



Department of  
Environmental  
Conservation

# Employee EV Engagement

Brendan Woodruff

10/30/18

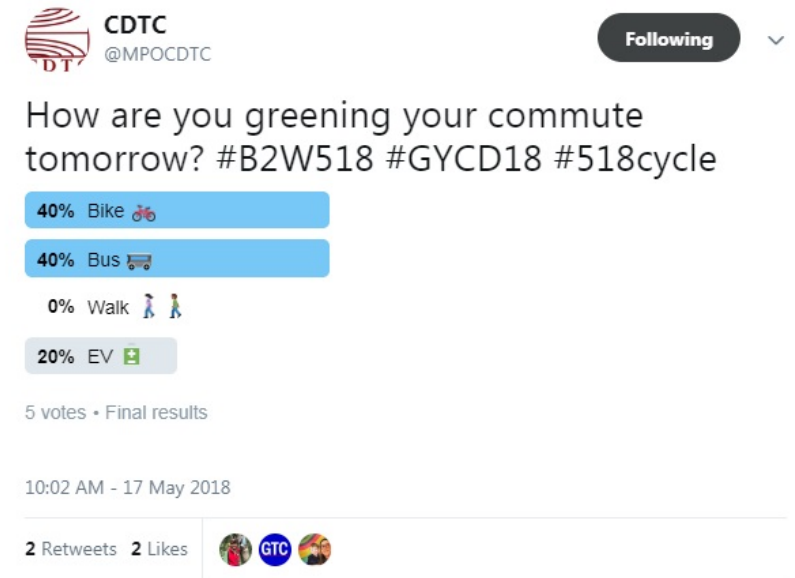
# Agenda

- Employee Green Commuting events
- GYCD
- Employee Ride and Drive events
  - Best practices



# Green Your Commute Day Overview

- DEC has been holding a sustainable commuting event for staff each spring for the past 25 years
- It has evolved into an entire State government/public effort
- Expands upon bike to work week by incorporating any form of transportation that is not driving alone in a purely fossil fuel powered vehicle
- Plug-in vehicles count, traditional hybrids don't



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# GYCD Goals

1. To directly lower GHG emissions from transportation
2. To spur new commuting habits amongst employees
3. To see trends in sustainable commuting
  - See if we've started new habits



# GYCD Results

- **2016**
  - Over 700 state employees participating
  - Reduced CO2 emissions by 8.5 tons
- **2017**
  - Over 1,700 state employees participating
  - Reduced CO2 emissions by 19.5 tons
- **2018**
  - Over 2,350 state employees participating
  - Reduced CO2 emissions by 22 tons



**John Atkinson**  
@DrJDAtkinson

Follow

Running around for #graduation festivities meant I couldn't be creative with my green commute...but my @chevrolet #Bolt battery is loving this warm weather! #GYCD18 #emissionLESS #365challenge



12:59 PM - 18 May 2018 from Jarvis B Lot

12 Likes



**NEW YORK**  
STATE OF  
OPPORTUNITY

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# Public Participation

- In addition to encouraging State employees to participate, we encourage the public to join in as well
- We don't have registration or metrics data for public participation
- We track it through social media engagement
- Have a webpage with green commuting resources
- Put it out on social media and through a Governor's Proclamation



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# Posters and Branding



# Posters and Branding Continued



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# Social Media Posts

**Andrew Cuomo** @NYGovCuomo  
Following

Tomorrow is Green Your Commute Day. Get to work without using a gas-powered vehicle.  
Walk  
Bike  
Ride transit  
Use an electric vehicle  
#GYCD17



11:49 AM · 18 May 2017

54 Retweets 106 Likes

NYSDEC

**NYSDEC** @NYSDEC  
Following

More than 1,700 NYS employees celebrated #GYCD17, the largest number of participants in the event's history: on.ny.gov/2q4z2rV



