

Transportation Electrification Executive Council

March 20, 2012

In Attendance:

Council Members:

Jeff Cogen, Multnomah County
Charlie Allcock, PGE (by phone)
Lisa Adatto, Climate Solutions
Stephen Saltzman, Intel Capital (by phone)
Robert Waterhouse, Entek International
Dan Bates, Thorn Run Partners

Ex Officio:

Scott Simms, BPA (by phone)
George Beard, PSU

Council Support:

Warren Fish, Multnomah County

Art James, ODOT
Rick Wallace, ODOE
Mark Brady, Business Oregon
Therese Hampton, Oregon Solutions

Other:

Dave Nordberg, Oregon DEQ
Joe Esmonde, IBEW
Gabrielle Schiffer, Building Codes
Barry Woods, Drive Oregon
Jeff Allen, Drive Oregon
James Mast, Mast Collaborative
Andrew Plambeck, Lynn Peterson's office

Meeting Overview

Meeting Objectives:

- Select a logo for EV Roadmap website.
- Secure TEEC support for Commercial Truck Incentive
- Update on the DOE PEV grant project.

Next Steps

- Warren Fish will continue to work with Metro on the public fleet incentive portion of the JPACT funds.
- Therese will coordinate with Dave Nordberg to get DEQ added to the deployment and outreach workgroups.
- More information will be provided regarding the EV week in June as it becomes available.

Next Meeting

Next meeting will be scheduled in mid-May. Therese will provide meeting information via e-mail.

Meeting Summary

Introduction/Objectives

Jeff Cogen opened the meeting with a round of introductions. He indicated we had a full agenda with some key decisions.

EV Roadmap Logo Decision

Lisa Adatto, Chair of the Outreach Subgroup, provide an overview for the group about the purpose and use of the logo. Lisa indicated that the Outreach Subgroup was charged with developing a logo for the effort. The subgroup evaluated many options and wanted to build on as much existing work as possible. For that reason, the subgroup decided to use the EV Roadmap name and website which has been in existence for a few years and already has some name recognition. The current logo associated with EV Roadmap was reviewed by the Executive Committee and some modifications were recommended.

These logos were created to be used primarily on the EV Roadmap website. The EV Roadmap website will be used as the primary location for the public to get information about EVs. This website will include links to many of the other existing websites.

With that introduction, the four logo designs were shared with the group. Each person in the room was allowed to provide comment. The group then used a private ballot to vote for the logo. The group selected the following logo:



Update on JPACT Funding

Jeff reminded the group that Metro has decided to designate \$100,000 of the funds to public outreach and education and \$400,000 to public fleet incentives.

Lisa Adatto shared with the group that the \$100,000 dedicated to public outreach will be used to support the future funding for the Outreach Coordinator. A proposal has already been submitted to Metro and the process for securing the funds is underway. The JPACT funds do require a 10% match so the group will need to identify that funding source. The group was excited about the ability to leverage DOE funds to secure implementation funds and encouraged us to make sure this success is noted in the final report to DOE.

Warren Fish provided the overview for the public fleet incentive portion of the JPACT funds. He indicated that this is 2014 money that can be made as early as 2013 (October 2012). Warren indicated the greatest issue with these funds is what entity will develop and administer the program. There are many ideas that the group thought should possibly be explored: ODOT, OTREC, and Multnomah County. These options will be explored and coordinated with Lynn Peterson and Metro.

TEEC Support for Commercial Trucking Incentive

Art James provided an overview of the Commercial Electric Truck Incentive Program that was going before the Oregon Transportation Commission on March 21. The purpose of the presentation was to provide the group with an understanding of what is being proposed and secure TEEC support for the Program. Charlie Allcock was attending the Commission meeting with Art to provide support for the concept. He will represent both PGE and TEEC in his support comments. The group agreed that the Program was beneficial and consistent with the goals and objectives of the TEEC.

Art emphasized that the \$4 million being used for this program is money being rededicated from another source and that traditional CMAQ recipients will not lose expected funds with this decision. He further highlighted that this program is working in New York and Smith Electric actually set up a facility in the Bronx because of this incentive.

Grant Schedule/Key Milestones

Mark Brady reminded the group that all subgroups are required to have a 75% work product available by May 25th. The purpose of that deadline is to give the TEEC the opportunity to see and early draft and provide input before the work products are in final form.

