



For Immediate Release

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***South Carolina Energy Office Launches
Drive Electric SC Education Campaign***

*New campaign helps South Carolinians explore electric vehicle ownership,
charging, and costs*

COLUMBIA, S.C. – The South Carolina Energy Office has launched Drive Electric South Carolina (Drive Electric SC), a statewide education campaign designed to help residents answer common questions about electric vehicles, including charging, range, and costs.

The campaign serves as a trusted resource for South Carolinians who are considering an electric vehicle, have questions about charging at home or on the road, or want to better understand how an EV may fit their lifestyle and budget.

Drive Electric SC includes a new website featuring interactive tools that help residents evaluate whether an EV fits their transportation needs. One tool maps fast chargers along routes across the state and compares driving distance to expected vehicle range, helping users understand charging availability across South Carolina and explore how an EV's range aligns with common trips across the state. A second tool compares the costs of owning a gas-powered vehicle and an electric vehicle based on factors such as annual mileage and expected length of ownership.

The website also addresses common questions about EV ownership and features stories from five EV drivers across South Carolina, highlighting how an EV fits into their daily driving habits, work, and hobbies.

The campaign will be active on Facebook and Instagram, with content designed to answer common questions about electric vehicles and connect residents with practical information.

“Many South Carolinians are interested in electric vehicles but still have questions about charging, range, and day-to-day practicality,” said Sara Bazemore, Director of the South Carolina Energy Office. “Drive Electric SC provides tools and information to help residents answer real-world ownership questions, from navigating charging to planning trips across the state. Our goal is to help South

Carolinians understand their options and make informed decisions based on their own needs.”

The campaign was informed by research showing that many South Carolinians are interested in electric vehicles but still have questions about cost, charging, range and vehicle performance. Drive Electric SC was developed to help answer those questions with practical information tailored to the way South Carolinians travel, commute, and explore the state.

For more information about Drive Electric SC, visit www.DriveElectricSC.com and follow the campaign on social media:

Facebook: www.Facebook.com/DriveElectricSouthCarolina

Instagram: www.Instagram.com/DriveElectricSC

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The South Carolina Energy Office (SCEO), housed within the South Carolina Office of Regulatory Staff, provides resources, programs, and information to help South Carolinians make informed energy decisions. The SCEO supports energy efficiency, renewable energy, alternative transportation, and energy planning initiatives that benefit residents, businesses, and communities across the state.