



# PRESS RELEASE

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## Electric Vehicle Charging Stations Come to Grand Strand

MYRTLE BEACH, S.C. – Unveiling the latest initiative in efforts to build a more sustainable community, officials with Plug In Carolina, Coastal Carolina University, the Myrtle Beach Area Chamber of Commerce and Santee Cooper demonstrated a new charging station for electric vehicles installed at the CCU campus.

The station is one of five installed already in Horry County. Other stations are at 4<sup>th</sup> Avenue and Laurel St. in Conway, the Horry County Library also in Conway, 6<sup>th</sup> Avenue South in North Myrtle Beach, and the Speir Building at Horry-Georgetown Technical College Grand Strand Campus in Myrtle Beach. Plug In Carolina has secured grant funding and is ultimately installing 80 charging stations across South Carolina.

James Poch, Executive Director of Plug In Carolina, has championed electric vehicles since 2006. “We know four things about using electricity as a fuel for cars. It’s cleaner, cheaper, domestically-produced, and during off-peak hours, we have a lot of it,” Poch said. “These demonstration charging stations will help us learn more about car charging needs and preferences, and they really underscore the Grand Strand’s efforts to promote sustainable commerce and tourism as well.”

The first electric vehicles have begun arriving in Grand Strand showrooms this year, and as car manufacturers ramp up production of electric vehicles, cities must be prepared to accommodate them with charging stations. With grants from the Department of Energy’s Clean Cities program and the state of South Carolina’s Renewable Energy and Advanced Vehicle Technology program (both funded through the American Recovery and Reinvestment Act of 2009), Poch has also worked with utilities to install charging stations in Greenville, Rock Hill, Columbia, Charleston, and other locations.

The charging stations will increase the comfort level of consumers who consider purchasing an electric vehicle, in that they will have charging options if they need a boost when they are away from



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home. Santee Cooper helped Poch secure locations in the Grand Strand area, focusing on parking areas that are publicly accessible and could accommodate a station. Santee Cooper will provide electricity free of charge to the stations for three years, to promote the stations and help promote awareness of best practices in electric vehicle charging.

“Electric vehicles create fewer emissions than gasoline-powered cars. But if we all plug them in during the heat of the day, when schools, businesses and homes are operating full-tilt, then we have a new problem,” said Mike Poston, Santee Cooper vice president of retail operations. “We don’t want to add so much peak load that we have to build a new generating station to handle electric cars. We want people to do the bulk of their charging at night, at home.”

Coastal Carolina has placed its charging station along Township Circle.

“Coastal Carolina University is excited about the continuing partnership with Santee Cooper to provide electric vehicle charging stations on our campus,” said Stacie A. Bowie, CCU Vice President and Chief Financial Officer. “The installation of Plug In Carolina’s charging station is the latest in our ongoing efforts to promote a greener campus and to further our commitment to sustainability. This station supports the University’s strategic plan to serve as a role model to the community in our efforts to achieve a sustainable environment.”

“The installation of these electric vehicle charging stations is exciting news and we would like to thank all of the partners who have made this innovative project a reality for Grand Strand residents,” said Brad Dean, president and CEO of the Myrtle Beach Area Chamber of Commerce. “We are seeing businesses throughout our community jump on board to promote different ‘green’ initiatives as they employ more environmentally friendly practices in their day-to-day operations, and believe that this sort of sustainable business strategy is an all-around smart business approach.”

Plug In Carolina is a non-profit organization with the mission of educating the public on the environmental, economic, and national security benefits of plug-in vehicles. Since 2006, Plug In Carolina has brought municipal, business, environmental leaders, and the public together with the goal of accelerating their adoption. More information may be found at [www.plugincarolina.org](http://www.plugincarolina.org).

Santee Cooper is South Carolina’s state-owned electric and water utility, and the state’s largest power producer. The ultimate source of electricity for 2 million South Carolinians, Santee Cooper is dedicated to being the state’s leading resource for improving the quality of life for the people of South Carolina. For more information, visit [www.santeecooper.com](http://www.santeecooper.com).

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