



RECHARGE AMERICA

2024
Annual
Report



Recharge America 2024 Annual Report

CURRENT RECHARGE AMERICA PARTICIPANTS



ABOUT RECHARGE AMERICA

Recharge America helps boost local economic development throughout Massachusetts and Minnesota by supporting efforts to accelerate EV adoption and expand related infrastructure. Recharge America partners with community organizations and foundations to complete its work.



OUR WORK

Recharge America is helping advance the transition to clean transportation in Massachusetts and Minnesota. Local community engagement efforts are coupled with statewide programs to support and recognize entities working to boost EV adoption and charging deployment.

COMMUNITY ENGAGEMENT

Recharge America delivers community-facing ride-and-drive and EV showcase events focusing on rural, non-metro areas. This targeted strategy prioritizes communities that face the most significant risk of being left behind as the transition to electric transportation unfolds. We work closely with many local allies - including city leaders, community foundations, economic development groups, local businesses, higher education institutions, and others - to unlock community-led conversations about making transportation electrification beneficial for them, often for the first time.

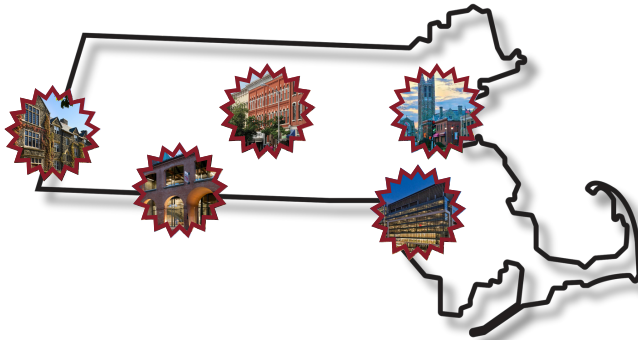
Our goal is to build locally-led Recharge initiatives across these communities that foster EV adoption and greater community awareness of the benefits afforded by electric transportation. We embrace the entire electric ecosystem by creating opportunities to explore various hands-on experiences, including test-driving the latest EV models, interacting with charging options, electric bikes, and other forms of electric mobility, while learning from industry experts and local EV owners about the benefits of driving electric.

Recharge America emphasizes the community economic development potential presented by keeping community energy dollars local and the related workforce development opportunities driven by the emerging technology and service ecosystem related to EVs and the infrastructure required to support them.

2024 COMMUNITY ENGAGEMENT HIGHLIGHTS

Massachusetts

- **Recharge Berkshires**
 - Planned and delivered the Recharge Berkshires EV Ride & Drive at Bard College at Simon's Rock
- **Recharge Longwood**
 - Planned and delivered the Recharge Longwood static event
- **Recharge UMass**
 - Planned and delivered the second Recharge UMass EV Ride & Drive event, this time at UMass Amherst
- **AltWheels**
 - Planned and delivered a fleet event in conjunction with AltWheels
- **Recharging Careers and a Clean Future**
 - Planned and delivered the first Recharging Careers and a Clean Future for Western Massachusetts at Springfield Technical Community College in partnership with BECMA and the Massachusetts Clean Cities Coalition



Minnesota

- **Recharge Austin**
 - Initiated community engagement conversations and began planning for a 2025 launch.
- **Recharge Fargo-Moorhead**
 - Launched and delivered the first event.
- **Recharge Mankato**
 - Initiated community engagement conversations and built an initial roadmap highlighting Mankato's commitments to a clean energy future and potential opportunities for greater community impact.
- **Recharge St. James**
 - Initiated community engagement conversations and participated in planning meetings for inaugural events in 2025.



2024 HIGHLIGHTS - *Massachusetts*

Recharge Berkshires EV Ride & Drive

Activity

Held at Bard College at Simon's Rock Daniel Arts Center, the Recharge Berkshires EV Ride & Drive brought together residents from across the region to explore clean transportation and sustainability solutions. The event aimed to connect the local community with firsthand electrification experiences and highlight regional pathways to a clean energy future.

Outputs

Recharge America worked alongside Bard College at Simon's Rock and regional partners to deliver an interactive showcase featuring EV test drives, e-bike rides, and exhibitor booths. The event included local auto dealerships displaying EV models, organizations sharing information on solar and charging infrastructure, and resources on careers and training opportunities in clean energy. A community BBQ helped create a welcoming and festive atmosphere for families and attendees of all ages.

