



GET BEHIND THE EV WHEEL: JACKSON ELECTRIC MEMBERS CHARGE AHEAD



National Drive Electric Week is held each year in September. Range anxiety, the fear of not having enough charge to reach a destination, is one of the top reasons consumers shy away from purchasing an electric vehicle. Another is misinformation. With planning, continuous additions to the public charging infrastructure, home charging options, and research, some Jackson Electric members have made the switch to all-electric and/or hybrid vehicles.

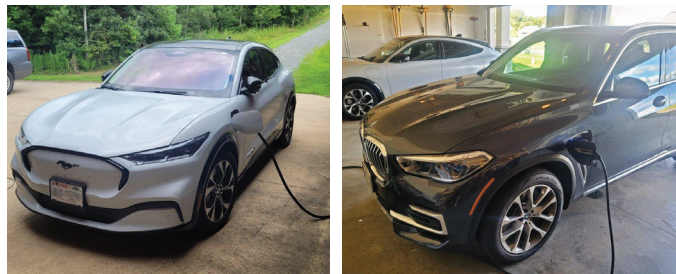
Keith and Tricia DauSchmidt

The DauSchmidts' electric vehicle interest began with driving and riding in a Tesla. After learning about the EV technology from the acceleration, reduced emissions, to the lower cost per mile, Keith DauSchmidt purchased a Mustang Mach-E in December 2021. "I have the all-wheel drive, extended range battery with the premium options package," shares Keith. "My range is 270 miles in the summer and about 200 miles in the dead of winter."

These members have avoided range anxiety by planning their trips carefully and taking advantage of residential charging options for their primary residence in Hudson and cabin in Clark County. "Both Jackson Electric and Xcel Energy have favorable off-peak rates," says Keith. "To drive 30 miles, my Mach-E needs about \$1 of electricity. Compare that to a gas car that gets 30 miles per gallon at \$4 plus per gallon and the savings are significant."

For longer road trips, the DauSchmidts also purchased a BMW x-5 45e plug-in hybrid car that offers about 35 miles of all-electric driving before switching to the gas engine back up. "My experience with both cars has been excellent," says Keith. "In addition to the many technological features, my Mach-E has 'hands-free' cruise control for interstate highways."

Keith explains that they chose both vehicles for the \$7,500 tax credit, which was not available for Tesla models. "One of the misconceptions about EVs is that they are very expen-



Left: The DauSchmidts enjoy their all-electric Mustang Mach-E for day-to-day commutes, and use their BMW hybrid for long range trips. Right: The DauSchmidts purchased an electric vehicle charger from Jackson Electric so they can charge their vehicles when they visit their cabin. The charger is programmed to only charge during off-peak hours in which an off-peak electric rate is given.

sive," he says. "The list price for my Mach-E was \$56,000. With the tax credit, my net cost was \$48,500 for an all-wheel-drive premium finished car."

To further reduce their carbon footprint, the DauSchmidts are installing solar panels at their home and cabin.

Bruce and Barb Lahmayer

In 2016, the Lahmayers' EV experience began with a plug-in hybrid until the 100 percent electric Chevy Bolt became available in 2017. It was one of the first affordable models accompanied by a longer range. "Continually burning fossil fuels is now a global existential problem," shares Bruce. "I want the security of knowing we don't have to rely on foreign sources of energy."



The Lahmayers' EV experience began with a Chevy Bolt but they now own a Tesla Model 3.

Besides environmental concerns, Bruce lists fuel cost savings, the ability to "fuel up" at home, and the reduced need for periodic maintenance as some of the many advantages of switching to an EV. The driving experience is also different, from the instant torque to the smooth, quiet ride. "Actually driving an EV is something that will change you after having done it," says Bruce.

For the most part, the Lahmayers' experience with their Bolt was positive, and most of their charging needs could be met through home charging. As with any vehicle, there is a chance of recalls or issues. You may remember that GM issued a notice about a manufacturing defect in the battery of some of their Bolts, which could cause a fire. "We had the car bought back under lemon law," shares Bruce. "We now have a Tesla Model 3, and our experience so far has been perfect. I notice how much better the voice recognition and navigation functions work compared to other vehicles."

