

### WHAT IS THE SOUTH CAROLINA ELECTRIC VEHICLE MARKET STUDY?

Recognizing the importance of preparing South Carolina for increased EV sales and interest, Palmetto Clean Fuels conducted this study to address the following (and related) issues:

- An assessment of the current EV infrastructure and policy framework in South Carolina
- An analysis of trends and the outlook for the future
- Actions to prepare South Carolina for future EV development

### STRATEGIC PARTNERS

PCF will work with partners on appropriate signage, infrastructure development, and barriers to adoption

#### Partners include:

- Federal, state, and local governments
- Infrastructure manufacturers
- Vehicle manufacturers
- Utilities
- Clean Cities coalitions
- EV owners/advocacy groups

## SIGNAGE

Ensure that all EV infrastructure is visible and recognizable by adopting the federal guidelines specified in the Manual on Uniform Traffic Control Devices



#### General Service Signs

To direct motorists to publicly accessible infrastructure, use the Alternate Electric Vehicle Charging Symbol in combination with directional arrows along highways

#### Parking Spaces

Use the Alternate Electric Vehicle Charging Symbol in combination with the “no parking except electric vehicles” regulatory sign

#### Pavement Markings

Outline EV charging spaces with green pavement markings

#### Parking garages

Label the outside of parking garages with signage indicating on which level EV charging is located

Incorporate PLUGinSC branding into the existing and future signage



## Considerations for placing charging equipment:

- Proximity to AFV corridor
- Regional connections
- Amenities or activities
- Visibility

## Considerations for level of charging equipment:

- Traffic or visitors
- Usual length of stay
- Proximity to amenities or activities
- Visibility

## INFRASTRUCTURE DEVELOPMENT

Efforts should include deployment of infrastructure and standardization of permitting across the state

### Strategically install infrastructure at targeted locations:

- Rest areas and welcome centers
- Shopping centers and malls
- Industrial manufacturing and shipping facilities
- Airports

## POLICY POTENTIAL

### Alternative Fuel Corridors

Advance the deployment of AFVs and necessary infrastructure along designated AFV corridors

### Volkswagen Settlement

Allocate 15% of the mitigation funds to EV infrastructure

### South Carolina State Energy Plan

Address top-tier recommendations relating to transportation

## OUTREACH AND EDUCATION

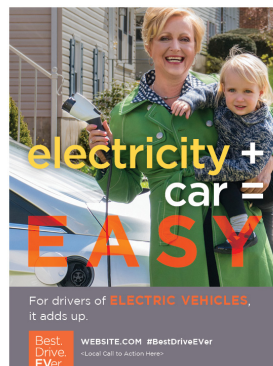
### Workplace Charging

Assist employers to establish workplace charging programs

### Recognition Program

Create an award program to recognize employers who demonstrate a commitment to advancing EVs

Best.  
Drive.  
EVer.



## MARKETING CAMPAIGNS

Develop a social media campaign and dedicated EV web content that builds on Best.Drive.EVer.

### Digital content includes:

- Website
- Web banners
- Digital handouts