3:00 PM · 19 May 2017

6 Retweets 16 Likes

State of New York, Andrew Cuomo and Basil Seggos

**NYSDERDA** @NYSDERDA  
Following

The NYSDERDA team participated in Green Your Commute Day to raise awareness about New York's climate friendly transportation options #GYCD17



5:35 PM · 19 May 2017

4 Retweets 12 Likes

NYSDEC, State of New York and REVINY

**Sally Drake** @saldrake  
Follow

Beautiful weather for bike to work day!  
#GYCD17



9:44 AM · 19 May 2017

4 Likes

**Totes McGoats** @NFTotesMcGoats  
Following

No mistaking who is on this #tandem #bicycle! @PDyster and Totes McGoats are enjoying #GYCD17! #NiagaraFalls #LiveNF #HappyFriday



12:26 PM · 19 May 2017

1 Retweet 9 Likes

**Paul Dyster** @PDyster · 18 May 2017

Me. I'm planning a very #green commute. What do you get when you combine #carpooling with #nonmotorized transport? Hmm... #GYCD17 @NYSDEC

**Paul Dyster** @PDyster  
How do you plan to get to work tomorrow? @NYSDEC @NFTotesMcGoats #LiveNF twitter.com/NFTotesMcGoats...

Patricia Fahy and 1 other Retweeted

**Basil Seggos** @BasilSeggos · 18 May 2017

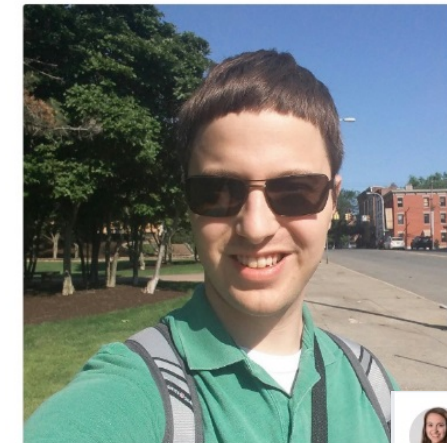
Biking in on Alb Co Rail Trail from Voorheesville to @NYSDEC for #GYCD17. You in @PatriciaFahy109 @AlbanyCityHall @MCCoyCountyExec?

2 Retweets 8 Likes

**Jeff** @jeffknaack  
Following

#Green Commute? ✓  
#Green shirt? ✓✓  
#Corny tweets? ✓✓✓

#GYCD17



9:00 AM · 19 May 2017 from New York, USA

10 Likes

**Joanna Field** @newyorkjo  
Follow

On the #ferry headed to work! #GYCD17 @NYSDEC #NYCFerry #Rockaway #UrbanJourney



18 PM · 19 May 2017

4 Likes

**UAlbany Libraries** @UAlbanyLibs  
Follow

It's #GYCD17! If you greened your commute, stop by the University or Dewey Library by 9:30 to check-in! #UAlbanyLibs @UAlbanyGreenScn



9:07 AM · 19 May 2017

12 Likes

**Ashley Welsch** @arwelsch · 19 May 2017

Taking a bus from Nanuet to @NYSDEC Region 3 in New Paltz and saving 60 car miles one way for Green Your Commute Day! #GYCD17

4 Likes

**NYS Dept of Labor** @NYSLabor · 17 May 2017

Join thousands of fellow New Yorkers this Friday by using a more sustainable mode of transportation on 'Green Your Commute Day!' #GYCD17



4 Likes

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Department of Environmental Conservation



# Have Fun With It!



Paul Dyster  
@PDyster

Following

Who's my #cycling partner for #biketoworkday? @NFTotesMcGoats! A very #greencommute, but something smells funny. @NYSDEC. #GYCD17 #LiveNF



7:23 AM - 19 May 2017

16 Retweets 33 Likes



2

16

33



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# How You Can Join In

- Promote participation in Green Your Commute Day to your employees
  - Friday, May 17<sup>th</sup> 2019
- Feel free to use our poster, sample language, and promotional materials
- Hold an employee recognition event
- Calculate metrics if you want to
- Post about it on social media





