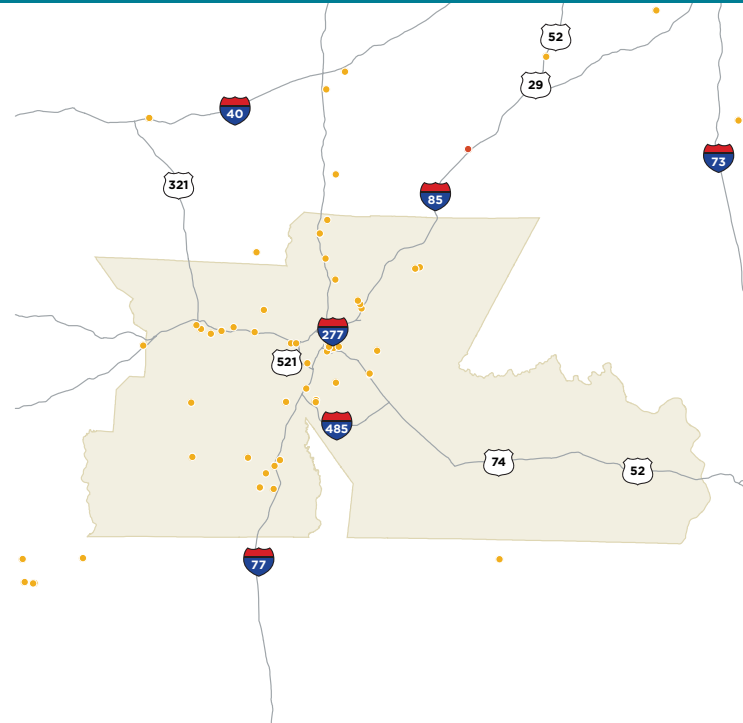


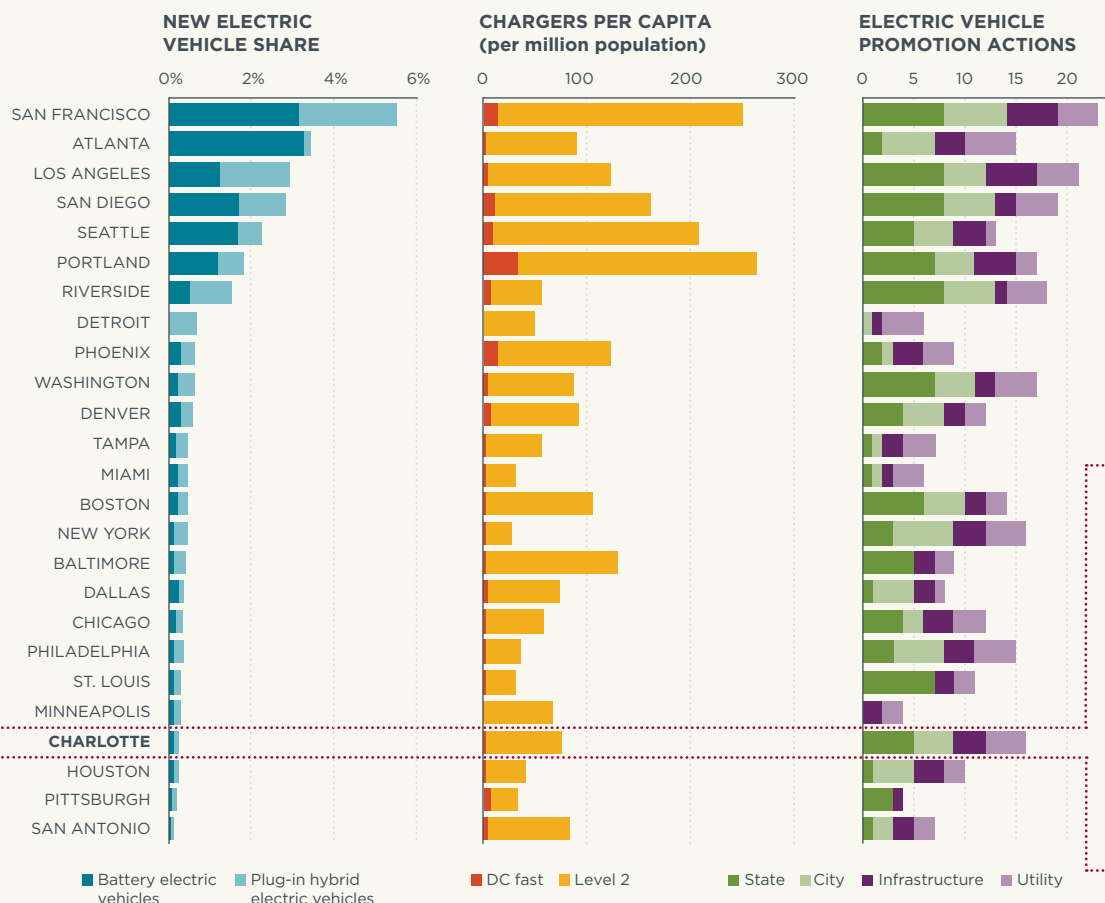
CHARLOTTE

Charlotte, North Carolina, has an above-average number of **electric vehicle promotion actions** in place. Notably, Charlotte has developed an **innovative expedited permitting process** that allows contractors to obtain electric vehicle **service equipment permits** in about 20 minutes. Electric vehicle owners in the area benefit from **city-owned charging infrastructure**.

