



NC PEV Taskforce

Building the Foundation for Change

As more and more communities across the United States make the move toward electrified transportation, there is an increasing need for business, government and community leaders to get involved and serve as champions for this movement.

Plug-in electric vehicles (PEVs) use electric power as their primary fuel source or as a way to improve their fuel economy. PEVs can be plug-in hybrids (i.e., use a combustion engine and an electric motor) or all electric. Most drivers will charge their PEVs through charging stations. Maximum charging times can range from 30 minutes to several hours, depending on the battery type, battery capacity and the power level of the charging station.

PEVs have multiple benefits compared to conventional vehicles. The cost of electricity as a transportation fuel ranges from 50 to 70 cents per gallon equivalent, which is significantly lower and less volatile than gasoline and diesel fuels. PEVs also produce fewer emissions and have lower environmental impacts than conventional vehicles. Using domestic electricity to fuel our vehicles also promotes national security by reducing our dependence on foreign oil. Overall, PEVs are a smart investment with many benefits.

Our Goals

1. Identify and address barriers to PEV adoption.
2. Involve existing & potential industry partners.
3. Recruit new industry.
4. Prepare N.C. to take advantage of future funding opportunities related to PEVs.
5. Create a PEV roadmap for N.C. to document Taskforce progress and recommend policy options.

Who Should Be Involved?

Legislature
State and Local Governments
Utilities
Non-Government Organizations
Private Industry and Employers
Non-Profits
Environmental Groups
Vehicle Manufacturers
Related Industry Leaders
Universities, Community Colleges
and Other Educational Institutions
Economic Development Organizations
Civic Groups

How to Get Involved?

Visit www.ncpevtaskforce.org today for more information.

The NC PEV Taskforce

Opportunities For Success

PEVs are becoming more available to North Carolina consumers. Models already available include the Nissan Leaf and the Chevy Volt. Other makes and models will be available soon, including PEVs from major automakers such as Ford, Toyota and Mitsubishi as well as several low-volume manufacturers.

Statewide, charging stations are appearing in a variety of locations such as parking decks, street corners, shopping malls and grocery stores. Several of our state's major cities are leading the effort to get ready for the current roll-out of PEVs by major automakers. PEV readiness initiatives in Asheville, Charlotte and the Triangle have all been nationally recognized for their efforts to smooth this transition to cleaner transportation technology. As it becomes easier for customers to purchase PEVs and install home charging stations, the overall number of public charging stations will also increase throughout the transportation landscape.

PEVs are generating new business opportunities. They require new automotive components, new supply channels and new ways of reaching consumers. North Carolina has the opportunity to create new jobs for citizens by removing barriers to PEV adoption and building strong relationships with PEV industry leaders. The continued effort of the NC PEV Taskforce will contribute to manufacturers' decisions to locate their facilities within North Carolina.

This vision will require coordination between a wide range of stakeholders to become reality. Several cities and communities are leading the way, but there remains a need for a statewide taskforce to address the larger issues. The primary goals of this N.C. PEV Taskforce are to increase the adoption of PEVs and create green jobs. Members of this group will answer questions, such as:

- How can N.C. attract more PEV manufacturing and research and development jobs?
- What additional industries can develop around PEVs?
- What is the best way to leverage our university research?
- How should our community colleges be involved in PEV workforce training?
- How can rural communities benefit?
- Should any state laws, policies or codes be modified or written?
- How should charging stations be deployed in major travel corridors to connect North Carolina's metro areas?
- How can the widespread adoption of PEVs in North Carolina be assured?

What's Stopping Widespread Adoption?

1. Initial cost of ownership.
2. Readily-available infrastructure.
3. "Range-anxiety" - fear of driving an electric car and becoming stranded without sufficient locations available for recharging.
4. Understanding - lack of basic understanding of PEVs, their capabilities, applications, life cycle costs and benefits.

Challenges We Face

- Positioning NC as a destination for clean energy businesses and professionals
- Coordinating efforts among multiple stakeholders for maximum impact
- Attracting automakers for vehicle introduction
- Increasing public awareness
- Decreasing PEV initial costs

Help Prepare NC for PEVS

You can help North Carolina prepare for the transition to electric transportation. Visit www.ncpevtaskforce.org for more information about PEVs and how to get involved.