# Employee Ride and Drives

- Great way to engage employees
- Is fun and educational
- Makes employees feel more comfortable with the technology
- No pressure environment





# Ride and Drives Continued

- Two different methods
  - Bring in an outside contractor or dealer to host the event
    - Pros
      - Simple to administer
      - More choice in vehicles
      - Sales/rebate information available
  - Organize one using your fleet vehicles
    - Pros
      - No cost to conduct
      - Employees get used to new fleet vehicles and have questions answered if they need to use vehicles for work



Mike Wren

@mikewren

Follow

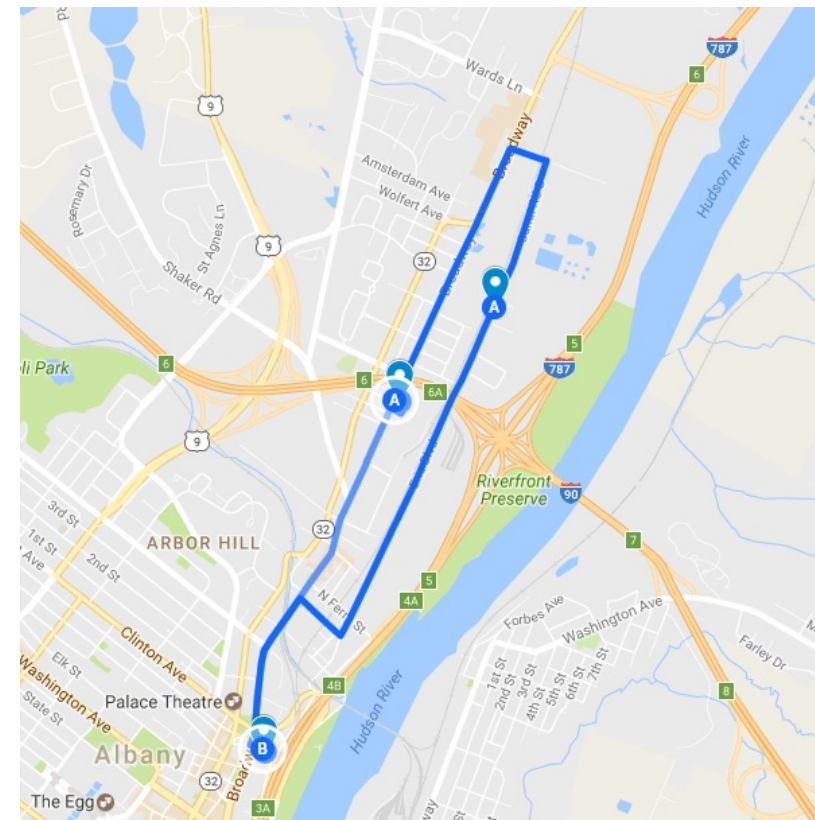
Today @nysdec is sponsoring Green Your Commute - Drove my Chevy Volt EV, which was charged at home from grid-provided sustainable power. It's been over a month since I've used any gas! #gycd18 #chevyvolt ift.tt/2KB5ME0



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# Logistics

- Have pre-registration for time slots
- Have a pre-planned route
- Have an “EV team captain” in each car to explain the vehicle and answer questions
- Conduct a follow up survey asking:
  - How likely you are in the next XY months to purchase a PEV



# Overall Take Aways

- Make it cross cutting and not just an “environmental thing”
- Make it fun!
- Build metrics into the activity
- Multiple points of contact
- Find champions and provide them with clear instructions and tools on how to encourage participation
- Celebrate individual successes and let people “own” their actions





# Contact Information

Brendan Woodruff

[Brendan.woodruff@dec.ny.gov](mailto:Brendan.woodruff@dec.ny.gov)

