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ROBERT L. COWLES

Wisconsin State Senator
2nd Senate District

Testimony on 2021 Senate Bill 573

Senator Robert Cowles

Senate Committee on Utilities, Technology and Telecommunications

February 2nd, 2022

Thank you, Chairman Bradley and Committee Members, for allowing me the opportunity to submit testimony on 2021 Senate Bill 573. This legislation exempts electric vehicle charging station owners and operators from public utility regulations and authorizes an owner or operator to charge a fee for the use of the charging station.

Electric vehicles (EVs) have been dramatically rising in popularity over the past several years, including in Wisconsin, with registrations in some recent years growing by over 100%. While EVs were initially created in start-ups and other smaller companies, mainstream automotive manufacturers, such as Ford, GM, and BMW, have now entered into the market, and more than 200 EV models are expected to hit the market by 2030. As the number of EVs on the road are already drastically increasing with each passing year, Wisconsin's EV charging station infrastructure is currently lagging behind many of our neighboring states. There are just over 100 public-facing DC Fast charging stations in Wisconsin, many of which are in the greater Milwaukee area, and roughly 400 public-facing slower Level 2 charging stations are in Wisconsin.

Senate Bill 573 aims to provide the necessary statutory structure for private industry to have confidence investing in EV infrastructure and increase the number of public-facing electric vehicle charging stations. Primarily, this legislation exempts owners and operators of EV charging stations from the regulatory requirements of electric providers. 35 states have these necessary exemptions in place with at least seven states – Iowa, Kentucky, Missouri, Montana, New Mexico, North Carolina, and Vermont – having exempted EV charging stations from public utility regulations recently. EV charging stations and EVs in general are new products that our state statutes are generally silent on. As with any new and emerging technology, we as legislators and the statutes under which we serve need to adapt to the times, and in doing so we need to ensure that we don't unnecessarily subject our business community to burdensome regulations which stifles growth and advancement.

Furthermore, this bill authorizes EV charging station owners and operators to charge a fee for the use of their respective station. Under the bill, fees can be charged in several different methods, be it by flat charge, by time parked near the station or connected to the station, or by the amount of electricity a vehicle consumes, more commonly called 'by the kilowatt-hour (KWh)'. By the KWh, will undoubtedly be the most common method, but legacy technologies or owner/operator choice may deploy different fee structures. Typically, public-facing charging stations add between \$0.11 to \$0.15 per KWh, usually adding between \$2 to \$8 per charge. The U.S. Department of Energy notes that, in Wisconsin, an eGallon, which is a measurement used to compare EVs energy usage to a gasoline-powered vehicle, currently cost \$1.32, significantly less than the state's average of \$3.11 a gasoline gallon. Granted, much of the charging of EVs will occur at home, but public-facing charging stations are absolutely vital to keeping these vehicles charged and on the road, avoiding range anxiety, and promoting tourism to both in-state and out-of-state travelers.

As businesses across the state discuss making the investment to provide public-facing EV charging station services, we've heard from several entities that are concerned about taxpayer-subsidized infrastructure for EV charging stations undercutting privately owned charging stations. Senate Substitute Amendment 2 addresses these concerns to provide for greater confidence for private sector investment into EV charging, while still allowing local units of government the opportunity to house EV charging stations on public property through public-private partnerships, and owning and operating EV chargers for fleet vehicle use. Senate Amendment 1 to Senate Substitute amendment 2 is in response to concerns raised during the committee process in the Assembly and alleviates ambiguities in the definition of a political subdivision.

Through facilitating the deployment of more EV charging infrastructure around the state, EVs can become a practical everyday option for Wisconsin drivers and become the reliable choice for weekend getaways and family vacations to our great state, bringing in new visitors to our tourism economy. Regardless of whether EV drivers are commuting to work, taking a weekend away, or merely just passing through, eliminating charging deserts and reducing range anxiety helps to keep these vehicles on the road, bring Wisconsin in line with neighboring states, and eliminates one of the biggest impediments prospective buyers have in making the choice to go electric.

I believe that Senate Bill 573 can be the vehicle to spur Wisconsin's adoption of EVs and do so through an open and competitive emerging market of vehicles that are continuing to become a larger and larger share of the cars on the road.



