

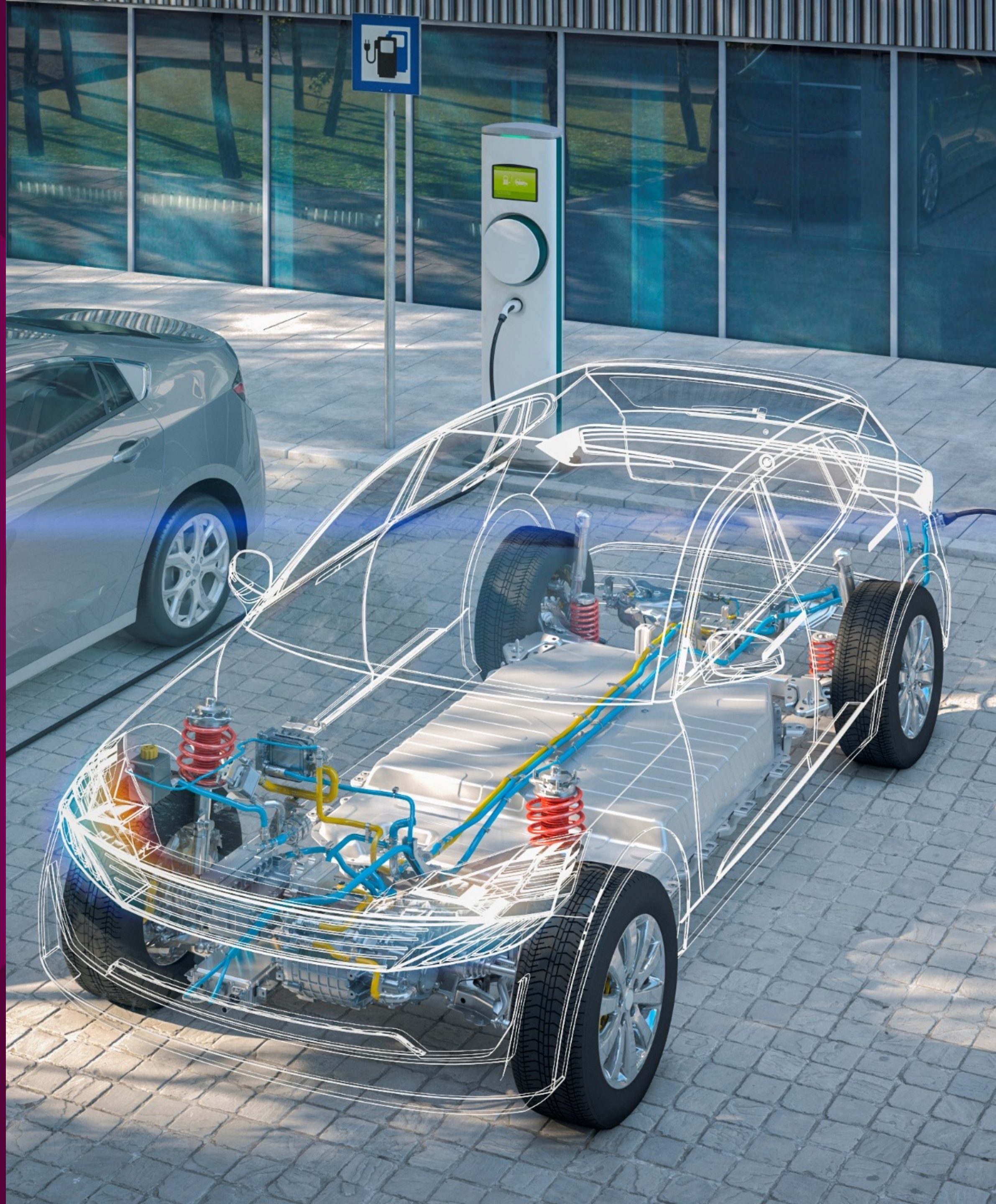


**EDA State Planning Grant: Wisconsin's Electric  
Vehicle/Electrification Supply Chain Strategy**

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# Wisconsin's Statewide Planning Grant: EV and Electrification



## Project Background

Overview of WEDC and Wisconsin's EDA Statewide Planning Grant



## Engaging Partners

The key role of partners from planning through execution



## Overcoming Challenges

Challenges encountered and solutions



# *MISSION*

**WEDC's mission** is to strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.

# *VISION*

WEDC's vision is an Economy for All, where every Wisconsinite has the opportunity to thrive.



