



EMPOWER

WORKPLACE CHARGING



EMPOWER – “Equitable Mobility Powering Opportunities for Workplace Electrification Readiness.”

Project Overview & Scope:

The EMPOWER project will accelerate the interest and support for workplace charging nationwide using a national landing page/funnel and website that will house our tools, resources, and information, along with consistent messaging, tactics, and coordination with national data and utility partners. This project has a primary goal of advancing employer commitments for workplace charging programs and installations. Secondary goals include collecting and advancing electric vehicle charging research and increasing career pathways in the EV charging industry for underrepresented communities.

EMPOWER Metrics:

Maine Clean Communities will conduct outreach, educational resources, assistance with identifying funding opportunities, and coordination between workplaces and utilities. Our project goals are:

- Engage with 80-100 businesses across Maine
- Receive 30 commits to install charging stations (by signing a project commitment form)
- Document the businesses that install the charging stations (provide proof of purchase & install)

Target Audience:

EMPOWER seeks to target workplaces interested in providing EV charging stations to its employees. Workplace charging helps with employee recruitment and retention; offering plug-in access at work also proves an organization’s credibility when talking about sustainability efforts.

Justice40 Initiative:

An essential facet of our program design will be the diversity, equity and inclusion lens in place for all major components of this project. This project requires 40% of all installed EV chargers need to service businesses in, owned by, or servicing designated EEJ populations across the state.

What Maine Clean Communities provides:

- Provide resources and technical assistance on pursuing workplace charging projects
- Identification of available funding opportunities
- Assist with coordination between workplace and utilities
- Promotion of workplace leadership