Charge Up Dane County
Electric Car Chargers in Dane County

Community Open House Events

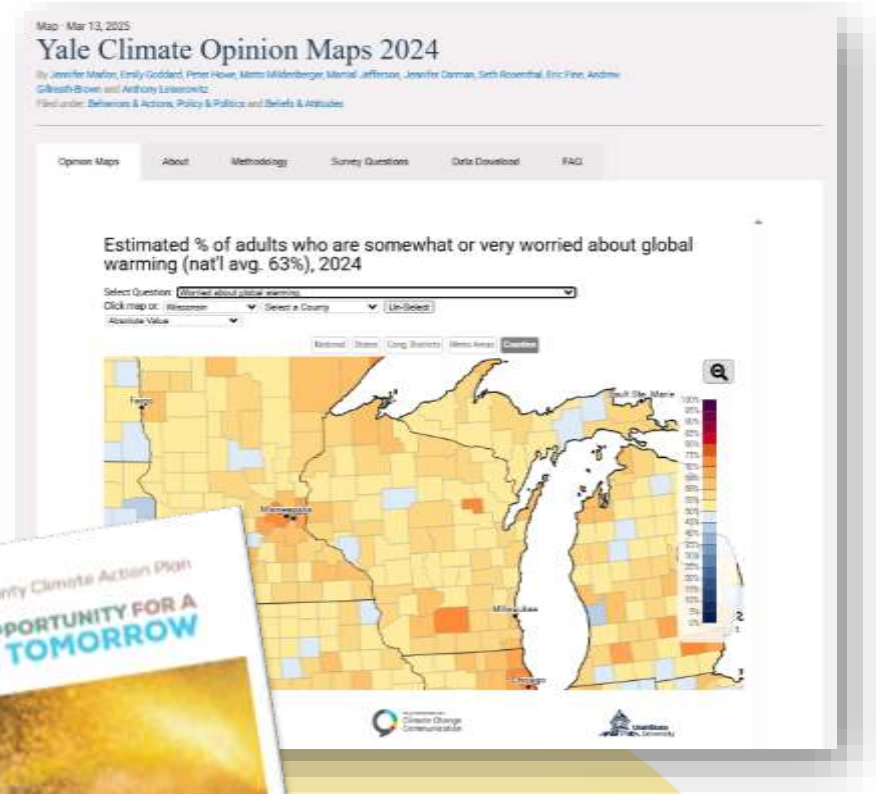
May 2025

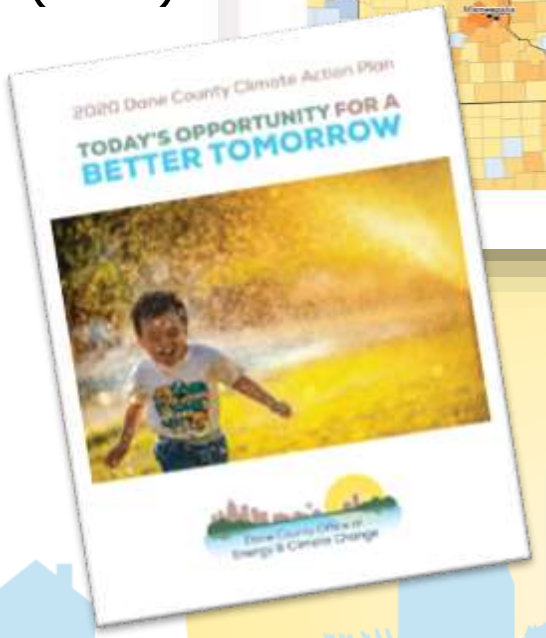
Dane County Office of
Energy & Climate Change

