



July 28, 2011

Jim Murley
Deputy Director
South Florida Regional Planning Council
3440 Hollywood Boulevard, Suite 140
Hollywood, Florida 33021

To Mr. Murley:

As you know, automakers are now taking orders from South Florida residents for plug-in electric vehicles (PEVs), with delivery expected as early as mid-September. Although PEVs offer a myriad of benefits including low operating, maintenance and fueling costs, zero / low emissions and are fun to drive – there are many barriers to widespread adoption of these vehicles. Partnerships between federal, state and local governments and private entities will serve to remove these barriers by focusing on community readiness activities.

The South Florida Regional Planning Council, in conjunction with the Gold Coast Clean Cities Coalition and Florida Power & Light Company have already demonstrated a solid partnership by jointly applying for a Department of Energy grant to plan for rollout of PEVs in a seven-county South Florida Region. This grant will be awarded in September.

We propose that our three organizations come together again and sponsor a day-long event for our Regional stakeholders to educate and inform them about PEVs, charging infrastructure, the barriers to implementation and encourage collaboration among them – a Southeast Florida PEV Readiness Summit. FPL would assume the costs of the event (possibly seeking sponsorship from automakers, charging infrastructure companies) however; we would like to use the SFRPC and Gold Coast Clean Cities' names and influence for the event, in addition to your input into the agenda, guest list and other aspects of the PEV Readiness Summit.

Please let me know if your organization is interested in pursuing co-sponsorship of this event. We think that an early October event would serve as an excellent way to launch the Regional planning effort whether the DOE grant is awarded or not. PEVs are coming so let's join together and get Southeast Florida ready!

Sincerely,

A handwritten signature in cursive script that reads "Anne-Louise Seabury".

Anne-Louise Seabury
Electric Vehicle Program Manager