Outcomes

Approximately 130 attendees engaged with the event, participating in EV and e-bike test rides and speaking directly with experts about electrification, incentives, and sustainability. The event fostered new relationships between local businesses, community organizations, and residents, while laying the foundation for ongoing engagement on clean energy topics in the Berkshires. It also helped elevate visibility of local clean energy career paths and demonstrated growing public interest in EV adoption throughout the region.



2024 HIGHLIGHTS - *Massachusetts*

Recharge Longwood EV Expo

Activity

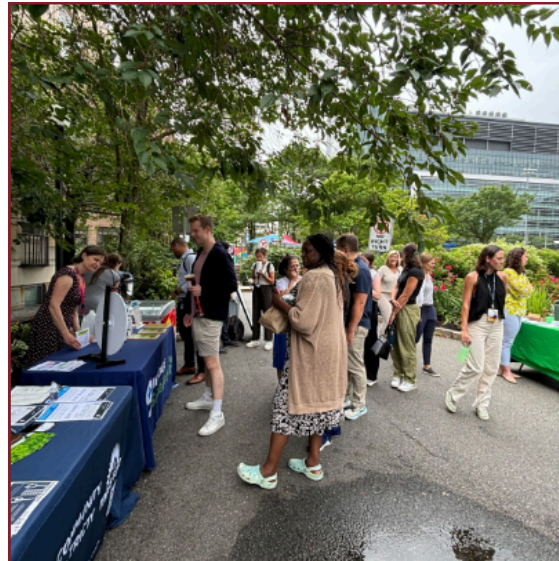
Hosted at Beth Israel Deaconess Medical Center in the heart of Boston's Longwood Medical Area, the Recharge Longwood EV Expo offered a hands-on opportunity for medical professionals, staff, and visitors to explore the growing world of electric vehicles. The event aimed to increase awareness of EV options among commuters and healthcare workers in one of the city's busiest urban corridors.

Outputs

Recharge America partnered with leading automotive brands and local sustainability advocates to organize a dynamic static vehicle showcase featuring 17 EV models from 10 different manufacturers. The event also included seven exhibitor booths offering resources on EV ownership, state and federal incentives, public health connections to electrification, and home and workplace charging solutions.

Outcomes

Roughly 175 attendees engaged with the event, exploring vehicles up close and asking questions about range, pricing, and charging. Many expressed surprise and excitement at the range of EV options now available. The event sparked new conversations about electrification among attendees in the healthcare and university sectors and demonstrated the growing demand for clean transportation options in Boston's urban centers. Several participants shared that the experience shifted their thinking about future vehicle purchases.



2024 HIGHLIGHTS - Massachusetts

Recharging Careers and a Clean Future for Western Massachusetts

Activity

Held at Springfield Technical Community College, this public-facing event invited residents from across Western Massachusetts to engage with the electrification movement firsthand. The event centered around clean energy career exploration, hands-on learning, and accessible EV education for families, students, and community leaders alike.

Outputs

Recharge America coordinated a multifaceted experience that included EV test drives, e-bike and scooter rides, and a robust STEM-focused career fair. The event opened with a VIP session featuring remarks from local leaders about Springfield's clean energy priorities and the future of workforce development in electrification. Partner dealerships showcased the latest EV models, while local employers and organizations shared career opportunities and training pathways in sustainability and technology. Exhibits and demonstrations were designed to be interactive and informative, encouraging participation from attendees of all ages.

Outcomes

With 77 attendees, the event sparked meaningful conversations about electrification's role in the regional economy and its potential to shape the future workforce. Attendees left with a greater awareness of both the vehicles and career paths connected to clean energy, with several students and job seekers expressing interest in pursuing training programs at STCC. The event also deepened collaboration between local institutions, businesses, and equity-focused organizations—laying the foundation for sustained outreach and community-building efforts around electrification in Western Mass.



2024 HIGHLIGHTS - Massachusetts

Recharge UMass Amherst EV Ride & Drive

Activity

Hosted at the UMass Transit Compound, the Recharge UMass Amherst EV Ride & Drive brought together students, staff, and campus infrastructure professionals for a day of hands-on learning and electrification exploration. The event was designed to deepen awareness of sustainable transportation options while showcasing real-world applications of EV technology at a large institutional level.

