



Beneficial Electrification – Member Engagement and Market Development

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Why do we need a BE Department?

- Member inquiries
 - Traditional Energy Services
 - Solar and/or Battery Storage
 - Electric Vehicles
- BE Strategy
 - Existing Programs, Rates, and Rebates
 - Future Programs, Rates, and Rebates

What should a BE Department look like?

- Energy Services
 - Current and future programs, rebates, etc.
- Wiring (Electricians)
 - Current - Secondary wiring, load management
 - Future – Solar, Battery Storage, EV Charging

How did we create a BE Department?

- Internal buy in
 - Leadership
 - Board
 - Department
 - Programs and Rebates

Education - BE

- Internal
 - Buy and try
 - Gain knowledge
 - Be a good resource for members
- External
 - Bring examples to meetings/shows
 - Let members borrow and try them
 - Prizes/Contests/Giveaways



Education - EVs

- Businesses
 - Employee charging and fleet solutions
- Apartments
 - Tenant charging solutions

Education - EVs

- Dealer Outreach
- Local towns
- Leadership groups
- Website – DriveElectricMN.com
- EV Event – National Drive Electric Week



NDEW Event



Funding

- Programs/Rebates
 - EV Purchase
 - EV Charger
 - EV Ready Home
- Grants/Loans
 - VW Grant
 - Infrastructure Bill
 - EV Charging
 - Electric School Bus Initiative

Partnerships

- EV Groups
- Sustainability groups
- MREA
- Beneficial Electrification League

Questions?

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