

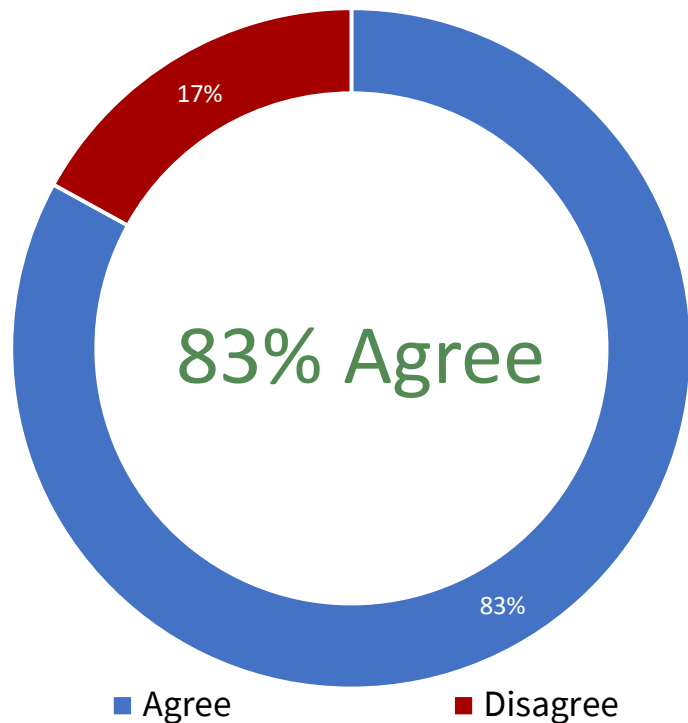
## SIGNAGE: An Essential Tool for Communicating Availability of Alternative Fuels and Fueling Infrastructure

Sarah McKearnan  
Northeast/Mid-Atlantic AFC Convening

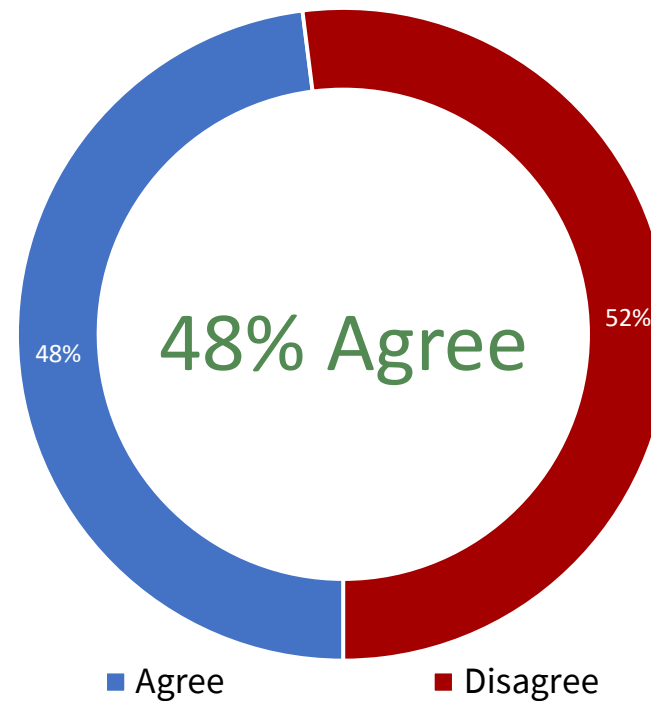
July 10, 2019

# Perceptions About Charging Infrastructure Availability

## A Major Barrier to EV Adoption in the Northeast



There are not currently enough charging stations for electric vehicles



They have noticed more electric vehicle charging stations in their area over the past year

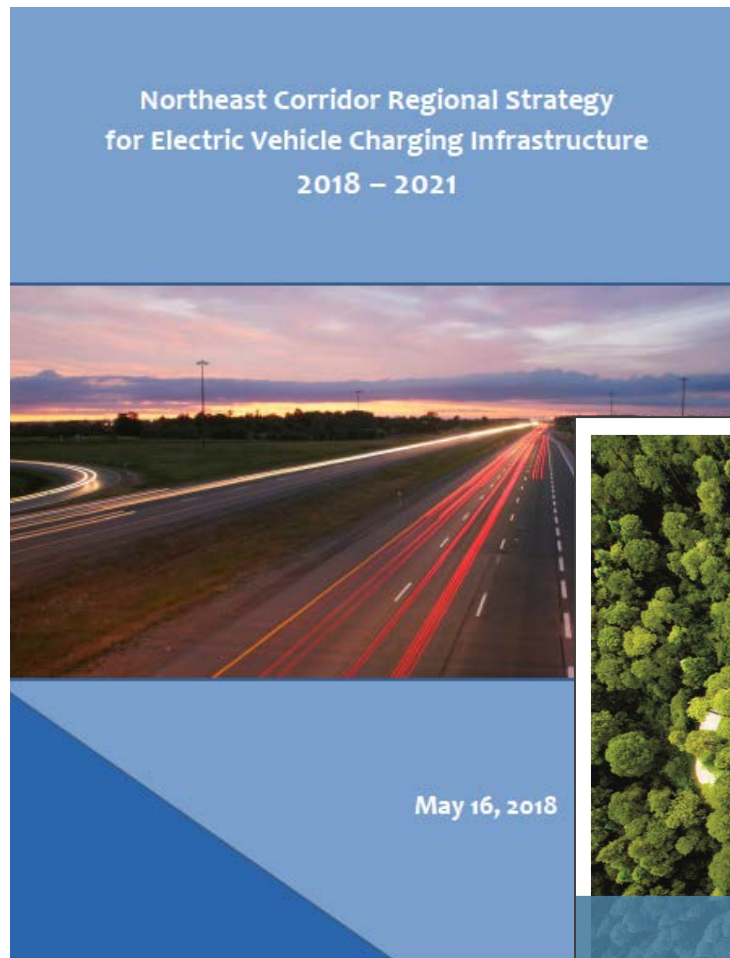
Q17a: Please tell us whether you agree or disagree with the following statements about electric vehicles.

