

# NORTHWEST REGION: Get EVAL Certified!

Moderator:

**Julie Bond**

Best Workplaces for Commuters

Guest Speakers:

**Aleksandra Evert**

Forth

&

**Jeff Pazdalski**

Westside Transportation Alliance



**February 22, 2024**

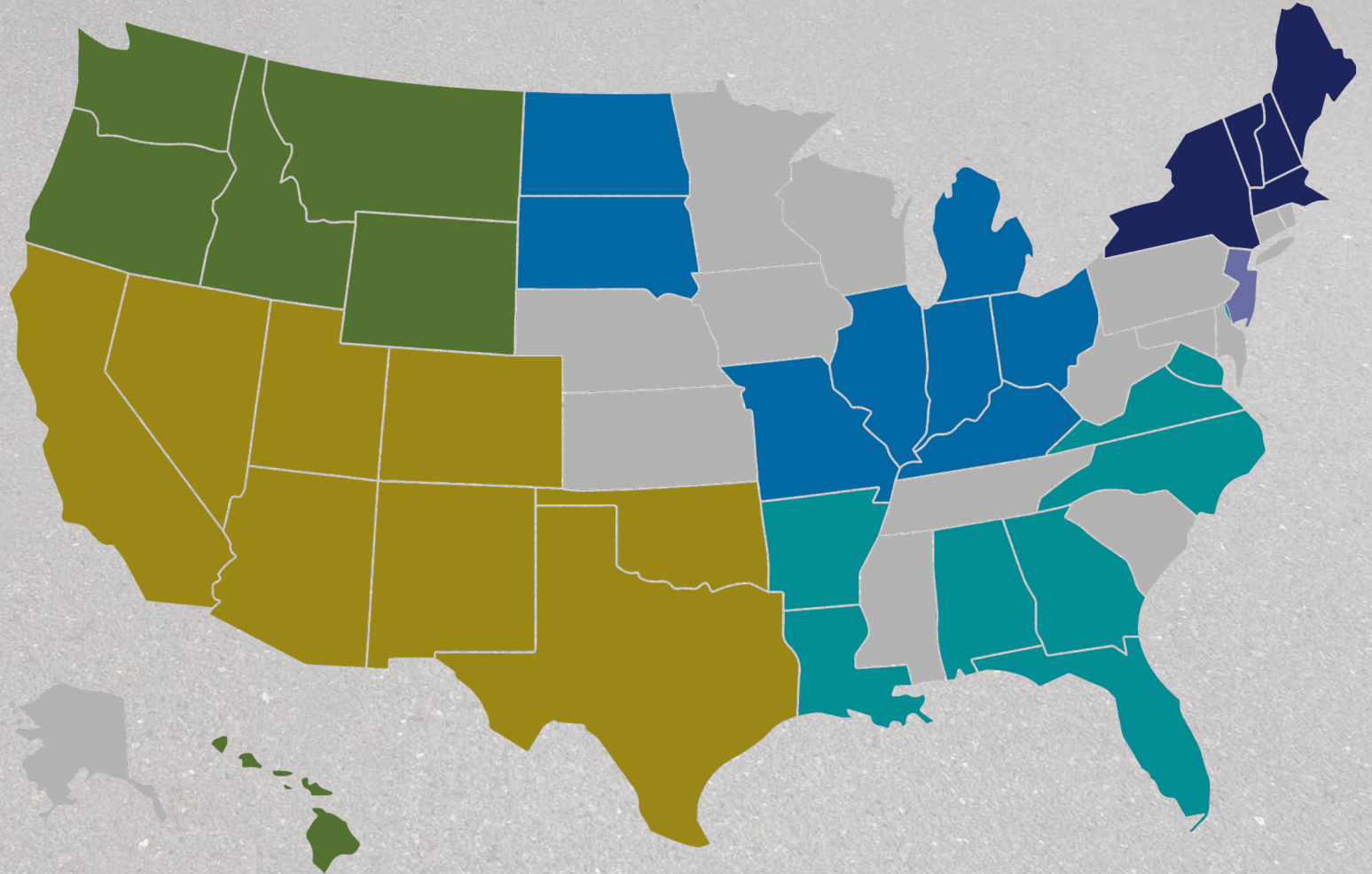
# EVAL



Electric  
Vehicle  
Adoption  
Leadership

## EVAL Regions:

-  Southwest
-  Midwest
-  Northwest
-  Northeast
-  Southeast
-  New Jersey



# Welcome!

## TODAY'S AGENDA:

- Introductions
- Get to know your hosts:
  - Julie Bond, Best Workplaces for Commuters
  - Aleksandra Evert, Forth
  - Jeff Pazdalski, Westside Transportation Alliance
- What is EVAL?
  - How can the EVAL program benefit you?
- Questions?



# About Best Workplaces for Commuters

44  
Sites



67  
Universities/Colleges



651  
Workplaces



At a Glance

762

total BWCs in the U.S. & Canada

1.7 MILLION

commuters impacted



FORTH

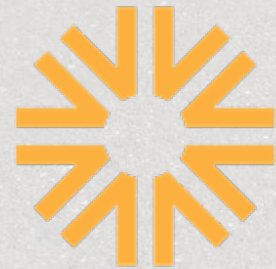
