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Priority Markets and Other DWEA Strategic Plans

Heather Rhoads
DWEA Executive Director

eFormative options LLC

February 23, 2026

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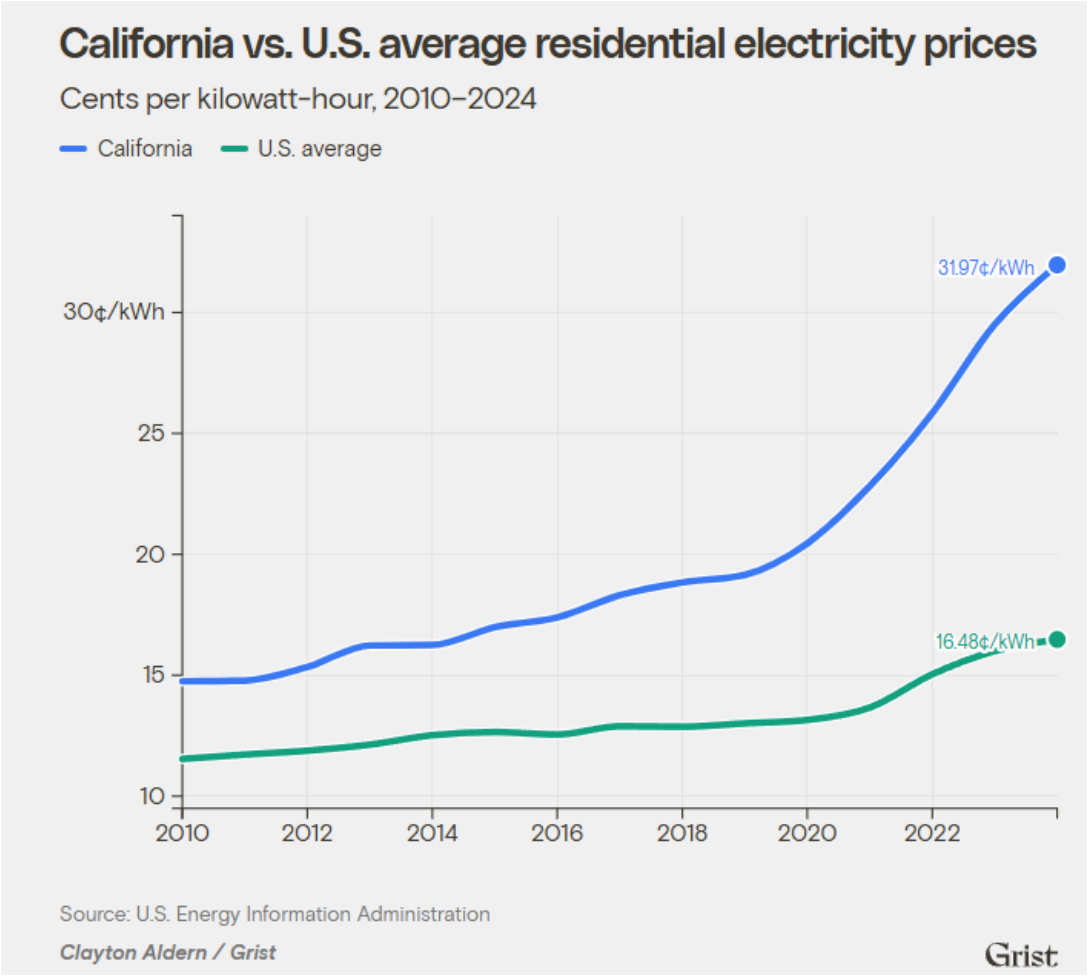
California, Northeast, and U.S. Energy Affordability Crisis



Average U.S. retail rate today:

