



Results+

Achieving Environmental Goals with Driver Engagement

A healthcare organization dedicated to transforming the industry has been continually striving to improve all aspects of its operations, including its fleet. Beginning with a small hybrid fleet trial in 2016, the organization faced the ambitious challenge of transitioning its fleet to be 100% electric by 2030 while ensuring that drivers were engaged and supportive of this change.

Strategy: Comprehensive Approach to Building a Clean Fleet

In partnership with Wheels, the organization conducted a thorough evaluation of every vehicle option to meet its environmental and sustainability objectives. As early adopters of a clean fleet strategy, they decided to proceed with hybrid models and plug-in electric models as the most practical options. The organization also implemented an electric vehicle ecosystem for charger installations, reimbursements, and public charging cards, allowing for visibility and management of costs.

A key part of the strategy was to ensure driver satisfaction during the transition to more efficient vehicles. The goal was to ensure that drivers were not

only well-informed but also felt heard and supported throughout the process.

Results: Successful Sustainability and Change Management

The initiative has met its targets effectively. Currently, 82.3% of the fleet consists of hybrid vehicles, with 14.83% being plug-in hybrids and battery electric vehicles (BEVs). Since 2017, the organization has reduced CO2 emissions by 1600 tons.

Support mechanisms include monthly "Driver Drop-in Office Hours" with electric vehicle subject matter experts, quarterly newsletters, and comprehensive EV training for drivers new to the technology. An EV Playbook was created to communicate essential EV information. In mid-2023, an EV Experience Survey was conducted to gather feedback from early adopters, providing insights for refining the EV onboarding process.

The organization is on track to achieve a 100% electric fleet by 2030 and carbon neutrality by 2050, aligning with its position as an industry leader and early adopter of electric vehicles.

PROJECT SERVICES: Electric Vehicles, Vehicle Acquisition

FLEET SIZE: 1,750

VEHICLE TYPE: Sedans, small SUVs

INDUSTRY: Healthcare/Pharmaceutical

Savings/Improvements:

82.3%

of the fleet consists of hybrids, plug in hybrids and BEVs

100%

electric fleet goal by 2030 is on track