Kathy Kuntz, Director

Dane County Office of Energy & Climate Change

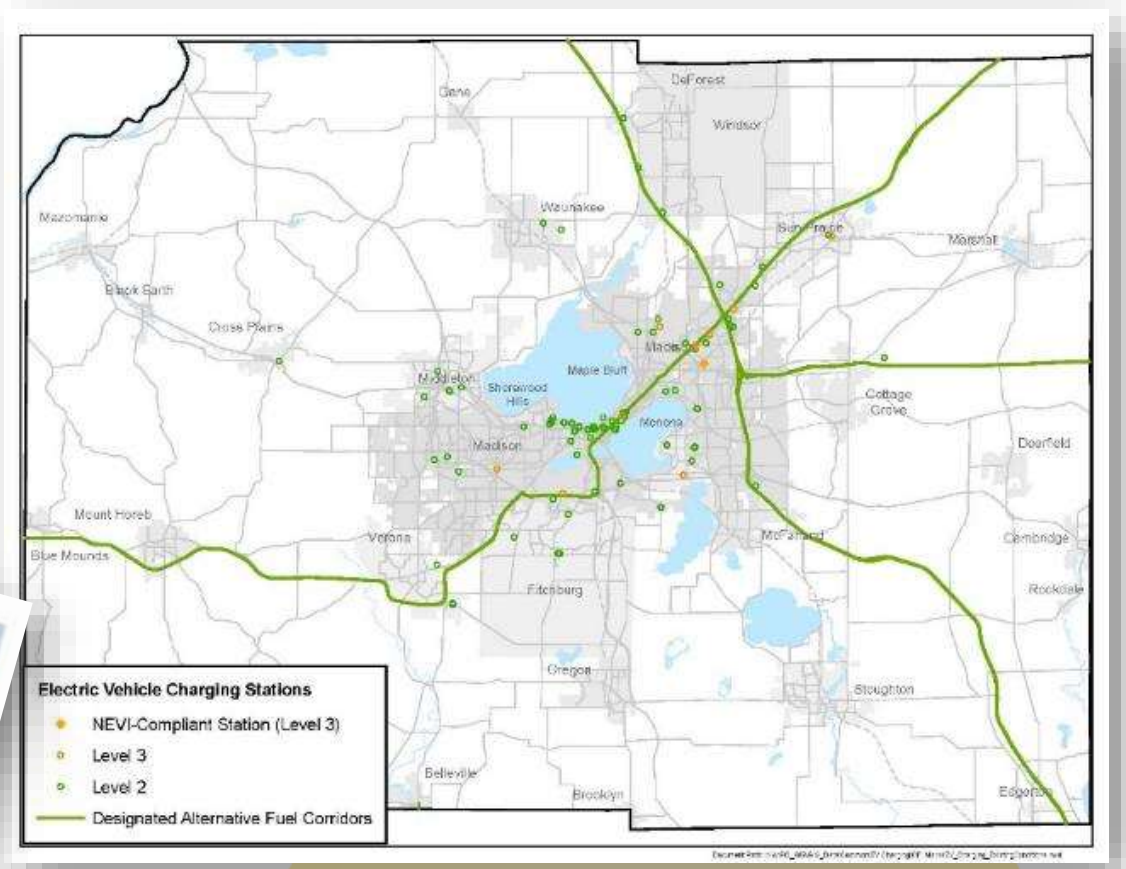
- Created in County Executive's Office in 2017
  - Lead on climate action, per local priorities
  - Facilitate a more equitable clean energy future
- Brief Timeline
  - 2017-2020 convenings, Climate Action Plan (CAP)
  - 2020-present: implementing CAP
- DaneClimateAction.org
  - **DaneOECC** on social media





Context for Charge Up Dane County

- Dane County
  - 10% of the state's population
  - 25% of registered EVs
  - Increasingly robust used EV market
- Greater Madison MPO analysis of EV infrastructure across Dane County identified gaps



What's Special About EVs?

