

Title: Climate Action Plan Implementation of Action Item TM 3-3. Assist private fleet operators with grant applications for EVs and EV infrastructure to transition to EVs

Description:

Action item TM 3-3 aims to assist private fleet operators to transition to electric vehicles in order to reduce transportation-related greenhouse gas emissions. The support must include education about EVs, support for assessing what an EV fleet would look like and what charging infrastructure needs will be, help in finding grants and incentives to make these transitions, and incentives to participate.

Requesting Department(s):

Request Type: Project

Current Status: Not started yet

Timeline:

Department Point of Contact:

JUSTIFICATION:

What is the request's desired outcome?

By the end of year one, at least ten private fleet managers will sign on to a La Crosse Green Fleets program and have completed or nearing completion on an EV Transition Plan with EV goals of 30% by 2030 and 100% by 2040 in order to qualify for assistance. The goal for years two through four are the same.

How will this outcome be measured?

Each year's "class" will be tracked with quarterly surveys and/or meetings to assess progress and adjust support if needed.

What is the methodology used to determine the budget for this project?

Past experience and similar initiatives.

Explain why project will take more than one year to complete?

The ultimate goal is to reduce transportation-related emissions to zero which means as many as possible zero emissions vehicles. There will not be sufficient resources or people to contact and support a spontaneous overnight change. After the first "class" of participants, the programming may need to be adjusted. New developments in battery materials, charging technologies, vehicle sizes and price points, government policies and incentives may alter the timeline of the transitions.

Has request been approved by an oversight board?

Climate Action Plan Steering Committee

Is this request part of an approved master plan?

2023 Climate Action Plan (2019 Carbon Zero Resolution)

Does this request require regulatory/other outside approval?

No

Outside Funding: *(It is possible that grants could be found for some of this. For example*

[Department of Energy Tax Credits](#) for Commercial EV and Alt Fuel Vehicles

[Commercial Clean Vehicle Credits](#)

[IRA Tax Credits for EVs for individuals and their businesses](#)

[Focus on Energy Business Solar PV](#) incentives (charging)

Xcel Energy fleet assessments (limited availability), charger incentives

[Renew Wisconsin EVs for Good](#) grants for EVs and charging (non-profit, service-oriented)

Does this request require the city to contribute funds?

Does this request use donated funds?

Operating Costs	Source FTEs		Amount				
	Past	2023	2024	2025	2026	2027	Total
Request Budget							

FUNDING SOURCES:

SPENDING PLAN:

EXPENDITURE CATEGORIES:

Details:

Year One \$35,000

1. Use existing materials to develop an invitation to participate in a “La Crosse Clean Fleets” program, including overall goal, services offered, timeline, requirements, incentives when intermediate goals met. Use existing materials including the [paleBLUEDot EV Ready Guide](#), materials from Xcel Energy, and, if available, [WI Clean Cities Smart Fleet](#) materials. Include overview of transition, reasons to consider, basic information about EVs and charging, and outline of Clean Fleets program. (\$2,000)
2. Invite fleet managers to sign up for the program. Focus on taxi services and businesses/non-profits with at least five vehicles in the fleet (Xcel requirement), especially businesses and non-profits which have already demonstrated interest in sustainability. Aim for March 15 sign up deadline initially. Develop waiting list if needed.
3. Host online or in-person Clean Fleet orientation program including WI Clean Cities, Xcel, EVA, Renew Wisconsin, guest from local or regional business/np that is in transition. Request that participants bring fleet assessment data to event. \$3,000 for event.
4. Ensure participants are signed up for a fleet assessment through Xcel, WI Clean Cities or another organization if needed. If possible, train one or more volunteers or interns to assist with fleet assessments. May need to contract with EV Transition consultant. \$3,000 to train volunteers (cost of assessment from contractor depends upon individual situations)
5. Provide regular updates on new programs, vehicles, charging news, grant opportunities via email or website updates.
6. Quarterly one on one meetings and assessments of progress and adjustments in programming and support needed. \$4,000 (10x\$100x4)
7. By end of year one, reward those who have finalized a transition plan or are in process of finalizing. \$15,000
Incentives may include one or more of:
 - * \$1,000 per participant toward charging infrastructure costs as needed
 - * \$500 per participant for BlueDot (<https://www.thebluedot.co/business>) EV charging
 - * \$500 support to purchase e-cargo bike or ebike if assessment shows need (local deliveries,

inspection services, consulting, etc.)

- * Membership option in Wisconsin Sustainable Business Council for one year (\$250 - \$500 depending upon size of business) OR similar organization

8. Annual follow up with class one participants. Invite class one participants to be presenters at programs in years two through four.

Years Two-Four (\$70,500)

Same as year one with updates and adjustments as needed. Target ten fleets per year or more if conditions and resources permit.

BUDGET	2024	2025	2026	2027	TOTAL
Invitation/Promo	\$2,000.00	\$500.00	\$500.00	\$500.00	\$3,500.00
Orientation	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$12,000.00
Volunteer training	\$3,000.00		\$3,000.00		\$6,000.00
Quarterly support	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$16,000.00
Incentives	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$60,000.00
TOTAL	\$27,000.00	\$22,500.00	\$25,500.00	\$22,500.00	\$97,500.00