



# PLUG IN SC INCENTIVE PROGRAM OVERVIEW

South Carolina Office of Regulatory Staff – Energy Office / Palmetto Clean Fuels Coalition  
*US Department of Energy Clean Cities Program*  
*Grant: DE-EE007438 | CFDA# 81.086*

## I. BACKGROUND & PROGRAM OVERVIEW

### **Palmetto Clean Fuels**

The Palmetto Clean Fuels (PCF) coalition is an initiative of the South Carolina Office of Regulatory Staff Energy Office (Energy Office). PCF is one of nearly 100 designated US Department of Energy Clean Cities coalitions in the United States. PCF works to promote the use of alternative fuels and advanced vehicle technologies in South Carolina. PCF strives to help public and private entities, as well as individuals, lower fuel costs, improve air quality, and reduce petroleum consumption. PCF also promotes idle reduction, fuel economy measures, vehicle miles traveled reductions, and bicycle and pedestrian efforts.

More information on PCF can be found at: [Palmettocleanfuels.org](http://Palmettocleanfuels.org)

### **Plug in SC**

Through its research and discussions with stakeholders, PCF identified several challenges hindering the development of the EV market in South Carolina. The most important reason that consumers are hesitant to purchase EVs is due to the uncertainty surrounding recharging. To make matters more complicated, current EV charging stations are often overlooked due to inadequate and inconsistent signage, both at the charging station itself and directional signage leading to the charging station. To tackle aspects of this perceived obstacle, PCF launched Plug in SC in April of 2018.

The aim of the initiative is to promote EV usage by implementing standardized signage and pavement markings at South Carolina's 200+ public EV charging stations. Plug in SC is the only marketing campaign in South Carolina focused on standardizing EVSE and advancing EVs. It is designed to encourage a unified approach to EV signage based on nationally recognized templates. Plug in SC recommends standardized EV charging station signage, pavement markings, and directional signage. Use of a unified approach should assist EV drivers and increase both EV adoption and visibility in South Carolina. In addition, Plug in SC serves as a source for EV information and best practices in alternative fuels implementation.

More information on the Plug in SC initiative can be found at: [Palmettocleanfuels.org/pluginsc](http://Palmettocleanfuels.org/pluginsc)

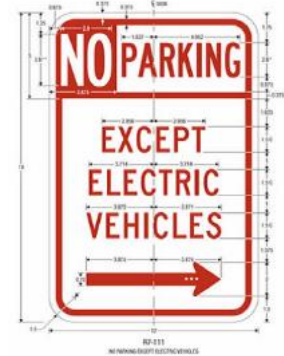
## II. PROGRAM DESCRIPTION

The Plug in SC Incentive Program enables qualifying participants to obtain standardized EV signage manufactured by the South Carolina Department of Corrections. The Plug in SC Incentive Program provides funding to the South Carolina Department of Corrections to purchase standardized EV charging station signage in South Carolina. Funding for this project comes from the US Department of Energy through the US Department of Energy Clean Cities Program Grant #DE-EE007438 (CFDA# 81.086). Funding will be provided to the SC Department of Corrections to manufacturer the two (2) electric vehicle charging signs for each site identified. The SC Department of Corrections will then send the signs to the qualifying participant to be posted at the EV charging station(s).



*D9-11b sign*

Participants agree to install the provided “Electric Vehicle Charging Symbol” and “No Parking Except Electric Vehicles” signs in accordance with the “Plug in SC Pavement Markings and Parking Signage Quick Guide” ([Palmettocleanfuels.org/pluginsc](http://Palmettocleanfuels.org/pluginsc)) at the approved EV charging station(s). Signs must be installed within one (1) month of receiving them from the SC Department of Corrections. Failure to complete installation within this one-month timeframe will result in the participant forfeiting its right to keep the signage and the requirement that the participant return the signs to the Energy Office.



*R7-111 sign*

Participants must notify the Energy Office in writing once signs are installed at the approved site(s). The Energy Office will monitor the site in person to ensure signage is installed properly within one (1) month of receiving the installation date.

## III. INCENTIVES

Applicants who are selected will be provided two (2) signs per EV charging station and can request signs for more than one station.

- One (1) D9-11b “Electric Vehicle Charging Symbol”
- One (1) R7-111 “No Parking Except Electric Vehicles” (Arrow may be requested in any direction or removed)

Individual Memorandums of Understanding (MOUs) between participants and the Energy Office will be executed to fulfill project goals.<sup>1</sup>

Installation costs for these signs are not covered by the Plug in SC Incentive Program.

## IV. ELIGIBILITY

Any entity is eligible to apply for the Plug in SC Incentive Program if the following requirements are met:

- Participants must be PCF stakeholder to participate in the Plug in SC Incentive Program. To become an official stakeholder, you must sign a stakeholder MOU with PCF to voluntarily support activities. The MOU is available on the PCF website at [Palmettocleanfuels.org/involved](http://Palmettocleanfuels.org/involved).
- Eligible EV charging station sites must be located within South Carolina, have a fixed location, and be publicly accessible in order to apply for the Plug in SC Incentive Program. Level 1, Level 2, and DC Fast Charging stations are eligible. EV charging stations also must be input in the US

<sup>1</sup> See Attachment 1.

Department of Energy's Alternative Fuels Data Center Station Locator found at [afd.energy.gov/stations](http://afd.energy.gov/stations).

- To be considered, an applicant must submit a complete application to the Energy Office via the process outlined in Section VII.

## V. PROGRAM BUDGET

The total amount of funding available for this program in FY20-21, and which may be discharged to the South Carolina Department of Corrections, is \$3,000. The Energy Office reserves the right to decrease or increase the program funding at any time based on the availability of federal funding. Signs will be provided on a first-come-first-serve basis for qualifying participants.

## VI. COST SHARE

Each applicant's expected cost share is the cost of the signage installation required to complete the standardization of the EV charging station where the signs are to be installed.

In addition to the signs provided, the Energy Office is also encouraging other funding sources to be leveraged as part of projects. Leveraged funds can include the applicant covering the cost for labor, paint, extra funds for additional sites, and/or publicity of the stations.

## VII. APPLICATION PROCESS

Completed applications for the FY20-21 Plug in SC Incentive Program must be received no later than *December 31, 2020* at 5:00 PM EST. Participants are anticipated to be notified before *December 31, 2020*.

Applications can be obtained by contacting the Energy Office at the information below or online at: <http://www.energy.sc.gov/transport>.

Each interested party must complete an application and send or deliver (applications submitted via email are preferred) it along with all required documentation to:

SUBJECT: Plug in SC Incentive Program  
[PalmettoCleanFuels@ORS.SC.GOV](mailto:PalmettoCleanFuels@ORS.SC.GOV)

or

ATTN: Palmetto Clean Fuels  
South Carolina Office of Regulatory Staff- Energy Office  
1401 Main Street, Suite 900  
Columbia, SC 29201

Questions regarding the Plug in SC Incentive Program or application process can be directed to:

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