

Electric transportation funding opportunities and perspectives

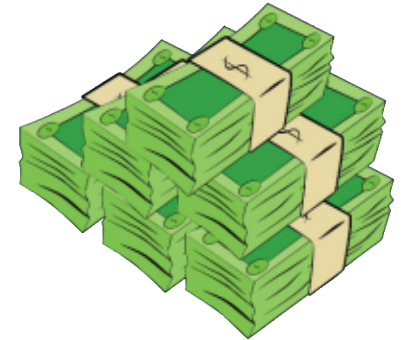


Rodney De Fouw

Funding opportunities

GROW
THE
BUSINESS

- ▶ Most of the time you need to be looking for the announcements
- ▶ Funding amounts can be quite significant
 - Funding announcements can be exciting
- ▶ Application period is generally short (75-day window is typical)



Utility perspective

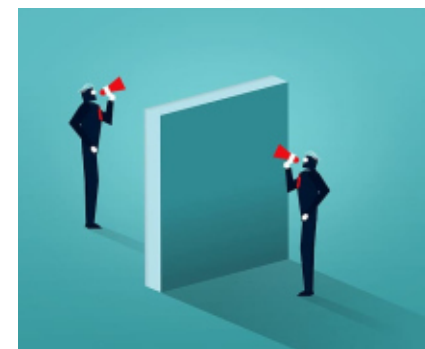
GROW
THE
BUSINESS

- ▶ Utilities want to play a role and leverage funds
- ▶ Most often opportunity was not planned into budgets
- ▶ Commonly we are the messenger to consumers
 - Expectation for utility staff to work as PM



The details

- ▶ Most funding opportunities come with significant strings attached
- ▶ Understanding the application process is critical
- ▶ Commonly no direct communication can be had with funds administrator



The reality of funding opportunities

GROW
THE
BUSINESS

A high bar for us



Stars need to be aligned for the member/consumer

What utilities can do to improve

- ▶ Identify funding opportunities long in advance
 - For HD/MD EVs start creating an inventory
 - Make sure your staff is informed
- ▶ The time is always now to start the conversation
- ▶ Identify project champions to partner with



What funding administrators can do to assist



- ▶ Simplify the application process
 - Provide an example application that is filled in w/attachments
- ▶ Allow applicants to “dip a toe” as opposed to “diving in”
- ▶ Find ways to get the opportunity directly to the intended target markets



What applicants can do to be more successful



- ▶ Assess EV application fit using a new lens
 - Old = Truck – route
 - New = Route -truck
- ▶ Contact your utility early and discuss your
 - Project desires and, your project budget
 - The utility's programs and rates
- ▶ Prepare prior to funding release
 - Receive internal pre-approval and budget if possible
 - VIN #, New vehicle pricing

We're in this together

GROW
THE
BUSINESS

- ▶ If we're going to be “In it” let's be sure to be sure to be “In, it to WIN it”

QUESTIONS/THANK YOU

Rodney De Fouw, LC, CKAE

Member Electrification Strategist

Great River Energy

O: 763-445-6124 | M: 763-276-8110

rdefouw@grenergy.com