

EV Workshop: “Driving La Crosse Forward: Electrifying Our Fleets”

Objective:

Educate local businesses and organizations on the benefits, incentives, and logistics of transitioning to electric vehicle fleets.

Target Audience:

- Fleet managers & business owners (ID through a dealer partner?)
- Community stakeholders.

Date & Time:

Location:

- Dealership?
- Restaurant?

Potential Partners:

- Utilities:
 - Xcel Energy
 - Dairyland Power Cooperative (Jeff Springer, Manager, Innovation and Efficient Electrification)
- Local dealerships (for test drives)
 - Pischke Motors Nissan - <https://www.pischkenissan.com>
 - Volkswagen La Crosse - <https://www.vwlacrosse.com>
 - Dahl Hyundai - <https://www.dahlhyundai.com/>
- Charging Stations
 - [E. Stanek Electric](#)
- Current EV Fleet Organizations
 - Dairyland
 - Trane
 - MTU
 - Gundersen Health?
 - Mayo?
- Community Partners:
 - Focus on Energy
 - Wisconsin Clean Cities
 - Sustainability Institute
- Media:
 - La Crosse Tribune
 - WIZM Radio

- WKBT Channel 8
 - WXOW Channel 19
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Agenda

1. Welcome & Introduction (9:00–9:15 AM)

- Speakers: Mayor Washington-Spivey or a representative from the City of La Crosse.
- Topics: Overview of La Crosse's Climate Action Plan and commitment to carbon neutrality by 2050.
 - Transportation and Mobility CAP Action 3-3
Partner with fleet operators and transit providers to work towards a goal that buses and fleets based and operating in La Crosse be 50% electric by 2030 and 100% by 2035. Work with transit agencies and bus companies to take advantage of federal transit grant opportunities to purchase new electric vehicles. Goal: 10 New organization commitments annually

2. The Business Case for EV Fleets/Panel Discussion (9:15–9:45 AM)

- Speaker: Current EVE Fleet Company (Trane, Dairyland, MTU) and a dealership?
- Topics:
 - Cost savings
 - Maintenance benefits
 - Environmental impact of EV fleets
 - Challenges faced
 - Solutions implemented
 - Outcomes achieved.

3. Incentives & Funding Opportunities (9:45–10:00 AM)

- Speakers: Focus on Energy, Xcel Energy, Dairyland
- Topics: Available grants, rebates, and federal funding options for EV infrastructure and fleet conversion.

5. Implementing EV Charging Infrastructure (10:00–10:15 AM)

- Speakers: E. Stanek Electric, Xcel Energy/Dairyland.
- Topics: Planning and installing EV charging stations, understanding charging networks, and integrating with existing infrastructure.

7. Q&A/Closing Remarks (10:15–10:55 AM)

- Speaker: Lewis Kuhlman

Promotion

- Eventbrite Event Page
- Social media
- Local news media
- Partner organization newsletters
- Chamber of Commerce
- Civic organizations (Kiwanis, Rotary, etc.)

Logistics & Support

- Event Registration:
 - Eventbrite.
- Materials:
 - Information packets, including resources and details on available incentives.
- Exhibitions:
 - EV
 - Charging Station
- Refreshments?
- Related Event:
 - [Transportation & Innovation Expo](#): Scheduled for October 27–28, 2025, in Madison, WI.
- Budget Considerations:
 - Location & table rentals
 - Refreshments
 - Marketing & signage

Other

[Green Fleet La Crosse](#)

[Wisconsin Clean Cities Transportation Expo \(October 27 - October 28\)](#)

[Sustainable Fleet Technology Expo, 08/25-08/27/2025, Winston-Salem, NC](#)