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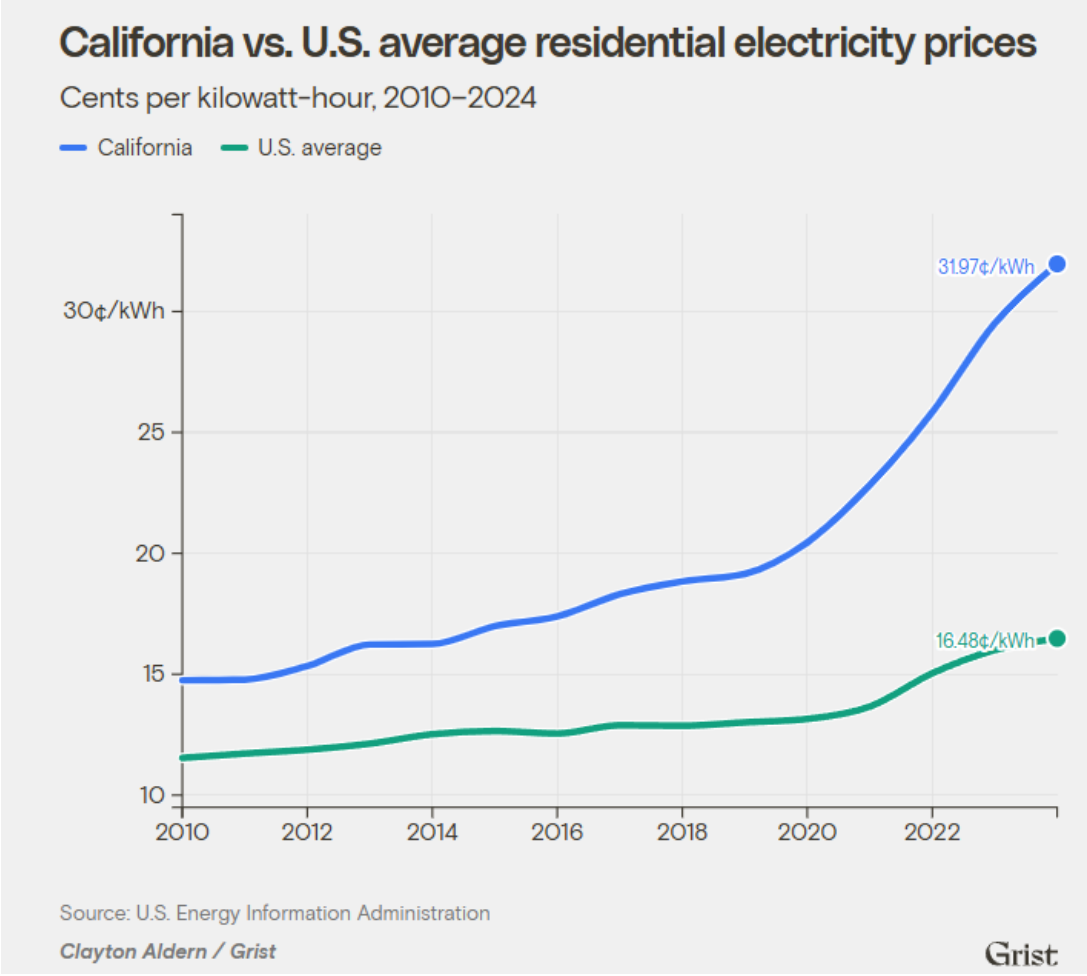
California, Northeast, and U.S. Energy Affordability Crisis



Average U.S. retail rate today:

