Wisconsin’s Transition to Electric Vehicles and What It Means for Drivers
Speaker: Debby Jackson, Executive Director, Transportation Development Association
Moderator: Monica Kruse, County Board Chair, La Crosse County
Wisconsin’s Transition to Electric Vehicles and What it Means to Drivers

WCA Annual Conference
September 19, 2023
U.S. Market Share of EVs

Source: Congressional Budget Office
What’s Driving EV Adoption

1. Increasing concerns about climate change, severe weather
2. Federal policies, infrastructure investment
3. Auto industry commitments to EVs, technology
4. State zero-emission policies, bans of ICE vehicles sales after 2035
What Could Slow Transition

• Consumer interest in EVs
  • Vehicle cost, gas prices
  • Range anxiety, charging speed
• Charging infrastructure rollout, supply chain issues
• Lithium-ion battery mineral availability
• Electric grid capacity
Charging into the Future
Openness to EV Ownership

Pew Research Center: May-June 2023, 10k+ surveyed

- 50% Not too/Not at all
- 38% Very/Somewhat
It’s About Age

Pew Research Center: May-June 2023, 10k+ surveyed

- 18-29: 34% Not too/Not at all, 48% Very/Somewhat
- 30-49: 47% Not too/Not at all, 42% Very/Somewhat
- 50-64: 56% Not too/Not at all, 33% Very/Somewhat
- 65+: 59% Not too/Not at all, 27% Very/Somewhat
EV Charging Buildout

Pew Research Center: May-June 2023, 10k+ surveyed

Confidence

- Extremely/Very: 17%
- Somewhat: 30%
- Not too/Not at all: 53%
Comfort with ICE Phase Out

Pew Research Center: May-June 2023, 10k+ surveyed
Federal Investment

• Infrastructure Investment and Jobs Act (IIJA): $7.5 billion for new EV charging stations
  o $5 billion National Electric Vehicle Infrastructure (NEVI) Formula Program
  o $2.5 billion Charging and Fueling Infrastructure Grant Program
• Inflation Reduction Act: up to $7,500 per vehicle EV tax credit
Private Investment

Leading the Charge: Walmart Announces Plan To Expand Electric Vehicle Charging Network

Walmart plans to install new electric vehicle (EV) fast-charging stations at thousands of Walmart and Sam’s Club locations across the country.

By Vishal Kapadia, Senior Vice President, Energy Transformation

April 06, 2023 | 2 Min. Read | Business
Beyond Personal Vehicles
Wisconsin EV Facts

• 13,893 EVs registered in 2022, an increase of 54% over 2021
• Almost 60% of all EVs are registered in Dane Milwaukee, Waukesha, Brown and Ozaukee counties
• Over 5,500 of the EVs are trucks
Wisconsin EV Registrations

WisDOT: Draft 2023
Wisconsin Electric Vehicle Charging Infrastructure Plan
Wisconsin Charging

- 1,967 miles of Alternative Fuel Corridors (AFC)
- 393 public charging station locations
  - 210 w/in 1 mile of an AFC exit
  - 4 NEVI compliant
The Benefits of EVs

1. Reduced carbon emissions, improved air quality
2. Lower vehicle operating costs
3. Increased energy security
4. Jobs
5. Remaining competitive with our neighbors, the world
WI Transportation Funding

Badger Institute: Future-Proofing Wisconsin’s Highway Funding System

- $1,491 (with no change in current mpg)
- $1,158 (with low-level EV share)
- $995.6 (with mid-level EV share)
- $832.5 (with high-level EV share)
Conclusion

“Electrification is coming. It’s imperative as a state that we get ready for that.”

WisDOT Secretary Craig Thompson
TDAWisconsin.org

Debby Jackson
Debby.Jackson@tdawisconsin.org