

**PLUG-IN**

**NORTH CENTRAL WASHINGTON**



***Electrifying***

**Transportation and Tourism**



# WELCOME ELECTRIC VEHICLE DRIVERS

US 2 STEVENS PASS SCENIC BYWAY • JUNE 16, 2012



# Expansion of EV Tourism Network - Beyond NCW

Vancouver

CANADA / BC

Osoyoos

Oak Harbor

Mt. Vernon



Omak

Winthrop



Monroe

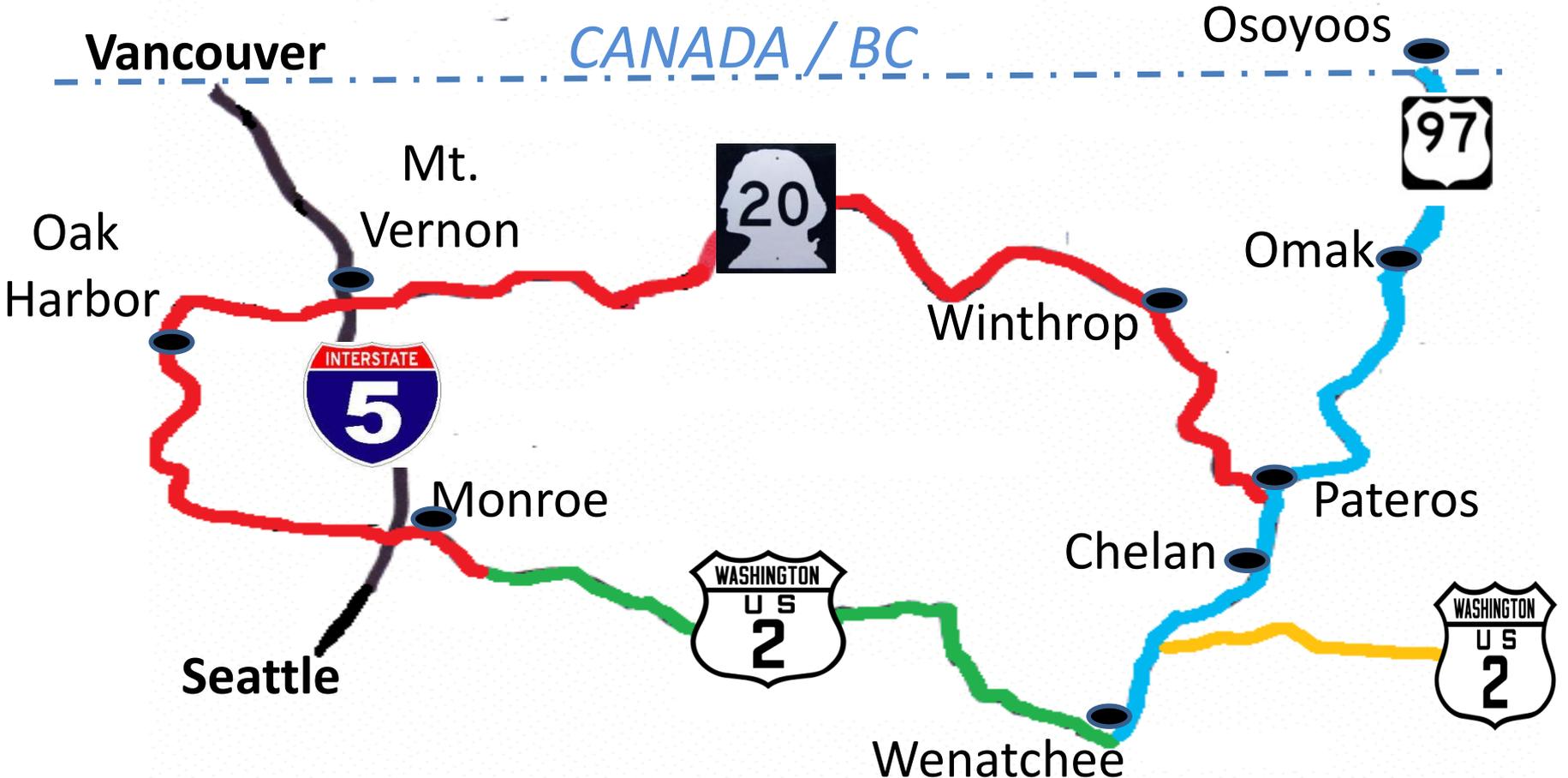
Pateros

Chelan

Seattle



Wenatchee



## Electric Vehicle Charging Stations

Driving an electric vehicle? We've got you covered—as of 2014, 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.



