

Action

Assist private fleet operators with grant applications for EVs and EV infrastructure; require they set EV goals of 30% by 2030 and 100% by 2040 to qualify for assistance. Goal: 10 New organization commitments annually. (TM 3-3)

Introduction

Transitioning to electric vehicles is another important Transportation & Mobility action for GHG reduction. It supports the Climate Action Plan's strategy to increase electric vehicle use to 20% (11,800 vehicles) by 2030. There are approximately 77 EVs in La Crosse now.

Goal

Work with ten new organizations each year.

Cost

Staff would have to estimate time commitment or cost for contracted services. Supporting materials may add to costs. EV incentives from the Federal and State governments have increased, so the city could assist organizations in identifying and attaining grants, tax rebates, and technical assistance to ease their fleet's transition to electric vehicles.

Work Sequence

- A. Research what other communities doing to help fleets convert to EVs.
- B. Brainstorm how the County, WTC, UWL, and the City lead by example on EVs.
- C. Identify what EV incentives are available to businesses.
- D. Develop support materials such as a frequently updated list of incentives, letters of support, and contacts with the incentivizing organizations.
- E. Contact business organizations (LADCO and Chamber of Commerce) and large institutions to share the incentives.
- F. Assist applicants or refer them to outside assistance.

Considerations

Review [Electric Vehicle \(EV\) Ready Guide](#). The fleet operators interested in help should be committed to converting 30% of their vehicles to electric by 2030 and 100% by 2040.

Lead

Planning Dept.

Support

WisDOT, LAPC, Xcel Energy, Focus on Energy, and WI Clean Cities.

Complementary Actions

- I. Require new development to have wiring capacity for electric vehicle charging and reserve a percentage of new parking spots for exclusive EV use. (TM 3-9)
- II. Collaborate with the [electric utility](#) to provide incentives for EV charger installation at small and medium-sized businesses, with a priority in areas that promote equity. (TM 3-11)
- III. Develop a detailed implementation plan for EV charging infrastructure at municipal facilities. Budget for municipal EV charging station installation and upkeep. (TM 3-8)
- IV. Implement the [La Crosse Energy Action Plan](#)'s municipal operations EV strategies [pg. 25-26]. (TM 6-1)