# About Forth

**Aleksandra Evert**



# About Westside Transportation Alliance

**Jeff Pazdalski**



**Westside  
Transportation  
Alliance**



# Northwest Region: Get EVAL Certified!

BECOME A LEADER IN WORKPLACE CHARGING

February 22, 2024

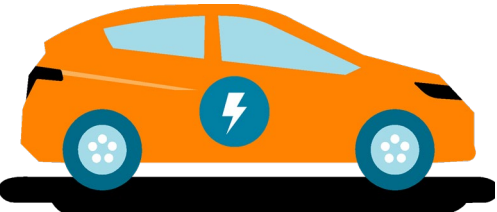




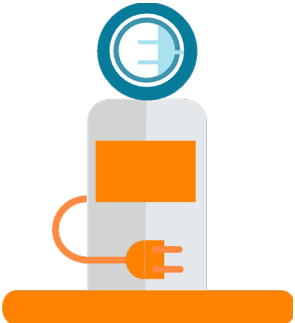
Forth's mission is to electrify transportation by bringing people **together** to create **solutions** that **reduce pollution** and **barriers to access**.



# Our Focus Areas



Access to Electric Cars



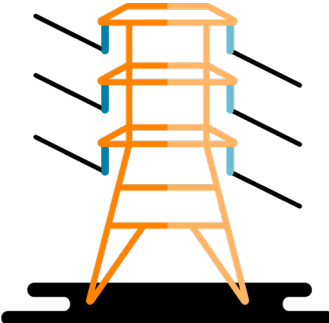
Access to Charging



Progressive EV Policy



Events & Partnerships



Access Emerging Modes



Westside  
Transportation  
Alliance



WTA's mission is to deliver customized programs and services in partnership with employers and public agencies to increase transportation options usage in Washington County and the Portland metro region.



