



energyOrbit™

EOEV & Electrification 

Greenhouse gas (GHG) emissions have seen a dramatic drop worldwide but work continues to address the impact on our environment and climate change. Utilities in the forefront are exploring innovative ways to reduce GHG. One way to get there more quickly is through the introduction of electrification programs into their customer offerings. These programs will increasingly benefit customers as part of utilities' larger demand side management (DSM) portfolios. Incentives to car dealerships to sell more electric vehicles also shows promise in expanding the utility role in increasing EV market share.



- ➔ Electrification efforts are being developed to address a wide scope of utility residential and commercial customer demands for innovation
- ➔ energyOrbit is partnering with current and new customers, including Roseville Electric Utility and Missouri River Energy Services, to design specialized customer engagement solutions to track and report electrification offerings
- ➔ energyOrbit, integrated with utility DERMS provides a 360 degree view of your customers and seamless data capture of customer enrollments, incentives and engagement metrics

WHAT'S NEW IN ELECTRIFICATION AND CLEAN ENERGY

- ➔ Since the start of 2021, there have been a growing number of automobile manufacturers that have committed billions of dollars to and stepped-up development of electric vehicle programs including Ford, GM, Nissan, Hyundai, and Lamborghini
- ➔ Biden Administration pledged 500K charging stations to its EV strategy
- ➔ Many states have committed billions of dollars to alternative forms of energy to decarbonize and power their grids
- ➔ Microgrids got a boost in funding options under the Biden Administration infrastructure plan to improve transmission, electrify transportation and improve rural and remote areas of the U.S.
- ➔ California and other states have banned gas-powered equipment like leaf-blowers and lawn mowers vs electric tools
- ➔ Midwestern states and others have banded together to form EV charging station networks
- ➔ One quarter of U.S. homes are fully electric, and homeowners can do more to leverage electrification measures that add to the economy and support job growth
- ➔ The FAA is providing grants to airports to electrify them, moving away from fossil fuels for vehicles and equipment
- ➔ Cruise lines are moving to use shoreside electric power to help decarbonize operations



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