Outputs

In partnership with the University of Massachusetts and regional dealerships, Recharge America delivered a dynamic experience featuring EV test drives, e-bike rides, and electric utility vehicle displays. Exhibitors provided tailored information about EV ownership, clean transportation infrastructure, and opportunities to support UMass's broader sustainability goals. The event also highlighted the role of electric utility vehicles in large-scale fleet transitions and encouraged conversation around future fleet planning for the university and beyond.

Outcomes

Roughly 80 attendees engaged in the event, including students curious about EV ownership and transit staff evaluating electrification options for campus operations. Test drives and vehicle demonstrations helped demystify EV technology and sparked new discussions about electrifying university fleets. The event strengthened campus-wide interest in sustainability efforts and positioned UMass Amherst as a regional leader in integrating clean transportation solutions into institutional operations.



2024 HIGHLIGHTS - *Massachusetts*

Recharge Massachusetts Recognition Symposium

Activity

Held at Boston University, the Recharge Massachusetts Recognition Symposium brought together over 100 stakeholders from across the state to celebrate the year's progress in advancing EV adoption and infrastructure. The event served as a collaborative forum for public, private, and nonprofit leaders to share success stories, exchange best practices, and build momentum for the year ahead.

Outputs

Recharge America, with support from the Executive Office of Energy and Environmental Affairs, MassDEP, the Commonwealth of Massachusetts, and Eversource, organized a full-day symposium featuring presentations, panels, and networking sessions. Attendees heard directly from municipal leaders, higher education institutions, utility representatives, and community organizations about the challenges and breakthroughs in local electrification efforts. The event featured a keynote address from Undersecretary of Decarbonization Katherine Antos, who encouraged attendees to leverage state and federal funding opportunities to further their work.

Outcomes

The symposium reinforced a statewide network of partners committed to electrification, highlighting the tangible progress made through Recharge Massachusetts. Attendees left with actionable insights, new connections, and a shared sense of purpose to keep accelerating their efforts. Several communities shared follow-up plans to explore fleet transitions, public EVSE expansion, and community outreach campaigns sparked by conversations and inspiration from the event.



2024 HIGHLIGHTS - *Massachusetts*

Ongoing Engagement & Strategic Planning

Activities

Beyond public-facing events, Recharge Massachusetts remained deeply engaged with state agencies and community partners to support long-term planning and collaboration on transportation electrification. Key touchpoints in 2024 included a leadership meeting with the Commonwealth EV Leadership team and a targeted educational session with the Department of Conservation and Recreation (DCR). These efforts reinforced Recharge Massachusetts's role as a trusted partner in statewide EV initiatives.

Outputs

In August, Recharge Massachusetts met in person with the Commonwealth EV Leadership team—representing a range of state agencies—to align on priorities for the 2025 planning year. Facilitated with the support of Melissa Mittleman, the meeting allowed for direct feedback, strategic alignment, and continued engagement through follow-up conversations with individual representatives throughout the year.

In October, Program Director Stephanie Dorman led an EV101 presentation for employees at the Department of Conservation and Recreation as part of a “Lunch & Learn” webinar coordinated by Ryan Kingston. The session highlighted personal and fleet EV adoption, featured insights from current DCR electric vehicle users, and provided an open forum for questions and discussion.

Potential Outcomes

These engagements strengthened Recharge Massachusetts's position as a resource and advisor for government partners exploring or expanding EV efforts. The collaboration with DCR provided employees with clearer pathways for engaging with fleet electrification and increased internal awareness of EV benefits. Planning conversations are also underway for 2025 events and partnerships, including:

- A kickoff event in Boston with Connecticut Clean Cities for a cross-country EV drive.
- A follow-up community education event and test drive at Springfield Technical Community College.
- A potential Stellantis-funded EV test drive in Western Massachusetts in partnership with the Commonwealth.

These initiatives reflect a growing demand for both public engagement and interagency coordination—and Recharge Massachusetts is helping lead the charge.

2024 HIGHLIGHTS - *Minnesota*

FM Recharge at M State

Activity

FM Recharge at M State invited community members to Minnesota State Community & Technical College for a hands-on afternoon exploring electric vehicles and clean energy opportunities. The event was designed to introduce attendees of all ages to electrification through fun, interactive experiences and trusted local information.