Made possible with support from Metro and the Federal Transit Administration



Westside  
Transportation  
Alliance

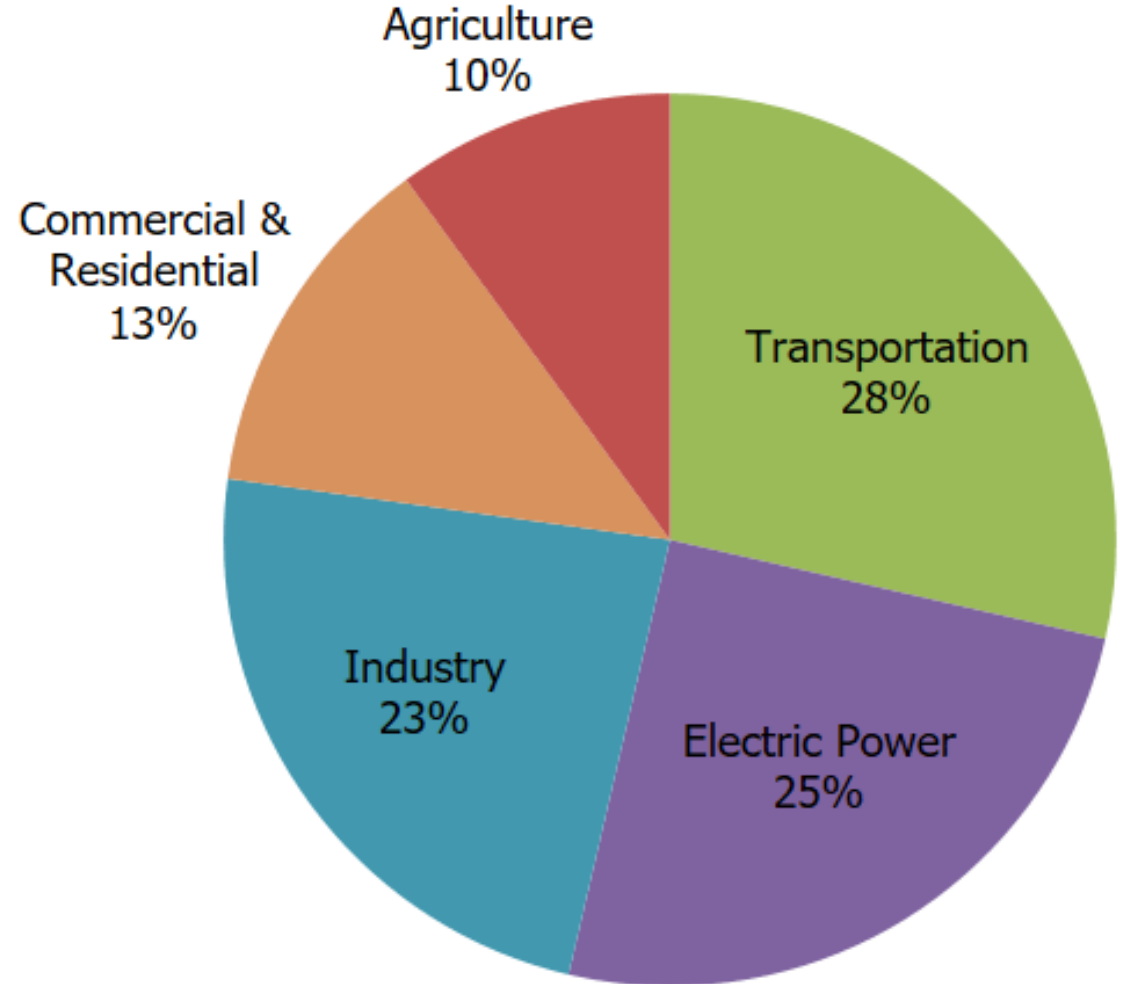
## Activities Include:

- Incentive Programs and Challenges
- Employee Surveying and Auto Trip Reduction Planning
- Education Programs
- Shared Mobility Programs
  - Workplace Loan Programs
  - Residential Lending Libraries



# Transportation is the Largest Source of Greenhouse Gases

Transportation is the only sector with *rising* emissions



Source: *Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990–2021*

More than **60%** of Millennials are willing to **turn down** a job offer from companies without strong **social or environmental practices.**

1,020 survey participants: “Millennial Employee Engagement Study”, Cone Communications, 2016



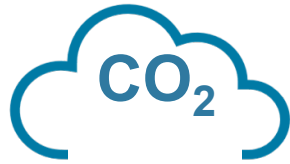
**23%** of employees  
have quit a job due  
to a bad commute.

