

## **Transportation Electrification Executive Council May 31, 2012**

### **In Attendance:**

#### *Council Members:*

Jeff Cogen, Multnomah County  
Lynn Peterson, Governor's Office  
Charlie Allcock, PGE  
Lisa Adatto, Climate Solutions  
Stephen Saltzman, Intel Capital  
Robert Waterhouse, Entek International  
Dan Bates, Thorn Run Partners  
Bob Acheson (by phone)

#### *Ex Officio:*

Scott Simms, BPA  
George Beard, PSU

#### *Council Support:*

Warren Fish, Multnomah County  
Ashley Horvat, ODOT  
Art James, ODOT  
Adam Bless, OPUC

Andre Lipinski, PSU  
John MacArthur, OTREC  
Rick Wallace, ODOE  
Marian Hammond, Brink Communications  
Mark Brady, Business Oregon  
Therese Hampton, Oregon Solutions

#### *Other:*

Andrea Crosby, CUB  
Emmaline Pohnl, CUB  
Jake Oken-Berg, Senator Merkley's office  
Ann Gravatt, Climate Solutions  
Jimmy Lindsey, Renewable Northwest Project  
Nakul Sathaye, ECotality  
Marc Lepine, Springfield Utility Board  
Christina Davies Waldron, SAIC  
Joe Esmonde, IBEW  
Gabrielle Schiffer, Building Codes  
Jeff Allen, Drive Oregon

### **Meeting Overview**

#### **Meeting Objectives:**

- TEEC members understand the work to date and summary work products from each of the workgroups.
- TEEC members understand the process and timeline for providing comments on draft materials.

#### **Next Steps**

- TEEC members to provide any comments they have on the material presented to Therese Hampton or Mark Brady by Friday, June 8th.
- Work groups will finish their efforts and draft project reports. .

#### **Next Meeting**

Next meeting will be scheduled in early September to review the draft report. Therese will provide meeting information via e-mail.

## **Meeting Summary**

### ***Introduction/Objectives***

Jeff Cogen opened the meeting with a round of introductions. He indicated that this is a very important check-in meeting on the work products associated with the grant.

### ***DOE Project Report***

All of the following presenters used the PowerPoint presentation provided as part of the meeting materials. Mark provided an overview of the review schedule and the desired input from the TEEC. Additional comments are due to Mark Brady or Therese Hampton by Friday, June 8<sup>th</sup>.

### ***Utility Work Group***

Chair: Scott Simms

Task Leads: Rick Wallace and Adam Bless

Facilitator/Project Manager: Therese Hampton

Scott Simms provided an overview consistent with the PowerPoint slides for the utility work group. Scott emphasized that the work group focused on reaching out to gather the broad perspective of utilities in Oregon. Scott credits the terrific outcome of the work group to strong team membership. He thanked the three principal utility representatives (Tom O'Connor, Roger Kuhlman, and Paul Norman) that conducted the utility outreach.

Jeff asked what the main takeaways from the utility survey were. Scott indicated that one of the primary takeaways was that the Portland/Vancouver utilities are currently seeing the majority of the PEV penetration and are prepared to handle questions and system impacts. The utilities outside of the Portland/Vancouver are interested in learning more and are willing to engage but don't see PEVs as a near-term issues for their utility.

### ***Policy Work Group***

Chair: Dan Bates

Task Lead: Mark Brady

Facilitator/Project Manager: Josh Skov

Dan Bates provided an overview consistent with the PowerPoint slides for the policy work group. He indicated that the work group is in the process of developing a list of specific list of policies and inducements to be recommended in the plan. The group will also be including in its report discussion of other related policies, such as Oregon's Clean Fuel Standard, that have implications for PEVs. Dan discussed that the group could use guidance from the TEEC on whether policies should be weighted towards those that will lead to vehicle deployment in the short term or those that are have impacts in a longer term or lay the groundwork for PEVs to be successful regardless of timeframe.

### ***Outreach Work Group***

Chair: Lisa Adatto

Task Leads: John MacArthur and Rick Wallace

Facilitator/Project Manager: Therese Hampton

Lisa Adatto provided an overview consistent with the PowerPoint slides for the outreach work group. She indicated that the work group's effort has 2 primary phases: planning and testing. She indicated that we are wrapping up the planning phase and are into testing some key outreach activities. This planning will be combined with evaluation of the outreach strategies and will be included in the final Outreach Plan.

