**SIMPLE IMPACT EFFORT MATRIX**

**TEMPLATE – EXAMPLE**

MAJOR PROJECTS

QUICK / EASY WINS

LOW IMPACT

HIGH IMPACT

THANKLESS TASKS / MONEY PIT

* Develop a mobile app for easy station location and usage.
* Establish partnerships with local governments for EV infrastructure expansion.
* Conduct comprehensive environmental impact assessments.
* Maintain older charging stations to ensure reliability.
* Update and refresh website content regularly.
* Implement recycling programs at charging station locations.

FILL-IN

HIGH EFFORT

LOW EFFORT

* Install solar panels on charging stations for green energy.
* Launch a community outreach program to educate consumers about the benefits of EVs.

IMPACT EFFORT MATRIX

MAJOR PROJECTS

QUICK / EASY WINS

LOW IMPACT

HIGH IMPACT

THANKLESS TASKS / MONEY PIT

* Text
* Text
* Text

FILL-IN

HIGH EFFORT

LOW EFFORT

* Text

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