Outputs

Recharge America partnered with M State to host a community-focused EV showcase featuring test drives, e-bike rides, and a lineup of local exhibitors. Participants were encouraged to explore a variety of electric vehicle models and learn more about available incentives, solar energy, and other sustainable goods and services. The event's open and welcoming environment encouraged many attendees to return for multiple test drives and extended conversations with exhibitors.

Outcomes

A total of 63 EV experiences were recorded, with several attendees trying more than one vehicle. The event successfully engaged a broad audience—families, students, and curious drivers alike—helping to demystify EV ownership and highlight the benefits of switching to electric. Community interest was especially high in the e-bike demonstrations, and many left with a better understanding of local sustainability resources and programs. The event helped plant the seeds for continued EV engagement and clean energy conversations in the greater Fargo-Moorhead area.



2024 HIGHLIGHTS - Minnesota

Recharge Mankato Roadmap

Activity

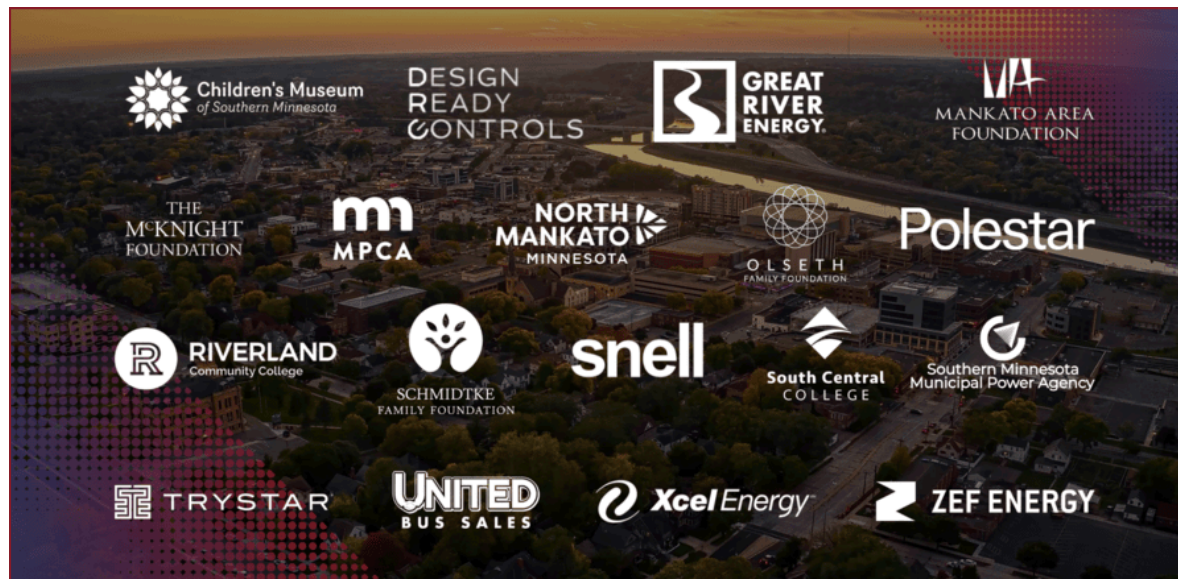
Hosted at Snell Motors and facilitated by the Mankato Area Foundation, the Recharge Mankato Roadmap sessions marked the launch of a renewed strategic planning effort to guide the region's electrification goals. The gatherings aimed to engage local stakeholders in shaping a community-driven vision for clean transportation and economic development.

Outputs

Over the course of three town hall-style sessions, community members, business leaders, and institutional representatives participated in facilitated discussions exploring how electric vehicles and clean energy initiatives could support Mankato's broader growth. Topics ranged from EV adoption and infrastructure deployment to workforce development, energy savings, and the role of public-private partnerships. These initial scoping conversations will inform the creation of the updated Recharge Mankato Roadmap, with continued input from local leaders in upcoming sessions.

Outcomes

The events set the foundation for a shared, strategic vision for electrification in the region, reviving and expanding upon Mankato's 2018 plan. Stakeholders left with a stronger sense of ownership over the future of transportation and clean energy in their community. The Roadmap—slated for release in Spring 2025—will reflect the voices and priorities captured during these sessions and serve as a catalyst for collaborative investment and long-term planning across sectors.



