



PLUGInSC INCENTIVE PROGRAM OVERVIEW

South Carolina Office of Regulatory Staff – Energy Office / Palmetto Clean Fuels Coalition
US Department of Energy Clean Cities Program
Grant: DE-EE009575

I. BACKGROUND & PROGRAM OVERVIEW

Palmetto Clean Fuels

The Palmetto Clean Fuels (PCF) coalition is an initiative of the South Carolina Energy Office of the Office of Regulatory Staff (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.

PLUGInSC

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 PLUGInSC 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 450+ public EV charging stations. PLUGInSC is the only marketing campaign in South Carolina focused on the advancement of EVs through unified signage. It is designed to encourage a unified approach to EV signage based on nationally recognized templates. PLUGInSC 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. This initiative supports the recommendations made in the Energy Office's 2022 Electric Vehicle Stakeholder Initiative, which recommended minimum standards for EV charging infrastructure and design such as standardizing signage. In addition, PLUGInSC serves as a source for EV information and best practices in alternative fuel implementation.

More information on PCF and the PLUGInSC initiative can be found at: energy.sc.gov/focus-area/clean-transportation/pcf

II. PROGRAM DESCRIPTION

The PLUGinSC Incentive Program provides funding 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-EE009575.

Participants agree to install the provided “Electric Vehicle Charging Symbol” and “No Parking Except Electric Vehicles” signs in accordance with the “PLUG in Markings and Parking Signage Quick Guide” (energy.sc.gov/focus-area/clean-transportation/electric-vehicles/plug-in-sc) at the approved EV charging station(s). Signs must be installed within one (1) month of receiving them from the SC Energy Office. Failure to complete installation within this one-month timeframe will result in the participant returning the signs to the Energy Office.

Participants must notify the Energy Office in writing through mail or email 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.



D9-11b sign



R7-111 sign

III. INCENTIVES

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

- One (1) D9-11b “Electric Vehicle Charging Symbol”
- One (1) R7-111 “No Parking Except Electric Vehicles” (left, right, both, and no arrow options available)

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

Installation costs for these signs are not covered by the PLUGinSC Incentive Program.

IV. ELIGIBILITY

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

- Participants must be a PCF stakeholder to participate in the PLUGinSC Incentive Program. To become an official stakeholder, you must sign a stakeholder MOU with PCF to voluntarily support activities. The MOU is available at: energy.sc.gov/focus-area/clean-transportation/electric-vehicles/plug-in-sc
- 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 PLUGinSC Incentive Program. Level 1, Level 2, and DC Fast Charging stations are eligible. EV charging stations also must be input in the US Department of Energy’s Alternative Fuels Data Center Station Locator found at afd.energy.gov/stations.
- To be considered, an applicant must submit a complete application to the Energy Office via the process outlined in Section VI.

V. COST SHARE

Each applicant's expected cost share is the remaining 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.

VI. APPLICATION PROCESS

Applications can be obtained by contacting the Energy Office or online at: energy.sc.gov/focus-area/clean-transportation/electric-vehicles/plug-in-sc

Each interested party must complete an application and send it along with all required documentation to:

PalmettoCleanFuels@ORS.SC.GOV - Preferred

or

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

Questions regarding the PLUGinSC Incentive Program or application process may be directed to:

Rene Kelly
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