

*****DRAFT*** SURVEY OF FLEET MANAGERS / DECISION MAKERS**

The Incentives and Economic Development Working group of the N.C. Plug In Electric Vehicle Task Force is gauging interest in plug-in electric vehicles among North Carolina fleet managers and persons responsible for and/or involved with vehicle purchase decisions. Please take a few minutes to respond to the following questions, which will be compiled by the NC Solar Center/NC State University and the NC Department of Commerce Green Business team. Your answers will help provide for an analysis of potential incentives to accelerate plug in electric vehicle (PEV) adoption in North Carolina.

Thanks in advance for completing this 9-question survey! The answers are intended to represent your professional opinion, and not necessarily the opinion of your organization.

1. How interested are you in purchasing plug-in electric vehicles (PEVs)?

<u> </u> <i>Already Have PEV</i>	<u> </u> <i>High Interest</i>	<u> </u> <i>Moderate Interest</i>	<u> </u> <i>Some Interest</i>	<u> </u> <i>No Interest</i>
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2. What are the current barriers to adopting PEVs into your fleet?

	<i>Extreme Barrier</i>	<i>Important Barrier</i>	<i>Moderate Barrier</i>	<i>Slight Barrier</i>	<i>No Barrier</i>
Initial purchase price	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Unproven /new technology	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Maintenance training	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Lack of vehicle choice	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Permitting process	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Other <i>(Please explain below.)</i>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

3. Rate your organization’s interest in each of the following:

	<i>Extremely Interested</i>	<i>Very Interested</i>	<i>Moderately Interested</i>	<i>Slightly Interested</i>	<i>Not at All Interested</i>
Environmental Impacts <i>(Air Quality, Carbon Emission Reductions)</i>	_____	_____	_____	_____	_____
Energy Security/Energy Independence <i>(Alternative Fuels/Fuel Diversity)</i>	_____	_____	_____	_____	_____
Economy/Efficiency <i>(Fuel Cost Reductions, MPG Improvement, Route Optimization)</i>	_____	_____	_____	_____	_____
Promotion/Corporate Marketing <i>(“green” image)</i>	_____	_____	_____	_____	_____

4. Has your organization adopted policies that support environmental, energy, and economic opportunities that may be provided through PEV adoption? Mark an “x” next to all that apply.

- _____ Purchasing policy that takes into account the full cost of ownership (vehicle price, fuel & maintenance costs)
- _____ Corporate or organizational sustainability policy
- _____ “Green” or environmental fleet policy
- _____ Other (please describe) _____

5. What is the average daily mileage per vehicle in your fleet (based on annual usage)?

- _____ 30 miles or less
- _____ 30-50 miles
- _____ 50-100 miles

6. Do a majority of your vehicles return to a common parking area daily?

_____ Yes

_____ No

7. What is the average number of years a vehicle is utilized in your fleet?

_____ 1-3 years

_____ 4-6 years

_____ 7-9 years

_____ 10 or more years

8. Would your organization consider purchasing a vehicle that costs more than a comparable conventional vehicle if you could recover the costs in a reasonable time (such as through fuel savings, reduced maintenance costs, etc.)? Mark an "x" next to all that apply.

___ a PEV that costs \$1,000- 3,000 more than conventional, but recover cost in **1-3 years**

___ a PEV that costs \$1,000- 3,000 more than conventional, but recover cost in **4-6 years**

___ a PEV that costs \$1,000- 3,000 more than conventional, but recover cost in **7-9 years**

___ a PEV that costs \$3,001- 6,000 more than conventional, but recover cost in **1-3 years**

___ a PEV that costs \$3,001- 6,000 more than conventional, but recover cost in **4-6 years**

___ a PEV that costs \$3,001- 6,000 more than conventional, but recover cost in **7-9 years**

___ a PEV that costs \$6,001-9,000 more than conventional, but recover cost in **1-3 years**

___ a PEV that costs \$6,001-9,000 more than conventional, but recover cost in **4-6 years**

___ a PEV that costs \$6,001-9,000 more than conventional, but recover cost in **7-9 years**

___ a PEV that costs \$9,001 or more than conventional, but recover cost in **1-3 years**

___ a PEV that costs \$9,001 or more than conventional, but recover cost in **4-6 years**

___ a PEV that costs \$9,001 or more than conventional, but recover cost in **6-9 years**

9. What types of incentives do you think would be most effective in encouraging the purchase /use of PEVs in North Carolina?

	<i>Extremely Effective</i>	<i>Very Effective</i>	<i>Moderately Effective</i>	<i>Slightly Effective</i>	<i>Not at All Effective</i>
Vehicle tax credits	_____	_____	_____	_____	_____
Recharging Infrastructure tax credits	_____	_____	_____	_____	_____
Vehicle purchase price rebates	_____	_____	_____	_____	_____
Grants to offset a portion of the purchase price of vehicles	_____	_____	_____	_____	_____
Grants to offset a portion of the cost of PEV charging equipment	_____	_____	_____	_____	_____
Recognition for your company or organization	_____	_____	_____	_____	_____
Operational incentives	_____	_____	_____	_____	_____
Other <i>(Please explain below.)</i>	_____	_____	_____	_____	_____

While is it possible to complete this survey without providing your contact information, we strongly encourage you to provide the following in case of needed follow-up or clarification. Your responses will be aggregated with others and at no point will individual contact information be provided or shared.

Name: _____

Title: _____

Affiliation/Organization: _____

Phone: _____

Email: _____

THANK YOU!!!

Learn more about the PEV Task Force at www.ncpevtaskforce.org