

# The Path to Electrification

“ We are committed to helping our clients along the path to electrification. A new set of driver habits and internal processes are essential for success.”

– Jason Kazmar, Director EV and Sustainability Strategy at Element Fleet

## Five Critical Phases for a Successful Electrification Program:

### 1 Strategize

- Review your organization’s sustainability goals
- Engage internal stakeholders early on
- Develop your budget and identify performance metrics

### 2 Assess

- Perform an in-depth analysis to determine suitable EV candidates based on vehicle type, geography, and usage
- Identify vehicle alternatives that meet your TCO\* requirements
- Determine EV infrastructure requirements

### 3 Plan

- Define learning objectives and metrics
- Create a risk mitigation strategy
- Design a driver communication plan
- Update policies and energy reimbursement procedures

### 4 Pilot(s)

- Perform focused test(s) and incorporate learnings in real-time
- Continuously monitor performance

### 5 Scale

- Solicit-end-user feedback
- Review pilot results and incorporate learnings for continuous improvement

\*TCO: Total Cost of Ownership

For more information on how Element can help with your EV transition, contact your Element account manager or contact us at [elementfleet.com](https://elementfleet.com).