OPPORTUNITY

IRA, Rebates, Tax Credits

$13.2M Charge Up Dane County Grant

Up to $7,500 tax credit for eligible new EVs and $4,000 for used EVs

SAVINGS

Save money, drive an EV

Lower cost of ownership

Cheaper fuel

Less maintenance

REDUCE EMMISSIONS

Less pollution, cleaner air

No tailpipe emissions

Cleaner neighborhood air

Clean, quiet driving experience

FUTURE PROOFING

Looking ahead

EVs are the future

Want no one left behind

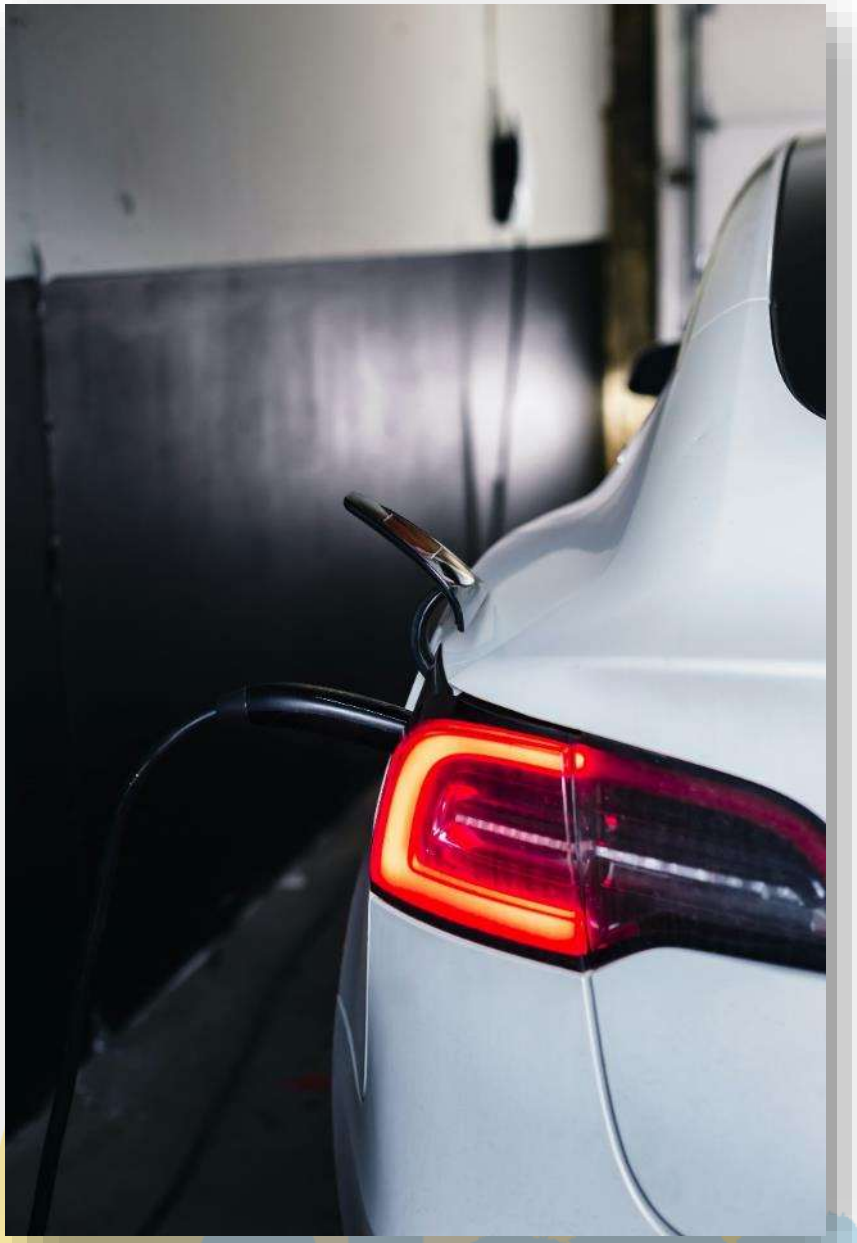
90% of Current EV Owners Charge at Home

- Easiest way to charge an EV is in **your own garage**
  - As *convenient* as charging your phone
  - Just plug it in *overnight*