NANCY VANDERMEER

STATE REPRESENTATIVE • 70TH ASSEMBLY DISTRICT

TO: Honorable Members of the Senate Committee on Utilities, Technology and Telecommunications

FROM: State Representative Nancy VanderMeer

DATE: February 2, 2022

SUBJECT: Testimony in Support of Senate Bill 573

Thank you Chairman Bradley and members of the Senate Committee on Utilities, Technology and Telecommunications for holding a hearing on Senate Bill 573 today. The general topic of electric vehicles can generate, no pun intended, a variety of sentiments from across the spectrum from a number of individuals, including policymakers such as ourselves. As an auto-dealer, I certainly have some strong opinions and thoughts based on over 30 years in the automotive industry working with automotive owners, dealers, and others. However, today I'd like to focus on this particular proposal, what it does, and why Senator Cowles and I think it's important.

Senate Bill 573 allows private entities to make EV charging stations available to the public and allows entities to charge a fee for the use of an EV charging station. As drafted, the fee may be assessed by a flat charge, by time parked near the station or connected to the station, or by the amount of electricity a vehicle consumes. If you've had a chance to hear from some organizations on this bill, have had a chance to review the registrations on this bill, or heard about some of the feedback that we received from the Assembly Committee on Energy and Utilities public hearing on this bill in October, you know that a variety of organizations and stakeholders have brought up substantive suggestions for revisions to this bill that really cover a broad spectrum of policy bases. Senate Substitute Amendment 2 and Senate Amendment 1 to Senate Substitute Amendment 2 reflect some of the feedback we've received since introduction of the bill. I'm sure you'll hear from a number of organizations today regarding their thoughts, and will learn more about why to date, this bill has been amended as it has.

That aside, I'd also like to share why Senator Cowles and I believe this proposal is important. One only needs to review EV registrations from our state's Department of Transportation to understand that EV usage is growing. Additionally, in a cursory review of industry headlines, one can easily learn more about some of the steps that major automotive manufacturers have taken recently and continually to address the EV market. The market is here with consumers, however, current statutes are silent regarding allowing entities to charge for EV charging stations and station services. We believe that organizations and entities should be able to charge for stations and services similar to any other good or service, understanding that what we're talking about today is, in fact, a unique service and as mentioned, a novel concept as far as our statutes are concerned, at least. As mentioned, I believe you'll have the chance to hear more about that today from a number of stakeholders on this bill, and Senator Cowles and I believe that we have struck or are close to striking the proper balance between energy providers, job producers, consumers, and others. Thank you for the opportunity to be here today and the opportunity for a public hearing on this legislation, and I respectfully ask for your support to move this proposal forward.

WMC

Wisconsin's Chamber

TO: Members, Senate Committee on Utilities, Technology and Telecommunications

FROM: Craig Summerfield, Director of Environmental & Energy Policy

DATE: February 2, 2022

RE: Support for SB 573, as amended by SSA2 and SA1 to SSA2

Wisconsin Manufacturers & Commerce (WMC) appreciates the opportunity to testify in support of Senate Bill 573, as amended by Senate Substitute Amendment 2 and Senate Amendment 1 to the substitute amendment. WMC supports this amended proposal as it authorizes private sector businesses to offer electric vehicle (EV) charging stations while also preventing taxpayer-funded charging stations from unfairly competing with the private sector.

WMC is the largest general business association in Wisconsin, representing approximately 3,800 member companies of all sizes, and from every sector of the economy. Since 1911, our mission has been to make Wisconsin the most competitive state in the nation to do business. That mission includes advocating for legislation that provides regulatory certainty for Wisconsin businesses and ensures a level playing field for businesses to compete.

WMC initially opposed Senate Bill 573, as introduced, as the bill authorized both state and local government-owned charging stations that were public-facing and could compete with the private sector. However, we appreciate the work of the bill's authors, Senator Cowles and Representative VanderMeer, to address the concerns of WMC as well as other stakeholders. The modified proposal before you today is a product that can be supported by Wisconsin's business community.

The amended proposal, like the original bill, clarifies that a business that provides the use of EV charging stations to customers for a fee are not utilities, provided the charging station gets electricity from its incumbent electric utility and other key requirements are met. However, the amended proposal generally prohibits government-owned charging stations, with a couple of key exceptions:

1. A government entity may own a charging station that is used solely to charge government-owned or leased vehicles.
2. A local government entity may authorize a private business to own and operate a charging facility on government-owned property.

