

ADDRESSING STAKEHOLDER ENGAGEMENT

Solving the “People Problem” starts with a clear understanding of your Fleet’s current state and how that relates to your fleets specific needs and actions.

1 UNDERSTAND

The feasibility to electrify your fleet is dependent on both Internal and External Stakeholders.

Internal Stakeholders

Facilities
Finance
Fleet Management
Operations
Procurement
Sustainability
C-Suite

VS

External Stakeholders

Utilities
AHJs
Regulators
Grant Agencies
Property Owners
Vendors

- Automakers
- EPCs& EVSE, OEMs
- Software Providers
- Consultants & Other Service Providers



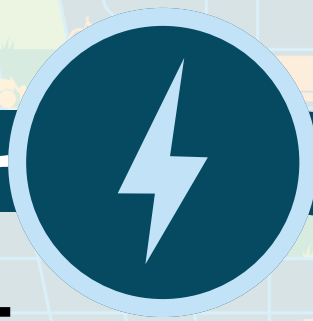
2 DETERMINE IF

your organization should begin to consider Fleet Electrification.

TOO EARLY

- Are Internal Stakeholders unwilling or ambivalent to meaningful investment in electrification?
- Are decision-making processes and external or internal stakeholders unclear?
- Are decision-making stakeholders unwilling to collaborate in conversation able electrification?

If Internal and External Stakeholders are ready to consider Fleet Electrification then proceed!



3 IDENTIFY THE WHAT

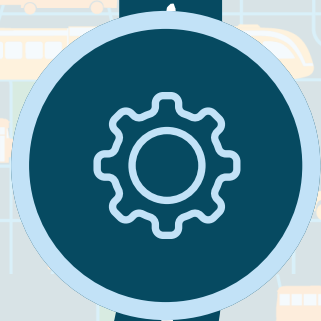
- What** should your organization do and when?
- What** type of work is needed?
- What** type of collaboration is needed within the organization for successful Fleet Electrification?
- Who in the organization must be involved**

Functions:

Does the organization have the means to within their facilities, operations, procedures, and budget?

Decision Makers:

- C-suite, Senior Directors, Fleet Management



5 IDENTIFY THE HOW

- How** should your organization proceed?
- How** will your organization collaborate with *external and internal stakeholders* to form a **Fleet Electrification Strategy**?
- How** will your organization address site-level planning and implementation?
- How** will your organization implement EV education (maintenance, charging, etc)?