YOUR  
LOGO

**COMPANY NAME**

FLEET-ELECTRIFICATION STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support the transition of your fleet to electric vehicles. We help organizations reduce emissions, improve operational efficiency, and align with sustainability goals through tailored electrification strategies.  
  
This proposal outlines our strategic approach for [Client Name] to electrify its vehicle fleet.

# Project Objectives

The primary goals are:  
  
- Assess fleet readiness for electrification  
- Identify optimal vehicle replacements and charging infrastructure  
- Minimize total cost of ownership and emissions  
- Align with government incentives and ESG targets

# Proposed Services

Our fleet electrification services include:  
  
- Fleet audit and data collection (mileage, routes, utilization)  
- Vehicle replacement modeling and EV selection  
- Charging infrastructure planning and utility coordination  
- Financial modeling, TCO analysis, and grant application support  
- Implementation roadmap with phased transition plan

# Scope of Work

Scope includes:  
  
- Assessment of existing vehicle assets and duty cycles  
- Evaluation of available EVs and charging technologies  
- Charging site design and power capacity review  
- Fleet transition modeling and cost-benefit analysis  
- Strategic report and presentation to stakeholders

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Data Collection | Fleet inventory and usage analysis | [Start Date] |
| Modeling & Planning | TCO, vehicle replacement, charging design | [Date] |
| Infrastructure Review | Site design and utility coordination | [Date] |
| Final Report | Strategy, phasing, and funding insights | [Completion Date] |

# Pricing

Estimated cost breakdown for strategy development and advisory services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Fleet Assessment | Vehicle inventory, utilization data review | [Amount] |
| EV Modeling | Replacement options, route analysis | [Amount] |
| Charging Plan | Site selection, electrical planning | [Amount] |
| Roadmap & Reporting | Phased strategy and recommendations | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a transportation electrification advisory firm specializing in fleet planning, infrastructure design, and sustainability strategy.  
  
- Experience: [X] years helping governments and companies electrify operations  
- Expertise: Light/heavy-duty EVs, depot charging, software platforms  
- Mission: To accelerate the clean transportation transition through data-driven strategies

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Electrification plan for 100-vehicle municipal fleet  
- Outcome: Identified 85% of vehicles as electrifiable, secured $2M in incentives, launched pilot program  
  
Testimonial:  
“[Your Company Name] guided us from concept to funding with a realistic and achievable roadmap.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon final report delivery.  
Client Responsibilities: Provide access to fleet data, staff for interviews, and facility access.  
Adjustments: Any changes in scope or deliverables require written agreement.

# Acceptance

To approve this Fleet Electrification Strategy Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_