



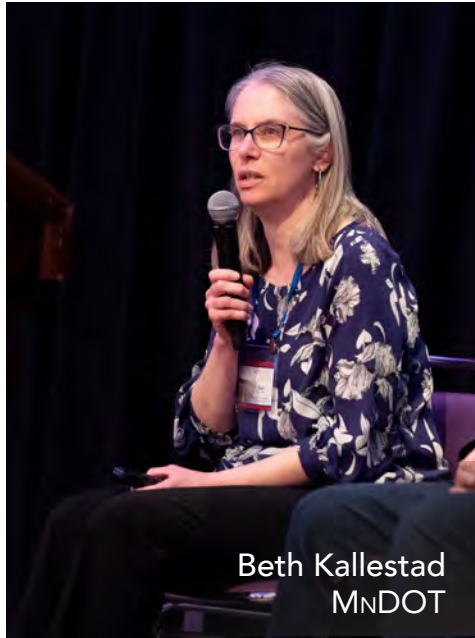
# RECHARGE | MN

## SECURING THE PROMISE OF EVs FOR EVERYBODY

Reporting from the Third Annual Recharge Minnesota Recognition Event  
and First Annual Mobilizing Minnesota Symposium



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### THE GOAL?



Build on the promise that one of the best ways to boost EV adoption is to harness lessons learned from each other.

**On March 22, 2023**, during an all-day symposium held at Minnesota State University Mankato, Recharge Minnesota participants from across the state gathered to exchange lessons learned and celebrate achievements from the past year in extending electric vehicle (EV) and charge station adoption. It was the third annual recognition event but first-ever statewide symposium aimed at providing an opportunity to share lessons learned among Recharge participants.

Small group breakout sessions comprised of learners eager to replicate successes in their communities participated in a host of conversations aimed at helping ensure that EVs will serve everybody across the state:

- The CEO from **Design Ready Controls** unveiled a new charge station factory planned for Albert Lea and an ongoing hiring initiative that will employ hundreds of workers.
- Community and technical colleges and major universities like **Riverland Community College, South Central Community College, Gustavus Adolphus College** and **Minnesota State University Mankato** described new mechatronic and workforce training programs to feed regional graduates into well-paid careers in high tech manufacturing throughout their regions.
- Emerging EV car share initiatives and green communities offered by **HourCar** and **PLACE** explored opportunities to extend their service into the further reaches of rural Minnesota.



- A regional planning effort led by the **Albert Lea Economic Development Authority** involving cities, business collaboratives, industry leaders and community organizations described its effort to link housing, childcare, education pathways and talent attraction – all driven by the emerging electric vehicle manufacturing base in Southern Minnesota.



- Utilities large and small, public coops and investor-owned, including **Xcel, Connexus, Federated Rural Electric Association, Wright Hennepin Cooperative Electric, McLeod Cooperative Power Assn., Minnesota Valley Electric Cooperative** and **Benco**, described a host of innovative programs to extend charge station infrastructure, support low-cost charging in communities and for households, and extend electrification opportunities to all households, everywhere.
- Family and community foundations with deep ties to their regions like the **Schmidtke** and **Olseth Family Foundations** and the **Mankato Area Foundation** outlined their plans to target local philanthropy to achieve even greater EV infrastructure and vehicle deployment through the areas they serve.
- Tribal leaders from **Native Sun Community Power Development** described their initiatives to bring electric transportation to native lands and connect tribal communities with each other and the Twin Cities metro.



- Students looking for opportunities in the new EV space mingled with CEOs and EV leaders, exchanged business cards, and described the roles they were hoping to secure.
- **Minnesota DOT** described its initiative to extend federal infrastructure dollars into Minnesota's rural areas to help ensure that at least 40% of incoming government support provides benefits to the state's most vulnerable areas.

## Conversations during the day identified a variety of new initiatives for the coming year:

- ★ Creating a first-ever inventory of all businesses throughout Minnesota that stand to gain as the EV rollout progresses in the state;
- ★ Developing a new regional collaborative recognition tier to recognize regional efforts like that occurring in Albert Lea to extend EV development beyond the confines of a single town or community;
- ★ Leverage the resources of utility programs like Xcel Energy's Partners in Energy to help communities create model technical frameworks for boosting EV adoption that could help them be better positioned to secure emerging federal funding.
- ★ Return for a 2024 recognition event and symposium where electric school buses serve as the central theme, potentially to be held closer to the Twin Cities to attract an ever greater cross-section of participants from throughout the state.





With ongoing community initiatives in **Mankato, St. Cloud, Elk River, Albert Lea, Northfield**, and with others planned, the Recharge Minnesota statewide collaboration is demonstrating the power of positive storytelling to help realize the promise of an electric transportation system that can serve us all.

Thank you to all Recharge Minnesota participants, **Fresh Energy** for their ongoing help with the event and overall initiative, and to our supporters at the **Olseth Family Foundation, McKnight Foundation, Schmidtke Family Foundation, Carolyn Foundation,** and **Xcel Energy**.



Kirk Brown  
CEO



Stephanie Dorman  
NATIONAL PROGRAM DIRECTOR

[Click here to watch the Recharge Minnesota Participant recognition video.](#)

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