Our mission

Serve as a catalyst and resource for deployment of electric vehicles and infrastructure to encourage EV tourism and local adoption by:

+ Advocating & installing strategically located charging infrastructure
+ Staging rallies/tours featuring demos of electric cars, bikes, UTVs, etc.
+ Educational outreach
Leveraging WSDOT’s Investment in DCQCs

Plug-In NCW Accomplishments

- EV Tourism strategy launched on Scenic Byways
  - Millions of media impressions earned
- 568 electrified miles
- 24 locally funded L2 charge stations (approx. $85k)
- EV registrations in NCW increased 400% since 2013
Expansion of EV Tourism Network - Beyond NCW
Electric Vehicle Charging Stations

Driving an electric vehicle? We’ve got you covered—as of 2015, the entire Cascade Loop is EV ready. Plot your course by taking into account where you will charge your vehicle.

See our list of charging stations on page 41.

Bright sunlight, endless starry nights, mesmerizing vistas, wineries to explore, and outdoor recreation galore.

You want it? We’ve got it in North Central Washington.

And now you can access it all in your ELECTRIC VEHICLE with our growing network of charging stations fueled by local renewable energy—compliments of the mighty Columbia River.

More info and maps: www.pluginnorthcentral.com
Get a Boost
Exploring Route 97’s scenic wonders and signature experiences in the comfort of your Clean Energy Vehicle (CEV). Get a boost along the way at select resorts, wineries, convention centers, and municipal parks — even some college campus locations. Locate the most convenient EV station along your route: Chelan, Douglas and Okanogan Counties
Thompson-Okanagan Region
Sun Country Highway Charging Stations
CHARGING STATION DEPLOYMENT STRATEGY
NCW Charging Station Buildout

• DCQC – WSDOT
• Level 2 station “early-adopter” hosts
• Local government installations
• Plug-in NCW’s hal2 installs
Hi Amp Level 2 (hal2)

- Privately funded charging network devoted to EV tourism in NCW
- Leverages past state and federally funded networks
- Strategic locations enable travel all over NCW in an EV
- High amperage allows all vehicles to take full advantage of maximum charging speed
- Funded by dozens of private donations and organized by PINCW, with specific commitments from host sites
PLUG-IN
TM
NORTH CENTRAL WASHINGTON

www.pluginNCW.com
APPENDIX
HOW? ... Tactics

1. Engage community leaders
2. Public education/outreach
3. Build out charging network
4. Special events/tours
5. Be newsworthy – media/social networks
HOW? ... Partnerships

+ WSDOT and Dept. of Commerce
+ Transportation organizations
+ Destination Marketing Organizations
+ Local Governments
+ Businesses & Chambers of Commerce
+ Education/Research institutions
+ Utilities
Our collaborators

+ **Transportation orgs:** Cascade Loop Association; VIA 97; WADOT; Seattle Electric Vehicle Association; Plug-In America

+ **Tourism orgs:** Springhill Suites by Marriott; Stevens Pass Ski Area; Sleeping Lady Mountain Resort; Mazama Country Inn; Pine Near RV Park; Twisp River Pub; Pateros Lakeshore Inn; Omak Inn; Campbell’s Resort; 59er Diner

+ **Governmental orgs:** Cities of Wenatchee, Leavenworth and Chelan; NCW Economic Development District; Chelan and Douglas PUDs, Chelan County; Ports of Chelan and Douglas County; WA Dept. of Commerce; USFS Wenatchee National Forest;

+ **Business orgs:** Chambers of Commerce in Wenatchee, Leavenworth and Chelan

+ **Educational orgs:** Wenatchee Valley College
HOW? . . . Our “Ask”
of prospective EV Tourism Partners

➢ Host a charging station
➢ Sponsor / host an event
➢ Engage & support media tours
➢ Host a demonstration project
HOW? . . . Our “pitch”

+ **Ideal location for EVs across a spectrum of personal, commercial, agricultural and recreational uses.**

+ **Benefits appeal to specific demographics/markets**
  + Local energy economy; Patriotic/made-in-USA
  + Economically beneficial transportation; Frugal belt tighteners
  + Environmentally sound transportation; Environmentalists
  + Futuristic technology; Early adopters/Tech geeks

Grow with us. Get in early and get recognized.
MORE THAN JUST ELECTRIC CARS
EV Tourism – more than electric cars!
EV Tourism – more than electric cars!
EV Tourism – more than electric cars!
EV Tourism – more than electric cars!
TRENDS

➢ EV industry investments: global and local
➢ Vehicle options multiplying
➢ EV technologies advancing
➢ Charging infrastructure – widespread
➢ Purchase price falling
Projected EV Adoption Rate – The Industry View

**PRTM**
- By 2020, the worldwide EV population will be approximately 30M vehicles
- By 2030, up to 50% of the vehicles manufactured worldwide are likely to be electrified

**Gartner**
- By 2015, worldwide sales of EV to account for 1%-2% of the market
- By 2020, 6% of the market
- In 2030 - 2040 timeframe, ‘extended hockey stick’ curve.

**Economist.com**
- By 2020, 10% of all Nissan car sales will be plug-in EV
- By 2025, 1/3 cars made will be electrically powered

**NRDC**
- By 2050, nearly *all* vehicles on the road will be plug-in