In other words, just as a local government can currently own a gas pump to fuel its own fleet vehicles, this proposal (as amended) allows a local government to own an EV charging station

to charge its own electric vehicles. Or, if a local government wishes to site a charging station on government-owned land, it can authorize a private company to do so.

Deploying charging stations is expensive. Capital costs include the acquisition of land, extending electric infrastructure to the site, and the purchase of charging equipment and credit card payment devices necessary to accept payment. It is not unreasonable to expect that a small charging station with only one or two chargers would involve upfront costs up to \$200,000. After installation, charging facilities will generate significant operation and maintenance costs as well.

It is patently unfair to suggest that state and local governments should be allowed to charge taxpayers for the considerable capital, maintenance and operating costs associated with charging stations, while private businesses must pay those costs out of their own pockets. This unfair financial advantage would undercut competitiveness, and would likely result in less private investment in charging infrastructure.

Opponents of this revised proposal may speak of a lack of desire of private businesses to site a charging facility in a certain community, or a certain part of the state. However, current law does not provide a practical way for private companies to offer EV charging to the public for a fee. In short, this should not be deemed a so-called "market failure," as the market simply hasn't been given the chance to compete.

The proposal thus allows private businesses to enter a developing market and meet a growing consumer demand, while it also prevents unfair competition from taxpayer-funded EV charging stations. WMC urges committee members to support SB 573, as amended by both Senate Substitute Amendment 2 and Senate Amendment 1 to the substitute amendment.

Thank you for your consideration. I am happy to answer any questions.

To: Wisconsin Senate Committee on Utilities, Technology and
Telecommunications

Chair: Julian Bradley

February 2, 2022

Subject: Hearing on SB 573, relating to allowing persons to charge fees for the use of electric vehicle charging stations and the installation and operation of electric vehicle charging stations. (Companion bill: AB 588.)

Mr. Chairman and members of the Committee:

My name is Judith Stadler and I live at 5629 Nutone St., Fitchburg WI 53711.

As I understand it, SB 573 allows businesses to install electric vehicle charging stations at their businesses. But, as written, the businesses could not charge customers for this electricity. Only utilities could do that.

For the past nearly three years, I have been an owner of a Chevy Bolt EV. I could use my car to travel to all parts of the state if I knew I could have access to EV charging stations when I do travel. Currently, EV charging stations are not widely available across our state and that makes me think twice before going to popular tourist and entertainment destinations in Wisconsin.

I know that some forward thinking business persons are installing EV charging stations in order to make EV owners feel more welcome at their businesses and in their communities. Unfortunately, current law doesn't allow these business owners to pass along to customers like me the true cost of EV charging. That does not help businesses and it doesn't help EV owners.

Reps. Andraca and Moore-Omokunde have proposed Amendment 1 that would correct this problem. I urge you to support SB 573 if and when it comes to the Senate floor, **if it includes Amendment 1**. Our legislature needs to do everything it can to expand EV charging stations at all kinds of businesses and tourist spots all over our state. EVs are coming fast and Wisconsin needs to welcome that.

Thank you,

Judith Stadler
5629 Nutone St.
Fitchburg WI 53711
608-213-7243



cleanwisconsin

YOUR ENVIRONMENTAL VOICE SINCE 1970

DATE: February 2, 2022
TO: Senate Committee on Utilities, Technology and Telecommunications
FROM: Clean Wisconsin
RE: Senate Bill 573 – Regulation of EV Charging Stations

Clean Wisconsin works to preserve and protect our state's clean air, clean water, and natural heritage. For over 50 years, legislators on both sides of the aisle, policy makers and the public have turned to Clean Wisconsin for reliable, evidenced-based analysis of legislative and administrative proposals.

We support policies to normalize and incentivize increased use of electric vehicles as a strategy to reduce carbon emissions in the state. As such, we generally support policies to increase installation of electric vehicle charging stations and expand access to stations for electric vehicle users.

Respectfully, we believe Senate Substitute Amendment 2 to Senate Bill 573 would benefit from adopting two recommendations in additional amendments.

First, we recommend allowing non-utility-generated energy to be included in the bill. Senate Substitute Amendment 2 only allows for a fee to be charged for utility-generated energy. This excludes important emerging technology, such as solar+storage charging equipment, which can help make charging stations practical and affordable in locations where utility infrastructure is inadequate.