The Tesla Model 3 offers a 300-mile range. With a Tesla, you have access to the Supercharger network, which has widespread coverage and only allows Teslas to charge. Teslas can also charge at a standard charger using an adapter. Though they haven't had the Tesla long, Bruce and Barb are confident in its technologies and the ability to take it on a cross-country trip. "I wouldn't hesitate to drive it across the country," Bruce says. "The car will calculate and map appropriate charging stops. When you plug into a Tesla charger, the charger instantly recognizes your vehicle and the billing is handled automatically."

A misconception with EVs is that they are not green because of the resources required to produce the batteries. However, Bruce has done extensive research on the topic, noting that the

batteries can be recycled at a 95% return on materials. He has also looked at the argument on using electricity produced by fossil fuels. “The EPA and Department of Energy have a Beyond Tailpipe Emission Calculator that will help you estimate the amount of emissions produced by your EV where you live,” Bruce explains. “For our car, the total emissions are 120 grams/mile, compared to 410 grams/mile for an average gasoline car.”

Pat and Del Rae Chenoweth

Similar to others’ experiences, the Chenoweths also began their journey with hybrid vehicles, owning three before checking into an all-electric vehicle. With both of them now retired, owning an EV fit with their driving and travel style. “We are usually able to take our time when traveling, and most trips are within a 250-mile range round-trip, so we decided we could make an EV work,” shares Pat.

After researching the EV market, considering range, price, looks, and availability, the couple ultimately decided on the KIA Niro. Only one of these models was located in Wisconsin and happened to be right in Eau Claire. The main thing Pat and Del Rae had to get the hang of was the technology. “Going to an EV has been a bit of a technology jump for us,” says Pat. “Smartphone apps, terminology, and in-car options all make driving more interesting.”

The Kia Niro, a compact crossover all-electric SUV, was the right fit for the Chenoweths’ retirement lifestyle.



Most EVs come with a Level 1 charger or have one available to purchase from the dealer. These chargers use a 120 V outlet and are sometimes called “trickle” chargers because of the 24-hour timeframe it takes to get a full charge. Knowing this wasn’t the most practical option for home charging, the Chenoweths reached out to Jackson Electric about their electric vehicle charging program. The chargers sold by Jackson Electric are similar to an energy management device, only allowing charging during off-peak hours. An EV charging rate is available for these chargers only. “We purchased a 240 V charger (level 2) from Jackson Electric and can fill up in under eight hours at home,” says Pat.

Pat and Del Rae’s first road trip with the EV was to Baraboo on a cold, wet, and windy April day. Like a fuel gauge, the dash told them that they had 250 miles of range left. However, any accessories, like the heater/AC, lights, radio, and fan, also use electricity. “When we got home, we were down to 10 miles left,” shares Pat. “For peace of mind, we should have stopped along the way, but we took our chances. We learned a lot from that trip.”

The Chenoweths are excited to keep learning about their EV and hope to take a road trip to Alabama and Florida later this fall. They’ve already scoped out the places they can

charge and that many of the motels offer free charging while you stay. “We realize it’s going to take a bit longer. But that means more time to eat, talk, and look around,” they conclude.

Tiffany Leis (Search and Recovery Engineering Owner)

If you’ve stopped by SRE Gear or visited the Oasis area, you may have met Tiffany or seen her Tesla Model Y long-range sitting in the parking lot. If you ask her about her Tesla, she will happily tell you her experience. “I could talk about Teslas all day,” she says.



Tiffany Leis climbs into the “frunk” of her Tesla Model Y. She says sometimes she gets strange looks when she opens the hood to put away groceries.

Teslas have many technological and safety features, including cameras and sensors all around the vehicle. A common misconception is that the self-driving feature is dangerous. However, there are features in place that allow the car to recognize if your hands are on the wheel, whether your eyes are looking at the road, and more. “You can’t fall asleep or take your hands off the wheel,” shares Tiffany. “If the car thinks you are sleeping, it will safely pull you to the shoulder of the road and put on your hazard lights.”

