

**From:** cathy <[cvanmaren@protonmail.com](mailto:cvanmaren@protonmail.com)>  
**Sent:** Monday, March 15, 2021 10:42 PM  
**To:** Flottmeyer, James <[flottmeyerj@cityoflacrosse.org](mailto:flottmeyerj@cityoflacrosse.org)>  
**Subject:** Proposal to hold EV event in City Hall Parking Lot on April 24

I did attend the 3/15 BPW meeting to answer questions, but I was on the phone and unable to unmute myself. I tried pushing lots of buttons but nothing worked. And neither was I able to find the right combination of buttons to "raise my hand."

This is a summary of the event I'd like to hold as part of Earth Week.

**What:** Ask Me Anything About My EV

**When:** Saturday, April 24 from 2 to 5 p.m.

**Where:** City Hall Parking Lot

**Who:** Not sponsored by any group - a neighbor-to-neighbor event

**Why:** There is little factual information available about Electric Vehicles [from dealers](#), in the media, and in the community. There are many myths that might be keeping people from considering purchasing an EV. Increasing the use of EVs is a national, state, and local goal because [personal vehicles and light trucks are responsible for so much of our greenhouse gas emissions](#). During Earth Week, having an event that can help people get factual information, learn about current owners' real life experiences, understand the importance of moving from fossil fueled vehicles, and find resources to help them consider a switch, can help support those goals.

I had hoped to enlist the Coulee Region Sierra Club to sponsor an EV car display (like the EV display at the [MREA Energy Fair](#) in Custer, Wisconsin) at the Earth Fair this year. Because of the coronavirus, there is no Earth Fair this year and the Sierra Club has nixed club-sponsored in-person events until July 4. I contacted the organizers of virtual Earth Week to ask if a car display could be part of the April 25 drive-through recycling event, but, while they support an EV program, they thought a different date would be better.

The plan, then, is to block off the north end of the City Hall lot on Saturday afternoon, April 24, and have EV owners park cars in every other space - as distanced as possible. The south end, with access to/from Fourth Street and La Crosse Street, would be open for visitors to park and people could also access the event by MTU. We would ask all participants to follow current county guidelines including, if needed, staying at least six feet from people from other households and wearing masks while walking around and visiting with owners. Vehicle owners would each have a placard with the same basic information about their vehicle and then would be available to answer questions about their experiences. There would be no sitting in cars or taking rides in cars. We would ask owners and visitors to maintain appropriate physical distancing. One of the spaces would have either a handout or a card with a link to more information online. If someone's available, Xcel Energy could provide information about their home charging promotion. If public health conditions deteriorate, I would work to make this a virtual event and would not need the lot. Once details are finalized, I would complete the County's COVID event survey.

I will need to use or borrow barricades or other materials to clearly mark the display section and ensure no visitor vehicles drive through.

I hope to be able to include a variety of EVs from battery electric vehicles (BEVs) to plug-in hybrids (PHEVs) to electric bicycles, and a range of owner income levels. I've contacted Jeff Springer, who does programs about EVs for Dairyland Power and is an EV owner. He's interested. I've reached out to Chris Schneider who helps people purchase EVs and alternate vehicle cars and to Xcel Energy which is rolling out a home charging promotion. I hope to hear from them soon. I have started contacting some EV owners I know. I have also been in contact with Lorrie Lisek at Wisconsin Clean Cities who has done quite a few EV events, in-person and virtual, and has provided ideas and support.

If you have any questions about this, please email. I will plan to attend the March 22 meeting to provide more information if needed. As I mentioned, I am not associated with any group or organization. I just think this would be a good opportunity to start getting important information out about electric vehicles.

Cathy Van Maren  
608-317-9003