(518) 402-9159



Brendan Woodruff

@TehWood

It's a perfect day for a green commute!  
#GYCD17



7:07 AM - 19 May 2017

6 Likes



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# Zero-Emission Vehicles & Infrastructure Rebates for Municipalities

# Main Sources Of Greenhouse Gases in NYS

New York's goal is to reduce these emissions 80% by 2050



TRANSPORTATION  
34%



BUILDINGS  
32%



ELECTRICITY  
20%



WASTE & OTHER  
8%



INDUSTRY  
6%



[dec.ny.gov](http://dec.ny.gov)

 [facebook.com/NYSDEC](https://facebook.com/NYSDEC)

 [twitter.com/NYSDEC](https://twitter.com/NYSDEC)



**Climate Smart  
Communities**

# Clean Vehicle Projects

Rebates available to municipalities:

- Purchase or lease for no less than 36 months of **eligible clean vehicles** – **Open now**
- Purchase and installation of **eligible infrastructure for charging and/or fueling** of eligible clean vehicles – **To be announced**



# Clean Vehicle Rebates

- Eligible vehicles
  - Recharged from an **external source of electricity** or from a hydrogen fuel cell
  - Maximum speed at **least 55 mph**
  - Manufactured for **use primarily on public streets, roads and highways**
  - At least **4 kWh battery capacity**





# Infrastructure Rebates

- Eligible infrastructure projects are any facility used **primarily for public charging** and/or fueling of eligible clean vehicles
- Rebates up to \$250,000 per facility



# Infrastructure Rebate Awards

Eligible Infrastructure – first-come, first-served for projects that **accumulate a minimum number of technical criteria points**, until funds are exhausted within the category

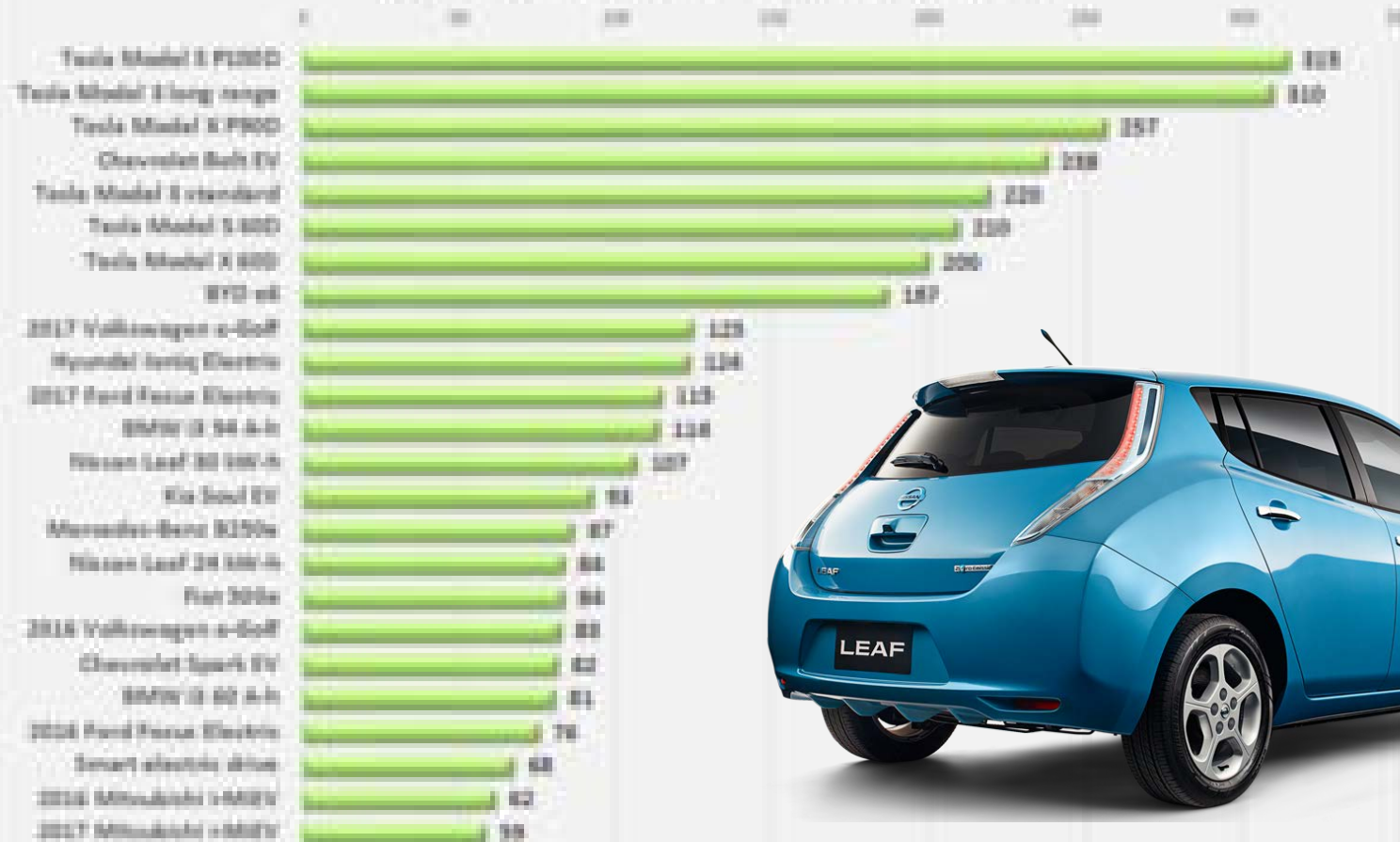
**STOP!** You must apply for the rebate before you do the installation!