If you have a garage

EV Charging 101

- EVs use electricity, like your phone
  - Some hybrids use gas & electricity
- Can charge at various speeds
  - Level 1 – 120V outlet – trickle charging, 2-5 miles/hour of charging
  - **Level 2 – 240V home/208V business 10-20 miles/hour of charging**
  - Level 3 fast charging – DC outlet 180-240 miles/hour of charging
  - Speed depends on charger & EV
- *Our focus is on Level 2 charging*



Charging at Home is a Great Deal

Vehicle	Fuel Cost/Mile	Fuel Cost/Week	Fuel Cost/Year
EV home charging	$0.05	$10	$520
Gas Car (25 mpg)	$0.12	$24	$1,248
Gas Truck or SUV (22 mpg)	$0.15	$30	$1,560

Assumes, electricity costs $0.15/kwh, gas costs $3/gallon and you drive 200 miles per week

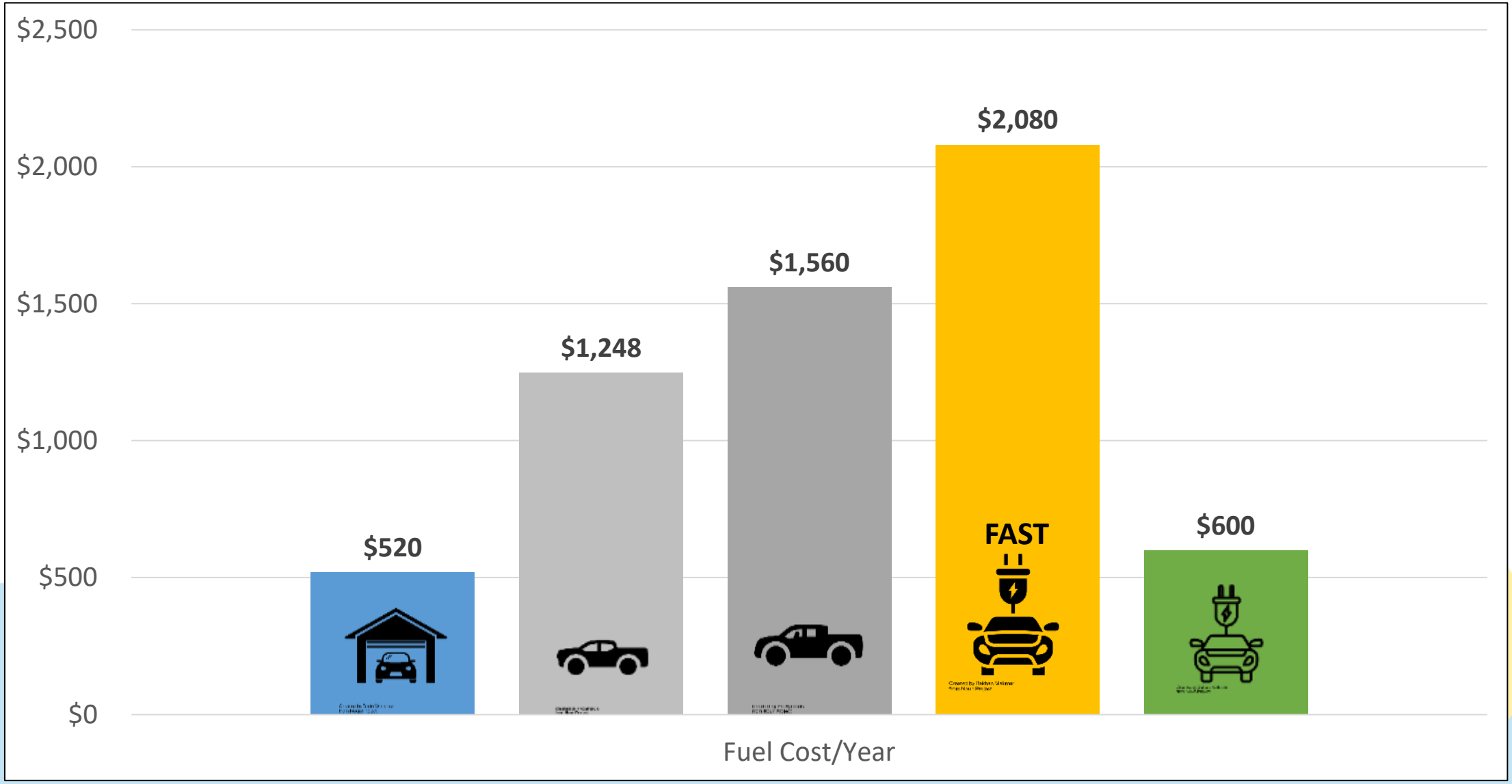
Fast Charging for Local Use Isn't a Great Deal

