

# Transportation Electrification Executive Council

## September 19, 2011

### **In Attendance:**

#### *Council Members:*

Dan Bates, on behalf of ECOTality  
Robert Waterhouse, Entek  
Thomas Brookes (by phone)  
Pat Egan, PacifiCorp (by phone)  
Duncan Wyse, Oregon Business Council (by phone)  
Betsy Boyd, University of Oregon (by phone)

#### *Ex Officio:*

Lynn Peterson, Governor's Office  
Adam Bless, Oregon PUC  
Scott Simms, BPA

Warren Fish, Multnomah County  
George Beard, PSU  
Stan Sittser, PGE  
Barry Woods, Drive Oregon  
Tim Miller, Green Lite Motors/Drive Oregon  
James Mast, Drive Oregon  
Rick Wallace, ODOE  
Ashley Horvat, ODOT  
Dave Mayfield  
John MacArthur, OTREC  
Mark Brady, Business Oregon  
Gabrielle Schiffer, Oregon Building Codes Division  
Rustam Kochers, PSU MBA Student  
Casey Ogden, Mayor Adam's office  
Amy Hillman, ECOTality  
Mike Dutton, IBEW (by phone)  
Therese Hampton, Oregon Solutions

### **Meeting Overview**

#### ***Meeting Objectives:***

- DOE Proposal Overview/Key Next Steps
- Schedule October TEEC/DOE Proposal Kick-Off Meeting
- Develop key information for October Kick-Off Meeting
- Public Outreach Committee Update

#### ***Next Steps***

- Warren will talk to Randy Tucker and get TEEC and Drive Oregon on the JPACT agenda.
- Mark, Charlie, Scott and George will identify messages and methods for approaching key auto manufacturers.
- Therese will confirm the date and location for the Kick-Off meeting (tentatively planned for the afternoon of November 1st)
- Therese will follow-up with TEEC members on the assignments to each Work Group.

## Meeting Summary

### ***Welcome/Introductions/Meeting Objective***

Lynn Peterson and Warren Fish opened the meeting. Warren indicated that Jeff had a family situation and was unable to attend. Lynn thanked everyone who worked on the proposal thanks and congratulated the whole group congratulations. Before moving into details on the DOE proposal, the group heard updates on other related issues:

#### Drive Oregon

Drive Oregon received \$1.2 million from the legislature. The contract is in the final stages of negotiation and should be finished this week. Funding is expected to be received the end of October/early November. Drive Oregon is also pursuing non-profit status and should be completed soon. They have secured space at Portland State University in the Market Center Building.

Drive Oregon is currently focusing on collaboration with key partners which include PSU for industry development, EV Roadmap 4 for the development of an investor forum, and stakeholder collaboration.

#### JPACT Funding

Metro has a regional flex fund allocation for PEVs of \$500,000 for FY 2014-2015 which will be available in October 2013. The funding has currently been designated to be used in the following areas:

- Market Research/Public Outreach
- Demonstration Project (Last Mile)
- Workplace/Multi-Family Charging
- EV Fast Charging

These funding categories can be modified as the funding period gets closer. Lynn indicated that there is a need to get Drive Oregon and TEEC in front of JPACT as soon as possible. Currently, JPACT doesn't fully see the connections between their efforts and TEEC and Drive Oregon. Warren will talk to Randy Tucker and get TEEC and Drive Oregon on the JPACT agenda.

#### Volvo Visit

Scott Simms had the opportunity to talk to Volvo executives about using Oregon as a test market for their C30 electric vehicle. Volvo has not yet decided what direction they are taking with the electric vehicle, however, they really liked the proposal from Oregon (they typically go directly to CA). They particularly liked PSU and general university involvement.

This spurred discussion about taking an offensive strategy and really going after new entrants such as Toyota and Volkswagen. This raised question of who owns the pitch and could we really get something done. It was agreed that Mark, Charlie, Scott and George would work together to identify both the messages and who and how to make the pitch.

**DOE Proposal**

*Contract Process/Timeline:* Mark is in the middle of negotiation with DOE on the final Statement of Project Objectives (SOPO) and budget. DOE has asked that the SOPO be very high level and not include the same level of detail as in the proposal. That works well for us because it reduces some of the reporting requirements. The primary deliverable is still a publicly releasable PEV Readiness Plan. The contract term is October 1 2011 through September 30, 2012. However, they have indicated they will provided no cost time extensions. Business Oregon is solely responsible for all contractual support.

