

Get Ready Central Florida

A stakeholder group helping to prepare
Central Florida for Electric Vehicles

KEY OBJECTIVES

- FACILITATE stakeholder working groups to identify opportunities and explore/resolve issues and barriers associated with electrified transportation.
- EDUCATE the community and promote networking opportunities in order to enhance the viability of plug-in electric vehicles.
- ESTABLISH sound infrastructure to deliver a network of charging stations that meet the needs of vehicle owners without jeopardizing the stability of the power grid.
- DEVELOP relationships with manufacturers of vehicles and charging components to encourage their participation in the Central Florida market.
- EXPLORE opportunities to enhance success through investments in research, development and demonstration projects.

OUR APPROACH

GRCF will facilitate the formation of the following working groups:

Get Ready Central Florida Steering Committee:

Provide oversight and guidance; representation includes core team members, subject matter experts, government officials and other relevant organizations. The GRCF founding members of the Steering Committee are: Orange County Government, the City of Orlando, OUC- The *Reliable One*, Progress Energy, the Space Coast Clean Cities Coalition and Metroplan Orlando (Metropolitan Planning Organization).

Marketing and Education Working Group: Develop relationships with Central Florida media interested in following the progression of "Get Ready Central Florida," and submit articles and press releases tracking electric vehicle and infrastructure successes. Develop an informative, user-friendly Web site with information about new electric vehicles and charging stations. Promote electric vehicle awareness through public outreach. Generate interest among fleet managers, businesses & rental car companies to purchase electric vehicles and promote organizations that have purchased vehicles and installed vehicle-charging stations.

Infrastructure Working Group: Support the development of viable charging infrastructure in Central Florida through activities such as refining local codes and hosting workshops for electricians and building inspectors to expedite the permitting process. Provide electric vehicle infrastructure information to government and commercial fleets.

Vehicle Working Group: Build a viable market and purchasing channels and facilitate product life-cycle and disposal planning. Representation includes fleet owners, leasing companies/lenders, dealerships, manufacturers and vehicle owners. This group will also focus on appropriate vehicle standards and vehicle-to-grid communication protocols.



www.ocfl.net/getready

OUR PURPOSE:

Get Ready Central Florida (GRCF) is a coalition of state and local governments, utility providers, businesses and electric vehicle enthusiasts committed to preparing Central Florida for the early release of highway-ready, plug-in electric vehicles. Through research, education and implementation, GRCF will prepare Central Florida for electric vehicle transportation and the charging infrastructure to sustain it.

VISIT US ONLINE:

- WWW.OCFL.NET/GETREADY
- WWW.PROJECTGETREADY.COM

Background: GRCF is networking with other "Get Ready" cities nationwide through the Rocky Mountain Institute in order to prepare Central Florida for electric transportation. By sharing ideas and discussing obstacles with other Get Ready coalitions we can expedite our progress in preparing Central Florida for electric vehicle transportation.

A future THAT DOESN'T GUZZLE

WHEN WILL I BE ABLE TO BUY AN ELECTRIC CAR?

If you've got \$100K, you can buy a Tesla Roadster today. If you don't have that much to spend, then you will have several choices at the end of 2010.

One notable and affordable vehicle, which will be available in December 2010, will be the Nissan Leaf, an all electric vehicle with a 100 mile range.



HOW MUCH WILL THEY COST?

EVs will initially cost more than gasoline powered cars primarily because of the cost of the batteries. Like any new technology, this price premium will drop quickly with volume as customers figure out that EVs have significantly less fuel and maintenance costs – no oil changes, belt changes, valve adjustments, etc... and \$3 fill-ups.

To help overcome this price premium, the Federal government will provide a rebate of up to \$7,500 for buying an EV or Plug-In Hybrid.

HOW LONG WILL THEY TAKE TO CHARGE?



Battery operated vehicles take between 15 minutes to 16 hours to charge, depending on the charger that is used.

HOW FAR CAN THEY TRAVEL BETWEEN CHARGES?



When fully charged, a battery operated car can go 40-300 miles before it needs to be recharged, depending on the model.

WHERE WILL I BE ABLE TO CHARGE THEM?



You'll be able to charge them right at home, or at any number of soon-to-be-built electric charging stations throughout Central Florida!



FOR MORE INFORMATION, OR TO DISCUSS THIS PROJECT IN DETAIL, PLEASE CONTACT:

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