Mark also indicated that he is working with George Beard to make allow major elements of content be shared and tested at EV Roadmap 4 that is currently schedule for Thursday, June 24th. This EV Roadmap will be part of an overall EV week that is being planned:

- Tuesday, June 22 – OMSI Pub Talk on EVs coordinated by CUB
- Thursday, June 23 – EV Roadmap
- Friday, June 24 – Drive Oregon Industry Meeting
- Saturday, June 25 and Sunday, June 26 – Electric Motorcycle Race and EV event at PIR

DOE Grant Update

Policy Work Group

Chair: Dan Bates

Task Lead: Mark Brady

Facilitator/Project Manager: Josh Skov

The policy work group has just gone through a process of prioritizing key policies and incentives surrounding electric vehicles and charging stations. Through this process, financing has been identified as a priority. The group will develop and evaluate a few financing concepts. There was a question as to whether the group will address things like preferred parking. They said at this point they are focused on issues that are legislative or regulatory in nature. The group has developed an outline for their final report. The final report will include a summary of policies and

inducements, priorities for Oregon, and suggested methods for implementation.

It was mentioned that Toronto has developed a plug-in license plate. They intend to use the plate to link to future incentives. For instance, if they offer preferred parking or HOV access it is easy for the city officials to know that it is an EV by the license plate. Mark said that this type of idea will come up in implementation which is the next phase of the workgroup's discussion.

Utility Work Group

Chair: Scott Simms

Task Leads: Rick Wallace and Adam Bless

Facilitator/Project Manager: Therese Hampton

One of the key efforts of the utility group is to outreach to all 41 utilities in Oregon. Three principal utility representatives (Tom O'Connor, Roger Kuhlman, and Paul Norman) have been and are developing the outreach plan to gather input from utilities. The outreach will share information with utilities about EVs and gather information on a survey that has been developed. The survey is focused on understanding utility experiences with EVs to date, concerns and any best practices that have emerged. All outreach will be completed by April 16th.

Scott is working with PGE to schedule a meeting of the Western Electric Industry Leaders for late April/early May. The meeting will include utilities involved with electric vehicles from different utilities on the west coast. The meeting day will be structured so that Oregon utilities can engage with the broader group of utilities.

Outreach Work Group

Chair: Lisa Adatto

Task Leads: John MacArthur and Rick Wallace

Facilitator/Project Manager: Therese Hampton

The outreach group has accomplished a number of things as a group. The group started by reviewing the existing research and identifying areas where more research is needed. The group then support the efforts for the auto show. And, as seen early this meeting, developed options for logos for the EV project. Throughout February and March, the subgroup has held a series of meetings with project partners focused on the development of messages, outreach strategies, and focused outreach plans. All of these will be used in the development of an overall outreach plan to be included in the DOE report.

The outreach subgroup is in the process of bringing on two areas of contract help. A consulting firm will be hired to assist with the final development of the outreach plan. In addition, an outreach coordinator will be hired through OTREC to test some of the outreach strategies. Both of these contractors should be on board in April.

George Beard reminded folks that high gas prices are good for our efforts and we should take this opportunity to help people to focus on total cost of ownership evaluations. We may be able to leverage the OEMs in this issue.

Deployment Work Group

Chair: Charlie Allcock

Task Leads: John MacArthur and Ashley Horvat

Facilitator/Project Manager: Josh Proudfoot

The deployment group has 3 primary focus areas:

- **Fleets** - the group is working on identifying the outreach material, use cases, and financing information that would be needed.
- **Workplace charging** - the group is beginning to identify existing workplaces to talk to about their experience and potentially use them as case studies/examples to others.
- **Ecotourism** - a separate workgroup has been established to address this issue that includes Travel Oregon, Enterprise, Heathman Hotel and others.

DEQ is interested in getting involved in the workplace charging and outreach. Therese will coordinate with Dave to get the right names on the proper workgroups.

Other updates

Drive Oregon recently launched a monthly newsletter. Most people in the room should be on the list. However, if you are not on the list and would like to receive the letter, let Jeff Allen know. In addition, Drive Oregon is hosting monthly industry meetings. The next meeting is scheduled for Thursday, April 12th and will focus on the Small Business Innovative Research grant opportunities. As stated previously, an Industry Conference is being planned for Friday, June 22nd.

IBEW is hosting an event with CEQ in attendance on Thursday, April 11th that will showcase the 6 charging stations that have been installed at the union hall and the 3 stations at the school across the street. Joe also let the group know that he should be the primary point of contact on EV related issues as Mike Dutton is no longer with IBEW.

Getaround.com has received a federal grant to cover the costs of the telematics that need to be placed in the car. They are expected a significant jump in participation in the program. There is currently only one electric vehicle in the program!

Next Steps

Jeff thanked the group for coming. Jeff suggested that the next TEEC meeting would be in mid-May. Therese will follow-up via e-mail regarding the next meeting.