Charlotte lags similar cities as well as the U.S. average in terms of electric vehicle uptake. The metro area would **benefit from statewide purchase incentives**, as well as **waiving the annual vehicle license fee** for electric vehicles. **Strengthening and expanding existing promotion actions** can also increase electric vehicle uptake in the Charlotte area. Working with **dealers and automakers to increase the number of models available to consumers**, and **greater efforts to raise public awareness**, could spur the region's market.



■ METRO AREA ■ DC FAST ● LEVEL 2
PUBLIC CHARGING IN CHARLOTTE METROPOLITAN AREA



CHARLOTTE:

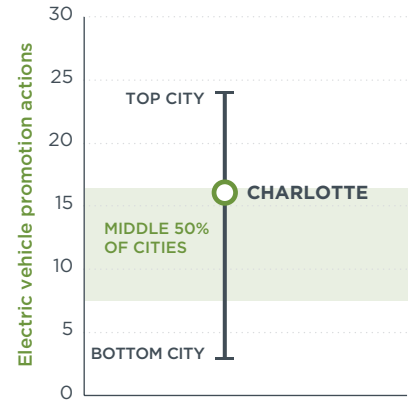
- » **22nd highest** new electric-vehicle sales share
- » **13th most extensive** public electric charging infrastructure
- » **16 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » Employing 16 of 30 key EV promotion actions to attract an assortment of consumers
- » Existing city EV strategy, informational materials, education, and outreach
- » Support for EVs from major utility provider
- » EV infrastructure is promoted in long-term land-use planning

OPPORTUNITIES

- » Work to implement state and/or city purchase subsidies
- » Continue to expand public charging infrastructure, including DC fast
- » Work with dealers and automakers to make EVs more available and increase awareness
- » Advocate to waive annual registration fee



WHAT CHARLOTTE IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	<input type="radio"/>	City EV strategy	<input checked="" type="checkbox"/>	
	State low carbon fuel policy	<input type="radio"/>	Streamlined EVSE permitting process	<input checked="" type="checkbox"/>	
			EV-ready building codes	<input type="radio"/>	
Consumer Benefits	State BEV purchase subsidy	<input checked="" type="checkbox"/>	City vehicle purchase subsidy	<input type="radio"/>	Utility charging pilot or other research <input checked="" type="checkbox"/>
	State PHEV purchase subsidy	<input checked="" type="checkbox"/>	City parking support	<input type="radio"/>	Utility preferential rates for charging <input type="radio"/>
	State fee reduction or testing exemption	<input type="radio"/>	City EV supply equipment financing	<input type="radio"/>	Utility home charger support <input checked="" type="checkbox"/>
	State home charger incentive, support	<input type="radio"/>	City carpool lane (HOV) access	<input type="radio"/>	
	State public charging	<input checked="" type="checkbox"/>	City-owned EV chargers	<input checked="" type="checkbox"/>	
	State parking benefit	<input type="radio"/>	US DOE EV Project key area	<input type="radio"/>	
Visibility and Outreach	State fleet purchasing incentive	<input checked="" type="checkbox"/>	Workplace charging partners	<input checked="" type="checkbox"/>	Utility website, information materials <input checked="" type="checkbox"/>
	State manufacturing incentive	<input checked="" type="checkbox"/>	City car sharing program link	<input type="radio"/>	Utility cost comparison tool <input type="radio"/>
			City website or info materials	<input checked="" type="checkbox"/>	Other utility outreach activity <input checked="" type="checkbox"/>
			City outreach or education events	<input checked="" type="checkbox"/>	
			City fleet purchasing	<input checked="" type="checkbox"/>	

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES? EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; BEV = Battery Electric Vehicle; PHEV = Plug-in Hybrid Electric Vehicle; EVSE = Electric Vehicle Service Equipment; DC = Direct Current
Based on "Assessment of leading electric vehicle promotion activities in US cities," available at <http://theicct.org/leading-us-city-electric-vehicle-activities>.

Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center.

The U.S. City Electric Vehicle Profile Project is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation.

Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

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