2,800 survey responses: “Nearly One-Quarter  
Of Workers Have Left A Job Due To A Bad  
Commute, According To Robert Half Survey”,  
Robert Half, 2018



# Becoming a **Leader** in Electric Mobility is Great for Employers

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**Demonstrate sustainability leadership**



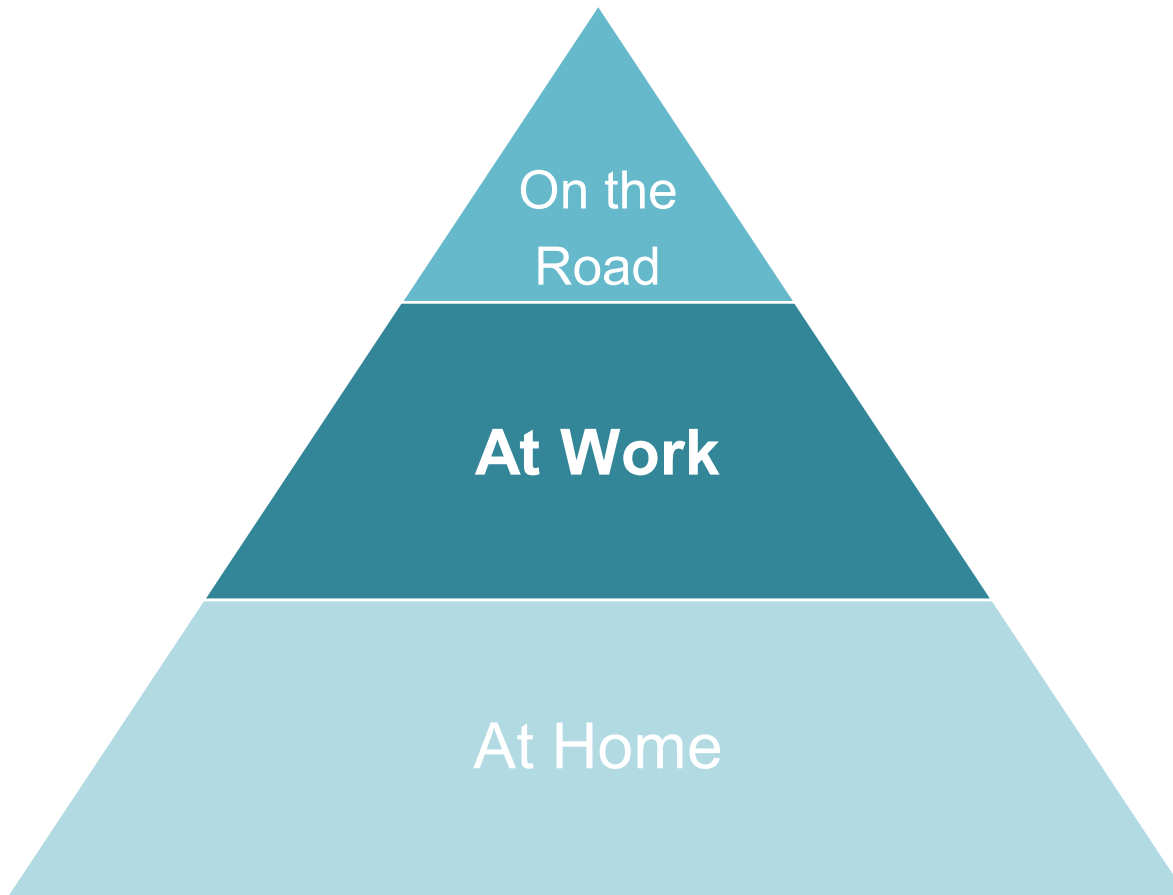
**Increase property value**



**Attract and retain talent**

# Besides Home, Charging at Work is the Preferred Option

WORKPLACES ARE THE SECOND MOST LIKELY LOCATION FOR EV OWNERS TO CHARGE



**20%** of Americans, and an even higher percentage of low-and moderate-income drivers, live in buildings that do not have access to off-street parking to charge an EV



