not require fluid replacement. Features like regenerative braking reduce wear and tear on basic vehicle components. Cost savings for plug-in hybrid electric vehicles, which still have a gasoline-powered internal combustion engine for when the battery is depleted are slightly less because they will still have some engine maintenance and gasoline use.

LEAD BY EXAMPLE

The City of Rochester is a local leader in fleet electrification. Prior to the ROC EV program they were operating four Chevrolet Volts. Through their partnership on this effort and support from NYSERDA, the City acquired four more Chevrolet Volts, two Chevrolet Bolts, and one Moto Electric tram shuttle. The vehicles, which are used across the city by the Rochester Police Department and the Water and Parking Bureaus, are branded as part of the City's "[Sustainable Rochester](#)" initiative. A fleet charging solution was also developed and installed to accommodate their requirements.

As a leader in the region, Rochester demonstrated to other municipalities that fleet electrification is an affordable and sustainable option. They created positive press coverage and are sharing their experience with others. At the Fleet Electrification Workshop in June 2018, Anne Spaulding, Manager of Energy and Sustainability for the City of Rochester, gave a presentation on the city's efforts to electrify and City Fleet Manager, Joe LaDelfa shared experience from the perspective of equipment services. This encourages an attitude of, "if they can do it, so can

⁹ Electrification Coalition. "The City of Loveland: Marrying Functionality and Economics." http://fleetanswers.com/sites/default/files/Loveland_Case_Study_092613.pdf

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we,” which should give neighboring municipalities or local companies the encouragement they need to pursue fleet electrification.



Figure 34. City of Rochester fleet EV

FLEET ELECTRIFICATION WORKSHOP

In June 2018, ROC EV and GRCC co-hosted a Fleet Electrification Workshop to educate local fleet managers about the benefits of electrification.

ROC EV prioritized recruitment leading up to the workshop to ensure decision-makers would attend. That way, if participants were interested in taking action after learning about the program opportunities, they would have the authority to make that decision. Thanks to a partnership with GRCC, who provided a list of contacts in the fleet industry that they have worked with over the last 25 years, ROC EV conducted individual outreach via email and phone to ensure decision-makers would be in the room.

While many workshop attendees had some knowledge about fleet electrification, it was helpful to establish a shared level of knowledge by reviewing the basics of EVs and charging infrastructure. Introductions and background about the partnership between GRCC and ROC EV helped to contextualize the event. Dealerships were invited to bring test drive vehicles, which was a great way for attendees to ask questions about the technical aspects of specific vehicles and get hands-on experience behind the wheel.

B. CASE STUDY: TOWN OF IRONDEQUOIT

Representatives from the Town of Irondequoit, a suburb just outside Rochester, learned of ROC EV’s fleet electrification efforts at the workshop in June and reached out for more information about how to apply the information presented in the workshop to their fleet. Sawatch Labs offered to implement telematics and other technology to enable data-driven fleet management and explore opportunities to deploy EVs into the town’s fleet. These analytics are designed to do two things: (1) identify fleet vehicles that could be well-suited for the transition to EVs, and (2) manage electricity consumption, charging events, and utilization of EVs once they are incorporated into the fleet.

Sawatch and town representatives reviewed data collected over almost three months that showed all four vehicles studied were candidates for electrification and optimization based on their current utilization. For example, if one

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Chevrolet Cruze was replaced with a Nissan LEAF, the town would see an estimated \$10,831 in operational savings over eight years. The net savings, which is calculated based solely on vehicle MSRP, becomes positive when you factor in the Drive Clean Rebate and government fleet pricing. (Figure 35). Town representatives will bring the findings from Sawatch's analysis to their board to make recommendations for the 2019 budget to include costs for vehicle replacement.

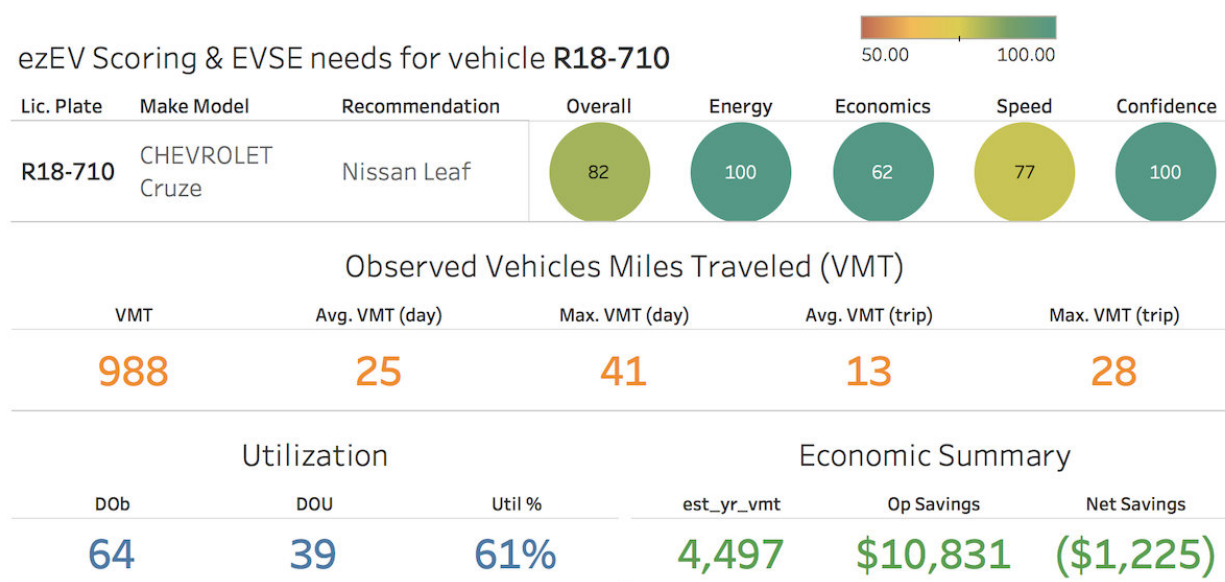


Figure 35. Town of Irondequoit Telematics Pilot & EV Suitability Analysis via Sawatch Labs

C. LESSONS LEARNED

PRIORITIZE FLEET OUTREACH FIRST

Fleet replacement cycles vary from organization to organization but often last many years. With this knowledge, it is best to prioritize fleet outreach as one of the first actions for an accelerator community. If an accelerator community plans to employ telematics data analysis as a tactic to encourage fleets to electrify, 30-90 days will be required to collect data. If the analysis from telematics data recommends that fleet electrification would lead to energy and economic savings, the municipality or company may then wish to acquire or replace traditional vehicles with electric, which can take many months.

