

RALEIGH'S PEV PROGRAM: GOALS AND OBJECTIVES

The City of Raleigh established several goals to prepare for and support the adoption of PEVs by its residents and businesses. These goals can be grouped into the four broad categories of economic development, information and partnership, develop policies and procedures, and environmental protection.

Foster Economic Development:

Economic strength is one of the key principals of Raleigh's sustainability program, and PEVs offer many opportunities for economic development.

- Foster the switch from gasoline to electricity due to the potential to keep more money in the local economy.
- Provided PEV charging infrastructure to aid in jobs creation and attracting and retaining startup and growth industries
- Strengthen Raleigh's position as a national hub for smart grid research and development.
- Provide support world-class technology firms and universities.
- Foster manufacturing sector around PEV charging station equipment.
- Attract national conferences and conventions to Raleigh with a focus on technology-based business and industry.

Provide Leadership, Share Information and Build Partnerships:

The City shall continue to share information related to PEVs in order to:

- Develop best practices related to electric transportation innovation and share that information with other municipalities.
- Promote the benefits of EVs to residents and businesses and share relevant information to create an informed community
- Partner with Advanced Energy, Progress Energy, North Carolina State University, Rocky Mountain Institute to advance the broad acceptances of PEVs.
- Train all necessary safety and service providers including first responders, electrical inspectors, local contractors and installers and PEV dealerships.
- Establish data collection and communication systems relevant to tracking usage.
- Maintain strong partnerships with local utilities and technical advisors to share new information and identify any emerging issues that may require action.

Develop Policies and Procedures:

Remove or reduce barriers to the adoption of PEVs not only in Raleigh, but also for other interested municipalities.

- Address building codes, electrical codes, and city ordinances related to signage, parking, fees for charging, permitting and inspections processes and ADA compliance.
- Identify the role(s) of city government regarding ownership, operation and maintenance of public Electric Vehicle Service Equipment (EVSE).
- Increase number of PEVs in Raleigh's municipal fleet by requiring that PEVs be considered for all new fleet purchase in order to reduce fuel costs and achieve favorable total cost of ownership (TCO).
- Install 25 – 30 Level II public EVSEs and support business and other publically accessible charging stations
- Save taxpayer dollars through use of PEVs since in many cities the cost of fuel represents 50 percent or more of the total fleet budget. Furthermore, electricity prices are generally significantly more stable than petroleum prices, reducing budgeting uncertainty.

Environmental Protection:

Raleigh's PEV Initiative is intended to:

- Fulfill the Mayor's and City Council's goal of reducing fossil fuel consumption and greenhouse gas emissions in city operations.
- Improve local air quality
- Reduce dependence on foreign oil.