# Why Install Workplace Charging?

## Benefits to Employees and Employers

- Increase access to EV charging for employees
- Range confidence for employees
- Improve employee retention and recruitment
- Align and enhance company values



# Workplace Charging is **Good** for the Environment

A recent study by Stanford researchers suggests that shifting current EV charging from home to work and night to day could:

- Cut costs
- Reduce greenhouse gas emissions
- Improve grid efficiency
- Match key charging times with peak solar generation time periods



# Electric Vehicle Adoption Leadership



# EVAL Objectives

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Our goal is to execute a **nationwide workplace charging program** comprised of education, outreach and technical assistance activities that enables a large-scale increase in workplace charging.



EVAL certification distinguishes businesses for the sustainable actions they make.



15 - 39  
points



40 - 54  
points



55 - 69  
points



70 - 100  
points

# Certification Includes:

Employee  
Engagement

Understanding employee e-mobility needs

Planning &  
Evaluation

Initiating planning and evaluation for the workplace charging program

Mobility  
Incentives

Incentivizing the adoption of e-mobility

EV Charging

Expanding access to EV charging stations

Innovation

Showcasing sustainability leadership through innovative and regional programs

## Section 3: E-Mobility Incentives

1. Has your organization updated its business travel policies so that employees prioritize the use of EVs when using car rentals and ride-hailing services?
2. Has your organization allocated secure parking or locker space for micro-mobility vehicles (located within parking space or office space)?
3. Does your organization offer discounts or credits for registration and membership in locally available services such as car-sharing or car rental, shared or leased bicycles, shared or leased scooter services?
4. What discounts or credits does your organization offer?
5. Does your organization provide an incentive or subsidy to employees for acquiring an EV, electric motorcycle, e-bike, or other e-mobility options?
6. What incentives or subsidies does your organization provide?
7. Does your organization provide discounts or credits for public transit?
8. Does your organization provide financial incentives or facilitate employee carpooling in personal vehicles?
9. What financial incentives does your organization provide?

