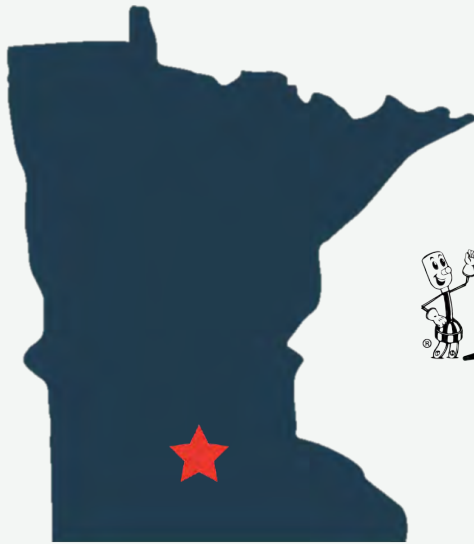


Recharge Minnesota Participant Case Study



*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.*

Runestone Electric Association EV Program Highlights:



Offers free Level 2 dual-port charging for community members.



Has engaged in EV conversations for over fifteen years and has hosted educational test drive events since 2018.



Purchasing the Rivian R1T as first electric fleet vehicle once available in late 2021.

Read Runestone Electric Association's profile for a complete overview on their EV initiatives.

RECHARGE | MN PROFILE

RUNESTONE ELECTRIC ASSOCIATION

Runestone Electric Association is an electric cooperative based in west central Minnesota, surrounded by beautiful lakes and farms. Their rural location hasn't stopped Runestone from being an innovator in vehicle electrification, leading the way for other rural communities to take advantage of the benefits that EVs (electric vehicles) offer.

Runestone's objective is to educate its members about EVs in a way that is both practical and relevant to their needs.



Runestone Electric Association Headquarters

"Our challenge is in finding unique ways of educating our members beyond being 'techie' or gadget oriented. We want to present this concept to a broader audience that may not want to spend hours talking about electric vehicles but can understand and appreciate their potential," says Ryan Rooney, Runestone's Energy Services Manager.

Runestone has been educating its members about battery-powered electric vehicles EVs over the past fifteen years, and hosted their first EV ride and drive in partnership with the American Lung Association in 2018.

EV adoption may evolve at a slower rate in rural parts of the state when compared to the metro, but that's an incentive for Runestone to innovate during the critical planning phases of their EV infrastructure expansion. Runestone is evaluating strategies to ensure that their area is "EV ready" as the vehicles, for both individual households and fleets, become more widespread.



The City of Alexandria Welcome Sign

Runestone has partnered with the nearby University of Minnesota, Morris and the City of Alexandria on two public charging initiatives as part of the Clean Fuel Corridor project (M2M). They offer their members discounts on Clipper Creek chargers through EnergyWise MN, and are working on a proposal to install Level 2 charging stations in two of the county parks, with funding provided by the Minnesota Pollution Control Agency. Runestone is also in line to acquire its own electric fleet vehicle, a Rivian R1T, as soon as it becomes available. Finally, they host a Level 2 charger in front of their headquarters for public use.

Runestone CEO Al Haman credits the Board of Directors for providing the environment and support necessary for the cooperative to innovate on EVs in a region of the state where one is more likely to see tractors than Teslas.

"We're out in farm country, where most people drive SUVs and pickups," he says. "One of the things I hope we can promote in the future is the farm use of EV pickups. When those become a common offering at the dealership down the street, that's when I think EV adoption will really take off here."

Learn more about Runestone Electric Association at www.runestoneelectric.com

