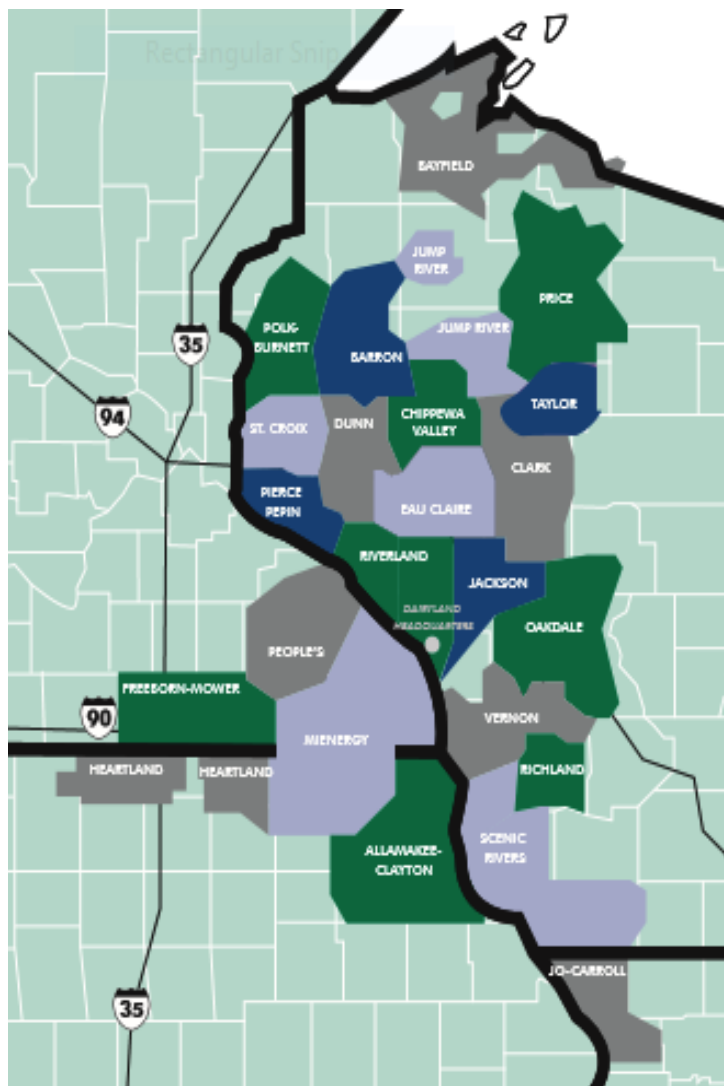


# Dairyland Power Cooperative

Jeff Springer  
Manager, Energy Efficiency and  
Technical Services

# Dairyland Service Area



- Issues specific to rural areas
  - Consumer members are unaware of EV options
  - Our service area is a “charging desert”
  - Rural automobile dealers may not be offering EV’s
  - Longer commutes exceeded the range of early pure EV’s

# Dairyland Efforts to Support Electric Vehicles

- Fleet EV project
  - 5 plug-in hybrids plus charging infrastructure
- Promotional events to increase awareness
- Incentives for Level 2 home EV charging and green energy if charging off-peak
- Dual Level 2 charger for every cooperative (underway)
- Cooperatives adding EV's to their fleets



Ford C-Max Energi Plug-in



First Level 3 Charger in the Dairyland Service Area...  
Located at the Ground Round in Tomah, Wisconsin





# Where EV's Fit in Rural Areas



The fast charger on the trailer is now installed at MREA in Custer, WI

- Consumers want AWD SUVs and 4WD pickup trucks
- This truck has 120/240V 14kW power output for operating power tools
- Long commutes equal more savings... the more miles you drive the more money you save

# Beyond Cars...



# Robotic Feeding System



- Saves labor
- Uses 8,000 kWh/year
- Replaces 1,260 gallons diesel
- 16,000 lbs. CO<sub>2</sub> reduction/year



# Comments and Questions