### ***Deployment Work Group***

Chair: Charlie Allcock

Task Leads: John MacArthur and Ashley Horvat

Facilitator/Project Manager: Josh Proudfoot

Charlie Allcock provided an overview consistent with the PowerPoint slides for the deployment work group. Charlie emphasized 3 primary areas of focus for this workgroup.

- **Workplace charging** – this is a primary area of focus for charging and there are issues to work through with this. Jim Jacks, from Oregon Solutions, is engaging employers to better understand this issue.
- **Ecotourism** – this continues to be an area of interest to explore by the work group.
- **Fleets** – This continues to be an area of focus with financing being highlighted as important. Drive Oregon is putting together a proposal for the current DOE FOA to develop and test a method for fleet financing.

Charlie identified some of the broader EVSE and user issues that have begun to surface. These issues are captured in cross-cutting issues.

### ***Cross-Cutting Issues and Questions and Answers***

Mark provided an overview of some key questions for the group to think about.

- What role should our efforts play in the national conversation?
- Where and how do we deal with the EVSE/user interface issues?

The group had a good conversation about the EVSE issues and ensuring a user interface that is meaningful. There is a concern that public charging stations needs to easy to find, operational, and easy to use (Charlie showed his 4 different card keys/fobs required to use the different charging systems). The group agreed that maybe there is something we could do as a body in Oregon to move this conversation and help the EVSE's be more consumer focused. There was some discussion about how best to move them quickly to an open design which is believed to ultimately win out. It was suggested that we might have more success if we partner with California.

As part of the discussion regarding EVSE issues, there was discussion about thinking beyond the initial backbone of charging stations and think about how to provide flexibility for all different kinds of users. As noted in the deployment group, workplace charging is an obvious next step.

The question was asked whether our plan has a focus on advocacy (more cars!) or practicality (a

measured implementation). It was suggested that there would be balance of advocacy and practicality. The plan will address both elements of practicality (barriers) and advocacy (outreach elements). As part of this discussion, we want to ensure that we are thinking about the 2<sup>nd</sup> car audience that may exist in many parts of the state. There are areas like Medford/Ashland and Corvallis/Albany that can easily use EVs as a 2<sup>nd</sup> car.

The group was encouraged to think about how the presidential election may influence future opportunities. Rick Wallace indicated that President Obama has launched an EV everywhere grand challenge. The first meeting is being held in Dearborn, MI in June 20 – 22. This effort is intended to tackle a lot of the barriers we have been discussing.

### ***EV Roadmap and EV Live***

EV Roadmap 5 is scheduled for Friday, June 22<sup>nd</sup>. The conference is titled “Getting from Can’t to Can.” The conference will highlight the work that has been done to date, including a report out on the DOE grant, and provide focused discussion on fleets and citizen/market outreach. The agenda will include Sam Ori and Senator Merkely. An invitation has been made to Governor Kitzhaber.

On June 23<sup>rd</sup>, there is a motorcycle race with a goal of having EV ride and drive event at Portland International Raceway. The outreach specialist is supporting the advertising for this effort.

On Tuesday, June 19<sup>th</sup>, OMSI will be doing a Science Pub at the Mission Street Theater on EVs. CUB has been coordinating and organizing this event.

### ***Other updates***

#### *2015 Goal*

There is a question from the Policy group about whether we want to maintain the 2015 goal. The Policy group has indicated that if we have a goal we should support it (rather than say we have a goal but we don’t think it is valid). At the same time, we shouldn’t have a goal that is too aggressive and encourages choices that may not be best in the long-run.

The group agreed that we should be supportive of our goal but also ensure that it is realistic. To that end, the group should see what it would take to get to 30,000 by 2015 using a broad definition of PEVs. Rick provided some input for folks to think about as we are evaluating the validity of the current goal:

- EVs are selling at a faster rate than hybrids did at this stage of deployment.
- After 10-11 years, we have 51,000 hybrids in Oregon.
- We currently have 1,200 total EVs in Oregon.
- The plug-in Prius has outpaced sales of all EVs combined since it has been released.

#### *Fast Charge*

Mark indicated that General Motors has asked whether Oregon is going to take a position on whether a new connection standard should be developed for DC fast charge. The group indicated that Oregon will certainly complete installation of DC Fast Chargers currently planned that use the Chademo technology. Oregon is not taking sides on this issue but will continue to strongly encourage that a standard needs to be set and very quickly.

*Next Steps*

Jeff thanked the group for coming. Jeff suggested that the next TEEC meeting would be in early September. The purpose of this meeting will be to review the draft report for DOE. There will be follow-up via e-mail regarding the next meeting.