

# ELECTRIC VEHICLE CAPABILITIES

SEEL, LLC can design and deploy a progressive capabilities program to support and deliver community-based Electric Vehicle (EV) capabilities, especially to grow EV market in underrepresented communities.

SEEL, LLC can educate the community about Electric Vehicles and demonstrate EV by:

- Train new installers and develop a diverse workforce to support an expanding EV market.
- Build community partnerships in underserved and disadvantaged areas.

## MARKET INSIGHTS

EV's provide a significant opportunity to increase revenue, reduce rates, manage loads while reducing carbon released into the atmosphere. There are several barriers to expanding this market:

- Lack of education and community awareness - The market is just learning about the benefits of EV's and lacks experience with these vehicles.
- Lack of charging stations - There is range anxiety and a low density of charging available. This is especially true in disadvantaged Black communities.
- Lack of market support to develop and build the infrastructure to expand this market.

SEEL, LLC is well-positioned to address these barriers by leveraging our extensive history to ensure equitable, diverse, and inclusive energy participation



### Community Engagement

Working with grassroots organizations and neighborhood centers, a specific strategy will be developed to educate, build trust and foster enthusiasm for EV's in a community, a specific community.



### Education / Demonstration

Launch a marketing and outreach campaign to directly educate customers and conduct demonstration events.



### Customer Offerings

Test various customer incentives, marketing approaches and rate strategies to see which resonates with the market and increases EV adoption.



### Market and Workforce Development

Develop and train a diverse workforce with the skills and knowledge to install and maintain chargers.



### EV Community Car Share

Clear the hurdles present in today's EV market for low to moderate income residents through the placement of EV charging equipment and short-term rental vehicles in dense affordable housing developments..



### Fleet Electrification Audits

Provide a baseline audit of current fleet operations and recommend cost-effective strategies for transitioning to electric vehicles, ensuring the necessary charging infrastructure is in place.

# ELECTRIC VEHICLE CAPABILITIES

## Our Approach

### Community Engagement

To help educate, gain experience, build trust, and gain enthusiasm for EVs in a community, SEEL, LLC will develop a strategy that will work with community organizations/ centers to provide charging stations and a limited-time electric car to show the community the possibilities of EVs and provide a charging station with visibility and open access. The community center would be used for education events and training. The installation of the charging unit would be done by those being educated through the SEEL, LLC workforce training.

### EV Community Car Share

SEEL, LLC intends to clear the hurdles present in today's EV market for low to moderate income residents through the placement of EV charging equipment and short-term rental vehicles in dense affordable housing developments. Residents of these communities will be offered free or low-cost memberships to use the vehicles along with affordable hourly rental rates. The process of installing the onsite charging equipment serving the car share vehicles will smooth the way for the installation of future resident charging infrastructure. At the end of the process, the data collected will support the validation and expansion of the business model and potential vehicle-to-grid or load-shifting benefits to the utility.

### Fleet Electrification Audits

SEEL, LLC will validate the use of a fleet auditing process for evaluating current fleet composition and prioritizing strategies for electrification. SEEL, LLC will collaborate with two to three light- medium, or heavy-duty fleets to test and standardize the audit process including data collection, assessment, return on investment calculations, and recommended implementation tasks.

### Market and Workforce Development

To be able to develop the workforce to install and maintain chargers, SEEL, LLC would provide training and develop trade allies with the skills and knowledge to provide these services. The capabilities would also focus on the development of a diverse workforce in this community.

### Education

SEEL, LLC has a strong education component for both individuals and the community as a whole. Education would occur through various community events as well as directly to customers with various marketing outreach approaches.

### Customer Offerings

SEEL, LLC would test various customer incentives, marketing approaches and rate strategies to see which resonates with the market and increases EV adoption. Testing could include different charging rates, charging control strategies, incentives or leases, and various direct marketing approaches. These offers would be developed together with the sponsoring utility.

*These elements will be customized to meet the specific sponsoring utility needs and the needs of the chosen community. SEEL, LLC will also look for additional partnerships for the program which might include city or county efforts, and vehicle and charger manufacturer or car dealer partnerships.*