The technology provides broad access to charging stations in urban and rural areas alike and can be an important charging source in emergency situations when the power grid may be down. While that technology is still emerging, it is prudent to include non-utility-generated energy in this legislation so such technology can be deployed as soon as possible.

Second, we recommend allowing units of government to install, own, and operate charging stations, as Senate Bill 573 originally allowed. By prohibiting units of government from owning and operating stations, Senate Substitute Amendment 2 may complicate the use of incoming federal infrastructure dollars for development of EV charging facilities. The development of a reliable and accessible network of EV charging facilities must include municipalities, which can fill critical gaps in accessibility. Municipalities may invest in charging stations where private industry may not, due to cost-benefit outcomes.

Thank you for your time and attention to these recommendations. If you have any questions, please contact Erik Kanter at (608) 251-7020 x30 or ekanter@cleanwisconsin.org.



Waukesha County

To: The Senate Committee on Utilities, Technology and Telecommunications
From: Allison Bussler, Director of Public Works, Waukesha County
Dale Shaver, Director of Parks and Land Use, Waukesha County
Date: February 2, 2022
RE: Senate Substitute Amendment 2 to SB 573 – EV Charging Stations

Chairman Bradley and Committee Members,

Thank you for your time and consideration regarding Senate Substitute Amendment 2 (SSA 2) to SB 573. Waukesha County supports the expansion of the electric vehicle (EV) charging station infrastructure. Electric vehicles will soon make up a substantial portion of the automotive market and it is important that Wisconsin is prepared. Although we support the original legislation, Waukesha County cannot support the substitute amendment to AB 588 and respectfully request that the Committee pass the original version of this legislation.

The original version of SB 573 sets out the requirements for the installation of EV charging stations and how fees can be charged. The bill would allow for political subdivisions to install charging stations with the approval of the appropriate governing board. For Waukesha County, this means that we could install EV charging stations in our parks, at our courthouse and administration building. This would allow for local governments around Wisconsin to assist in the build out of EV infrastructure without competing with the private sector.

Here are a few reasons why we cannot support the substitute amendment:

- SSA 2 would prohibit local governments from participating in the build out of this infrastructure, and because of that, would unnecessarily slow the development of a convenient charging network in Wisconsin. Local governments do not seek to compete with the private sector in this market, we only try to serve the needs of the residents that use our services.
- This prohibition is short sighted and would likely result in new federal dollars going unused by local governments. The Infrastructure Investment and Jobs Act (IIJA), which was signed into law last month, set aside \$2.5 billion for USDOT grants to counties to build out EV infrastructure.¹ If we do not have the ability to install, own

¹ Nation Association of Counties. (2021, November 7) *IIJA Legislative Analysis*. Retrieved from NACo: <https://www.naco.org/resources/legislative-analysis-counties-infrastructure-investment-jobs-act>

Alex Ignatowski
Legislative Policy Advisor
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and operate our own EV charging stations, we may lose out on new federal infrastructure funding.

- Lastly, as counties across the state face the reality of tighter budgets and limited ability to raise revenue, SSA 2 would shut down a potential new source of local funding. Funding from charging stations could provide a revenue boost in areas of the county budget that have seen services scaled back in the face of revenue not keeping pace with cost-to-continue.

We hope that you will reconsider passing the original version of SB 573. Thank you for your time and consideration and please feel free to contact us with any questions you may have.

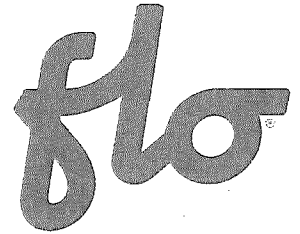
Regards,

Allison Bussler
Director, Department of Public Works
Waukesha County

Dale Shaver
Director, Department of Parks and Land Use
Waukesha County

Alex Ignatowski
Legislative Policy Advisor
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The Honorable Rob Cowles
Senator, District 2
State Capitol, Room 118 South
Madison, WI 53707



SB 573 (Cowles) – EV charging rules: OPPOSE UNLESS AMENDED

Dear Senator Cowles,

I represent FLO, a North American based EV charging company, respectfully in opposition to SB 573 because it would lock out our business model from participating in Wisconsin's economy.