# Rebate Parameters – Vehicles, Round 3

- \$300,000 available
- \$2,500 rebate for vehicles with electric range of **10-50 miles**
- \$5,000 rebate for vehicles with electric range of **50+ miles**

All-electric car EPA rated range per full charge  
2016/2017 model year available as of July 2017 (miles)





# How to Apply

- First **register** through the Grants Reform Website ([grantsreform.ny.gov/Grantees](https://grantsreform.ny.gov/Grantees))
- Download “Registration Form for Administrator” and follow instructions – **MAIL** it to the address specified

## THEN

- With the log-in information you receive, log in to the **NYS Grants Gateway Grant Opportunity Portal** ([grantsgateway.ny.gov](https://grantsgateway.ny.gov)) to apply
- Applications accepted until 3:00 pm ET, July 26, 2019, or until funds exhausted.





# Vehicle Rebate Awards

Eligible Clean Vehicles – **first-come, first-served** until funds are exhausted within the category

Submit the following documentation:

- List identifying the vehicle make and model, the rebate amount requested for each vehicle, and the VIN for each listed vehicle
- Proof of temporary or permanent vehicle registration for each vehicle
- Bill of sale for each vehicle
- Executed and signed vehicle lease or purchase agreement for each vehicle



# For more information: Grants Gateway Opportunity Portal

<https://grantsgateway.ny.gov>

- Click on “**Search Now**”.
- Type “**ZEV**” into “Search by Grant Opportunity” box and click “Search”.
- Click on the relevant ZEV opportunity (**vehicles** or **infrastructure**).
- Click on “View Grant Opportunity” to open or download the **Request for Applications**.