SHARE RECENT INFORMATION

ROC EV found that many fleet managers had done initial research about electrifying their fleets when the technology was still very new, and therefore out of reach for most municipal budgets. Because of that, it had been 3-5 years since options were explored. It is important that the most recent information about battery range, vehicle cost, charging infrastructure, and any grant funding is readily available to help fleets make educated decisions.

10. CONCLUSION

Since ROC EV launched in June 2017, the program has hosted 35 Ride and Drive events and recorded 1,036 test drives. Thirteen pioneering companies in greater Rochester joined the Workplace Charging Challenge, educating their workforce about the benefits of driving electric. According to EC analysis based on data from the Rochester Automobile Dealers Association, the market penetration rate during the ROC EV program timeline surpassed the initial goal of 1 percent and by the end of October, EV sales made up 1.79 percent of all vehicles sold in Monroe County. One group buy purchasing program was organized, while the program's ambitious goal was four separate programs. Accelerators should consider the length of time their utility or other partners will need to gain approval when planning for a group buy purchasing program.

COMMUNITY ORGANIZING PRINCIPLES

Accelerator communities should prioritize strong community organizing principles to be successful. Due to the variety of stakeholders with various levels of engagement, it's important to effectively manage relationships and communicate regularly with partners. ROC EV found that individual outreach over the phone yielded the best response, with follow up via email to ensure a written record was available and could be easily referenced. A communications strategy such as this is often necessary to get responses and is a recommended approach for other accelerator communities to use.

TRANSITION PLAN

ROC EV was designed to be a self-sustaining community initiative upon the expiration of the original grant on December 31, 2018. With this in mind, efforts were made beginning in mid-2018 to discuss the transition of program leadership. The City of Rochester and GRCC, both stakeholders since the launch of the program, pledged to continue the initiative together with funding from both organizations and project management by GRCC.

Support from NYSDERDA allowed ROC EV to have a full-time program manager, which was critical to launch this program. Even with most strategies and efforts established, GRCC and the City don't have the resources to dedicate the equivalent of a full-time manager, so they will focus on supporting program areas with the most impact. After many meetings with core stakeholders and EV Enthusiasts, it was decided that semi-annual Ride and Drive events combined with monthly EV Enthusiast meetups, will continue in 2019. GRCC will manage the ROC EV social media channels and distribute a regular newsletter to keep the community engaged and informed. GRCC and the City will promote the program by branding all future EV-related initiatives as ROC EV, using the logo, colors, and fonts of ROC EV ([Appendix 9](#)).

Additionally, the EV Enthusiast group will be self-led and continue to do outreach in the community under the ROC EV brand. Thanks to extensive efforts by ROC EV to recruit, train, and retain volunteers and partners, several program elements should be self-sustaining with minimal oversight, as long as communication stays consistent among the partners.

EV MARKET TRENDS

A recent study by the American Automobile Association found that 20 percent or 50 million Americans, will likely go electric for their next vehicle purchase, up from 15 percent in 2017.¹⁰ With battery costs declining, electric range increasing, and more models coming on the market every year, more Americans will be making the switch.

Analysis by the EC in October 2018 showed that EV sales were exceptionally strong for the U.S. market.¹¹ Automakers sold more than 110,000 EVs since October 2017, up by 95 percent from the same period last year, which means that it is likely that the one millionth EV will be sold in the US this year. In the past 6.5 years, automakers have sold more than 992,600 EVs. Fully electric vehicle sales improved 114 percent between the third quarter in 2017 and the third quarter in 2018, boosted dramatically by Tesla which posted a 163 percent increase between those time periods. Tesla met its Model 3 production goals in the third quarter of 2018 and outstripped its competitors by a long shot.¹² Sales of the Model 3 sedan reached roughly 22,250 units in September, representing almost two-thirds of sales in the fully electric vehicle segment.¹³

Q3 2018 U.S. EV Sales Smash All Records

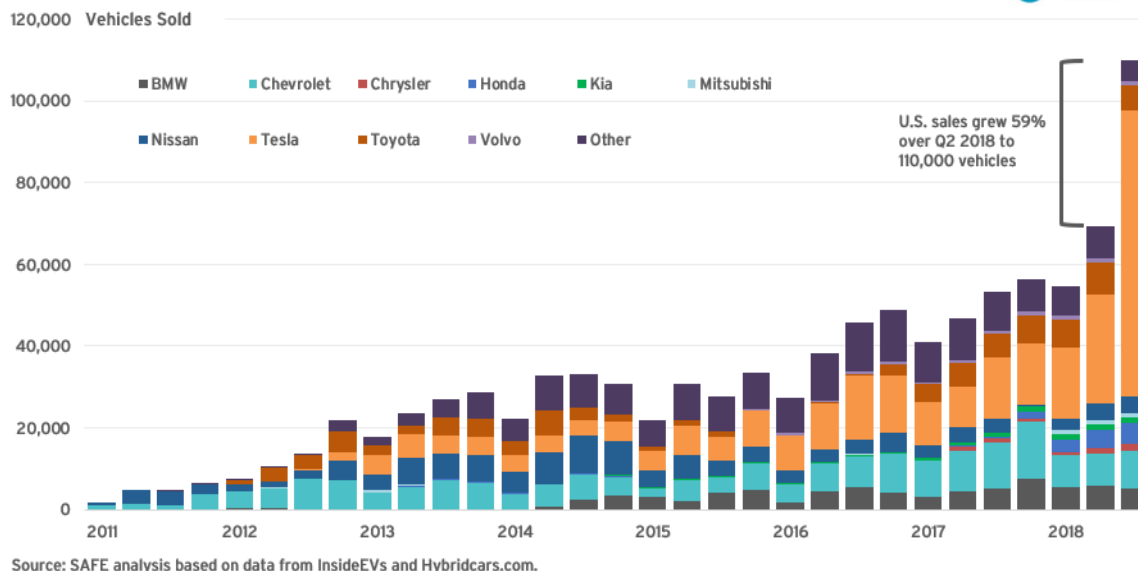


Figure 36. Electrification Coalition analysis of EV sales per quarter 2011-2018

¹⁰ American Automobile Association. "1-in-5 U.S. Drivers Want an Electric Vehicle," May 2018. <https://newsroom.aaa.com/2018/05/1-in-5-us-drivers-want-electric-vehicle/>