17.8¢ per kWh

Source: Energy Information Administration (EIA), Feb 2, 2026

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LBL Study on Rising Rates

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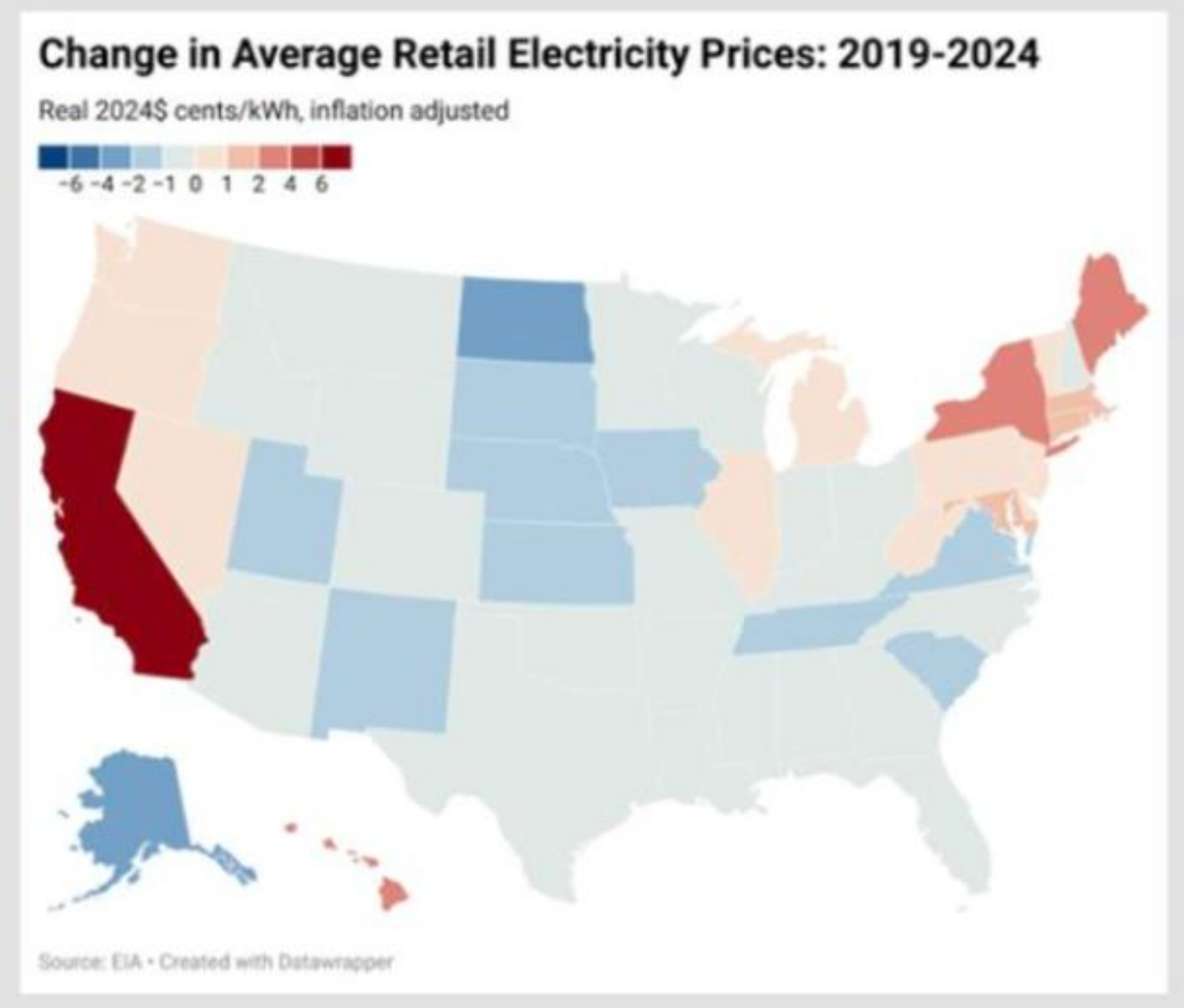
Recent national electric increases mask vastly varying trends in state-level average electricity prices



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Current Priority States for DW Outreach

Results from October 2025 DWEA Board Survey

1	California
2	New York
3	Massachusetts
4	Minnesota
5	Alaska
6	Puerto Rico
7	Iowa
8	Colorado
9	North Dakota
10	Illinois
11	Washington
12	Wisconsin
13	Kansas
14	Texas
15	Vermont
16	Wyoming
17	Canada
18	Nebraska
19	South Dakota
20	Indiana
21	Michigan

+ OK & other Midwest states pending REAP $$

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2026 Priority Markets

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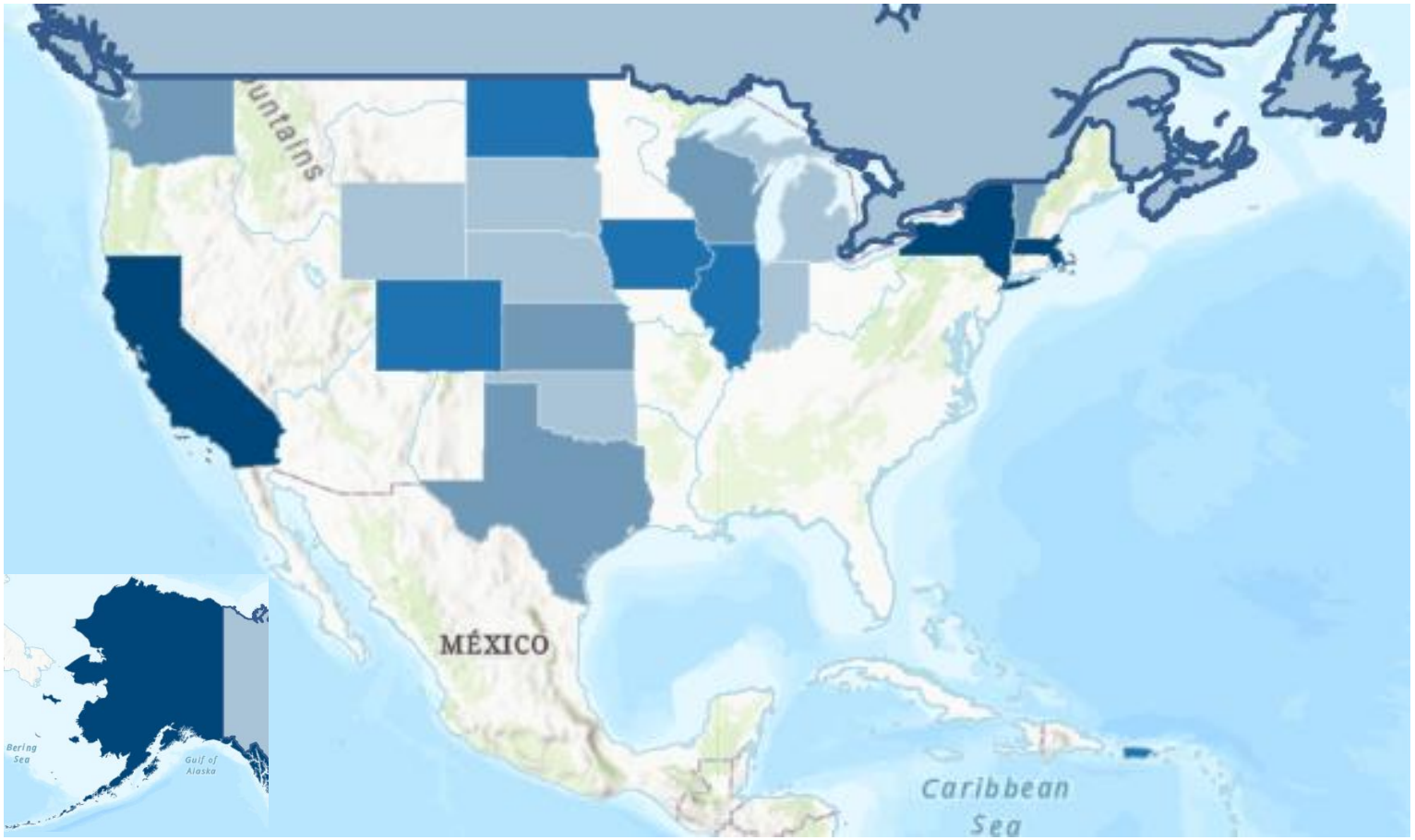