# Volkswagen Settlement

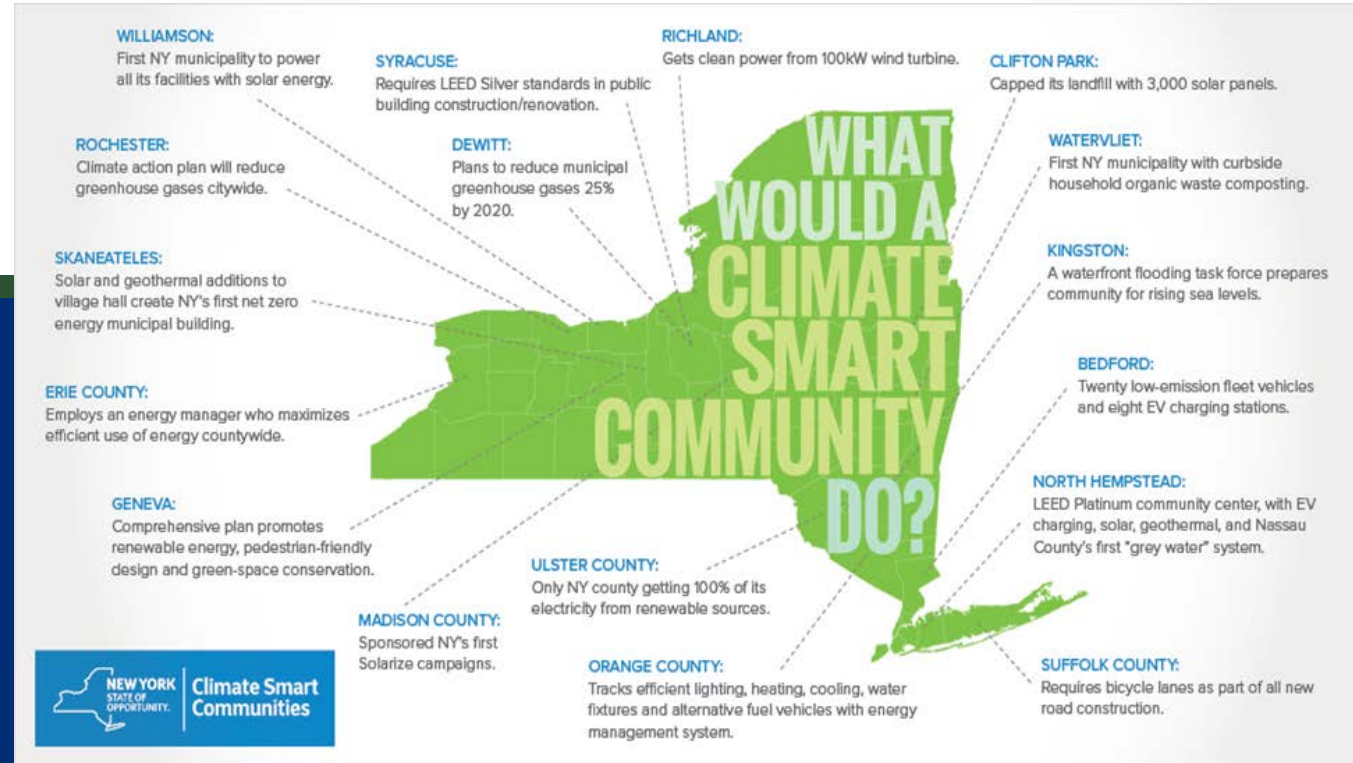
## Beneficiary Use Plan:

- Projects to reduce Nox, GHGs
- \$19.2M to light duty EVSE
- [https://www.dec.ny.gov/docs/air\\_pdf/vwcleantransportplan18.pdf](https://www.dec.ny.gov/docs/air_pdf/vwcleantransportplan18.pdf)





# Climate Smart Communities



# Climate Smart Communities Benefits



## Free technical assistance

- Regional coordinators through NYSERDA

## Guidance & tools on mitigation & adaptation

- Extensive website with info and decision-support tools
- Monthly webinars, email list,

