

JEA's Fleet Electrification Program embraces the drive for change.



Program Snapshot

Program offerings:

Fleet conversion planning for eligible customers; up to \$15,000 (cap at 60% of project cost) in incentives; consultations to explore feasibility and total cost of ownership (TCO); access to additional JEA incentives

Incentives distributed:

\$15,000 in the program's first three months

TCO interactions:

1,2000

Customers:

14

Overview

In June 2023, JEA, a community-owned utility serving Jacksonville, Florida hired Resource Innovations to launch a groundbreaking Fleet Electrification Program to transition JEA's commercial fleet customers from conventional internal combustion engine vehicles to electric vehicles (EVs). This turnkey program offers financial incentives to ease the transition to EVs, customizable fleet conversion plans for all fleet sizes and types, and strategically tailored pathways for customers, based on their fleet sizes and goals.

Opportunity

Responding to growing community interest, JEA realized the potential of launching a fleet electrification program. The goal was to facilitate the adoption of EVs in fleets, simplify the electrification process, and proactively guide market adoption. JEA recognized that customers sought a trusted advisor for navigating electrification opportunities. They also found that engaging customers early to help them plan conversions and define expectations eased some of the challenges. And to support a diverse customer base, multiple pathways were created to establish viable solutions for everyone, regardless of their fleet sizes and types.

Solution

JEA selected Resource Innovations to pioneer a comprehensive strategy to directly confront the barriers that customers face in both understanding the opportunity for fleet electrification and implementing their fleet conversion. To provide tailored solutions to a diverse range of commercial customers, all at different phases in their fleet electrification journeys, JEA's Fleet Electrification Program offers two distinct paths:

- Customers with smaller fleets who require minimal assistance may access a self-guided online TCO tool to explore the potential for converting their fleet to electric. They may consult with JEA's EV experts to confirm feasibility and receive support implementing their fleet conversion plans.
- Customers with larger fleets are provided up to four months of one-on-one advisory services to build and implement their customized fleet conversion plans.

This approach ensures that fleet owners receive the support necessary to understand the feasibility and cost-effectiveness of transitioning to EVs. In both pathways, JEA offers incentives to upgrade electric services through the Fleet Electrification Program and additionally, connects customers to JEA's Electrification Rebate Program to utilize incentives for charging station infrastructure, which helps reduce the upfront costs of switching to EVs.

Resource Innovations plays a crucial role as program administrator by offering estimates for the potential market size of eligible fleet vehicles in JEA's territory, allowing informed decision-making for the program through a comprehensive analysis of historical data. The program's annual goals are subsequently formulated using Resource Innovations' model, which assesses cost-effectiveness based on program expenses and potential load growth resulting from customer support investments.

Results

Resource Innovations provides JEA a clear picture of upcoming electric fleet transitions in their territory, customer perceptions of fleet electrification, barriers customers face, EV technology trends, and projected load growth and revenue estimates.

Harnessing these insights, JEA's Fleet Electrification Program is an effective example of how early involvement of utilities helps commercial customers understand the value of transitioning to EVs and streamlines the planning process. The program provides fleet owners with the information and support they need to confidently switch to electric vehicles and receive the long-term benefits of reduced carbon emissions and fuel costs.

"Resource Innovations' responsiveness enabled JEA to implement a fleet electrification solution that meets the diverse needs of northeast Florida commercial customers."

Dave McKee, JEA

Electrification Program Manager

Resource Innovations (RI)

is an energy transformation firm. Women-led, purpose built, and focused on impact, we're constantly expanding our portfolio of solutions to guide utilities through increasingly complex, connected challenges. For communities across North America, we're leading the charge to power change.

Find out how RI can transform your business:

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