INCREASING EV ADOPTION AND VISIBILITY IN SOUTH CAROLINA

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

- Pavement Markings
  Outline EV charging spaces with green pavement markings

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

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

www.PalmettoCleanFuels.org/PlugInSC
## 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

## 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.

## 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.

## 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