## PLUG-IN NORTH CENTRAL WASHINGTON



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](http://www.pluginnorthcentral.com)

2015 - 2016 Guidebook

# THE CASCADE LOOP

## WASHINGTON'S ULTIMATE ROAD TRIP



FREE  
FOLD-OUT STATE DRIVING  
MAP INSIDE

Evening light at Maple Pass  
Photo: Andy Forster



[cascadeloop.com](http://cascadeloop.com)

## Electric Vehicle Charging Stations

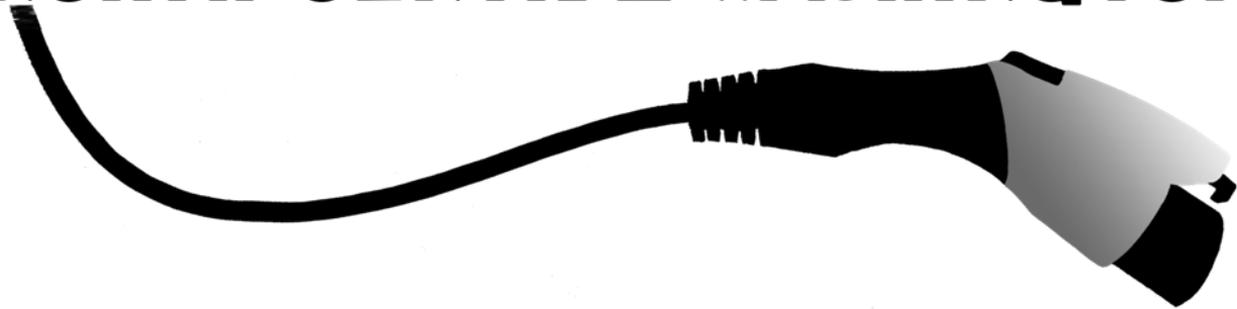


Region	Location	City
1	Evergreen State Fairgrounds	Monroe
1	Fred Meyer	Everett
1	Future of Flight Aviation Center & Boeing Tour	Mukilteo
2	Gold Bar	Gold Bar
2	Sky Deli	Skykomish
2	Sky Valley Visitor Information Center	Sultan
2	Stevens Pass Ski Resort and Snowboard Resort	Stevens Pass Summit
3	59'er Diner	Cashmere
3	Icicle Village Resort	Leavenworth
3	Leavenworth City Hall	Leavenworth
3	Sleeping Lady Mountain Resort	Leavenworth
4	Pybus Public Market	Wenatchee
4	Springhill Suites	Wenatchee
4	Wenatchee Convention Center	Wenatchee
5	Campbell's Resort	Chelan
5	City of Chelan	Chelan
5	Lakeshore RV Park	Chelan
5	Mellisoni Vineyards	Chelan
6	Howard's on the River	Pateros
6	Mazama Country Inn	Mazama
6	Pine Near RV Park	Winthrop
6	Riverbend RV Park	Twisp
6	Sun Mountain Lodge	Winthrop
6	Twisp River Pub	Twisp
6	Winthrop KOA	Winthrop
7	Howard Miller Steelhead Park	Rockport
8	Fairfield Inn & Suites	Burlington
8	Frontier Ford	Anacortes
8	Padilla Bay Reserve	Mount Vernon
8	Skagit County Administrative Building	Mount Vernon
8	Skagit Valley College	Mount Vernon
8	The Outlet Shoppes at Burlington	Burlington
8	Walgreens	Anacortes
9	China City Restaurant	Freeland
9	China City Restaurant	Oak Harbor
9	Downtown - Pioneer Way and Dock Street	Oak Harbor
9	Langley Park	Langley
9	Saratoga Inn	Langley
9	WiFire Café	Freeland

For more detailed charging information, visit [pluginnow.com/locate-charging-stations/](http://pluginnow.com/locate-charging-stations/).

# PLUG-IN

**NORTH CENTRAL WASHINGTON**



[www.pluginNCW.com](http://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**

# 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.***

# **CHARGING STATION DEPLOYMENT STRATEGY**

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# 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



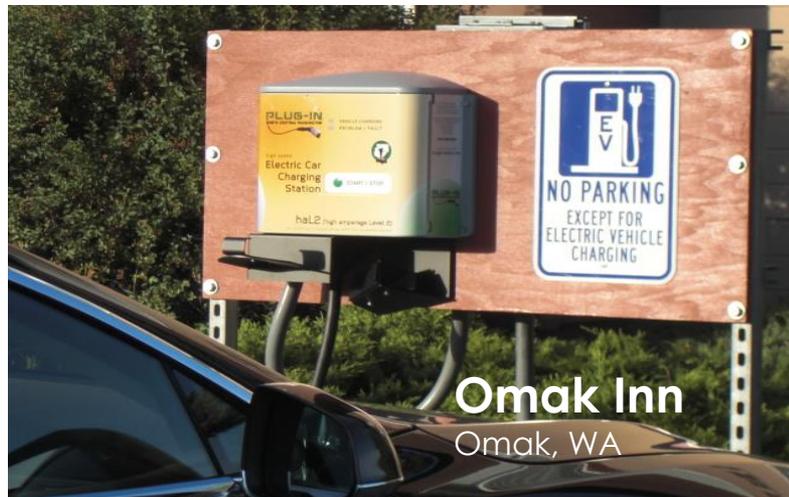
**Pine Near RV Park**  
Winthrop, WA



**59'er Diner**  
Coles Corner, WA



**Pateros Lakeshore Inn**  
Pateros, WA



**Omak Inn**  
Omak, WA

# **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**



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



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Sultan



Stevens Pass



Monroe

Skykomish

Leavenworth

Wenatchee