2/20/2026

- DWEA Top 5 Priority Geographies
- DWEA 6-10 Priority Geographies
- DWEA 11-15 Priority Geographies
- DWEA 15-22 Priority Geographies
- World_Hillshade

1:65,798,920

0 337.5 675 1,350 mi

0 500 1,000 2,000 km

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, USGS

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Recent DWEA Successes + Look Ahead

- ✓ Successful DW25; DW26 off to good start
  - 64 Hill meetings last year, 54+ this year
- ✓ 175 signers on June 2025 ITC letter
- ✓ AgWind: DW4AF, HeroX phase 3; USDA TAG x3 – OK, VT, ME
  - 1,600+ Model runs; postcard and ag publication ad campaigns
- ✓ DWEA Website Relaunch, AgWind Website
  - Email domain transferred
- ✓ 44 Case Studies prepared; Owner-Advocate database
  - 2 new "deeper dive" post-operation financials; *looking for more!*
- ✓ Other strategic activities:
  - November 2025 mini-Lobby Day
  - 10+ Active Committees/Work Groups, formal comments filed
  - Dues catchups & new members, Bimonthly Bulletin revived

eFormative options LLC

eFormative Team:

Heather Rhoads, David Dunaway, Sonja Ling; Eileen Mullen-web

Past: Maureen Burke, Teena Bell Harris

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Grant & Loan Application Preparation Support

- DWEA training on grant writing & using AgWind Tool to generate feasibility reports
- DWEA direct support
- Office hours & webinars

Scan to check your site's wind!

USDA REAP APPLICATION PROCESS FY25

Getting Started: Before Applying

- ☐ Establish project design and cost; Gather quotes for work to be performed
- ☐ Contact local Rural Development State Energy Coordinator (State Energy Coordinators)
- ☐ Contact local utility for interconnection agreement and PPA, apply for permits
- ☐ Obtain UEI (Universal Entity Identifier) at SAM.gov, activate registration

Gather Application Forms and Documents (see file list)

- ☐ Obtain REAP Grant Application Forms from: Rural Development Website
- ☐ Assemble required documents as outlined in the detailed application checklist

Complete Application Forms and Documents

- ☐ Fill out application forms (RD 4280-3x, SF-424, SF -424C, SF -424D)
- ☐ Compile supporting documents: proof of eligibility, technical requirements, and environmental checklist

Submit Application

- ☐ Send your completed application package to your local Rural Development State Energy Coordinator or via Grants.gov
- ☐ Retain copy of application for your records

Await REAP Scoring and Selection

- ☐ Applications are scored based on energy savings, project cost, and readiness criteria
- ☐ Notification can take several months

Grant Award and Disbursement

- ☐ The local Rural Development State Energy Coordinator will notified awardees
- ☐ Grants are disbursed after project completion, payment, and verification of proper functioning
- ☐ Reimbursement requires detailed invoices and proof of payment for eligible expenses

