

## Ashland County EV Community Engagement Calendar of Activities for 2024

MONTH	ACTION/ACTIVITY	WHO DOES IT	OUTCOME	AUDIENCE
Jan	Submit press release about EV Work Group progress	UW Extension Ashland County, CBR, local government	Countywide awareness of group's contributions, accomplishments, future plans	General Public, Bad River Band
Feb	Press release with updates about the EPA CCGP and CRC Solar Dashboard and grant submission	UW Extension, Northland College	Countywide awareness of past, current, and planned clean energy projects	General public
March	Meeting: Solar Systems and EV Charging as Workforce Development	Northwood Tech College, Ashland Area Development Corp., Workforce Development WIN	A discussion about whether there is a need for and capacity to investigate job training/creation	Work force development agency staff
April	Press release about benefits of EVs for Earth Day awareness	UW Extension/ work group members	Increased awareness of benefits, how to purchase them	General public
April	Community Outreach Program: ICE vehicles vs. EVs, Webinar or in-person event	Northland College	Increased awareness of EV benefits and College's role in contributing to sustainability initiatives	General public
April	City of Ashland offers free EV charging at its station on Earth Day	City of Ashland Planner, Administrator, Public Works	Highlight availability of public charging opportunities	Vehicle owners, tourists
April	City of Ashland water bill insert - Post materials on web site	City of Ashland	City-wide increased awareness of City EV initiatives and benefits	City residents, disadvantaged
April	City of Ashland council resolution EV Week	City of Ashland	Increased awareness about city energy-saving actions	City residents
April	City of Ashland event to highlight police vehicles	Ashland Police Dept	Increased awareness about city energy-saving actions	General public
April	Handouts about EV basics and benefits, collaborate with Clean Cities/Clare Morud	UW Extension (develops/distribution plan)	County-wide increased awareness of benefits of EVs	General public

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April	In-person demonstrations about how to use Ashland charging stations/handouts	UW Extension/Work group members	More informed citizens can demystify EV ownership	EV owners, general public, disadvantaged public
April	Demo/Webinar of how to install chargers at home	Xcel Energy, Jolma Electric	More informed citizens can demystify EV ownership	EV owners, general public
May	No Mow May in City of Ashland: Benefits/Availability	UW Extension	Connect the awareness of EV and personal lawn care choices	Property owners
May	Factsheet of benefits of EV mowers	UW Extension	Connect the awareness of clean energy and personal lawn care choices	Lawn care management companies, homeowners
May	Demonstrations of electric tools used by property owners, tradespeople, gardeners	Local business selling electric tools	Help create increased demand for electric tools. Highlight any tools that are solar powered	Residents, tradespeople, gardeners
June	Table at local farmers markets with flyers and an EV parked nearby	UW Extension/CCL	Increase awareness of benefits of EVs	General public, farmers
June	Park an EV at the Clean sweeps event	UW Extension/EV owner/APD Hybrid	Increased awareness of EV utility and availability	General public
July	Display and EVs at Bay Days celebration. Display: Why EVs, leasing vs. buying, etc.	All work group members/UW Extension	Increased awareness in the general resident and tourist populations	General public, tourists, disadvantaged populations
July	July 4th parade: EV floats	Dealerships, vehicle owners	Increased awareness in the general population	General public in Ashland. La Pointe, Mellen
Aug	Ashland County Fair display and EV on display	UW Extension, vehicle owners	Increased awareness in the general population. Factsheet on leasing	General public in the County

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Sep	EV Awareness Week Sept 27-Oct 6	Press Release: UW Extension	Increased awareness	General County population
Sep	County and city resolutions	Ashland County City of Ashland Municipalities with solar/EVs	Increased awareness	General County population
Sep	Flyers in public places: All can share them	UW Extension EV work group Libraries Local officials	Increased awareness	General County population
Sep	County: Park a vehicle outside courthouse with banner	Ashland County	Increased awareness	Disadvantage d populations
Sep	Letter to editor: From work group member(s)	Work Group Citizen Climate Lobby	Increased awareness	General County population
Sep	Facebook campaign with daily posts	UW Extension Citizen Climate Lobby Multiple city pages	Increased awareness	General County population
Sep	Northland College class starts. Solar Dashboard Updated	Northland College staff and students	Solar education and monitoring activities	Youth, college students
Sep	Northland College Campus Tours of Solar Sites and Dashboard demonstration	Led by College professor for students	Clean energy education	Youth, general public, disadvantaged youth

<b>Oct</b>	How to get tax credits/breaks when buying a vehicle	UW Extension/local car dealers	Short videos of EV vehicles and driver features	General County population
<b>Oct</b>	Promote solar-powered Halloween lighting, lawn, and business lighting	UW Extension, Hardware stores	Increased awareness of new clean economy (buy local)	General County population
<b>Oct</b>	Letters to the editors	CCL, Northland College students	Increased awareness of benefits of electric economy	General County population
<b>Oct</b>	Ride and Drive event	Local officials whose towns have solar/EVs	Increased awareness of benefits of electric economy	General County population
<b>Oct</b>	Open Houses in Solar Communities	Local officials whose towns have solar/EVs	Increased awareness of town's resilience, how to access chargers	Residents, seniors, businesses, youth
<b>Nov</b>	Holiday solar and electric gift and solar guide (Tools, mowers, solar panels, boats, vehicles, lights, etc)	UW Extension and Chambers of Commerce, collaborate with suppliers	Increase awareness translates to support of clean energy	General county population
<b>Nov</b>	EV sites grand opening of EV charger	EV Site Hosts, Selected EVSE Vendor and Contractor, WI Clean Cities	Increased awareness of simplicity, availability of chargers	General public, EV users
<b>Dec</b>	Drive EVs in the Ashland Christmas parade	Local EV owners and dealerships	Increased awareness of new clean economy	General/Disadvantaged residents