Stakeholder Engagement Guide

A stakeholder group gathers facts surrounding an issue and provides recommendations on how to solve that issue.

Look for members from these areas in your community to serve:

Local Government

Locality business manager Legislative body member Transportation department staff

Business Community Ch

Chamber of Commerce Utilities Labor leaders

Civic Community

Neighborhood group leader Nonprofit leader Faith leader

Sources: Electrification Coalition. (2021). Electrifying Transportation in Municipalities: A Policy Toolkit for Electric Vehicle Deployment and Adoption at the Local Level. Electrification Coalition. https://www.electrification.coalition.org/wp-content/uploads/2021/08/Electrifying-Transportation-in-Municipalities-FINAL-9.9.21.pdf North Jersey Transportation Planning Authority, Alternative Fuel Vehicle Readiness: A Guidebook for Municipalities (2017). Retrieved January 30, 2022, from https://nj.gov/dep/drivegreen/AlternativeFuel/Vehicle.pdf.



Look for a diverse group of individuals who will engage most with EVs from your local government, business community, and civic community.



Establish Stakeholder Group

Get commitments from identified stakeholders to serve on stakeholder group.



Propose Goals & Share Hurdles

Have members research and identify possible goals for your roadmap. Challenge them to identify regulatory hurdles within your locality.



Create and Share Roadmap

Roadmap can include an EVSE oriented ordinance or comprehensive program to encourage and support new site hosts