Financial Case Studies

Blom Hogs Farm Turbine

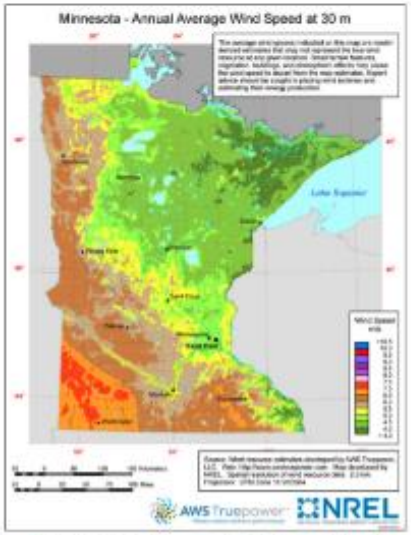
Pipestone, MN, 56164 | Eocycle Wind Energy | 2 5kW Turbine, Model S-16 | Installed by Eocycle

Photo Credit: Eocycle

Blom Hogs, a farming operation located in Pipestone, MN, installed an Eocycle 25 kW Model S-16 wind turbine in September 2024. In its first year of operation, the S-16 turbine exceeded expectations, delivering 77.8 MWh with a notable 99% availability rate, covering approximately 54% of the farm's energy. Driven by the project's compelling payback potential and expected return on investment (ROI), Blom Hogs installed the wind turbine as a proactive step toward controlling the farming operation's energy costs. Since the turbine's commissioning, the farm has already experienced utility rate increases, reinforcing the economic value of the project.

The system's performance means the farm is not only insulating itself from market volatility but is also achieving electricity cost savings of more than

Blom Hogs Farm Turbine Economic Viability With and Without REAP/ITC		
Scenario	**Out-of-Pocket Cost**	**Est. Payback Time**
Without REAP & ITC	$189,434	18 Years
With REAP & ITC	**$72,622**	**7 Years**



More than 147,000 MN properties have wind resources suitable for distributed wind with a combined technical potential of 590 MW, according to NREL.

For further information, please contact:
Lloyd Ritter, DWEA Policy Director, lritter@greencapitol.net, 202-215-5512 www.DistributedWind.org

$10,000 per year—outperforming initial projections and further justifying the farm's initial investment in distributed wind.

Project funding was made possible through a one-time USDA REAP grant, one-time federal Investment Tax Credit, and one-time bonus depreciation, covering more than half of the $189k total capital expenditure. The balance was financed through Compeer Financial, enabling project payback in about 7 years when accounting for incentives. Without incentive support, payback would have extended to roughly 18 years, underlining the critical role of policy programs for distributed wind viability.

Incentives Applied	
REAP (25%)	$40,086
ITC (30%)	$48,104
Depreciation	$28,622

The farm's positive experience with this small wind turbine has sparked additional investment—the Blom's have decided to place a second turbine at another site, highlighting both the farmer's confidence in the technology and the replicability of the business model. As retail electricity rates continue to escalate, turbines like Blom Hogs' underscore the long-term value, reliability, and resilience local wind generation can offer Minnesota's agricultural producers.

Annual Operational Expenditures	
Electricity Cost Savings	$10,062
Operational Expenditures	-$1,500
Insurance	-$1,700
Net Annual Cash Flow	**$6,862**

Quick Facts	
Annual Energy Cost Savings	$10,062
Annual Production	77.1 MWh
On-Site Energy Offset	~54%