## Funding

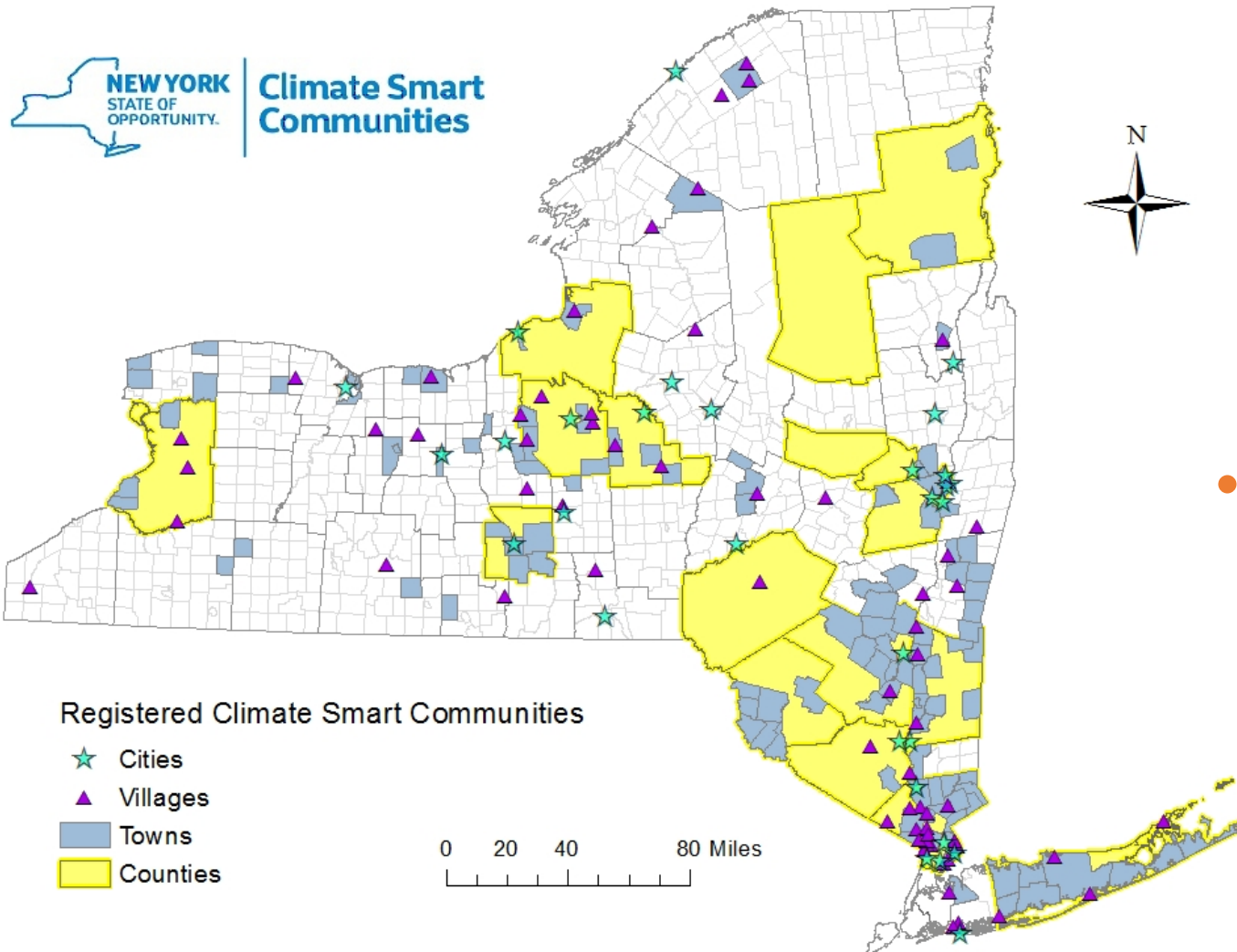
- CSC grants
- ZEV rebates

## Leadership recognition

## Networking



# By the Numbers



- **241 Registered** (since 2009)
  - 39% of New Yorkers live in these “pledged” communities (over 7.5 million people)
  - 15% of ~1600 local gov’ts
- **21 Certified** (since 2014)
  - Leaders who have documented progress

