

The Road to EV Adoption

Follow these steps to be successful on your EV journey



1 LEARN

Educate yourself and gather resources to educate your organization about the EV landscape, including makes and models, related technologies, and the ecosystem of core industry players that offer support services like charging and infrastructure.



2 ALIGN

Develop your organizational stance on EVs, and ensure your organization has clear direction around how EV implementation aligns with your Environmental Social Governance (ESG) goals, buy-in and executive level alignment. Make sure to identify, involve, and engage internal stakeholders and EV evangelists throughout the company.



3 PLAN

Assess where EV adoption fits into your fleet, both today and in the future, and determine your starting point. Outline the steps you will take to make the transition, including possible infrastructure enhancements, which mandates need to be met in implementation, driver training, and your ordering strategy. Clearly define your budget, including any grants or incentives you will use to offset costs.



4 PILOT

Perform a focused test, implementing EVs in a select portion of your fleet to learn, assess feasibility, and understand how to scale across your operations. Engage in the pilot for a predetermined timeframe and direct your teams to focus on data gathering and field feedback so you understand how your EV strategy may impact drivers, customers, and your overall business operations.



5 ADOPT

Work toward full EV adoption and integration, optimize EV performance, and track progress toward sustainability goal achievements. Remember to revisit your progress and update your EV vision regularly. EV adoption is a journey rather than a set destination, so continue to evolve and grow your efforts over time.