



Triangle Get Ready Education Forum Get Ready for Plug-In Electric Vehicles!

In August 2010, business leaders and government officials gathered to learn more about the future of transportation – Plug-in Electric Vehicles (PEVs). Specifically, the group discussed this important paradigm shift in transportation, reviewing the technology, the impact PEVs will have on a community's electricity capacity from the utility perspective, and what communities should review and plan for as PEVs become more commonplace.

The efforts in communities like the Triangle Area in NC are helping to lead the way into this new era in transportation. Key to this forum was addressing how to create a positive customer experience to facilitate PEV adoption. Areas to focus on include:

- **Streamlining processes** such as permitting, installation and inspection to ensure timely installation of necessary infrastructure, especially in customer homes;
- **Building consumer confidence and reducing range anxiety** to ensure workplace and public charging stations are available; and
- **Educating customers** on the correct applications of the various types of PEVs, ensuring that they have the right vehicle for their specific need.

Planning for PEVs requires the consideration of many factors, including:

- Establishing a baseline of policies and procedures – this is true for both municipalities and businesses.
- Taking a holistic, long-term approach
- Looking at what can be done now
- Planning ahead for infrastructure
 - Remaining technology-neutral
 - Streamlining the installation process, including permits & inspection
 - Identifying site specific needs
- Choosing the right technology for your application
- Identifying available financial opportunities, such as federal tax credits and Clean Cities programs
- Focusing on good communication
 - Within working groups, stakeholders, public
 - Developing a consistent message for education and outreach

Ultimately, the success of PEVs lies in a positive customer experience. Planning, education and outreach activities are aimed at streamlining the overall process, making the transition to PEVs as easy as possible for customers.