FLO has been in business for 10+ years and has sold and deployed over 50,000 charging stations to date. A central part of our business is to partner with cities to deploy chargers in the public right-of-way **to serve businesses with an important amenity for their customers.**

However, this bill would expressly prohibit locals from owning and operating chargers — this is bad for Wisconsin's local businesses for several reasons:

- (1) Cities often deploy charging stations in the public right-of-way as an incentive to drive traffic to business districts and storefronts. Drivers want to park where they can also conveniently charge; city-deployed charging stations become an asset to these businesses and help support commerce.
- (2) Often, curbside chargers serves multiple storefronts simultaneously — businesses aren't motivated to single-handedly spend their own money on an asset that will benefit their competitors on the same block, nor are they willing to take on liability of owning an asset that is permitted on public property. City governments can step up to provide this value to multiple businesses simultaneously, ensuring everyone benefits.
- (3) While curbside charging is still a new concept, it's a growing asset. Montreal has deployed nearly 1,000 curbside chargers; LA has deployed 200 and New York City has deployed 120.
- (4) Finally, the EV charging industry is still young and quickly evolving; this provision picks winners and losers among EV charging business models by expressly locking us out of the state, significantly hampering our ability to be more active. Our curbside charging application is one of the technologies we are most well-known for; we need states to create a business-friendly climate for young industries such as ours to succeed.

For these reasons, we respectfully request you remove this prohibition in the bill so that local businesses have more opportunity to enjoy charging stations as an asset.

Thank you,

Cory Bullis
Senior Public Affairs Specialist
FLO



Senate Committee on Utilities, Technology and Telecommunications

Wednesday, February 2, 2022

Senate Bill 573 - Electric Vehicle Charging Station Regulation

Testimony by Jim Boullion, Director of Government Affairs

Mr. Chairman and Committee members, thank you for the opportunity to speak today. My name is Jim Boullion, Director of Government Affairs for RENEW Wisconsin. We are a not-for-profit organization that works to advance renewable energy and clean energy technologies like electric vehicles.

SB 573 would clarify that non-utility entities may sell electricity for electric vehicles (EV's) without violating the State utility laws. **RENEW Wisconsin supports that goal, and that part of this legislation.** Currently, non-utility owned EV charging stations are charging by the minute, not the amount of energy delivered. That results in the owners of slower charging vehicles paying more for energy than the owners of fast charging vehicles, which we feel should be corrected.

While the bill would solve one problem, it is creating another. As drafted, this proposal would prohibit anyone from charging a fee if any non-utility-generated electricity is provided through a non-utility-owned/operated EV station. **RENEW Wisconsin opposes this provision** as it will significantly limit the use of solar+storage EV charging equipment in Wisconsin.

This is an important emerging technology that can make EV charging stations practical and affordable in areas of the state where the local utility infrastructure is inadequate, it is too costly to upgrade or just to keep EV charging costs down. What are the benefits of solar+storage EV charging stations?

- **Facilitates EV chargers in rural areas.** Allows the placement of EV chargers in locations that have inadequate power infrastructure. Rural areas like State parks, tourist areas and small towns with lower capacity grid infrastructure could host EV chargers that otherwise would not exist.
- **Reduces infrastructure cost.** If there is insufficient energy capacity at any location, not just rural areas, a solar+storage system can sometimes be less costly than upgrading the power lines and infrastructure.
- **Limits demand charge spikes.** Some businesses that would like to host EV chargers can incur large spikes in energy usage over short periods of time which could create much higher peak demand charges on their utility bill. Solar+storage can reduce this problem, while also reducing the need for costly peak demand generators on the grid, saving all ratepayers money. Wisconsin based EnTech installed just such a system at Bergstrom Ford in Neenah when John Bergstrom discovered after plugging in some of his new EV's for the first time that "Their electric bill was almost 3 times what a normal bill would be."
- **Increases resilience and safety.** When the power grid goes down for any reason, solar+storage EV chargers can be a critical emergency resource, not only for the emergency vehicles and first responders who switch to electric vehicles, but for the general public as well.