¹¹ Paul Ruiz, Electrification Coalition. "U.S. Reaches 1 Million Electric Vehicle Sales," October 2018. <http://energyfuse.org/u-s-reaches-1-million-electric-vehicle-sales/>

¹² Inside EVs. "Tesla Model 3 Sales Beyond Expectations: New Record In September," October 2018. <https://insideevs.com/tesla-model-3-sales-record-september/>

¹³ Bloomberg L.P. "Tesla Model 3 Tracker" <https://www.bloomberg.com/graphics/2018-tesla-tracker/>

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In New York State, many efforts are contributing to an increasingly electrified transportation sector such as the development of 200 DC fast chargers along major traffic corridors, and aggressive goals from Governor Andrew Cuomo to see at least 10,000 charging stations in the state by the end of 2021 as part of the state's Charge NY 2.0 initiative.¹⁴

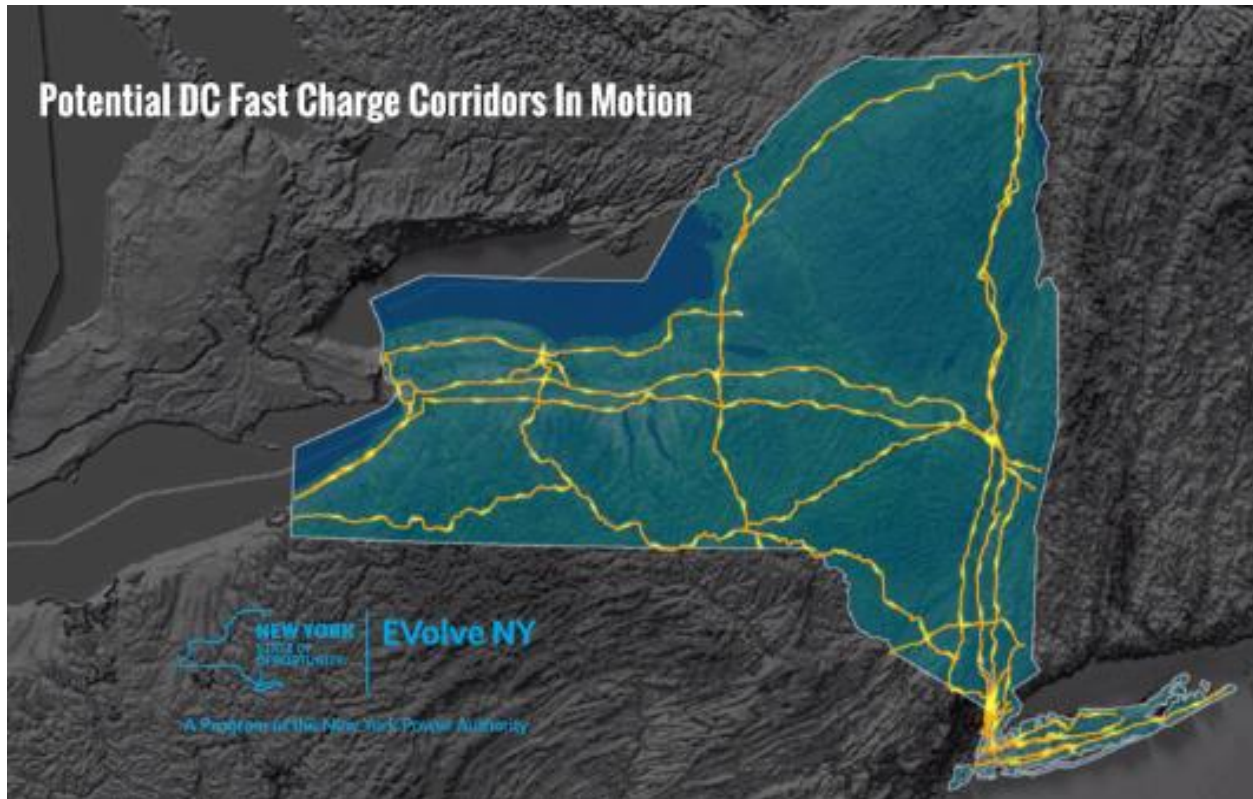


Figure 37. Potential DC Fast Charge Corridors via New York Power Authority

¹⁴ New York Power Authority (NYPA). "New Statewide Initiatives to Spur Widespread Adoption of Electric Vehicles and Increase Charging Infrastructure." News release, November 19, 2018. <https://www.nypa.gov/news/press-releases/2018/20181119-evolve>.

APPENDIX

APPENDIX 1. PARTNER MARKETING TOOLKIT – RIDE AND DRIVE PROMOTION

Assets

Logos [\[link to logo files\]](#)



Colors



Left to Right: Orange: #F9Bb25, Light Grey: #F6F7F9, Light Blue: #5AC7DA, Dark Blue: #3F6184, Dark Grey: #778899, Navy Blue: #323A45

Websites: Ride & Drive registration: <https://www.rochesterevs.com/register/>

Photos: [Promotional Images](#)

Twitter	Facebook	Instagram
#DriveClean #EV #RideAndDrive #rocEV	#DriveClean #EV #rocEV	#DriveClean #EV #rocEV
@RochesterEVs @NYSERDA @ChargeNY	@ROCEVs @NYSERDA @ChargeNY	@ROCEV @NYSERDA

Communication Templates

Promotional Social Example (downloadable file [here](#) - click “Download” button on top right and select PNG)

Do not delete ROC EV logo



Example Newsletter Copy:

SPOT cowork will be hosting a presentation by the Rochester Electric Vehicle Accelerator (ROC EV) on December 11th from 12:00 p.m. to 1:30 p.m. Join us to learn about the benefits of electric vehicles and find out why you should make the switch to driving electric! Register to take an EV test drive after the presentation by visiting <https://www.rochesterevs.com/register>