***CREATING AN  
ECONOMY FOR ALL,  
WHERE EVERY WISCONSINITE HAS  
THE OPPORTUNITY TO THRIVE***





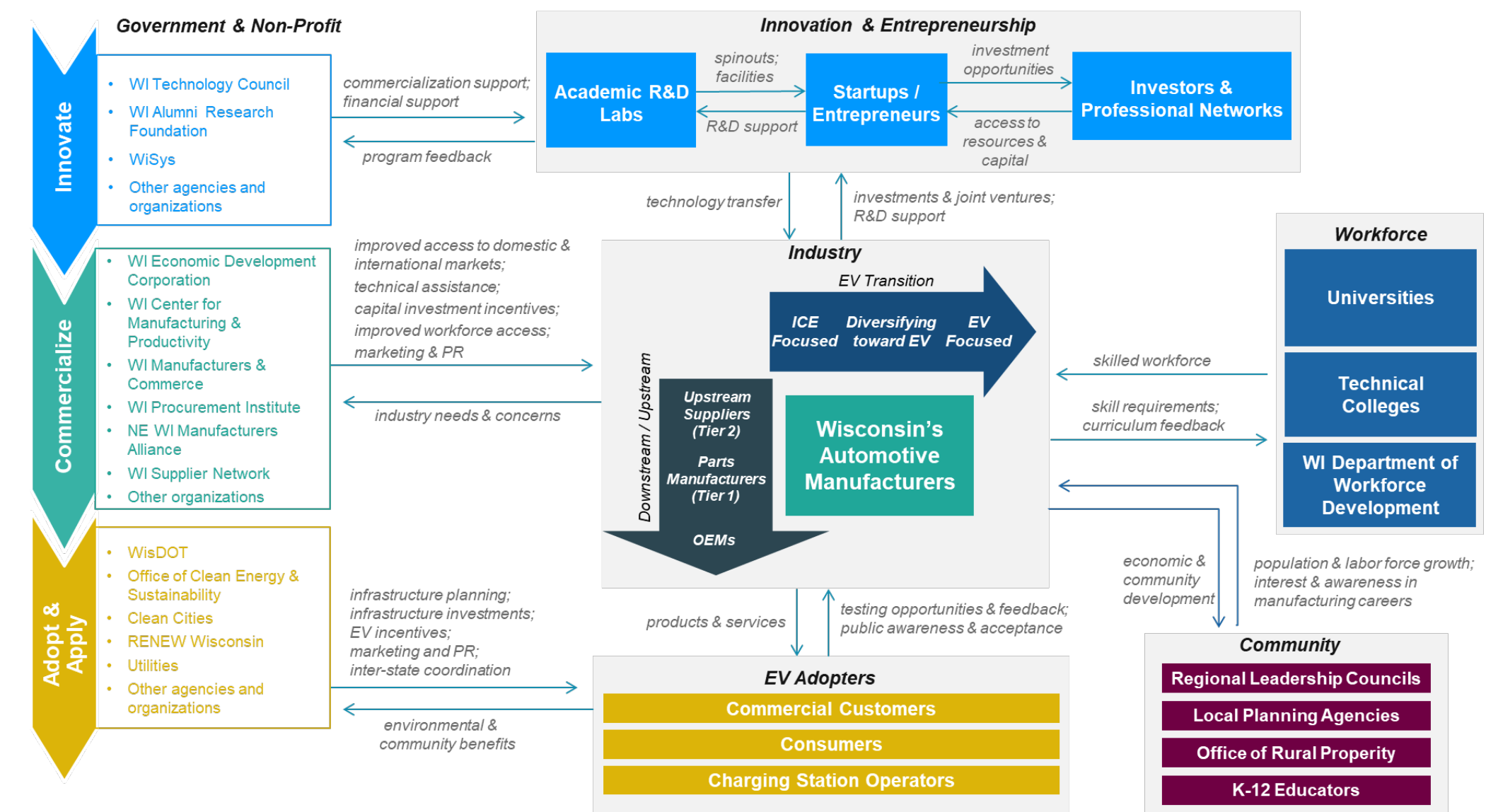
# Background

- American Rescue Plan Act (ARPA) Statewide Planning Grant – US Department of Commerce Economic Development Agency (EDA)
- Wisconsin Department of Administration applicant, split funding between WEDC and Wisconsin Department of Transportation (WisDOT)
- Research and analysis to identify priorities for a successful EV, EV charging station, and electrification cluster development strategy, including infrastructure, supply chain, and workforce
- SRI International, an independent nonprofit research institution, carried out the work for WEDC

# Engaging Partners

# Key Role of Partners

- WEDC worked with partners from the planning stages of the project through the execution of the recommendations
- Developing a complete understanding of an industry cluster requires diverse perspectives
- WEDC able to engage a diverse set of industry, academia, non-profit, and government partners



# Partners Provide Key Insights

- WEDC took a hands-off approach for stakeholder interviews
- Through SRI, WEDC reached out to over a dozen industry participants for direct input; even more consulted indirectly through industry groups
- Conversations with large OEMs made it clear that they felt prepared for electrification transition
- OEMs instead highlighted risks faced by their suppliers, particularly tier 1 suppliers



# Partners Provide Key Insights (cont.)

- Academic partners included University of Wisconsin System, Wisconsin Technical College System, Marquette University
- Nonprofit partners; EV/clean energy advocates, Wisconsin Technology Council, WI MEP
- Government partners; State Electrification Steering Committee
- Wisconsin is home to abundance of strong “hard tech” research institutions
- Key OEMs lack relationships with in-state universities



# Partners Critical to Recommendations

- Over half – 12 out of 21 – recommendations listed a partner as the lead implementer
- Of the nine listing WEDC as the lead, only two recommendations involve WEDC acting alone
- Continued engagement with partners to achieve report recommendations is critical



# Overcoming Challenges



# Challenge: Turnover in Key Staff

- WEDC's original project lead left the organization after completing the consultant RFP
- Transition created delays in the kick-off of the consultant project
- Day-to-day management of the project shifted to myself
- Project team turnover and loss of original project champion had lasting impact



# Lesson Learned: Be Prepared for Staff Disruptions

➤ Don't let staff disruptions hamper your projects. Be prepared!

- Have a project plan covering the whole grant
- Keep grant and project files organized
- Keep other staff informed of project



# Challenge: Non-Responsive Stakeholders

- Stakeholder interviews to gather qualitative insights was a key to study's research strategy
- Should expect a certain number of non-responses or unfruitful interviews
- More challenging can be stakeholders who are noncommittal

## Lesson Learned: Be Flexible and Have a Deep Pool of Stakeholders

- Plan for more stakeholder outreach than you think is necessary
- Some key insights came from unexpected interviews
- Don't get hung up on a "star" stakeholder



Full report available at: <https://wedc.org/wp-content/uploads/2023/03/Wisconsin-EV-Supply-Chain-Strategy-2023-03.pdf>

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