For further information, please contact:
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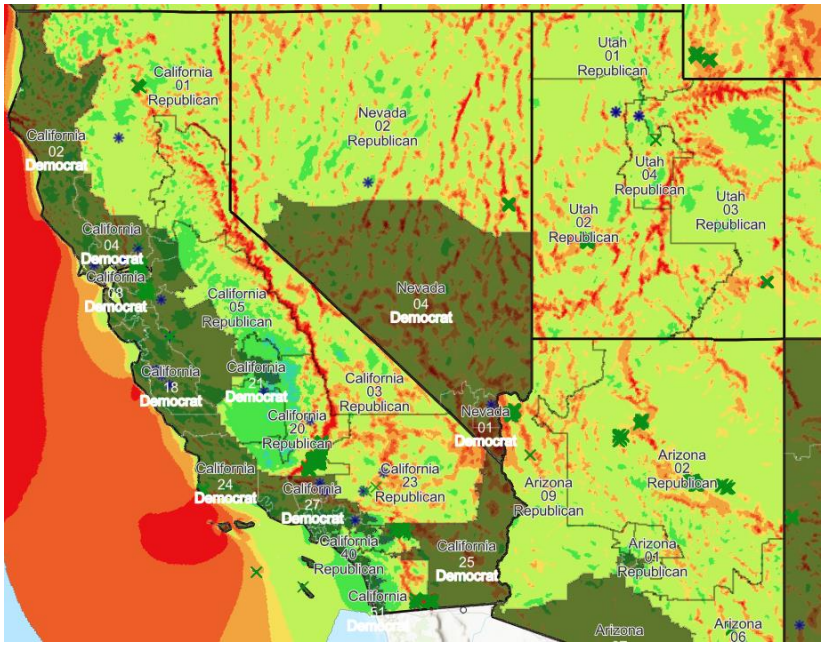
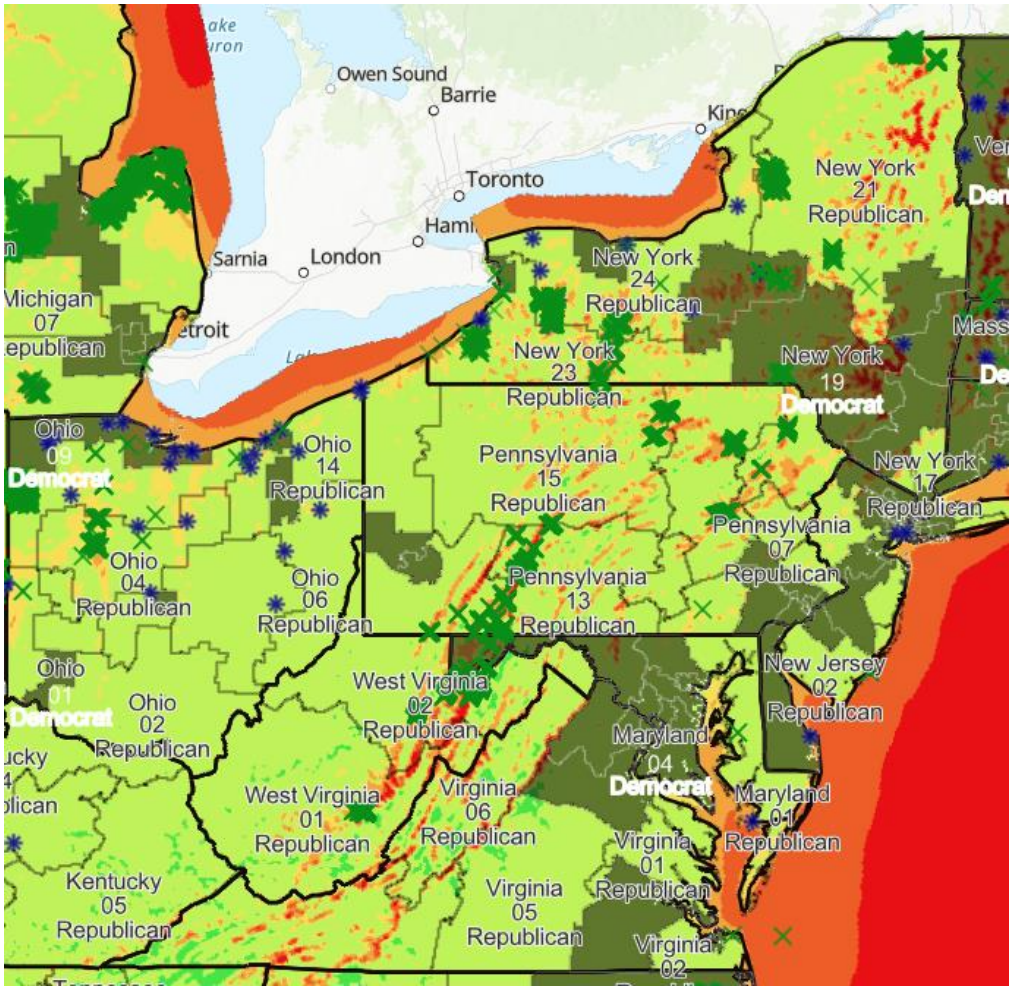
Creating Prospect Lists for Target Markets

- Compile Digital Data
- Analysis and Filtering
- Contact Refinement
- Final Prospect Lists