Vehicle	Fuel Cost/Mile	Fuel Cost/Week	Fuel Cost/Year
EV home charging	$0.05	$10	$520
Gas Car (25 mpg)	$0.12	$24	$1,248
Gas Truck or SUV (22 mpg)	$0.15	$30	$1,560
EV fast charging	$0.20	$40	$2,080

We Need Affordable Overnight Charging for All

Vehicle	Fuel Cost/Mile	Fuel Cost/Week	Fuel Cost/Year
EV home charging	$0.05	$10	$520
Gas Car (25 mpg)	$0.12	$24	$1,248
Gas Truck or SUV (22 mpg)	$0.15	$30	$1,560
EV fast charging	$0.20	$40	$2,080
Affordable public EV charging	$0.05 - $0.06	$10- $12	$520 - $624

Affordable Level 2 Charging for All

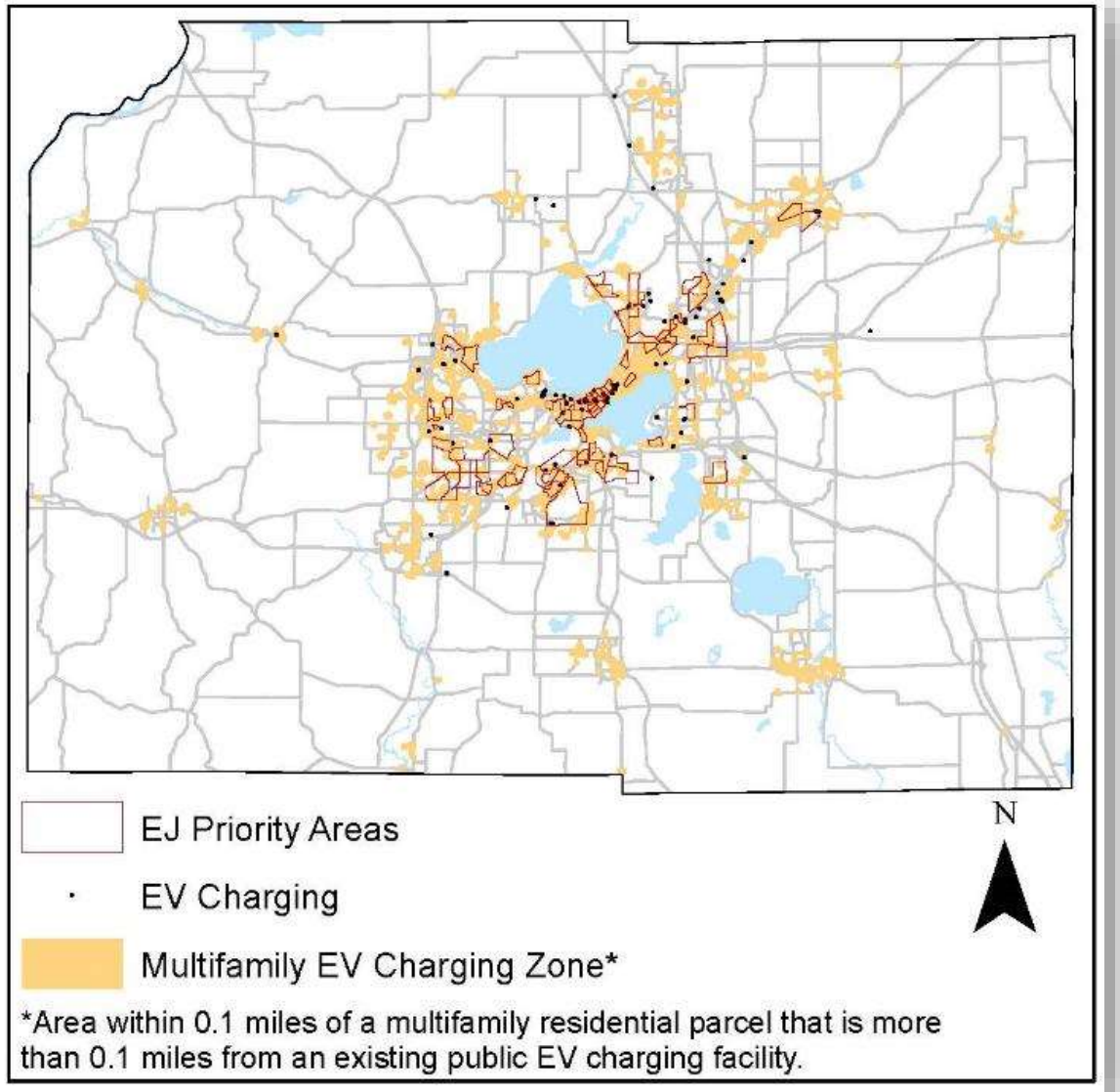


Our Vision: Equitable Access to EV Benefits

- If EVs are the future, everyone should have access
  - Let’s not repeat the mistakes of broadband
- Expand an affordable EV charging infrastructure
  - $13.2M in federal funding for Charge Up Dane County

Charge Up Dane County

- Fund charging infrastructure to fill gaps in private market
- Affordable charging where it is needed
- Prioritizing market gaps
  - Multifamily housing where folks lack access to a plug
  - Rural areas
  - Multi-modal transportation hubs



Ideal Locations

MULTIFAMILY NEIGHBORHOODS

Multiple Older Buildings

Public Off-Street Parking

RURAL AREAS

Public Off-Street Parking

MULTI-MODAL AREAS

Park & Rides

Other Commuter Lots

Host Site Requirements/Benefits

Requirements

- Public access
  - Can’t be in a private garage, behind a gate
- Reserved EV parking
- ADA accessible
  - One of spots must be ADA spot
  - Means 5-6 spots in total
- 5 year agreement
- Fulfill reporting requirements

Benefits

- Free equipment, installation and 5 years of maintenance
- Permanent infrastructure upgrades to the property
- Potential for
  - Increased customer traffic
  - Neighborhood goodwill
- Charging fees cover additional electricity use

Possible Station Locations

- Local business
- Faith community or community-based organization
- Private landowner (public spots in apartment building lot, e.g.)
- Local municipality

We will select via a simple RFP

Get Involved!

- Check out our map of existing public charging stations

- Tell us where you see gaps in the charging infrastructure

- Apply to be a site host when we issue the RFP in May
  - Share opportunity with others!

Stay Informed!

✓Sign up as a Dane County vendor

✓Sign up for the OECC newsletter

✓Sign up for Charge Up Dane County email alerts

- Find links at https://daneclimateaction.org/initiatives/Charge-Up-Dane-Co

Thanks!

Kathy Kuntz
Kuntz.Kathryn@danecounty.gov
DaneClimateAction.org

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