Tiffany witnessed the safety features firsthand one winter day when she was driving down an icy back road. “You can see through the dash cam that my car was headed straight for the ditch,” she says. “My car instantly recognized that I wasn’t in my lane and brought me right back to where I was supposed to be, saving me from going in the ditch.”

In addition to safety, Tiffany shares some of her favorite perks of the car: camp mode and dog mode. In camp mode, Tiffany can plug her car into a standard camper outlet and camp anywhere without having to roll the windows down. “We have a pad that you lay down in the trunk area to sleep on, and we also bought a tent that attaches to the trunk to expand your space,” she says.

In dog mode, Tiffany can run to the store and safely leave her dog in the vehicle with the windows up. Dog mode keeps the car at a cool temperature and lets those who pass by know



Left: EVs, such as the Model Y, can be spacious. Most EV owners keep a charging adapter kit in their vehicle. Right: The interior of a Tesla.

that it's okay. "The screen inside the car says 'my owner will be back soon' and displays the temperature," she says.

Some consumers may think that it's a difficult transition from a gas vehicle to an EV. Generally, with an EV you don't need to press the brake pedal because the vehicle stops when you take your foot off the gas. "I think it's harder to switch back to driving a gas vehicle after driving my Tesla," Tiffany says.

EVs have less maintenance associated with them. There's no need to schedule a regular oil change. You may need to occasionally have the tires rotated or replaced and fill the windshield washer fluid. "Tesla even has a mobile service that comes to your location for repairs," Tiffany says.

You also don't have to be worried about running out of fuel. With chargers strategically placed at grocery stores, restaurants, or other extended visit locations, there are plenty of opportunities to charge. However, most daily charging needs can be met with home charging. "I charge my battery up to 80% every day with an adapter that plugs into a dryer/camper outlet," she says. "If I wanted to take a trip to Las Vegas, my car would map out the trip and tell me where and when I should stop to charge," she concludes.—*Brandi Shramek, Member Relations Advisor*

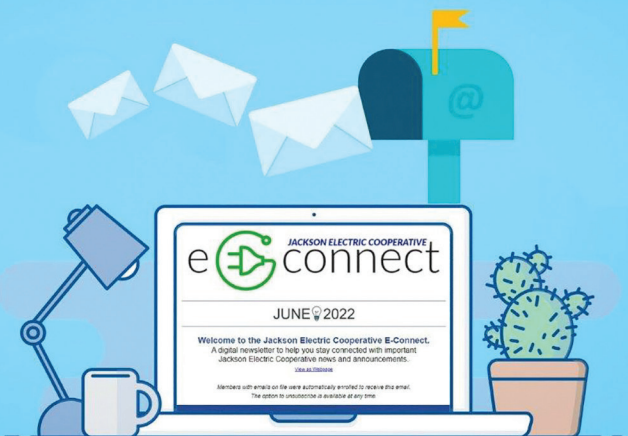
DON'T FORGET YOUR REBATES

Jackson Electric provides rebates for Energy Star rated appliances, lighting, heat pumps, and so much more. Contact our office to see if your item qualifies for a rebate or go to www.jackelec.com/rebates-and-incentives to download a rebate application.



Rebates must be submitted within 60 days of invoice date. Rebate application may be denied if all the requested paperwork is not submitted with the application. Last day to submit rebates for the year 2022 will be December 29, 2022.

We Have an E-Newsletter



Catch up on the latest news at Jackson Electric by enrolling to receive our E-Newsletter. It's a few minute read delivered right to your inbox. All you have to do is visit www.jackelec.com to sign up.



Have a question about your billing statement? Need to sign up for autopay or change your payment information? Jackson Electric Accountant Deanna Oliver is your billing guru, but her duties don't stop there. Not only does she process your monthly billing statement and answers billing questions, she also prepares Jackson Electric's month-end financials, handles capital credit retirement requests, and is also a Notary, to name a few. "We wear many hats here," she says. "My title is accountant, but I have more than one role."

