




What's Inside:

ROC EV Updates




- Workplace Charging Challenge
- RIT Hockey EV Shuttle Recap
- EV Enthusiast of the Month
- Upcoming Events

Latest EV News

ROC EV Updates



Rochester Workplace Charging Challenge



ROC EV is pleased to announce the 2018 Workplace Charging Challenge. We're calling on Rochester employers to join the EV movement and help make our community a national leader in EV adoption by providing EV charging stations at work. Employees with access to workplace charging are six times more likely to purchase an EV.

Why join the Workplace Charging Challenge?

- Attract and retain top talent
- Achieve corporate sustainability goals

- Raise awareness of your company's commitment to innovation and sustainability
- Earn recognition at the Chamber of Commerce [Passport to Workplace Charging event](#) on March 6th

[Visit our website](#) to learn more about how your workplace can get involved or email info@RochesterEVs.com to get started!

RIT Hockey EV Shuttle Recap

This past Saturday, ROC EV provided attendees of the men's hockey game with an electric car shuttle service from S-Lot to the Polesseni Arena.

That evening, the RIT Tigers faced-off against Canisius College and earned a 2-0 win at home.

But that wasn't the only success of the night. Over **150 people** utilized the ROC EV shuttle service, many of whom experienced what it's like to ride in an electric car for the first time. Our mission is to familiarize Rochesterians with the advantages of driving electric, and this event accomplished that better than any ROC EV event thus far. We can't wait to carry this momentum into our next Ride & Drive event. We hope you're just as excited as us!

Special thanks to our volunteers, who braved the cold and wind, for making the night a success. Our partners at [Dorschel Kia](#), [O'Connor Chevrolet](#), and [BMW of Rochester](#) provided the shuttle vehicles. Thank you!





Upcoming Events

EV Enthusiast Meeting

Thursday, January 25th, 6:30 - 8:30 PM at
I-Square, 400 Bakers Park, Rochester, NY
14617

EV Enthusiasts meetings are held on the fourth Thursday of each month. All are welcome! Join us for a relaxed social gathering where EV owners, EV enthusiasts, and those who want to learn more about driving electric can gather and share their knowledge and experiences with electric vehicles.



Like us on Facebook for more photos, EV news, and program announcements!

EV Enthusiast of the Month



Rich Stein

"I own a 2014 Chevy Volt that is extremely fun to drive. Driving an electric car is a great experience and different feeling than a gas powered car. The acceleration is much quicker and more responsive and because you are trying to maximize the regenerative braking - the actual brake pedal is hardly touched."

Visit [the blog](#) to read the rest of Rich's testimonial.

Latest EV News

Mitsubishi Dealerships In U.S. Asking For More Outlander PHEV SUVs



**Motor Trend compares the Chevy Bolt EV,
Nissan Leaf EV, and the
Tesla Model 3**

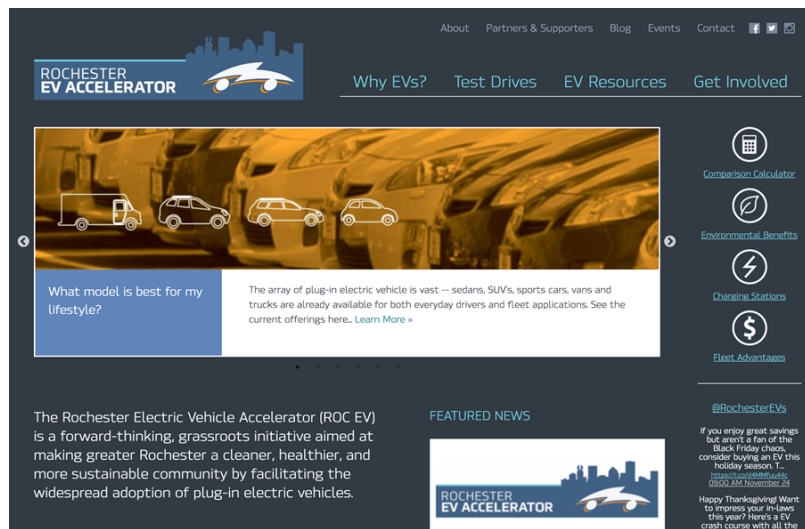


5 Reasons To Buy An Electric Car - Video



Visit Our Website!

Our website is live! Visit RochesterEVs.com for information about upcoming ROC EV events, general EV info, consumer and commercial EV galleries, and more!



What is ROC EV?

The Rochester Electric Vehicle Accelerator (ROC EV), administered by the [Electrification Coalition \(EC\)](#) in partnership with [The City of Rochester](#), [Genesee Region Clean Cities](#), and [Energetics Incorporated](#), is an innovative, community-wide initiative aimed at achieving widespread deployment of plug-in electric vehicles (EVs). This project is supported by the New York State Energy Research and Development Authority (NYSERDA) as part of the [Charge NY](#) initiative. ROC EV partners are working with public and private sector leaders to facilitate the necessary infrastructure, educational outreach, coordination, and commitment from local businesses to transform greater Rochester into a model electric vehicle accelerator community.



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