

## SCOPE OF WORK

**Objective:** Develop recommendations, best practices, and forecasts that make North Carolina as advantageous as possible for widespread Plug-In Electric Vehicle (PEV) adoption and business development to grow North Carolina's green economy with PEV related industries.

**Background:** North Carolina is positioning itself as a national leader in PEV adoption. In order to do this successfully, we must consider carefully how to maximize the benefits and minimize the costs of PEV deployment to attract and enhance accompanying industries.

### Questions to be explored:

#### *For Incentives:*

- How can the awareness of both financial and non-financial incentives related to PEV adoption, including the true cost of ownership, be increased?
- What disincentives for PEV adoption exist, and what strategies can contest them?
- What kind of incentives, both financial and non-financial, should be created?

#### *For Economic Development:*

- How can we make North Carolina become as advantageous as possible for PEV focused economic development? How can we ensure that it is perceived as such throughout the United States?
- How can the environmental benefits of PEVs be used in a way that supports economic development?
- What partnerships need to be created with the state's existing economic development groups in order to maximize PEV related economic development?
- Where has North Carolina been successful/less successful in past economic development attempts (both related and unrelated to PEVs). What can be learned and what opportunity is there for improvement in the future?

### Timelines:

- U.S Department of Energy supported Mountains to Sea PEV planning grant period of performance: **Oct 1, 2011 – Sept 30, 2012**
- Working Group will convene once a month for the first three months and may consider every 6 weeks as needed thereafter. Working group/task force is expected to continue on beyond grant period.

### Deliverables:

- Survey of NC stakeholders about potential incentives
- List of PEV Industry contacts in North Carolina
- Analysis of incentives of PEV adoption in other states
- Potential policy language to support PEV expansion
- Facilitate prioritized portfolio of incentives

### For more information, contact:

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