IMAGES: [test-drive-stock.jpg](#), [high-tech EV.jpg](#) and/or include ROC EV logo

Example Social Posts: Please tag anything in [brackets] with @

Post 1 (Facebook, Instagram): SPOT cowork is partnering with [ROC EV] to make Rochester a cleaner, healthier, and more sustainable community by hosting an educational event about electric vehicles. Sign up today! <https://www.rochesterevs.com/register>

IMAGES: [test-drive-stock.jpg](#), [high-tech EV.jpg](#) and/or include ROC EV logo

Post 2 (Facebook, Twitter, Instagram): SPOT cowork knows that electric vehicles make driving more fun. On 12/11, attend an exciting presentation to learn about the many benefits of #EVs and experience the thrill of driving electric! Visit <https://www.rochesterevs.com/register> to register for an #EV test drive.

IMAGES: [test-drive-stock.jpg](#), [high-tech EV.jpg](#)

APPENDIX 2. WORKPLACE CHARGING CHALLENGE – EMPLOYEE SURVEY



SAMPLE EMPLOYEE SURVEY

For Workplace Charging Planning

Plug-in electric vehicles (EVs) use electricity as either their primary fuel or to improve fuel efficiency. Today, nearly 40 EV models are available, expanding driver options. We are considering the installation of charging infrastructure to assist employees who drive EVs 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.

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. Yes, I'm considering purchasing in the next 6 months
 - c. Yes, I'm considering purchasing in 12-24 months
 - d. Yes, I'm considering purchasing but I'm not sure when
 - e. No
4. If yes, what type of vehicle are you most interested in?
 - a. Plug-in hybrid electric vehicle (ex. Chevy Volt, Ford C-MAX Energi, etc.)
 - b. Electric vehicle (ex. Nissan Leaf, BMW i3, 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 [Workplace] install electric vehicle charging stations at your employee parking garage/lot?
 - a. Yes
 - b. No
7. If [Workplace] installs electric vehicle charging stations at your facility, would you use them?
 - a. Yes
 - b. No
8. What is the most you would be willing to pay for use of the charging stations?
 - a. \$0 per charging session
 - b. \$0-\$2 per charging session
 - c. \$2-\$4 per charging session
 - d. \$4-\$6 per charging session
 - e. More than \$6 per charging session
 - f. N/A because I will not ever use the charging stations
9. Would having access to an electric vehicle charging station at work increase the probability that you would purchase an electric or plug-in hybrid electric vehicle in the future?
 - a. Yes
 - b. No
10. Are you interested in offering continued feedback as part of a designated task force on workplace charging?

**Note: Optional question, only for employers interested in forming a workplace charging committee*

 - a. Yes
 - b. No

Source: U.S. Department of Energy

APPENDIX 3. EMPLOYER NEWSLETTER CONTENT

Long newsletter/intranet/email content:

****Highlighted** text requires editing for each partner** All content shared as a courtesy and can be customized for your unique needs.

SUBJECT: Why XXX joined the ROC EV Workplace Charging Partnership

The Rochester Electric Vehicle (EV) Accelerator, or [ROC EV](#), is an innovative, community-wide initiative aimed at achieving widespread deployment of plug-in EVs. ROC EV is promoting EVs by developing innovative public-private partnerships, a comprehensive EV ecosystem, and cultivating strong community involvement. XXX is proud to stand with ROC EV as we have recently signed on to pledge our support as a Workplace Charging Partner.

You might wonder, why EVs and workplace charging? And why does XXX support it? What actions will we be taking with this program?

At XXX, we want to provide a supportive environment for our employees, including one that takes away a big hesitation to an ultimately cost-saving purchase decision. Statistics show that EV drivers conduct 90 percent or more of their charging at home or at work. By expanding the availability of workplace charging infrastructure, it can play a significant role in accelerating the number of EVs on the road and helping to put money back into your pockets.

The U.S. Department of Energy surveyed employers offering workplace charging, and findings showed their employees were six times more likely to drive a plug-in electric vehicle than employees that did not have access to charging at work. Survey also found 80 percent of these employers offered EV charging as a benefit to retain and attract a more talented modern workforce... and daily EV charging can cost as little as the equivalent of a morning cup of coffee. We want to bring these benefits home – or to work – for the employees of XXX.

Our commitment to ROC EV's Workplace Charging Partnership means that we're going to work towards expanding access to EV charging. This may include surveying the workforce to determine present and future charging needs, conducting a site plan to find the right location, developing a policy to guide charging protocols, and outreach activities such as making an announcement and educating our team. Together we can make a difference for our employees and serve as an example for others across the region.

We encourage you to ask us questions about this partnership, engage in dialogue directly with ROC EV, and consider driving electric in the near future!

External Website Content:

****Highlighted** text requires editing for each partner**

HEADING: XXX Joins Rochester Electric Vehicle Accelerator (ROC EV) as a Workplace Charging Partner

The Rochester Electric Vehicle (EV) Accelerator, or [ROC EV](#), is an innovative, community-wide initiative aimed at achieving widespread deployment of plug-in EVs. ROC EV is promoting EVs by developing innovative public-private partnerships, a comprehensive EV ecosystem, and cultivating strong community involvement. XXX is proud to stand with ROC EV as we have recently signed on to pledge our support as a Workplace Charging Partner.

Statistics show that EV drivers conduct 90 percent or more of their charging at home or at work. By expanding the availability of workplace charging infrastructure, it can play a significant role in accelerating the number of EVs on the road and helping to put money back into our employees' pockets.

The U.S. Department of Energy surveyed employers offering workplace charging, and findings showed their employees were six times more likely to drive a plug-in electric vehicle than employees that did not have access to charging at work. The survey also found 80 percent of these employers offered EV charging as a benefit to retain and attract a more talented modern workforce... and daily EV charging can cost as little as the equivalent of a morning cup of coffee. We want to bring these benefits home – or to work – for the employees of XXX.

ROC EV is supported by the New York State Energy Research and Development Authority (NYSERDA) and is being led by the Electrification Coalition in collaboration with the City of Rochester, Greater Rochester Clean Cities, and Energetics Incorporated. For more information, visit www.RochesterEVs.com.