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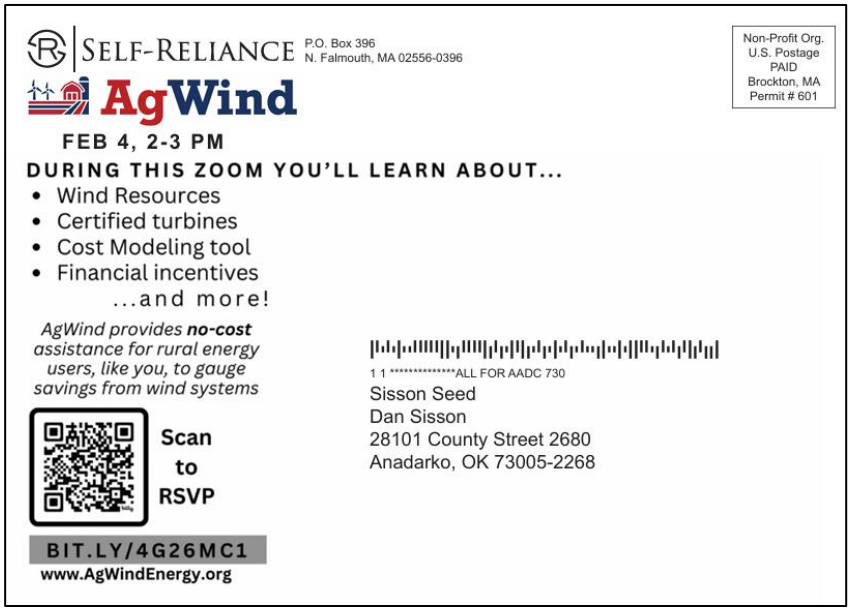
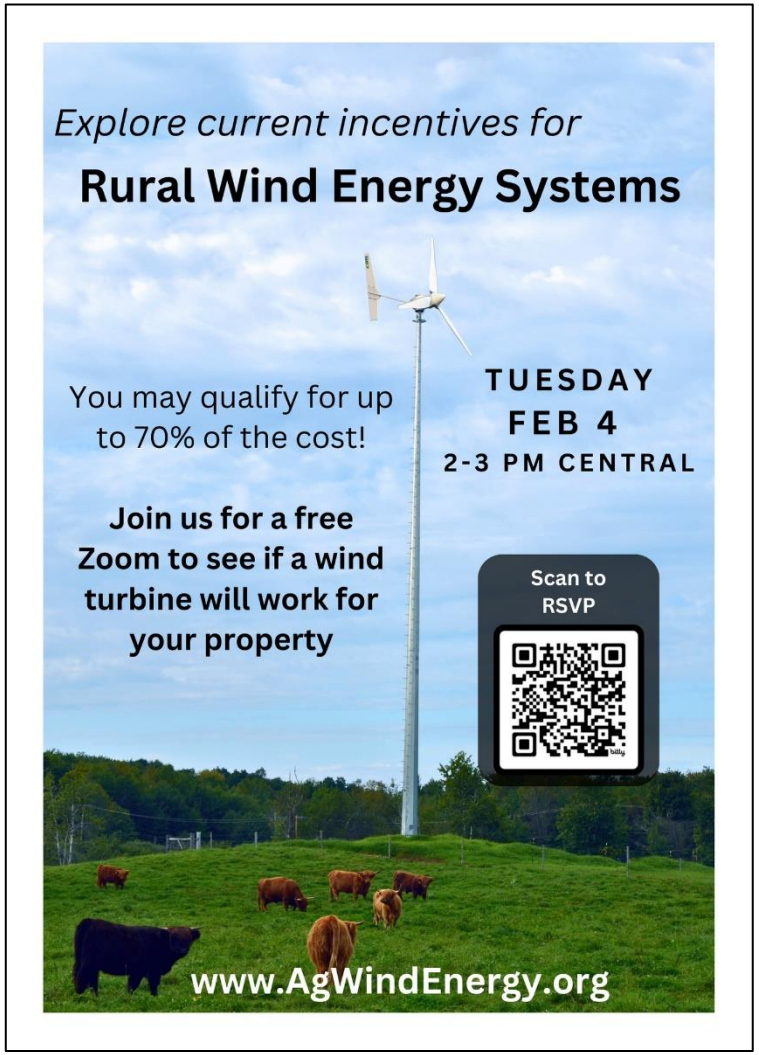
Targeted Outreach

- Materials and Resources Development
- Direct Partner Outreach
- Events and Mailings
- Ag publication ads & Other Outreach





