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News Release

WRIGHT-HENNEPIN HOSTS ELECTRIC VEHICLE ADVISORY MEETING

Rockford, Minn. (June 22, 2023) — Wright-Hennepin (WH) hosted an electric vehicle (EV) advisory meeting on June 15, with more than 60 members who own EVs taking time out of their evening to help WH learn more about their experiences with purchasing and owning an EV, and how WH can educate others on WH’s EV Energy-Saving Program offerings.

After brief presentations from WH Holding’s Chief Operating Officer Wendy Youngren and WH’s Community Relations and Beneficial Electrification Director Annette Kuyper, members were split into ten small groups led by facilitators from WH, Great Plains Institute, and Great River Energy. Members were asked to share what factors led them to purchase their specific EVs and home charging stations. They also had an opportunity to offer input on WH’s EV-related Energy-Saving Programs and educational opportunities for those who may be considering an EV for their next vehicle.

“As EVs become more popular, it’s important to WH that our programs support members’ charging needs,” said Kuyper. “The advisory meeting was both an opportunity to learn more from our members about their EV charging experience and also educate our members on the importance of managed charging. Our members were eager to provide valuable information that we can consider as we develop future EV initiatives.”

Wright-Hennepin Cooperative Electric Association is a member-owned, not-for-profit electric utility that provides power to rural Wright County and western Hennepin County. The cooperative has been a corporate citizen to the area since 1937 and currently serves more than 58,500 electric accounts. It is headquartered in Rockford, Minn.

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Members in a focus group discuss their decision to drive electric with WH's Community Relations and Beneficial Electrification Director Annette Kuyper.



Most of the focus group members drove their electric vehicle to the event, bringing a wide variety of EVs to WH.