# Easy Certification Process

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1

**Create an account** by completing an onboarding survey

2

**Add your worksite and complete** the EVAL certification questionnaire

3

**Connect** with Forth or partners for technical assistance

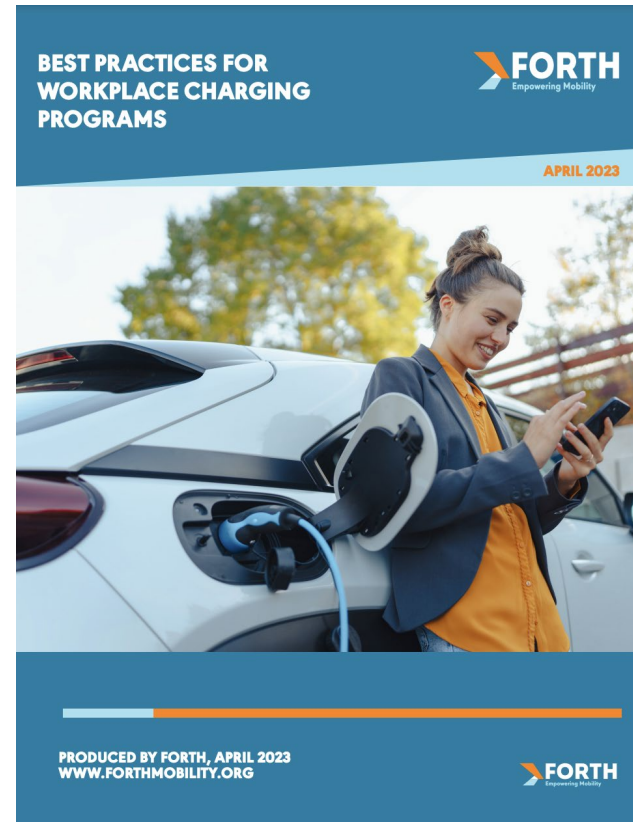
4

**Achieve a certification tier** and join a community of sustainability leaders!



# Technical Assistance

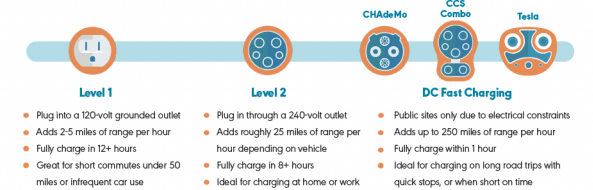
- Webinars
- Template surveys and forms
- Directory of local providers and installers
- Employee education resources
- Program Implementation Guide
- Best practices



## FORTH Empowering Mobility CHARGING 101

So, you're thinking about going electric. Great! The number of charging stations keeps increasing, making getting from point A to point B as easy as 1, 2, 3! Plus, charging is becoming more convenient and faster – you can charge at home, on your road trip, and even at work!

### Charging Levels



### Quick Facts



### Public Charging Networks

When charging at a public station, you'll likely use a charger that's serviced by a network. Many have membership programs or subscriptions (you can download the app on your phone) and you can also pay as you go.

Membership with these networks usually includes a member discount or if you're not a member you can call the 24-hour customer service line to pay on the spot.

Rates vary by network – some charge by session, per energy unit, by the hour, and some are free.

ChargePoint, Electrify America, Blink Charging, Tesla, EVgo, Shell Recharge, and SemaConnect are the most common network providers in the U.S.

### Finding Public Stations

Resources and apps like PlugShare, Chargeway, or the Alternative Fuels Data Center give real-time information on charging station locations, pricing, nearby amenities, and availability. Google Maps also now shows charging station locations.



Charging stations can be anywhere – at grocery stores and shopping centers, rest stops on the highway, and even at your workplace. You can run errands and grab a meal while you're charging up, plus some charging stations can communicate with your car and phone so you control when charging occurs.

# Recognition

- Signed certificate and decals
- Spotlight on the EVAL website
- Recognition on Forth marketing channels
- Access to exclusive EVAL Roundtable Workgroup
- Discount to Forth Roadmap Conference (Platinum)
- Workplace spotlight (Platinum)



# How Much Does It Cost?

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- The EVAL Certification application is waived until October 2024.
- After November 1, 2024, a fee will be implemented to certify each location.
- EVAL does not require recertification.

# Incentives

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## Hawai'i

- [Hawai'i Energy Rebate Program](#)
- [Ulupono Initiative Charging Station Incentive Program](#)

## Idaho

- [Alternative Fuel Vehicle Refueling Property Credit](#)

## Oregon

- [ODOT Community Charging Rebates](#)
- [PGE Business EV Charging Rebates](#)

## Washington

- [Washington State EV Charging Program](#)
- [Tacoma Public Utilities Community EV Charging Rebate](#)
- [Alternative Fuel Infrastructure](#)

## Wyoming

- [Commercial EV Charging Rebate](#)

# Join the Certified Sustainability Leaders



# What's Next?

- Review resource toolkit at <https://www.evalcertification.org/>
- Start the [EVAL Certification!](#)
- Connect with us on **social media!**



Forth



Forth



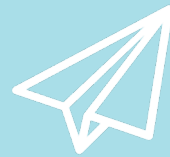
@ForthMobility



forth.mobility

# Let's get to work!

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**[EVAL@Forthmobility.org](mailto:EVAL@Forthmobility.org)**

# Questions?

Type your questions  
into the **Q&A Box**





# NORTHWEST REGION: Get EVAL Certified!

Julie Bond

Best Workplaces for Commuters

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Thank you!