Bullet Points to Announce at Staff Meeting (Internal Company Announcement):

- XXX is partnering with the Rochester Electric Vehicle Accelerator (ROC EV) and is being designated as an official Workplace Charging Partner.
- We are doing this because offering workplace charging will establish us as an innovative employer, offer an employee perk that has comparable costs to a daily cup of coffee, and give us an opportunity to actively contribute to sustainability goals.
- The actions that we will be taking may include:
 - anonymously surveying the workforce to determine present and future charging needs,
 - conducting a site plan to find the right location for future charging stations,
 - developing a policy to guide charging protocols,
 - and outreach activities such as making an announcement and educating our team.
 - Lunch and learn presentation from ROC EV staff
 - Exclusive onsite Ride and Drive for our employees

APPENDIX 4. PARTNER MEDIA POSTS



#ROCEV Workplace Charging Challenge - Partner Media Posts

?

Sample Tweet: Through @RochesterEVs we offer Workplace Charging as an Employee benefit. Visit <http://www.rochesterevs.com/workplace-charging/> to learn more and join in #LeadingtheCharge in NY!

?

Sample Tweet: Did you know we provide free coffee AND free electric vehicle charging for our staff? They cost about the same to provide. Visit <http://www.rochesterevs.com/workplace-charging/> to learn how your workplace can get involved!

??

Sample Facebook/LinkedIn: By offering EV charging at our workplace, we are facilitating our employees' ability to participate in environmentally-friendly transportation. ~insert company name~ is proud to participate in the @ROCEV Workplace Charging Challenge and help in #LeadingtheCharge. Visit <http://www.rochesterevs.com/workplace-charging/> to learn how your workplace can get involved!

??

Sample Facebook/LinkedIn: Did you know that in New York State, approximately one-third of all the electricity generated comes from renewable sources, and coal accounts for less than 1%? Driving an EV is making an environmentally-friendly decision, and we want to support our employees in doing so. That's why we've joined the #ROCEV Workplace Charging Challenge! Check it out here: <http://www.rochesterevs.com/workplace-charging/>

?

Sample Facebook/LinkedIn: Employee satisfaction is important to us, and offering electric vehicle (EV) workplace charging has also become more important in attracting and retaining top talent. Our employees drive EVs for a multitude of reasons, such as fuel savings, lowering their carbon footprint, and reducing our national dependence on foreign oil—so they asked for workplace charging. And we delivered. Visit <http://www.rochesterevs.com/workplace-charging/> to learn how you can provide EV charging at your workplace.

?







APPENDIX 5. WORKPLACE CHARGING CHALLENGE – EVENT PROGRAM

Spotlight Tour – March 6, Radio Social (4:45 to 7pm)
PROGRAM FLOW

4:45 to 5:30 p.m.	Registration, Receive passport, Mingle, Cash bar and Light Snacks <ul style="list-style-type: none">• Inform guests to visit each station to collect up to 6 Stamps on their passport• Attendees begin visiting each station to get informed and get their passport stamped• At each station, guests informed about step in Workplace Charging Challenge process• Instruct attendees that getting 6 stamps will get them a free drink AFTER test drive and serve as their entry to raffle for charging station• Pause test drives at 5:25 to ensure attendance for speaking portion
5:30 to 5:36 p.m.	Host and Sponsor Remarks (6 Minutes) <ul style="list-style-type: none">• Rochester Chamber - Bob Duffy (2 Minutes)<ul style="list-style-type: none">○ Welcome Remarks○ Thank all for coming○ Spotlight tour brought to you by Rochester EV Accelerator and Rochester Automobile Dealers Association (RADA) - Refer to talking points attached○ <u>Thank additional Spotlight Supporting sponsors:</u><ul style="list-style-type: none">▪ EV Charge Solutions for donating charging station that will be given away in raffle drawing at end, and Greater Rochester Clean Cities• Electrification Coalition - Ben Prochazka (2 Minutes)<ul style="list-style-type: none">• Thank Rochester Chamber for hosting, partners, supporters and sponsors• Electrification Coalition and ROC EV intro• Why workplace charging is so important to EV adoption• Significance of ROC EV workplace charging partners and their commitments• A call to action for others to join and make Rochester a workplace leader• Welcome NYSERDA, Adam Ruder in attendance• NYSERDA – Adam Ruder (2 Minutes)
5:36 to 5:42pm	Plaque Presentation – Carolyn Levine (6 Minutes) <ol style="list-style-type: none">1. City of Rochester2. Dixon Schwabl3. SunCommon4. Larsen Engineers5. Nazareth College6. Rochester Institute of Technology
5:45 to 6:45pm	Invite Attendees to continue collecting stamps and taking test drives – Carolyn Levine
6:45 to 6:50pm	Raffle drawing for charging station – Travis Buholtz (1-2 Minutes) <ul style="list-style-type: none">• Drawing takes place after max attendee cards are collected• OK to pick winner's card without having to gather the attendees back again for the drawing• Raffle winner does not need to be present to win the Charging Station
7:00 pm	Program Ends

###

APPENDIX 6. WORKPLACE CHARGING CHALLENGE - PASSPORT

<p>INTRODUCTION Welcome to the Passport to Workplace Charging & EV Showcase, part of Greater Rochester Chamber of Commerce's SPOTlight: FLX Success Stories series co-hosted by ROC EV. Tonight you will get a hands-on experience with some of the latest in electric vehicle technology while learning about workplace charging.</p> <p>DIRECTIONS Collect a stamp at each station when you learn about the six steps in the Workplace Charging Challenge. Redeem your completed passport at the ROC EV table for one free drink ticket and to enter to win a Level 2 commercial charging station* for your business!</p> <p>SCHEDULE 4:45 - 5:00 - Check-in 5:00 - 5:30 - Passport to Workplace Charging 5:30 - 5:50 - Welcome remarks & awards 5:50 - 6:45 - Resume Passport to Workplace Charging 6:45 - 7:00 - Raffle winner announced</p> <p><small>*Valued at \$2095, provided by EV Charge Solutions. Does not include installation or maintenance. Winner agrees to install charging station and host employee Ride and Drive by 8/31/18.</small></p>	<p>SURVEY</p> 	<p>SITE PLAN</p> 
	<p>POLICY</p> 	<p>ANNOUNCE</p> 
	<p>RIDE & DRIVE</p> 	<p>LAUNCH</p> 

(inside)













Passport to Workplace Charging and EV Showcase

March 6, 2018

(cover)

APPENDIX 7. [RIDE AND DRIVE PRE-REGISTRATION FORM & WAIVER](#)



0% 0 / 10 Fields Completed.

