

Plug-in nc



# 2022 ANNUAL REPORT

*Photo credit: Chris Brown, Kill Devil Hills, NC*

# State of the State



**51,000+**

Number of EVs



**1,960+**

Number of Public Level  
2 Charging Ports



**690+**

Number of Public DC  
Fast Charging Ports

2022 was a huge year for EV development and deployment, with record-setting sales, new models expanding across vehicle classes and massive funding streams. It was also an exciting year for Plug-in NC, as we saw growing opportunities to spread EV awareness and support our electric utilities, state government, local businesses and individual North Carolinians with their electric transportation goals.

## Assisting Local Governments

We partnered with state government agencies by providing feedback and sharing successes on their EV-focused initiatives. With the North Carolina Department of Environmental Quality, this included aiding their continued rollout of the [Volkswagen Settlement program](#) that is adding charging and EVs — particularly of the medium- and heavy-duty variety — across the state. The North Carolina Department of Transportation worked tirelessly to submit their state plan for the [National Electric Vehicle Infrastructure \(NEVI\) program](#), which will bring high-powered DC fast chargers to key travel corridors. We helped promote their work and give input during the process.

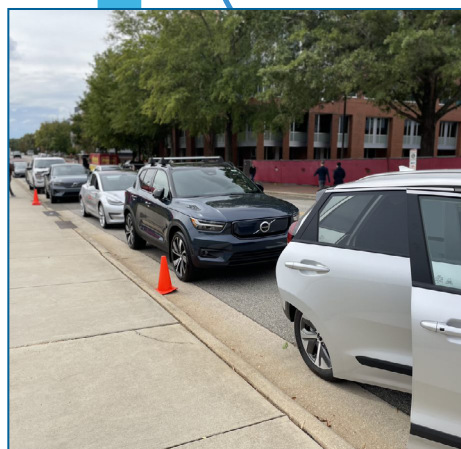
In collaboration with the City of Raleigh's Office of Sustainability, we created a comprehensive [EV-ready playbook](#) for planning and installing public, residential and workplace charging. The document covers the basics of vehicle charging, electric utility considerations, charging station types and placement, the permitting process, installation steps, future-proofing, case studies and more. We believe it will be a great resource for residents, homeowners, developers, electricians, municipal entities, property managers, homeowners associations, public staff, workplaces and business owners hoping to learn more about EV charging.



## Electric Driving Educational Efforts

With the help of our ambassadors, we hosted and participated in EV car shows and other events throughout North Carolina. A number of these were part of National Drive Electric Week and Drive Electric Earth Day, but we filled our calendars throughout the year. The locations we visited — often in our new Volvo C40 Recharge — included Wilson, Waynesville, Raleigh, Carrboro, Durham, Charlotte, Chapel Hill and Troutman. Some of our biggest takeaways from these gatherings were the growing diversity of EVs in the market and the expansion across vehicle types, including pickup trucks and more medium- and heavy-duty vehicles.

We supplemented our in-person outreach with a wealth of new educational resources. These included spotlights on [EV drivers and EV-supporting organizations](#), overviews of [funding and policy initiatives](#), and discussions of more basic topics, such as [how to install EV charging at home](#), [how DC fast charging works](#), [how to use public charging](#) and [considerations for purchasing a used EV](#). We were also featured in local and national newspaper articles about the growth of electric transportation.





## EV Views Photo Contest

As another form of engagement, we ran a [photo contest](#) so that EV drivers could show off their cars at scenic spots. The goal was to highlight the exciting places visited by our followers and to dispel myths about the traveling capabilities of EVs. More than 25 drivers submitted photos of their adventures, capturing locations from the western part of our country to the coast of North Carolina, and more than a dozen EV models were featured.

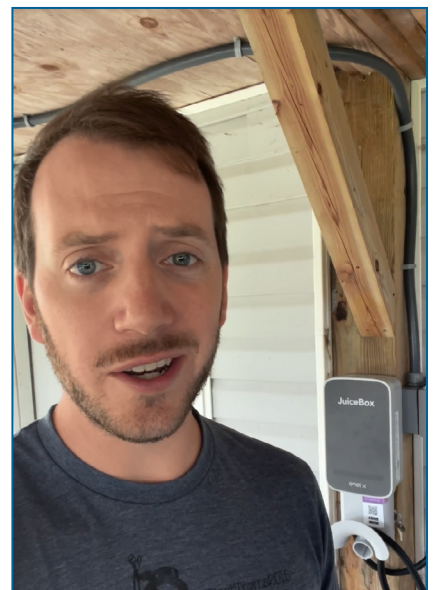
**Check out our winners!**





## Ambassador Insight

In addition to bringing their EVs to events, our ambassadors took the time to tell us their stories. It's always great to hear from EV owners and to share their experiences so that others can learn from them. One of our ambassadors even created a video detailing the installation of his home Level 2 charger. We're excited to feature more ambassadors next year!

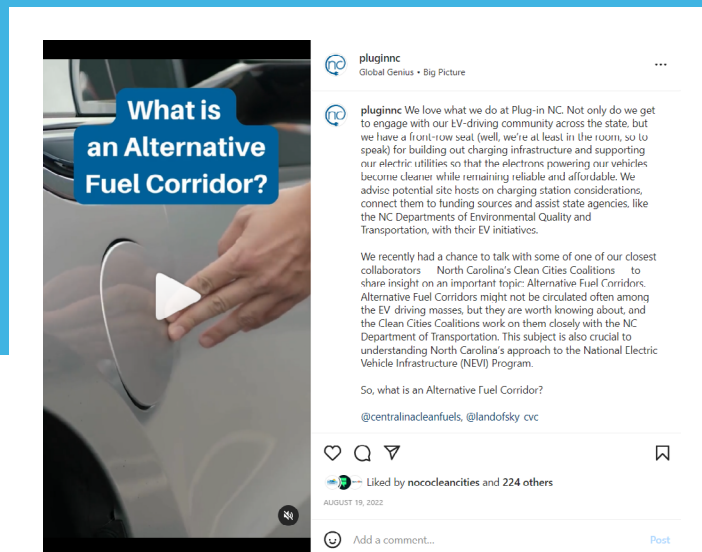


# Plug-in NC Online

## Top Facebook Post



## Top Instagram Post



## Top Twitter Post



## Most Popular Blog Posts

- ▶ [Plug-in NC Ambassador Spotlight](#)
- ▶ [Duke Energy Launches Program to Help Customers Cover Costs of Home Charger Installation](#)
- ▶ [NC Department of Transportation Proposes 33 New DC Fast Charge Locations](#)



## Steering Committee

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Thank you to our Plug-in NC steering committee for continuing to provide strategic direction for our program. Your guidance helps to reduce barriers to EV adoption across North Carolina.

Brian Phillips	NC Department of Environmental Quality (Division of Air Quality)
Elizabeth (Beth) Schrader	NC Department of Environmental Quality (State Energy Office)
Heather Brutz	NC Clean Energy Technology Center
Heather Hildebrandt	NC Department of Transportation
Jason Wager	Centralina Clean Fuels Coalition
Jim Poch	Duke Energy
Joe Baum	Blue Ridge EV Club
Kate Staples	Dominion Energy
Nikki Hensley	North Carolina's Electric Cooperatives
Sara Nichols	Land of Sky Clean Vehicles Coalition
Sean Flaherty	Triangle Clean Cities Coalition
Stan Cross	Southern Alliance for Clean Energy
Whitney Schmidt	ChargePoint



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