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Oklahoma TAG Focus

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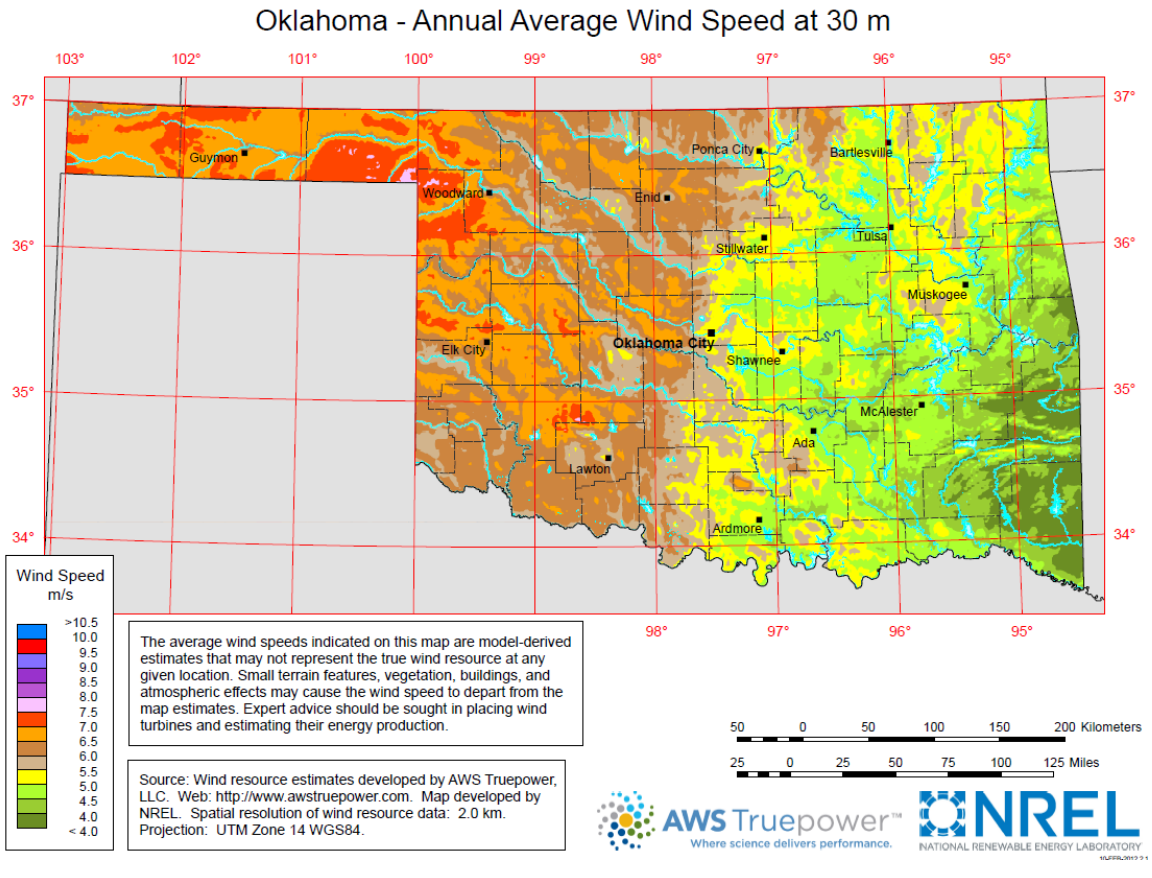
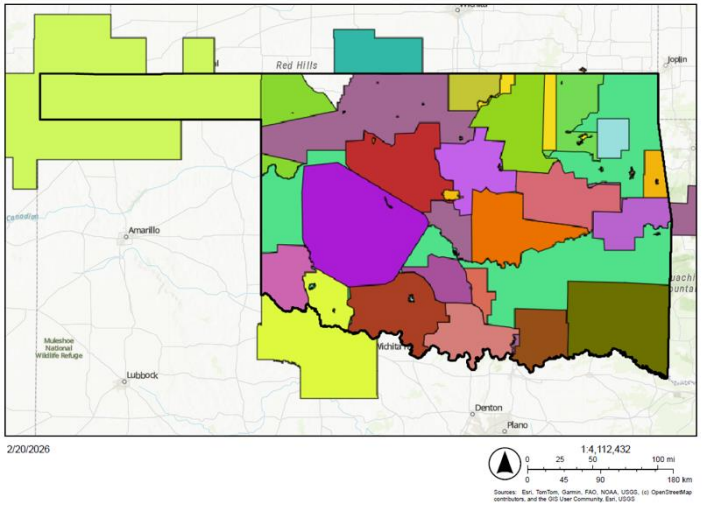


DWEA is working with Oklahoma Society of CPAs to schedule webinar on wind turbine incentives for accountants



Great wind in western Oklahoma, 90+ utilities

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Seeking Owners to Profile & Outreach Funding

CA, NY, MA, MN, AK, PR, IA, CO, ND, IL, WA, and others

Form to submit DW project info/photos:
https://forms.gle/J1Kiie4cB6bj5Zx99

heather@distributedwind.org | www.calendly.com/herw