2024 HIGHLIGHTS - Minnesota

Recharge Minnesota Symposium

Activity

Held at the McNamara Alumni Center at Minnesota State University, the third annual Recharge Minnesota Symposium brought together clean energy advocates, community leaders, and industry stakeholders from across the state. The event served as a forum to recognize electrification progress, share best practices, and strengthen partnerships that support Minnesota's clean transportation goals.

Outputs

With support from Xcel Energy and the McKnight Foundation, the symposium featured a keynote from Justin Johnson of PLUM Catalyst and a series of dynamic panels covering equitable infrastructure, public transit, workforce development, and economic opportunities. Attendees explored EV charging innovations, learned about Xcel Energy's path to Net-Zero, and received updates on the National Electric Vehicle Infrastructure (NEVI) program from state and regional leaders. Hands-on displays of EV technology complemented presentations and sparked rich conversations about what's next for Minnesota's transportation future.

Outcomes

The event drew 73 attendees representing a wide spectrum of sectors—utilities, higher education, local government, nonprofit organizations, and business. Participants left with actionable strategies to accelerate electrification in their own communities and expressed a renewed commitment to regional collaboration. The symposium reinforced the importance of locally led, equity-centered initiatives and provided momentum heading into the 2025 planning year.



2024 HIGHLIGHTS - Minnesota

Electroposium 2.0

Activity

Electroposium 2.0, hosted by Minnesota State University, brought together hundreds of professionals, educators, and clean energy advocates for a day-long event focused on transportation electrification. Recharge America was invited to present as a featured partner, contributing to both main stage and breakout discussions on advancing collaborative solutions at local, state, and national levels.

Outputs

Recharge America CEO Kirk Brown kicked off the day by hosting a general session roundtable, *Advancing Collaboration for Electrification at a National Level*, alongside Kim Nelson of Riverland Community College and John Hacker of Design Ready Controls. The panel explored how industry and education partnerships can support workforce development through real-world programs that advance employees' careers. In the afternoon, Brown led a breakout session titled *Recharge America: Being a Connector in Local Communities, the State, and Nationally*, which highlighted the organization's work in recognizing and accelerating EV infrastructure efforts across sectors.

Outcomes

With more than 600 attendees, Electroposium 2.0 offered a high-impact platform to showcase Recharge America's leadership in building bridges between industry, education, and local communities. The organization's sessions sparked interest from multiple stakeholders and helped position community-based recognition as a valuable tool for accelerating electrification. Following the event, Minnesota State University invited Recharge America to co-develop Electroposium 3.0, scheduled for Fall 2025—solidifying Recharge's role as a strategic convener and thought leader in the space.



STATEWIDE RECOGNITION

Activity

The Recharge America Recognition Program celebrates public and private organizations across Massachusetts and Minnesota that are taking meaningful steps to advance electric vehicle adoption and community electrification. From municipalities and higher education institutions to local businesses and major employers, participating organizations are united by a shared commitment to a clean transportation future.

Outputs

Participants in the program receive year-round support and visibility as they implement EV-related initiatives in their communities. The program provides access to:

- Peer-to-peer learning and a growing network of practitioners
- Timely updates on industry news, policy developments, and funding opportunities
- A platform to share best practices, challenges, and success stories with fellow leaders
- Recognition through social media, reports, and a formal annual awards ceremony

Recharge America regularly highlights participant achievements and fosters connections across sectors to strengthen collaboration and accelerate progress.

Outcomes

The Recognition Program has created a vibrant community of early adopters and local champions who are paving the way for broader EV adoption. Participants report increased public awareness, expanded charging access, and new internal initiatives sparked by their involvement. By elevating their efforts, the program not only celebrates local leadership—it also builds momentum for regional and statewide progress on transportation electrification.



2024 PARTICIPANT HIGHLIGHTS

Massachusetts

Massachusetts Participant Count: **110**

21 New Program Participants

39% growth rate

Minnesota

Minnesota Participant Count: **56**

10 New Program Participants

21% growth rate

Participant Support

Participant Recruitment

Over the year, regular program recruitment activities included researching potential eligible organizations and contacting them through initial outreach emails, phone calls, and follow-ups. As an open enrollment program, interested organizations can initiate the participant approval process throughout the year via the Recharge Minnesota website.

Participant Profiles

Participant Profiles highlight the successes and achievements of each new participant. The profiles are then shared on the Recharge America participant newsletter, website, and social media channels.

Newsletters

Recharge America participants receive a bi-monthly newsletter that provides participant updates such as new participant and current participant spotlights and information on industry news, available incentive programs, upcoming events, and different ways to get involved.