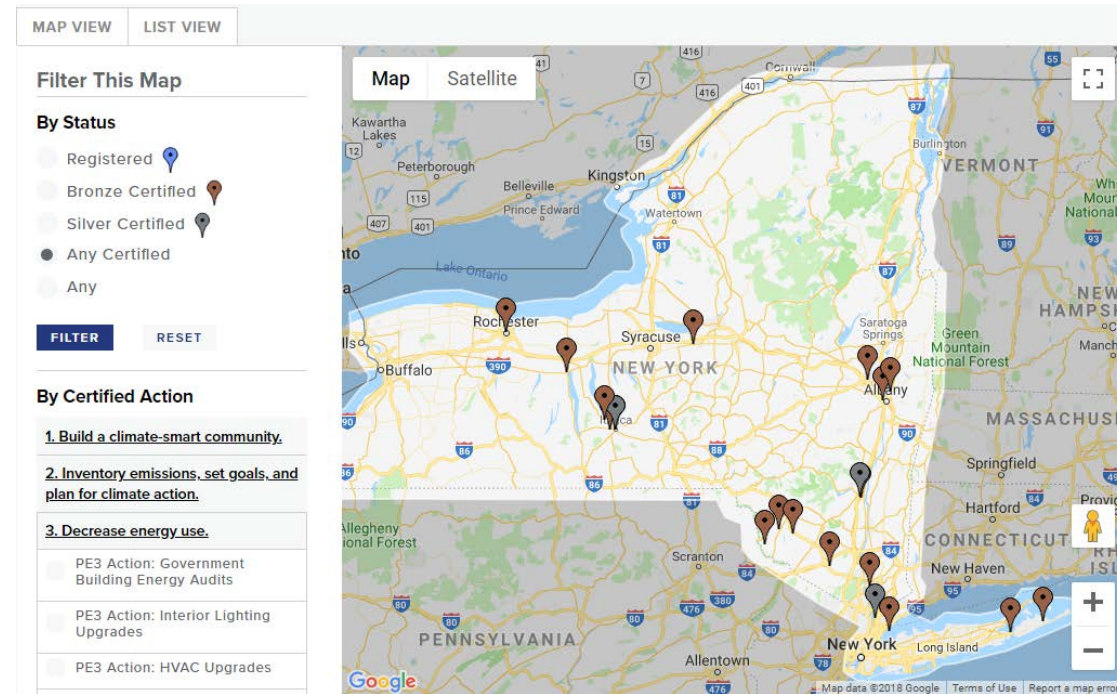
Full list at <https://climatesmart.ny.gov/actions-certification/participating-communities/>



# Climate Smart Communities and Clean Vehicles

Related certification actions:

- Fleet Inventory - \$\$
  - Collect complete & accurate information
- Fleet Efficiency Policy - \$\$
  - Set fuel-efficiency standard for acquisitions
- Fleet Rightsizing - \$\$
  - Match right vehicles to tasks
- Advanced Vehicles - \$\$
  - Acquire advanced vehicles



<https://climatesmart.ny.gov/>

# Questions?

[ZEVrebate@dec.ny.gov](mailto:ZEVrebate@dec.ny.gov)

[climatesmart@dec.ny.gov](mailto:climatesmart@dec.ny.gov)

[cscgrants@dec.ny.gov](mailto:cscgrants@dec.ny.gov)

NYSDEC Office of Climate Change  
518-402-8448

*Mark Lowery*

Office of Climate Change

NYSDEC

625 Broadway

Albany NY 12233-1030

[climatechange@dec.ny.gov](mailto:climatechange@dec.ny.gov)

## Connect with us:

- DEC: [www.dec.ny.gov](http://www.dec.ny.gov)
- Climate Smart Communities: <https://climatesmart.ny.gov/>
- Facebook: [www.facebook.com/NYSDEC](https://www.facebook.com/NYSDEC)
- Twitter: [twitter.com/NYSDEC](https://twitter.com/NYSDEC)
- Flickr: [www.flickr.com/photos/nysdec](https://www.flickr.com/photos/nysdec)



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