Ride & Drive Registration

Greece Baptist Church | Sunday, December 9th | Presentation from 11:00 - 11:30 AM, test drives from 11:30 - 12:00 PM **All drivers must present a valid license at the time of your drive**

Name *

First Name

Last Name

E-mail *

ex: myname@example.com

Phone Number

-

Area Code

Phone Number

Next

(Page 1/3)

Pre-drive Survey

On a scale of 1-5, how interested are you in electric vehicles (EVs)? *

- ☐ 1 (Not Interested)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Very Interested)

Have you ever driven an EV before? *

- ☐ Yes
- ☐ No

Please select the top reason why you would consider buying or leasing an electric car. (Select one) *

- ☐ Lower operating costs (decreased spending on gas & maintenance)
- ☐ Driving characteristics (instant acceleration, quiet ride, etc)
- ☐ Environmental benefits
- ☐ Interest in reducing U.S. dependence on oil
- ☐ Convenience of fueling/charging at home
- ☐ I would not consider purchasing or leasing an electric car

If you were able to charge your car at work, would you be more likely to consider purchasing an EV? *

- ☐ Yes
- ☐ No

How does the availability of up to \$9,500 in state rebates and federal tax credits impact your interest in purchasing or leasing an electric car? *

- ☐ Very much
- ☐ A little
- ☐ Not at all

How likely are you to purchase an electric vehicle as your next car? *

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unlikely

Back

Next

Waiver

This waiver, release, and discharge from liability is an agreement between Electrification Coalition Foundation ("ECF") and Electrification Coalition Alliance, Inc. ("ECA"), both Delaware corporations headquartered in Washington, D.C.; and the person signing this agreement below.

In consideration of ECF and ECA's making electrified vehicle transportation available, through ECF's project "Rochester Electric Vehicle Accelerator," for my information and enjoyment this date, I hereby waive, release, and discharge ECF and ECA and their affiliates, directors, officers, employees, and all other agents and representatives (collectively "ECF and ECA") from any and all actions, claims or demands that I or any of my legal representatives have, or may have, or may make, now or in the future, for injury, disability, death, property damage or damages of any kind that I may sustain during or as a result of (i) driving a vehicle provided by ECF and ECA, (ii) riding as a passenger in a vehicle provided by ECF and ECA, or (iii) otherwise occupying a vehicle provided by ECF and ECA, whether arising from the negligence of ECF and ECA or otherwise, to the fullest extent permitted by law.

In addition, I and any of my legal representatives will not make a claim against, sue, or attach the property of EC in connection with any of the matters covered by this waiver, release and discharge from liability.

I have carefully read this agreement and fully understand its contents. I am aware that this is a release of ECF and ECA from legal liability. This is an enforceable contract between myself and ECF and ECA. I sign it of my own free will.

*

☐ I agree

Submit

Powered by JotForm

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APPENDIX 8. GROUP BUY MARKETING TOOLKIT- DECEMBER 2018

8.1 – Group Buy Sample Copy

Social Media



Twitter

* Please be sure to tag us so we can monitor activity.
** Include image whenever possible. Tweets and posts with images get more attention.

Handles

@RochesterEVs – ROCEV
@dorschel - Dorschel Automotive Group
@Hoselton - Hoselton Auto Mall
@NissanElectric – Nissan Electric (North America)

Hashtags

#GroupBuy
#ROCEV
#EV or #EVs
#DriveElectric
#LEAF

Sample Posts

- Have you heard about the @RochesterEVs #GroupBuy? Print out the official flyer at the link below, then stop into @Hoselton or @dorschel by January 2nd for \$5,000 off a brand new Nissan #LEAF. <https://www.rochesterevs.com/discount> (Include GroupBuy_940x788.png)
- Between now and January 2nd, RG&E customers and @RochesterEVs workplace charging partners can get \$5,000 off a new Nissan LEAF! Find out how you can save big. <https://www.rochesterevs.com/discount>
- The end of the year is a great time to purchase an #EV because you can quickly claim your tax credit. Find out how you can access even more savings on a Nissan LEAF <https://www.rochesterevs.com/discount>



Facebook

* Please be sure to tag us in posts so we can monitor activity

** Posts in this category can also be used on other platforms (Google+, LinkedIn, etc.) if you choose to reach your audience through those mediums

Pages

Rochester Electric Vehicle Accelerator: [LINK](#)

Hoselton Auto Mall: [LINK](#)

Dorschel Automotive: [LINK](#)

Sample Posts

- Want a a \$5,000 rebate on a Nissan LEAF? No gas, no oil changes, and up to a 150-mile range. Click for details then stop into [@Hoselton](#) or [@dorschel](#) by January 2nd for a brand new #LEAF!

<https://www.rochesterevs.com/discount>
(Include GroupBuy_940x788.png)

- Now through January 2nd, @ROCEVs workplace charging partners and RG&E customers can receive \$5,000 off a brand-new Nissan LEAF! Find out how you can save big.

<https://www.rochesterevs.com/discount>
(Include GroupBuy_940x788.png)

Email / Newsletter



Subject: Want a \$5,000 on an all-new Nissan LEAF?

Body:

Rochester Gas & Electric, Nissan North America, Inc. and Rochester EV Accelerator (ROCEV), have organized a group buy for the all-new Nissan LEAF. The group buy offers a \$5,000 rebate off a brand-new Nissan LEAF at retail price. This exclusive offer ends January 2, 2019 or while supplies last.

Eligibility for special discount pricing depends on being either a current Rochester Gas & Electric customer or having a current affiliation with ROCEV, such as current or recent employment with a workplace charging partner. Visit the [ROCEV website](http://RochesterEVs.com) for more information. Supplies are limited for certain models, so we encourage you to act quickly!

