

**Attendees:**

<b>Name</b>	<b>Organization</b>
Dave Navey	Charlotte Truck Center
Frank Olafson	City of Raleigh
Charles Young	Fort Bragg Sustainable Transportation Planning
Ed Davis	NC Dept of Commerce (co-facilitator)
Aranzazu Lascurain	NC Solar Center/ Clean Transportation Program
James Sauls	Raleigh Economic Development
Linda Taylor	NCSU- College of Natural Resources
Anne Tazewell	NC Solar Center/ Clean Transportation Program
Anna Stokes	Advanced Energy
Katie Drye	Advanced Energy
Gil Johnson	Capital Consulting (formerly with City of Raleigh)
Larry Shirley	NC Dept. of Commerce
Charles Adair	NC Sustainable Energy Association
Marty Clayton	Progress Energy (via Elluminate)
Lynn Graham	City of Raleigh (via Elluminate)
Ron Field	Southern Image (via Elluminate)
Mindy Pignato	Dominion (via Elluminate)

**Introductions:**

- Roll call and introduction of individuals and interest in working within group.

**Taskforce History and Background:**

- **Katie Drye** gave an overview and of history and purpose of PEV Taskforce: NC PEV effort begun by NC Commerce and AE Spring 2011. A lot of time put into identifying important stakeholders: 6 working groups came out of this taskforce. They met throughout the summer, planned the symposium this fall. Identified members for each working group. Refer to [www.ncpevtaskforce.org](http://www.ncpevtaskforce.org) for more info.

***The five goals of the NC PEV Taskforce are:***

1. Identify and address barriers to PEV adoption.
  2. Involve existing & potential industry partners.
  3. Recruit new industry.
  4. Prepare N.C. to take advantage of future funding opportunities related to PEVs.
  5. Create a PEV roadmap for N.C. to document Taskforce progress
- PEV Taskforce consists of five working groups: Infrastructure, Vehicles, Incentives and Economic Development, Education and Outreach, Steering Committee, and Policy, Standards, and Codes. See website above for more info on each group: [www.ncpevtaskforce.org](http://www.ncpevtaskforce.org)
  - **Anne Tazewell:** gave an overview of the Mountains to Sea (M2S) project which works to carry out some of the work of the PEV Taskforce. M2S is a recent U.S. Dept. of Energy (DOE) grant

awarded to the Centralina Clean Cities Coalition to support PEV planning across the state of NC as well as develop local plans for four regions: Triad, Triangle, Charlotte, and Asheville metro areas. The PEV Taskforce will incorporate and prioritize the grant objectives; however it may pursue broader scopes and exist beyond the September grant end date.

- A symposium was conducted late last year (October 2011) to kick off the PEV Taskforce activities, review the working groups, and solicit interest, to begin the dialogue.
- **Larry Shirley:** Gave some background on the purpose of forming 'working groups'. They were modeled from work in Dept. of Commerce where the purpose was to create "sector teams" that would provide direction on how to boost economic development with a particular industry segment and provide a roadmap for deployment.
- **Aranzazu Lascurain:** walked the group through *the Incentives and Economic Development Group's Scope of Work* document which includes objectives, timeline, and deliverables. This single page document can serve as a "marketing" tool to recruit more industry participation in the working group. It is anticipated that the group will meet once a month for the first few months and then every six weeks as needed.
- **Ed Davis:** Walked through the summary of PEV Symposium Econ Development Breakout group. Ed explained the purpose of merging the two groups: "incentives" and "economic development". Logical to merge the two groups. The need for education kept coming up time and time again because the subject is new to the public and marketing will be essential.
- **Anne Tazewell:** provided a summary of the Symposium's Incentives Breakout Group Slides. Local incentives are hard to launch, everything has to go through the legislature for approval. Georgia has state rebate \$5,000; this will be reviewed as a potential option for NC.
  - **Ronnie Field:** asked a question about the consequence of loss of gas tax revenue for the state due to PEVs. Some states charge upfront surcharge to recoup their losses but this is less palatable for the public.

### Discussion of Deliverables:

It was generally agreed that the NC Solar Center (NCSC) with IED Working group support would deliver on the "white paper" first and then deliver the survey. The reasoning being that the white paper would inform our knowledge base about incentives and better prepare us for framing the necessary and relevant survey questions.

- **NC PEV Industry List:** Its purpose is to find out what companies are already here and where in the state they are located. Smart Grid companies will be included in this list. NCSEA has offered to share their Smart Grid list with the NC SC (from their *Renewable Energy & Energy Efficiency Industries Census*). Some issues need to be answered such as can we identify companies that are

doing more than just PEV related work and what percentage (number of employees) are assigned to just PEVs?

- **Survey of NC Stakeholders:** to gauge and prioritize potential desirable incentives for PEV adoption

Discuss around survey included the following:

- Do we target early adopters?
- Do we survey EV auto dealers to assess what potential purchasers are asking about regarding incentives and/or what incentives would move the market for them?
- Do we survey PEV related industries already here to gauge need for additional incentives for PEV adoption?
- Do we focus on perceptions first? Do we partner with Education & Outreach Working Group?
- We need randomized survey in order to serve as a scientific survey.
- The general consensus is the survey will be more focused on incentives needed to make NC a leader in PEV adoption rather than incentives needed to recruit additional PEV related industry.
- Linda Taylor and Charles Adair offered to assist finding recipients of the survey and framing questions in a neutral manner so that questions would not be considered “leading” to a specific answer.
- NCSC will construct a survey for NC Fleet managers to gauge need for and interest in specific incentives

**Incentives Analysis:** The NCSC will be responsible for a paper that provides an assessment of available or anticipated benefits from incentives for PEV consumers, and identify other potential incentives that may be considered by North Carolina. These might include: rebates; state and federal tax incentives; reduction in sales taxes; rebates or reductions in costs of permitting, purchasing, or installing home plug-in equipment; reductions in state and local toll access charges, etc.

- **Alternative Fuels and Advanced Data Center (AFDC):** A good starting point for incentives. This website collects nation-wide incentives:  
<http://www.afdc.energy.gov/afdc/laws/>

### Follow Up:

- NCSC will send the following working group files to everyone: SOW Paper, PPT, Meeting Notes These will also be posted under at: <http://ncpevtaskforce.org/> AND <http://ncsc.ncsu.edu/index.php/clean-transportation/whats-happening-2/meetings/>
- We need additional members for this Working Group, private sector representatives, in particular. Use Statement of Work (SOW) document to recruit related interest groups not currently represented in IED working group

- NCSC will send out draft list of NC PEV Industry contacts to NC Dept of Commerce, Green Economy team. Working group members are to send any NC PEV related business contacts to Aranzazu Lascurain for inclusion on this list at [aranzazu\\_lascurain@ncsu.edu](mailto:aranzazu_lascurain@ncsu.edu)

**Next Month's Meeting and Topic:**

- Wednesday, Feb 8. 10-12 am. Location: Module 4 Conference Room of the NC Solar Center, 1575 Varsity Drive, Raleigh, NC 27606. Aranzazu will send out invite for February meeting.
- Focus for next meeting will be review of NC PEV Industry list.