



### About the Project

Project Get Ready (PGR) emerged from RMI's Smart Garage Summit in the fall of 2008. It aims to help communities prepare for and welcome plug-in vehicles including full battery electric, plug-in hybrid electric, and converted hybrid or internal combustion vehicles.

### Partner Cities

Houston, Texas  
Toronto, Ontario  
Raleigh, North Carolina  
Indianapolis, Indiana  
Denver, CO  
Portland, Oregon

### Technical Advisors

Carnegie Mellon • EmPower • Bright Automotive  
BPA • UC Berkeley • SDGE • Portland State  
University • Coulomb Technologies • P&G • RIT  
UCDavis • Progress Energy • EV-Charge America  
Nissan • NREL • Walmart • Plug In America  
Portland General Electric

### Website

[www.projectgetready.com](http://www.projectgetready.com)



### IT'S TIME TO GET READY

Electric vehicles could play an important role in the future of transportation. Plug-in technology will lead to a stronger energy system, a healthier planet, and greater national security. But these vehicles are still unavailable to the average consumer. Though President Obama has called for 1 Million plug in vehicles on the road by 2015, the current rate of production makes such market penetration unlikely. And even if the goal is reached, EVs would account for less than one half of one percent of the entire U.S. fleet. Project Get Ready is an initiative which aims to identify and circumvent the barriers to substantial market penetration.

In order to ramp up production of EVs and have a successful introduction to the marketplace, automakers must have confidence in the demand of these vehicles. Conversely, communities and consumers must have an understanding of the challenges and benefits of the technology itself, as well as the key steps that must be taken to support their success. So, by arming cities and technical advisers with effective strategic actions, our team will help facilitate growth in demand and, in turn, production of electric vehicles.

### CHARGING INFRASTRUCTURE GUIDE

Although many EV owners will likely plug in at home, public charging infrastructure will play an important role. In surveying this growing market, RMI found a need for greater education on the technical and financial considerations of charging. The new charging infrastructure guide provides retailers, small business owners, and utilities with a comprehensive analysis of potential costs and benefits of providing charging services.

### COST CALCULATOR

The success of the electric vehicle is also at the mercy of consumer demand. But EVs are still relatively misunderstood, so consumers will base their decisions on assumptions, founded and otherwise, about the technology. By creating a cost calculator, RMI has offered vehicle owners the opportunity to compare the costs of owning a traditional vehicle to those of owning a plug in

### MOVING FORWARD

RMI's Project Get Ready will continue to engage technical advisors and city representatives through open collaboration. By better understanding the challenges and rewards of vehicle electrification, these pioneers will facilitate the transition to a clean and economically sound transportation future.

