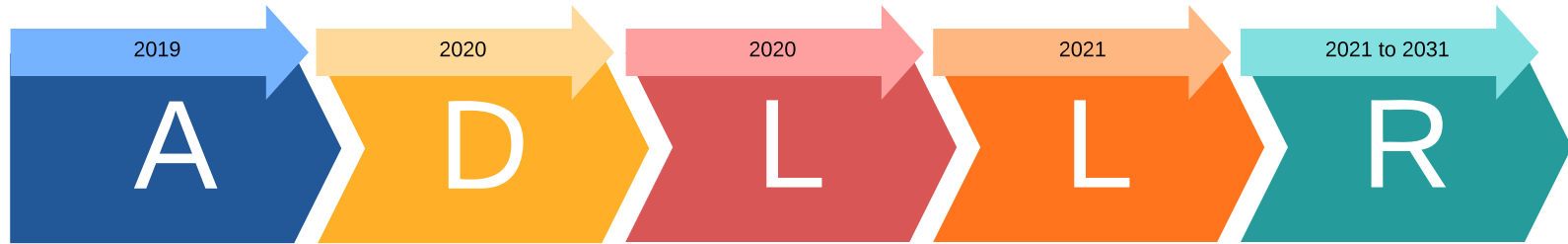


# Comprehensive EV Plan

Robert Raker | December 18, 2020



## Awareness

- Announce Strategy to employees, and start education internally.
- Purchase an EV for the fleet to identify pain points and potential ROI of the new solution.
- Start using this fleet vehicle to show the membership EV is a viable options.

## Desire

- Gauge memberships' reactions.
- Increase desire by addressing range anxiety.
- Collaborating within SD to establish charging infrastructure
- Develop electrical rates that will increase the memberships EV desire (this requires billing off interval reads)

## Lead

- Provide employees the opportunity to lead by example. Install charging at the Coop Location.
- Address any employee skill gaps before rolling out program to membership.
- Build out marketing material and resources, such as process flowcharts, that employees can reference later on.

## Launch

- Identify and Schedule participation in rate data sites.
- Monitor performance immediately following the implementation and provide constructive feedback.
- Set reasonable goals and metrics at the start.
- Adjust processes as necessary to include rebates and incorporate EV Chargers with water heater prgm.

## Reinforcement

- Monitor the change over time to ensure it fulfills your desired outcome.
- Use positive feedback, rewards, and recognition to encourage employees to keep following the new process.
- Migrating WREA's light duty fleet to completely electric by transitioning 1 vehicle per year to all electric. Increasing every 3 years. Convert entire fleet to Electric by 2031.