Website

The Recharge America website is updated regularly with new participant logos, participant profiles, information on upcoming and past events, and current EV resources relevant to the state in which we do work.

Social Media

To further highlight and recognize EV work from program participants and to share their stories across social platforms, Recharge America highlights milestones on its Facebook, Instagram, and LinkedIn accounts.

2024 PARTICIPANT HIGHLIGHTS



GridPak, a solar-powered portable trailer, toured the country, showcasing its versatility and impact while earning a nomination for the prestigious 'Coolest Things Made in MN.' As Trystar's product portfolio grows, workforce development efforts are scaling to meet the rising demand for skilled professionals, driving innovation and reliable power solutions for critical industries.



The MPCA secured funding for 19 electric school buses through the EPA's Clean Heavy Duty Vehicle program, covering all costs by combining the award with Volkswagen settlement funds. This effort ensures three Minnesota schools can transition to cleaner, more sustainable transportation.



Snell Motors celebrated key milestones in 2024, including transitioning its courtesy shuttle to an EV and installing an on-site charger for both the shuttle and customer vehicles. With the shuttle covering 250 miles daily around Mankato, EV visibility soared. Additionally, Snell Motors prioritized workforce development by requiring EV training for all employees, ensuring the entire team can confidently and accurately discuss electric vehicles.



Native Sun expanded its Electric Nation projects, securing critical funding and delivering technical assistance to Tribal nations. Key achievements included helping Red Lake Nation secure a \$595,000 SMART Grant for an E-Bike Smart Grid, supporting the procurement of electric mini-buses for Red Lake Ojibwe Charter School, and aiding Flandreau Santee Sioux in securing a \$20 million EPA grant.



The NEVI program awarded grants for 12 EV charging station locations along I-94 and I-35, with a second round of proposals opened for an additional 14 locations along I-94, I-35, and I-90. An EV Infrastructure Needs Assessment is underway to guide future grant rounds beyond interstate corridors, supporting widespread clean transportation access.



In 2024, we expanded our capabilities to meet evolving member needs, including supporting a large EV fleet's growth, even through harsh Minnesota winters. We also focused on adding backup batteries to substations, enhancing capacity reliability and reducing overall costs for our members.

Bard College at **SIMON'S ROCK** *the Early College*

Bard College at Simon's Rock expanded its EV fleet in 2024 and hosted EV test drives, including a successful EV Ride and Drive event, fostering hands-on engagement and education around clean transportation.



Bridgewater State University promoted clean transportation and electrification through EV test drives, webinars, and general electrification education. Looking ahead, the university plans to install five dual EV charging stations (10 ports) at its Swenson Field Lot to further support sustainable campus initiatives.

BOSTON UNIVERSITY

Boston University made significant progress in fleet electrification, replacing 3 cargo vans, 1 SUV, 2 ice resurfacers, and a forklift with electric models. The campus added 2 new fleet charging ports, and Transportation Services transitioned many tasks to electric bicycles. In 2025, BU plans to expand with 8 additional charging ports, prioritize EV parking, and host an EV user education event.

BRISTOL

COMMUNITY COLLEGE

Bristol Community College is set to reduce campus gas vehicle use with a grant-pending purchase of electric golf carts. Additionally, the college received approval to install six DCFC Level 3 EV charging stations, further supporting clean transportation on campus.



UMass Boston actively collaborates with stakeholders and monitors trends to support electrification, clean transportation, and workforce development. In 2025, the university will focus on optimizing grid performance, tracking campus EV usage, and expanding workforce and community engagement in clean energy initiatives.

WAYFOR>>

The Way Forward Taxi Alliance expanded its fleet with 5-10 new EVs in 2024 and promoted clean transportation through EV showcases and an open house event at the Boston Logan taxi pool, driving awareness and engagement within the industry.



EcoAuto achieved record growth and sustainability milestones in 2024, including a year-over-year sales increase to 647 units and the reduction of over 2.5 million pounds of carbon emissions. Key highlights include launching the industry-first Battery-for-Life Warranty, supporting over 600 EV owners with \$1.3M in rebates, and expanding community engagement through over 50 events and EV safety workshops. EcoAuto's 2025 goals focus on national expansion, grid optimization, fleet electrification, and workforce development to drive continued innovation and impact.





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