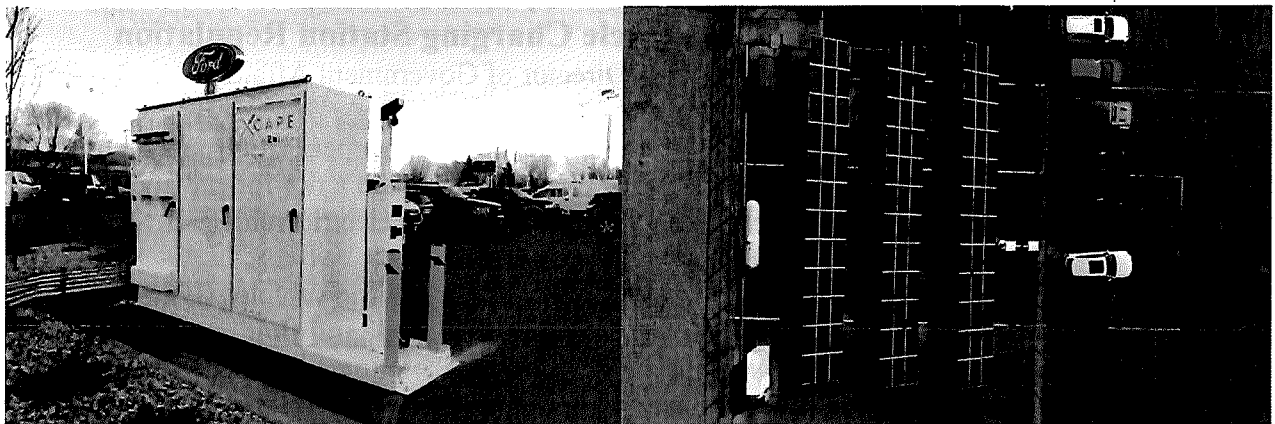
RENEW Wisconsin urges you to update Wisconsin's electric vehicle charging station laws.

We also urge you to remove the limitations on host generated energy that has so many potential benefits for electric vehicle drivers, charging stations owners and the resilience of Wisconsin's energy grid.

Companies Providing Solar+Storage EV Chargers:

EnTech – Based in Menasha, Wisconsin has installed multiple systems such as:

- Metcalf’s Market at the Hilldale shopping mall, 726 N Midvale Blvd, Madison.
- Bergstrom Automotive, Neenah. Follow this link to hear John Bergstrom tell their story:
<https://energybyentech.com/project/bergstrom-automotive/>



BEAM – Produces a portable, rapidly deployable, go anywhere solar powered EV charger.

- The City of Madison owns three of these portable units.



Wisconsin Auto Dealership Installs Microgrid-Based EV Charging Units

MARCH 29, 2021 BY JENNIFER NASTU

Bergstrom Automotive in Neenah, Wisconsin, has installed clean-energy, microgrid-based EV charging units that can each generate at least 23 megawatt hours of solar energy annually, enough for the dealership to provide nearly 500 electric vehicle charges. The company says the clean energy solution will emit 50% fewer carbon emissions compared to charging vehicles from the traditional utility grid.

Additionally, the system is immune to interruptions that could arise because of utility outages.

Bergstrom Automotive worked with EnTech Solutions to install EV chargers. The units are powered by solar arrays with support from an onsite natural gas generator. When cars are not plugged into the chargers, the excess energy is collected into batteries.

There were more than 1.7 million electric vehicles on US roads in 2020, and that number is projected to skyrocket to nearly 7 million vehicles by 2025. Relying on the already stressed fossil-fuel utility grid removes much of the environmental impact EVs can make. Powering them with solar energy eliminates carbon emissions, while also being cost effective, EnTech says.

At 821, Wisconsin has fewer charging stations than neighboring states Illinois and Minnesota (at 2,117 and 1,164 respectively) per the US Department of Energy (via Fox 11 News). However, Wisconsin's Governor Tony Evers wants to improve EV charging infrastructure, and his recent budget proposal includes a \$5 million investment.

EnTech – A division of Faith Technologies is based in Menasha, Wisconsin. John Bergstrom, President of Bergstrom Automotive tells their story.

Automotive News Podcast - How Bergstrom Automotive plugged into an EV Solution. John Bergstrom solved a “demand charge” problem and meeting clean energy goals with a Solar+Storage microgrid.

Bergstrom Automotive

NEENAH, WI

Overview

Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top 50 automotive retailers in the United States. Their dealership in Neenah has prepared for the launch of Ford EV models, particularly the Ford Mustang Mach-E and all electric F-150.

Challenges

EnTech Solutions was asked to demonstrate a clean energy solution to support Bergstrom's EV charging infrastructure challenges, while reducing the impact of demand charges.