 2018 ROC EV Group Buy	
Nissan LEAF MSRP	\$29,990
NYS Drive Clean Rebate	- \$2,000
Federal Tax Credit	(up to) - \$7,500
Group Buy Discount	- \$5,000
FINAL PRICE	\$15,490

8.2 – Group Buy Flyer



All-New Nissan LEAF®
World's Best-Selling Electric Car¹
100% Electric



\$5,000 Special Rebate³
for eligible customers in select states.
Proof of eligibility required.

Eligible customers can receive:
\$5,000 rebate³ off MSRP
+ up to \$7,500 potential Federal tax incentive⁴
Up to \$12,500 in Total Savings!
Additional state incentives may also be available!⁴



Fleet Certification
Code: B76113

Simply Amazing Nissan LEAF	Join us in making a difference.
More Range at an affordable price!	As part of our effort to accelerate electric vehicle transportation alternatives throughout the United States, Nissan North America, Inc. is offering eligible Rochester Gas & Electric employees and customers a special opportunity to purchase the all-new, 100% electric, Nissan LEAF®. With each qualified purchase, eligible customers can receive a \$5,000 Fleettail Rebate off MSRP ³ , plus a potential Federal tax incentive of up to \$7,500. ⁴ State incentives may also be available! ⁴
Up to 151 mile range⁵ at a MSRP starting at \$29,990	
Nissan Intelligent Mobility	How to get this great incentive:
Available ProPILOT Assist can make highway driving less stressful⁷ Allows you to pace with the car in front of you, maintaining a set distance, while helping keep you centered in your lane. Even through slight curves. Can come to a stop automatically, and resume, without driver intervention.	Simply bring a copy of this flyer, both the front and back pages, along with your monthly electric bill or proof of employment to your participating Nissan dealership (must be presented at the time of purchase). This limited time offer expires 1/2/2019 and cannot be combined with other Nissan special incentives. Residency restrictions apply. ³
e-Pedal Mode, a more natural way to manage traffic.⁶ Accelerate or brake in traffic, using a single pedal, easing traffic congestion. Come to a complete stop and hold, even on steep hills, without the brake pedal.	See your local participating Nissan Dealer for complete details: NissanUSA.com/nissandealeters
Advanced Safety Features	
Standard Automatic Emergency Braking⁸ It can apply the brakes automatically to help you avoid frontal collision, or if unavoidable, help reduce the severity.	

(front)

Electric Vehicle Accelerator: Rochester Case Study and Lessons Learned

1 Based on cumulative sales data from Dec 2010 - April 2018.

2 2018/2019 LEAF starts at \$29,990. S trim shown. Price is Manufacturer's Suggested Retail Price excluding destination charge, tax, title, license and options. Dealer sets actual price.

3 **ELIGIBILITY REQUIREMENTS AND OTHER RESTRICTIONS APPLY. PROOF OF ELIGIBILITY REQUIRED.** The \$5,000 Nissan Fleettail Rebate off MSRP is available to eligible employees and customers of Rochester Gas & Electric who reside in one of the following states: **Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont.** Must present to the participating Nissan dealer the following proofs of eligibility: (1) proof of current employment at Rochester Gas & Electric or a copy of your current utility bill from Rochester Gas & Electric; and, (2) a copy of both sides of this flyer. Available on purchase from new dealer stock. Down payment may be required. This incentive cannot be combined with any other Nissan special incentives. See dealer for details. Ends 1/2/19.

4 The incentives referenced are for informational purposes only. This information does not constitute tax or legal advice. All persons considering use of available incentives and additional perks should consult with their own tax or legal professional to determine eligibility, specific amount of incentives available, if any, and further details. The incentives and additional perks are not within Nissan's control and are subject to change without notice. Interested parties should confirm the accuracy of the information before relying on it to make a purchase. Residency restrictions may apply.

5 MY18 EPA range of 151 miles. Actual range may vary based on driving conditions. Use for comparison only.

6 e-Pedal: Monitor traffic conditions and use conventional brake as needed to prevent collisions. See Owner's Manual for safety information.

7 ProPILOT Assist cannot prevent collisions. Always monitor traffic conditions and keep both hands on the steering wheel. See Owner's Manual for safety information.

8 Automatic Emergency Braking cannot prevent all collisions and may not provide warning or braking in all conditions. Driver should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information.

(Back)

8.3 – Group Buy Graphic Example: Website Header



APPENDIX 9. [ROC EV BRANDING GUIDE](#)



The Rochester EV (Electric Vehicle) Accelerator,

administered by the Electrification Coalition (EC) in partnership with the Genesee Region Clean Communities, Energetics Incorporated, and the City of Rochester Office of Energy and Sustainability is an innovative, community-wide initiative aimed at achieving widespread deployment of electric vehicles (EVs) . This project is supported by the New York State Energy Research and Development Authority (NYSERDA) as part of the ChargeNY initiative. Overall key players in the Rochester EV Accelerator include state and local government, regulators, utilities, large employers, and civic groups.

The EV Accelerator will help build support for and increase market penetration of EVs by focusing on:

- Community Readiness
- Consumer Education
- Consumer Experience
- Fleet Transition
- Acceleration

MISSION STATEMENT

The Rochester EV Accelerator, (or “ROC EV” for short) is an innovative, community-wide initiative aimed at achieving the widespread deployment of plug-in electric vehicles (EVs).

Supported by NYSERDA as part of the ChargeNY initiative, we’re making EV’s mainstream by educating consumers and tackling the common myths that consumers have about EV’s. We believe that Electric Vehicles are a critical component to achieving a cleaner and more sustainable future, especially as electrical power generation is rapidly shifting away from fossil fuels to renewable sources.

Key Personality Traits

Across the EV value chain, there are a large number of stakeholders including public/private sectors and consumers, and in all our communications we strike a tone and style that is friendly, hip, and technologically approachable. After all, EV’s are fun, so we are too!

- 1) Hip and trendy
- 2) Urban
- 3) Friendly tech

VERBAL IDENTITY

The Rochester EV Accelerator, (or “ROC EV” for short) is an innovative, community-wide initiative aimed at achieving the widespread deployment of plug-in electric vehicles (EVs).

