

2024

ELECTRIC VEHICLE CHARGING STRATEGY DEVELOPMENT

FOR GROCERY RETAIL

The MENV Team conducted a landscape study of electric vehicle (EV) charging, assessed the **business feasibility** of an EV charging program, and developed a potential strategy to inform how Albertsons Companies, Inc. (ACI) could move forward with their **customer-facing EV charging program** at grocery retail sites.

PROJECT PURPOSE



STRATEGY DEVELOPMENT FOR CUSTOMER FACING EV CHARGING STATIONS AT GROCERY RETAIL SITES



EV CHARGING IS A RAPIDLY CHANGING INDUSTRY: OPPORTUNITY EXISTS TO REEVALUATE EXISTING CHARGING PROGRAM



KEEP PACE WITH COMPETITORS AND PROVIDE ENVIRONMENTAL & COMMUNITY BENEFITS

DELIVERABLES:

**LANDSCAPE
REVIEW**

**BUSINESS
FEASIBILITY**

**+ INTERNAL
& EXTERNAL
DATA**

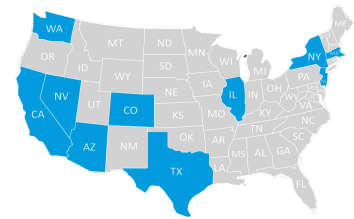
**SCORING
MATRIX**

STRATEGY

METHODS: WHITE PAPERS



Used Desktop Research & Expert interviews to analyze the landscape and business feasibility in the 10 states highlighted below



REGULATIONS



BUSINESS/PARTNERSHIP MODELS



INCENTIVES



COMPETITOR ANALYSIS



EV ADOPTION



FIT FOR PURPOSE: LVL 2 VS DCFC



TECHNOLOGY



DATA AND METRICS

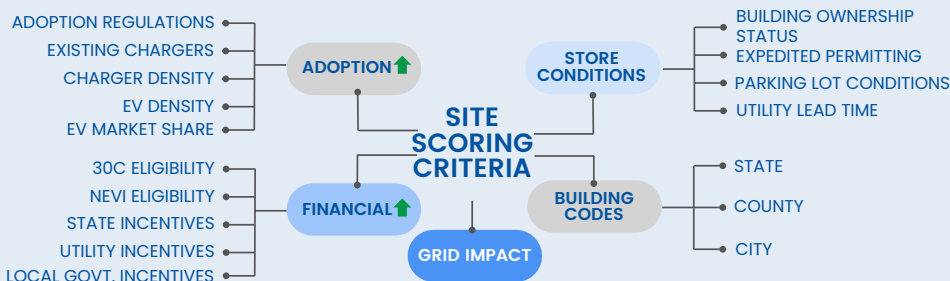


FINANCIAL AND ENVIRONMENTAL BENEFITS

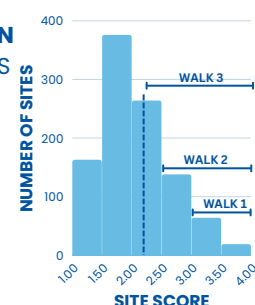
METHODS: SCORING MATRIX & STRATEGY



Used Publicly Available Data to determine the attractiveness of sites based on the categories outlined below



**SITE SCORE
DISTRIBUTION
FOR 10 STATES
ANALYZED**



SITE SCORE

PREPARED BY

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PROJECT OUTCOMES

The research culminated in the following findings and recommendations to Albertsons to proceed with a 3 year strategy for customer facing EV charging. Please Note, these are ONLY recommendations from the MENV Team. **ACI is not committing to the installation of EVCs.**

TAKE-AWAYS



HOLISTIC BUSINESS BENEFITS

- **4% INCREASE** IN FOOT TRAFFIC
- UP TO **50% INCREASE** IN CUSTOMER DWELL TIME
- ALIGNMENT WITH ACI PUBLIC-FACING ESG GOALS
- INCREASED PROPERTY VALUE



RAPIDLY EVOLVING MARKET

- INCENTIVES... UNTIL THE MONEY RUNS OUT
- PARTNERSHIPS WITH VENDORS ARE ESSENTIAL TO SUCCESS
- RAPID TECHNOLOGY ADVANCEMENTS



STRATEGY IS SITE-SPECIFIC

- STATE, LOCAL, AND UTILITY INCENTIVES
- PARKING LOT CONDITIONS & CONTROL
- LOCAL CUSTOMER EV ADOPTION RATES
- EXISTING PUBLICLY AVAILABLE CHARGERS



NOW IS THE TIME TO ACT

- COMPETITOR ADOPTION: WALMART, WHOLE FOODS, TARGET
- FEDERAL INCENTIVES = **\$5 BILLION** FROM NEVI (2026) AND UP TO **30% DEPRECIABLE COSTS** VIA 30C TAX CREDIT (2032)
- REGIONAL INCENTIVES IN 40+ STATES
- EV SALES/TOTAL CAR SALES PROJECTED TO BE 30% BY 2030

RECOMMENDED 3-YEAR STRATEGY

