

Recharge Minnesota Participant Case Study



*Recharge **Minnesota** is a program that supports and publicly recognizes top companies, schools, civic leaders, and others who take specific steps to encourage greater electric vehicle (EV) adoption, consistent with statewide clean air goals. Participating organizations pledge to take action on programs that include installing EV charging stations at the workplace, promoting electric vehicles with employees and the public, and reviewing their own fleet of vehicles for opportunities to convert to electric or plug-in hybrid vehicles.*

Great River Energy EV Program Highlights:



Offers free charging to employees and the community.



Offers subsidized wind energy to fuel EVs owned by members through the REVOLT® program.



Has two electric fleet vehicles. 19 of GRE's 28 member cooperatives have at least one EV in their fleet.

Read Great River Energy's profile for a complete overview on their EV initiatives.

RECHARGE | MN PROFILE

GREAT RIVER ENERGY

Great River Energy (GRE) is a not-for-profit wholesale electric power cooperative that provides electricity to 28 member-owner distribution cooperatives serving 700,000 families, farms and businesses in Minnesota.

GRE has long embraced electric vehicles (EVs) as an idea that makes sense on multiple levels.

"Great River Energy and our member-owners believe that electric cooperatives play an intrinsic role in our members' consideration and adoption of electric vehicle technology. We also believe that EVs are a quadruple win. They're good for business. They're good for the environment. They're good for the local economy and our members' pocketbooks," says David Ranallo, Director of Culture, Communications, and Member Services.



GRE's Headquarters



The REVOLT® program

GRE's member cooperatives offer subsidized wind energy to fuel EVs owned by members. The REVOLT® program offers wind energy at the same rate as conventional electricity for the life of the vehicle, enabling EV drivers to enjoy 100% renewable energy fueled transportation. The program began in 2015 and has been extended each year due to its popularity.

GRE views education as the single most important factor in advancing EVs in the marketplace, and is always exploring new ways in pursuing that goal. They have sponsored the first "Electric Room" at the Twin Cities Auto Show for several years and are a participating partner in the Plug Into MN® initiative to promote EV tourism in Minnesota, which recommends fun, EV-accessible road trips across the state. GRE has also hosted multiple EV ride-and-drives and other in-person events to engage with its members. The cooperative also launched their Energy Wise MN® website to educate consumers on EV benefits, explain the steps needed to purchase an EV, and help consumers identify the right vehicle for their needs.

GRE offers its employees free charging and currently has two EVs in their fleet. They also have an EV purchase incentive with over 30 employees who have made the decision to drive electric. In addition, 19 of GRE's 28 member cooperatives have at least one EV in their fleet.

Keeping GRE and our member-owner employees informed about the advantages of EVs and aware of the latest industry developments through regular internal educational and roundtable events is an important component of their education strategy. Each GRE employee can help carry the EV message, from the "linemen driving trucks around our communities to people talking in the grocery store," David says.



GRE's Available Charging Stations

GRE relies heavily on member feedback as well as input from a variety of stakeholders, including car dealerships, EV drivers, technical experts, and OEMs, to plan its strategic EV initiatives moving forward. They are currently working on an initiative with high-capacity electric forklifts, citing numerous advantages over traditional forklifts and a high satisfaction rate among users.

Learn more about Great River Energy at greatriverenergy.com