The proposal indicates that we will have a kick-off meeting for this project. It was originally targeted for the end of October. The group thought a kick-off meeting with some of form of social event afterwards would be good. After some discussion, the group landed on the idea of November 1st in the afternoon. This is the kick-off day for the EV Roadmap 4. Therese will do some checking to confirm a date and location for this event.

*Work Group Structure:* Therese provided an overview of the Work Group structure for the DOE proposal. She also highlighted the expectation that each work group would be chaired by a TEEC member. In addition, each work group would have another TEEC member as a participant. Therese asked for volunteers for each workgroups. PGE and PacifiCorp need to coordinate internally and will communicate with Therese about their participation.

<b>WG 1: Deployment Strategy</b>	<b>WG 2: Policies and Inducements</b>	<b>WG 3: Training, Marketing and Outreach</b>	<b>WG 4: Utility Planning and Analysis</b>
Thomas Brookes Lynn Peterson Duncan Wyse Betsy Boyd	ECotality	Lisa Adatto Lynn Peterson Betsy Boyd Robert Waterhouse George Beard	Scott Simms (with potential help from PNUCC) ECotality

Therese will follow-up with the project team and the TEEC members to determine the Chair and membership for each work group.

**Work Group Review**

As the project team gets the work group outcomes, schedules and other plans in order, the TEEC was asked to brainstorm any key issues or other information that they thought was important for each of the workgroups to consider.

Work Group 1: Next Generation Deployment Strategy	Work Group 2: Policies and Inducements	Workgroup 3: Training, Marketing, and Outreach	Work Group 4: Utility Planning and Analysis
<ul style="list-style-type: none"> <li>• <b>Bring together Tiger 2, EV project, Electric Avenue as a basis for a statewide plan.</b></li> <li>• <b>Get stories/experience from Staples, FedEx, and Frito-Lay.</b></li> <li>• <b>Develop the business case and share case studies - specifically fleet management case studies.</b></li> <li>• <b>Develop an "ask the expert" option for the uninitiated fleet manager.</b></li> <li>• <b>Connect with cities and counties and get case studies about how it is impacting them.</b></li> <li>• <b>Develop a method for nominating a location for a charging station; connect with local participants to identify these spots.</b></li> <li>• <b>Consider the transit association for a potential pilot project.</b></li> <li>• <b>Consider using Getaround.com as a means of getting public awareness.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Road user fee needs to be part of this workgroup's considerations.</li> <li>• Some form of BETC or other similar inducement should be discussed -helpful to go into 2012-13 full legislative sessions.</li> <li>• Short policy papers on several key issues- that could go to legislative parties.</li> <li>• Access to carpool lanes (1-5 North is the only current lane in state).</li> <li>• Tim Hibbits/Adam Davis research will be helpful to this workgroup and to workgroup 3.</li> </ul>	<ul style="list-style-type: none"> <li>• Do an inventory and content analysis of CA utilities website. Conduct interviews of those involved in development and use.</li> <li>• PCC - curriculum for auto dealers, unions.</li> <li>• Auto Show - end of January; need to be prepared on this</li> <li>• Can do some implementation under this workgroup; not all planning.</li> <li>• Make sure that METRO is involved.</li> </ul>	<ul style="list-style-type: none"> <li>• Current work indicates no major concerns.</li> <li>• How are we working with alternative generating folks.</li> <li>• This is intending to be a number crunching exercise about usage and impacts.</li> <li>• Need a bank of utility identified analysts to address issues.</li> <li>• How well are we working with alternative generating folks? Can we expand purpose to connect to with resource type within the utility?</li> <li>• Include ECOtality data in this process.</li> <li>• Include SmartGrid Oregon</li> <li>• Tool about GHG impact that might connect the resource type to the car.</li> </ul>

### ***Public Outreach Subcommittee***

The public outreach subcommittee reviewed their priorities and activities to date. They highlighted that all of their work is in support of and consistent with the work that will be done under the DOE Grant.

The outreach committee's first priority is outreach to leveraged users. This includes the development of the business case. The subcommittee is relying on work from the Electrification Coalition Report and is also incorporating information from fleet seek and a calculator from Smith Trucks. In addition, ODOE was just dedicated 2 Willamette University interns to do case studies with fleet managers. A key next step for the subcommittee is determine what fleet managers and others to talk with and who will be the primary representative(s) on behalf of the TEEC.

Therese reviewed the EV Events calendar that has been drafted. The group generally liked the calendar and had many additions to the calendar. Therese asked people to submit any other items they had for the calendar. Therese said she was actively looking for a way to put the calendar on line.