Supported by NYSERDA as part of the ChargeNY initiative, we’re making EV’s mainstream by educating consumers and tackling the common myths that consumers have about EV’s. We believe that Electric Vehicles are a critical component to achieving a cleaner and more sustainable future, especially as electrical power generation is rapidly shifting away from fossil fuels to renewable sources.

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- 1) Hip and trendy
- 2) Urban
- 3) Friendly tech

VERBAL IDENTITY

The Rochester EV Accelerator logo represents the organization in a clear, concise, and modern mark. This can be used for all print and web collateral. The minimum size printed or used for web is 1 inch in width.



PRIMARY LOGO

When width is limited, use the ROC EV abbreviated logo.



ABBREVIATED LOGOS

When minimal color must be used, use one of the 5 single color logos. Do not use 2 of these in the same piece of collateral or project. Do not alter the full color Rochester EV Accelerator logo.



ONE COLOR LOGOS

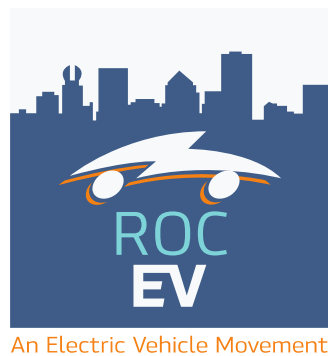
To maintain brand consistency and clear legibility, the black and white Rochester EV Accelerator logo should be used for printed collateral. Do not print the full color Rochester Ev logo for collateral as greyscale.



BLACK AND WHITE LOGOS

Electric Vehicle Accelerator: Rochester Case Study and Lessons Learned

For campaigns or when additional information is necessary, use one of the 3 styles for a tag line. If using a tag line with a single color logo, use the same color for the tag line.



LOGO USE WITH TAGLINE

For more formal applications or when space is limited, the type only logo can be used.

ROCHESTER
EV ACCELERATOR

ROCHESTER
EV ACCELERATOR

ROCHESTER
EV ACCELERATOR

ROCHESTER
EV ACCELERATOR

ROCHESTER
EV ACCELERATOR

TYPE ONLY LOGO

This is an example of how the Rochester EV logo and colors can be applied to a marketing context.



Buy an EV before the end of the year and receive up to \$7,500 in tax credits!

Plug-in electric vehicles are eligible for up to \$7,500 in federal tax credits, making the end of the year the perfect time to go electric. Email info@RochesterEVs.com for more information.



The graphic features an orange banner with white text. Below the banner, the background shows a collage of US dollar bills. The Rochester EV logo is positioned on the right side of the banner.

EXAMPLE

APPENDIX 10. [WORKPLACE CHARGING PLEDGE FORM](#)



Rochester EV Accelerator Workplace Charging Challenge

Accelerating EV adoption by enabling charging at work

What is the Workplace Charging Challenge?

The Workplace Charging Challenge calls on Rochester employers to join the electric vehicle (EV) movement to help make our community a national leader in EV adoption by providing employees with electric vehicle charging stations at work. Workplaces continue to be seen as the next frontier for expanded EV charging infrastructure, and by offering workplace charging, employers can provide a critical step to encourage the next generation of EV drivers. Our program's goal is to engage progressive, innovative workplaces that will help expand EV charging infrastructure and bolster EV adoption in Rochester.

Why EVs Are Important

- Reduce U.S. oil dependency
- Save money on fuel
- Less maintenance
- Support American innovation
- Support local energy
- Better for our environment
- Plus, they're fun to drive!

\$\$\$

1 full charge = 1 cup of coffee



Brand Recognition

Raise awareness of your company's commitment to innovation and sustainability and receive an award from Rochester EV Accelerator.



Employee Attraction

By installing a workplace charger, you can attract top talent looking for cutting-edge employers.



Corporate Sustainability

EVs can help achieve corporate sustainability goals by contributing to reduced GHG emissions, among other advantages.

Employees with access to workplace charging are 6 times more likely to purchase an EV

Installation Costs

The cost to install a charging station depends on a number of factors, such as the number of stations installed and location of the charger. ROC EV and partners can work with you to help determine the costs. Businesses in NYS are eligible for a tax credit of 50% of costs up to \$5,000 for the purchase and installation of charging stations.

Operating Costs

Operating costs can be estimated by determining the rate you pay per kWh and comparing it to the battery capacity of EVs. For example, if you pay the national average of 12 cents per kWh and your EV has a battery capacity of 30 kWh, it costs \$360 to fully charge your vehicle.

Costs for operating Level 1 and Level 2 charging stations will be equal to running a hair dryer or clothes dryer, respectively.

Rochester Electric Vehicle Accelerator
RochesterEVs.com • info@RochesterEVs.com • (585) 484-9392

(Front)









Workplace Charging Challenge Pledge

Accelerating EV adoption by enabling charging at work

This document states that _____ (Company Name) has joined the Rochester Electric Vehicle Accelerator (ROCEV) Workplace Charging Challenge on ____/____/____ (Date) in an effort to advance the adoption of electric vehicles (EVs) in the greater Rochester region.

As a Workplace Charging Challenge partner, _____ (Company Name) pledges to:

	SURVEY	Conduct a workplace assessment survey to determine charging station needs in the present as well as for the future.
	SITE PLAN	Work with a contractor and property manager to assess the most cost effective and convenient location for EV charging stations.*
	POLICY	Work with an internal team to set a policy for workplace charging.
	ANNOUNCE	Make a formal announcement to all employees about plans for EV charging and release company policy.
	DRIVE	Host a Ride and Drive with ROC EV ahead of charging station installation to educate employees about EVs.
	LAUNCH	Install the charging station and host a ribbon cutting event for all employees.

*If, after initial site assessment, it is decided that the installation cost is unreasonably high, company will agree to review the process in the next fiscal year.

Senior Executive Signature: _____ Date: _____

Printed Name: _____ Title: _____

Primary Point of Contact

Name: _____

Title: _____

Phone: _____

Email: _____

Public Relations Contact

Name: _____

Title: _____

Phone: _____

Email: _____

Rochester Electric Vehicle Accelerator
RochesterEVs.com • info@RochesterEVs.com • (585) 484-9392

(Back)