



PROMOTING YOUR CHARGING STATION

1 HOST A RIBBON CUTTING EVENT

Let your customers, community and the media know about your new charging station by hosting a ribbon cutting event to officially open your new charging station. Invite local stakeholders and your electric utility to attend.

2 REGISTER YOUR STATIONS ON PLUGSHARE AND/OR THE AFDC WEBSITE

Let drivers know about your new station by adding it to a search database. PlugShare (www.plugshare.com) is the most popular website and app that drivers use to find a station. Another commonly used database is the Alternative Fuels Data Center (www.afdc.energy.gov).

3 JOIN PLUG-IN NC

Plug-in NC is a state-wide program that promotes electric vehicle adoption through outreach and education, consulting and resource development. We recognize organizations that have taken a leadership role in North Carolina by installing public or employee charging stations or adding electric vehicles to their fleets. Membership is free and our members benefit from promotion through the Plug-in NC website, quarterly newsletters and social media. Join today at www.pluginNC.com!

4 ADD WAY-FINDING SIGNAGE

Signage helps drivers to easily spot your charging station and can help increase awareness of electric vehicles to those who are new to the technology. There is a universal symbol for charging stations, but you are not required to use it. Feel free to have fun and make the signage blend in with your location and branding.

5 PROVIDE INFORMATION ON YOUR WEBSITE

If you have a company website, add information about your charging station to let visitors know that you have one available. If you would like to further promote driving electric, consider adding information about what an electric vehicle is and why you decided to install a charging station.

6 EDUCATE YOUR STAKEHOLDERS AND STAFF

Make sure your employees are aware of the new amenity and are able to answer any questions they receive about it. Consider hosting a training to explain what electric vehicles are and demonstrate how a charging station works. If you're in a larger organization, send out information through an email or post information on your internal website.

7 USE YOUR DATA WHERE AVAILABLE

To see how well your charging station is doing, track how many visitors it receives and how much energy is being used. Some stations are equipped with data tracking software, but others will require you to track it manually. Consult your equipment manual to access any available communications ports (CAT5/ethernet). Alternatively, small circuit monitors can be installed at the breaker to track energy use. Create a data tracking and reporting program that works best for your location.