Q16: How much would you agree or disagree with the following statements?

# REGIONAL PLANS EMPHASIZE THE IMPORTANT ROLE FOR SIGNAGE

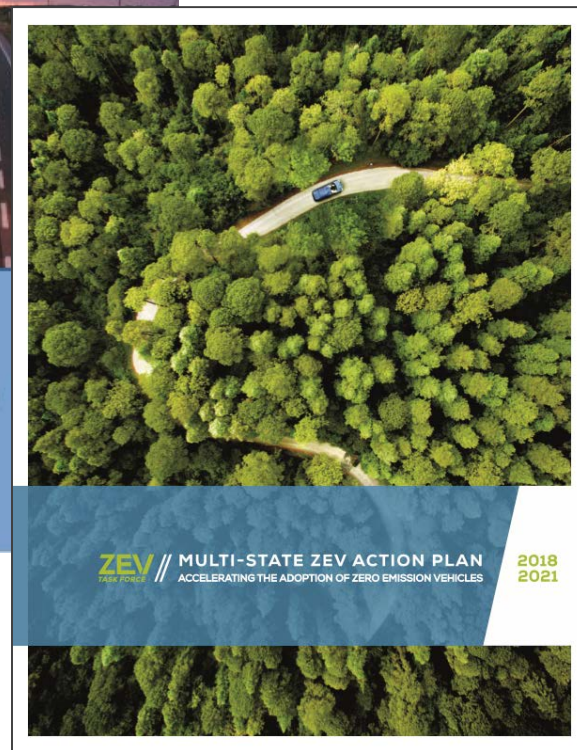


Vermont Interstate 89, Exit 7



Regional Infrastructure Strategy

Multi-State ZEV Task Force Action Plan



## Emerging Issue: EVSE Logo Signage



- 98% of highway motorists use logo signs to find services at exits
- General service signs for EV chargers lack information about charging capacity and type of port(s)
- Motorists belonging to EVSE networks will want to find their network's stations
- Logo signs could play a significant role in building range confidence by raising public awareness of the availability of charging infrastructure

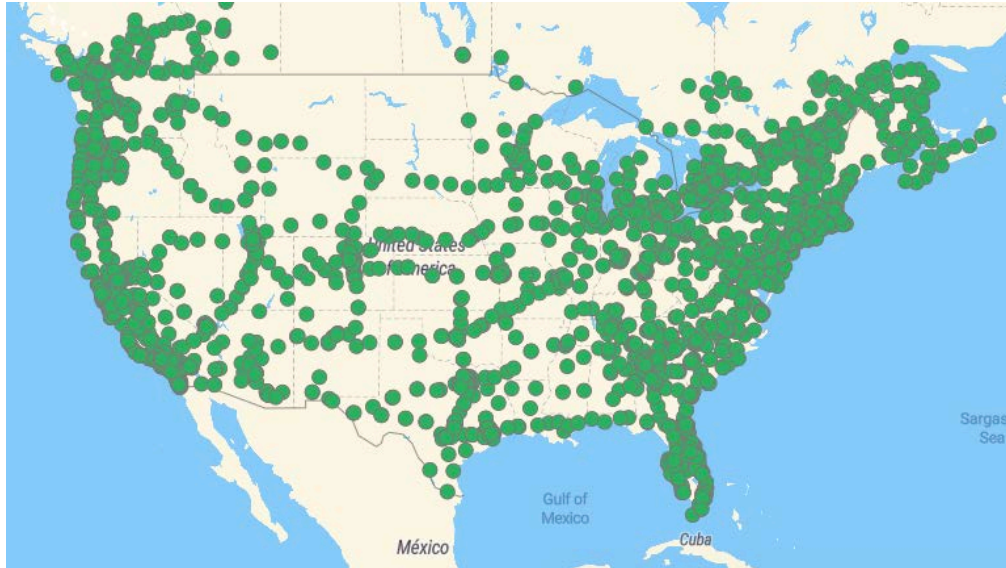
# Current State Signage Initiatives

## Example States with New Signage Policies

- **California:** Updated its state signage manual to make “electric vehicle charging” a new specific service (or business logo) sign category
- **Colorado & Virginia:** Updated policies to make EV charging stations eligible for general service signs and word banners

## States/Coalitions Developing or Implementing Signage Plans

- **Florida, Maryland, Minnesota, Rhode Island, South Carolina and Virginia**
- **States in REV West Coalition**



3,486 public DC fast charging stations with > 12,000 charging outlets as of June, 2019 (AFDC)

## Questions for Discussion

State Inventories: Do State DOTs have good information about where there are gaps in signs to alert motorists to the existence of corridor charging stations?

Ongoing Signage Planning: When DC fast charging stations are sited and installed in highway corridors, do State DOTs get up-to-date information about these projects?

Federal Signage Manual Revisions: When FHWA revises its Manual on Uniform Traffic Control Devices (MUTCD), how might states weigh in on signage issues?