5 REAL LESSONS LEARNED ON THE ROAD TO ELECTRIC VEHICLE PROGRAM IMPLEMENTATION
1. EV PROGRAMS ARE UNLIKE OTHER UTILITY PROGRAMS

- Opt-in programs mean customer experience is key – Sales, Service and Communication

- Client partners often have their own sustainability and EV charging initiatives and they won’t wait for you

- Business as Usual utility timelines increase program attrition, costs and impact program perception

- Each lifecycle phase matters to client partners
2. BREAKDOWN DEPARTMENTAL “SILOS” WITH ADVANCED INFORMATION FLOW

• Information flow between workgroups and supporting teams is critical to program success

• Customized Dashboards for centralized data allows full visibility on program health including project lifecycles, budgets and attainment to program goals

• Non-subjective Dashboard analytics support process adjustments and feedback to stakeholders

• A transparent program culture with progress visibility helps encourage accountability and change
3. USE TECHNOLOGY TO TRANSFORM YOUR IMPLEMENTATION

• New programs = new way of implementing from client engagement to field operations

• Tangible, realistic preliminary designs improve customer understanding and approval timelines

• LiDAR scanning and UAV aerial surveys improve design efficiency, and mitigate changes orders and redesigns

• Leveraging technology improves lifecycles, contractor efficiency and timely project completion
4. LEVERAGE YOUR EXISTING ECOSYSTEM

• Leverage internal sales channels, public affairs teams with strategic outreach and necessary resources to set the right expectations and maintain customer equity

• Develop employee program advocates and a referral program employees are confident in

• Create program advocacy with existing client base and leverage their networks for program growth

• Engage with local dealerships, non-profits and community groups for broader outreach
5. BE THE CATALYST FOR A CULTURE SHIFT

• Inclusive weekly sessions across program phases allow for open dialogue on key learnings and collaborative solutions

• Standardize the communication feedback loop between each of the program phases

• Invest in employee engagement and awareness at all levels of the organization

• Set the bar higher with contractors and consultants – EV programs are unlike other utility programs so make sure their performance is unlike other utility programs
Thank you

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