Solution

To eliminate the need for new utility infrastructure service, EnTech Solutions clean energy EV charging system was presented as a solution. Utilizing two Xcape cabinets, EV chargers were installed in the front lot and in their service bay. Both units are powered by one solar field, with support from an onsite natural gas generator.

The microgrid units are off grid, which made the installation quick and easy. This system is always on and always available, without any interruptions that could arise because of utility outages. The clean energy EV charging system also aligns well with Bergstrom's corporate sustainability goals.

Highlights

- 49% carbon reduction vs. charging off the utility grid.
- Project completed, start to finish, in less than three weeks.
- Solar is the primary power source.
- By generating 47 MWh of annual solar energy, the dealership can provide nearly 1,000 EV charges.

Microgrid Specs

Xcape unit and ground-mount solar

Technical Summary

Customer Load	Mach-E, 68 or 88 kWh battery
Design Output kW	36 kW
Design Storage kWh	160 kWh
Design Solar PV Input	39.4 kW

Supplemental Power Generation

Grid Connection	Off Grid
Generator Application	Natural Gas Generator, supplemental

Senate Committee on Utilities, Technology and Telecommunications
Chairman Julian Bradley
Room 323 South
State Capitol
PO Box 7882
Madison, WI 53707

Thank you to Chairman Kuglitsch and members of the Assembly Committee on Energy and Utilities for the opportunity to testify today in support Senate Bill 573. Wisconsin Conservative Energy Forum has a unique mission in our state; to bring a free market, conservative voice to the debate over energy and emerging technologies like electric vehicles. Our support for SB 573 is grounded in the understanding that the electric vehicle (EV) market is quickly emerging.

Electric vehicles are arriving quickly to Wisconsin's streets; they are no longer a pipe dream or a niche market for luxury consumers. Automakers across the world including Ford, Toyota and General Motors are investing hundreds of billions in electric battery supply chains and EV manufacturing capacity. Startups in the space like Tesla and Rivian are marking the first new entrants into auto markets in a generation, pushing innovation forward. Latest estimates, which have been consistently raised annually, put EV sales at 3.5 million in 2030. This represents about 20% of vehicle sales annually and huge growth from the 2% of sales EVs represented in 2020.

It's easy to see why electric vehicles are becoming popular with consumers. Without fuel and maintenance costs such as oil changes, electric vehicles are far cheaper to drive and maintain over the lifetime of the car. As batteries drop rapidly in price and energy density increases the cost of EVs drops and the range and capabilities increase. Cost competitive EVs offer our state a unique economic opportunity as well.

Last year alone, drivers in Wisconsin spent \$7.6 billion putting gas in our vehicles. This money leaves our state and is paid to oil and gas operations around the world. Switching the source of our fuel from a market dominated by Saudi Arabian and Russian oil to locally generated electricity could bring jobs, investment, and economic development to Wisconsin.

As an organization we are interested in policy that leads us toward sustainable private development of EV charging infrastructure across the state. The change authored in Senate Bill 573 is long overdue and important for the development of that infrastructure. In order to take full advantage of the EV transition in our state it's becoming clear we need changes to state policy that allow for workable consumer-oriented business models.

The EV market is still young and upstart, so there is significant variation in vehicle model designs, charging ability, and battery capacities. Simply put, different vehicles charge at different speeds and rates. This alone makes it important for EV charger owners to have the legal ability to charge for the electricity they are selling. Not only is it important for the EV charging business model but it's critical for consumers as well.



**WISCONSIN
CONSERVATIVE
ENERGY FORUM**

The current model in Wisconsin, charging consumers for time or the parking space in front of a charger, is confusing, opaque, and unfair. This needs to change, especially if we are to expect private enterprise to come into the market. SB 573 moves us closer to where we need to be and embraces that change.

We have a significant opportunity to utilize this superior technology and give new meaning to homegrown energy to create jobs and economic development. The future is here, but Wisconsin is not ready for it. That's not to say we can't be ready with forward looking leadership. We applaud Senator Cowles, Representative VanderMeer, and Chairman Bradley for showing leadership and stepping up to find solutions and pursue opportunities.

I would be happy to take any questions the committee has. Thank you again for the opportunity to testify in support of Senate Bill 573.

Scott Coenen
Executive Director
Wisconsin Conservative Energy Forum