Deanna's interest in accounting began in high school. She recalls how her teacher, Mrs. Perry, made it fun, and she knew that's what she wanted to study when she went on to pursue her college degree at University of Wisconsin-River Falls. "I grew up south of Taylor," says Deanna. "After college, I knew I wanted to move back to this area, but it took a bit to find an accounting position."

Before joining the JEC team 5-½ years ago, Deanna gained experience through positions as an office assistant and a purchasing associate. She enjoys working at Jackson Electric because of the positive work environment. "Everyone is willing to pitch in and help, so it makes it enjoyable to come to work every day," she says. "I also like the challenge of being able to solve a problem or answer a member's question," she concludes.

We had Deanna randomly draw questions from a hat to get to know her outside of crunching numbers.

1. What was your first car?
A 1989 Chevy pickup that my parents owned. I fishtailed and rolled it in the ditch on the way to school one day.
2. If we turned on the radio in your car right now, what genre would be playing?
It depends on my mood. I have Sirius XM, so I flip between country, pop, and the '80s and '90s stations.
3. If you could have a superpower, what would it be?
I think it would be cool to transport myself to another location. If I wanted to visit a friend a few hours away I could quickly go there and back. Or, if I wanted to go to London for the day, I could just pop over there.

CAPITAL CREDITS ALLOCATION

It is already that time of year for you to receive notice of your capital credits allocation. Your allocation will be stated on your September billing statement, and it will show the amount earned and credited to your capital credits account for the year 2021. This is notification of your allocated capital credits amount in the cooperative, not a capital credits retirement check or credit.

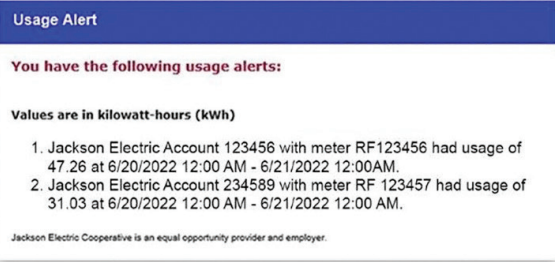
What is an allocation? Net margins of the cooperative are allocated or proportionately divided amongst each membership and then set aside into the member's account to be used by the cooperative as operating capital for reliability improvements and

maintenance over a period of years. An allocation is made annually based upon the member's patronage from the previous year. The allocation is determined by Jackson Electric's board of directors.

In December, some members may receive a capital credits retirement check or credit on their billing statement. Annually, the board of directors decides the amount and years to retire based on the financial needs of the cooperative.

If you move from our service lines, please inform us of your new address so we can keep you updated on your capital credits account and send any retirement you are eligible to receive.

Nothing says
"peace of mind"
 like SmartHub's Usage Alerts



Usage Alert

You have the following usage alerts:

Values are in kilowatt-hours (kWh)

1. Jackson Electric Account 123456 with meter RF123456 had usage of 47.26 at 6/20/2022 12:00 AM - 6/21/2022 12:00AM.
2. Jackson Electric Account 234589 with meter RF 123457 had usage of 31.03 at 6/20/2022 12:00 AM - 6/21/2022 12:00 AM.

Jackson Electric Cooperative is an equal opportunity provider and employer.

Whether you have a seasonal account or primary residence, enrolling in SmartHub's usage alerts could give you peace of mind.

Set high and low usage thresholds to catch issues before they become problems or figure out a high energy usage culprit in your home.

Go to SmartHub to enroll or contact our office.



**YOUTH
 AMBASSADOR
 PROGRAM**

**2022 - 2023
 SCHOOL YEAR**

We are looking for high school juniors and seniors for the 2022-23 Jackson Electric's youth ambassador program.

- ◆ Go to www.jackelec.com/youth-ambassador-program to request an application.
- ◆ Contact info@jackelec.com



Customer Service 715.284.5385
 800.370.4607
 Outage Reporting 855.222.DARK (3275)
 Diggers Hotline 800.242.8511
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www.jackelec.com

Mailing Address: N6868 County Road F
 Black River Falls, WI 54615

Office Hours: Monday – Friday, 7:30 a.m. to 4:00 p.m.

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