Business & Technology Advisory

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How to Build an EV Strategy

Key Highlights

- As electric vehicle (EV) adoption grows, electric cooperatives must prepare to support transportation electrification while maintaining reliable and affordable power for their members. A clear, data-driven EV strategy helps minimize grid disruptions, reduce unnecessary infrastructure costs, and align programs with member needs.
- This advisory outlines practical steps to help your cooperative build a durable, systemaware EV strategy. It draws on guidance and tools featured in <u>NRECA's EV Resource</u> <u>Summary</u>, as well as insights from DOE, EPRI, NREL, SEPA, and other industry partners to help co-ops proactively address this growing segment of electric load.
- For more information on NRECA EV resources and opportunities for co-ops, visit our website at: <u>coperative.com/EV</u> and sign-up for our monthly newsletter, <u>Business and</u> <u>Technology Update</u>.

Overview

By actively engaging in the following steps, cooperatives can help ensure reliable and efficient electric service for their members while supporting the transition to electric vehicles and the broader goals of reliability and affordability. NRECA is here to help co-ops with our <u>Electric Vehicle Strategy Services</u>, offering customized reports, roadmaps, proposal development, and segmentation studies.



EV Strategy Development Process

1. Collect Data for Important Insights

Smart EV planning starts with a strong foundation of system and member data.

a. Identify Local EV Adoption

Use vehicle registration data from state Departments of Motor Vehicles (DMVs), utility surveys, or third-party datasets.

• *Resource*:

<u>EV Impacts and Opportunities Report 2025 – NRECA</u>

b. Track Charging Patterns

Use AMI, SCADA, and telematics pilots to pinpoint where and when charging occurs.

- Resources:
 - <u>MVEC/NRECA Telematics Pilot Summary</u>
 - <u>Energetics EV WATTS Dashboard</u>

c. Baseline System Loading

Use GIS overlays and feeder-level data to understand capacity at substations, feeders, and transformers.

- Resources:
 - <u>EPRI's EV Infrastructure Load Assessment Guide</u>
 - <u>NREL's EV Grid Integration Challenges</u>

d. Evaluate Usage Before and After EV Adoption

Analyze meter-level trends to inform rate design, incentives, and demand response offerings.

- *Resource*:
 - <u>NREL Residential Charging Behavior Study</u>

2. Work Holistically as a Cooperative

Managing EV growth requires seamless coordination across departments and functions.

a. Build Cross-Functional Teams

Include Engineering, Communications, Key Accounts, Member Services, Finance, Legal, and Operations.

b. Educate and Engage Members

Share practical EV guidance, charging safety tips, and available co-op programs through newsletters, workshops, and social media. Include cost reduction benefits of managed charging to members and the cooperative.



- Resources:
 - <u>EV Impacts and Opportunities Report 2025– NRECA</u>

3. Clarify Your EVSE Policies

Develop consistent policies for metering, make-ready infrastructure, hosting capacity, and third-party charger developers.

- Resources:
 - <u>EV Impacts and Opportunities Report 2025–NRECA</u>
 - <u>Rural Electric Workflow Improvements for Rapid Electric Vehicle Supply</u> Equipment Deployment (REWIRED)

4. Plan Rate Designs Strategically

Time-of-use (TOU), seasonal, or demand-response-aligned rates can help mitigate peak impacts and improve affordability.

- Resources:
 - <u>Electric Vehicle Rate and Program Design for Co-ops NRECA BTS Report</u>
 - <u>SEPA's Utility Rate Design Playbook</u>

5. Identify Electric Vehicle Service Equipment (EVSE) Site Readiness Needs

Map likely siting areas for future direct current fast charging (DCFC) or workplace charging and prioritize distribution system upgrades accordingly.

- Resources:
 - <u>Rural Electric Workflow Improvements for Rapid Electric Vehicle Supply</u> Equipment Deployment (REWIRED)
 - <u>EV Charging Station Site Selection Checklist Joint Office</u>

6. Reassess Planning Criteria

EVs are changing distribution planning. Co-ops must adapt forecasting, planning cycles, and engineering design.

a. Incorporate EVs into Load Forecasts

Use scenario modeling to assess varying levels of residential, school bus, and fleet electrification.

- Resources:
 - EVI-Pro Lite NREL
 - <u>DOE EVs@Scale Consortia</u>



b. Update Construction Work Plans (CWPs) and Long Range Plans (LRPs)

Include EV-related capacity investments, particularly for known sites like schools, transit depots, and highway corridors.

- Resources:
 - <u>Electric School Bus Case Studies EPA</u>
 - <u>EPRI's Small Fleet and Multifamily EV Service Guide</u>

7. Monitor Program Results and Adjust Strategy As Needed

Track participation in managed charging, TOU rates, or rebate programs to understand behavioral and system impacts. Use these insights to inform ongoing strategic planning.

- Resource:
 - <u>Electric Vehicle Rate and Program Design for Co-ops NRECA BTS Report</u>

For consideration, these principles can be incorporated with basic EV strategies:



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Contact for Questions

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