

ScottMadden Highlights the Electric Vehicle Market: Key Program Criteria and Design Considerations

Utility Perspective and Considerations for Utility Infrastructure Deployment

ATLANTA, GA – (August 10, 2015) – ScottMadden, Inc., one of North America’s leading energy consulting firms, recently published “The Electric Vehicle Market: Utility Perspective and Considerations for Utility Infrastructure Deployment.” This report is designed to help utilities who are considering the initial launch or expansion of their electric transportation program with Plug-In Electric Vehicle (PEV) infrastructure and other market support offerings.

The growth of the PEV market is creating an opportunity for forward-thinking utilities to leverage their size, scale, and relationships to deploy PEV infrastructure to support load growth, extend customer engagement, and grow the PEV market. This report reviews the U.S. electric vehicle (EV) landscape and deployment considerations to help encourage the thoughtful planning and design of a PEV infrastructure program that will help your utility capitalize on the growing PEV market.

“Electric transportation is a tremendous opportunity for utilities to grow their business and deepen their customer relationships. ScottMadden has experience in helping utilities thoughtfully plan and deploy EV infrastructure programs, which ultimately benefit the EV driver, the local economy, the utility, and our environment,” said Randy McAdams, partner at ScottMadden.

Our deep understanding of utility businesses has helped us assist in implementing new technologies for utilities from rooftop solar to electric vehicles. For more information about implementing an EV program, please [contact us](#).

About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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