

Work Group 3: Training, Marketing and Outreach

TEEC Chair: Lisa Adatto

TEEC Members: Betsy Boyd, Lynn Peterson, Robert Waterhouse, George Beard

Task Leads: Rick Wallace and John MacArthur

Meeting Support : Oregon Solutions

Interns : Liubov Doerr

Key partners

OEMs, charging station companies, utilities, local governments, fleets, and business owners.

Schedule

Planning meeting = November 2011

First Full Workgroup meeting = December 2011

Full Workgroup and Sub-committee meetings (meetings/conference calls) = monthly January thru June

Final meeting = August

Purpose: Marketing, Outreach and Training strategy work group to address plan elements #9

Current marketing and outreach. Both the Alternative Fuels Infrastructure Working Group and the TEEC highlighted that education and outreach is crucial for the success of transportation electrification. Currently, education and outreach has been done by various groups but in an ad hoc manner as a result of little to no dollars budgeted towards these activities. In initial PEV interest surveying, public awareness/knowledge has been highlighted as a major deficiency. Even though a higher than average number of people in Oregon are interested in PEVs, there is still a lack of knowledge of the technology and misconceptions to be addressed in order for this emerging market to be widely adopted. Currently, there is no definitive repository of statewide PEV information that can be assessed by the general public and/or specific target groups.

Planned training and education. Portland Community College (PCC) currently conducts automotive training as part of the National Alternative Fuels Training Consortium (NAFTC), but PCC does not yet train on PEVs. Discussions are also taking place with the Oregon Auto Dealers Association (OADA) to develop and conduct training for auto dealers on PEVs. Finally, IBEW and NECA have conducted initial, basic training on EVSE for electricians, but this program could be expanded.

Outcomes and deliverables:

Comprehensive Marketing and Outreach Plan that includes

- Public perception information
- Branding and Key Messages
- Clearing house of PEV facts and associated information
- Methods for Outreach
- Key Training modules
- Website for public interest
- Website for fleet managers

Tasks:

Core Team Tasks:

- Research existing knowledge and information needs regarding PEVs
- Evaluate existing materials; determine what can be used and what new materials need to be developed
- Develop branding and key messages
- Develop website
 - Develop website as a tool to disseminate benefits and analysis of life cycle costs for PEV ownership to the general public. Use website as a tool to inform the public PEV technology and its benefits.
 - Update the Oregon Department of Energy website on the benefits of EVs. Primary audience is the general public. Create economic calculator to calculate life cycle costs verse a standard vehicle.
- Prepare core collateral materials
- Prepare branding information for training curriculum

Portland Auto Show Subcommittee

- OADA and Columbia Willamette Clean Cities Coalition: Create materials, displays and marketing for Portland International Auto Show.

Training Subcommittee

- OADA: Auto Dealer Training
 - Develop a plan to train Oregon auto dealers on relevant aspects of PEV technology and how it corresponds to PEV customer needs in regards to setup and ownership. Emphasis is on the what, where and how of ensuring the buyer of an EV has a good experience. Hold two workshops at each of two to three locations.
 - Create guides/materials for reference and carryout trainings.
- IBEW, NECA and OBCD:EVSE Installation Electrician and Local Inspector Training
 - Hold four to six workshops at various locations in the state.
 - Create guides/materials for reference and carryout trainings.
- Portland Community College: Automotive Student & First Responder Training
 - Develop a plan to integrate PEV technology into PCC's current hybrid program. This would include curriculum on batteries, motors, controllers etc. Additionally PCC would develop a first responder training course.
 - Develop curriculum and materials for classroom.

Outreach Subcommittee

- Outreach to key stakeholders (owners, utilities, retailers, environmental groups)
 - OADA: Develop a guide for perspective buyers
 - Columbia Willamette Clean Cities Coalition: Fleet focused training and outreach
 - Rogue Valley Clean Cities Coalition: Training and outreach for fleets and outreach to the general public in the Southern Oregon region.
- Develop E-mail list
- Develop calendar of events
- Outreach with collateral material at key events

Budget:

Consumer Research: \$20,000

Training

- OADA: \$10,000
- IBEW, NECA and OBCD: \$15,000
- PCC: \$25,000

Outreach

- OADA: \$10,000
- OADA and Columbia Willamette Clean Cities Coalition: \$35,000 (\$15,000 from CWCCC)
- Columbia Willamette Clean Cities Coalition: \$35,000
- Rogue Valley Clean Cities Coalition: \$15,000
- OTREC: Develop website: \$20,000

Marketing

- Develop branding and key messages: \$15,000
- Develop outreach and communication plan: \$30,000

Contracted Committed Partners:

Columbia Willamette Clean Cities Coalition, Rick Wallace - Coordinator
 PCC, Dan Findley- Dean
 OADA, Greg Remensberger- Vice President
 IBEW 48, Clif Davis – Business Manager
 NECA, Timothy J. Gauthier – Executive Manager
 NECA, Rod Belisle – Director, NECA IBEW Electrical Training Center
 Rogue Valley Clean Cities Coalition, Sue Kupillas – Coordinator

Outreach Subcommittee members

OADA, Greg Remensberger- Vice President
 Drive Oregon, Barry Woods or James Mast
 OEVA, Patrick Conner or others
 Metro, Deena Platman
 ODOT, Ashley Horvat?
 City of Portland, ??????
 Rogue Valley Clean Cities Coalition, Sue Kupillas – Coordinator

Training Subcommittee members

PCC?
 Lane County Community College?
 Mt Hood?
 OIT: James Long
 IBEW 48, Clif Davis – Business Manager
 NECA, Timothy J. Gauthier – Executive Manager
 NECA, Rod Belisle – Director, NECA IBEW Electrical Training Center
 National Fire Protection Association, Matt Paiss?

Committed Partners:

City of Portland, Sam Adams - Mayor

City of Eugene, Jeff Petry – Parking Services Manager

City of Vancouver, Timothy D. Leavitt - Mayor

Northern Wasco County PUD, Dwight Langer

Oregon Department of Energy, Rick Wallace

Oregon Department of Transportation, Art James & Ashley Horvat

Business Oregon, Mark Brady

Metro, Robin McArthur– Director Planning and Development Department

Rocky Mountain Institute,

Portland General Electric, Carol Dillin – Vice President, Customer Strategies & Business Development

Nissan, Tracy Woodard – Director Government Affairs

Toyota, John Hanson, National Manager, Environmental, Safety and Quality Communications

Mitsubishi, Mike Krebs – VP, Corporate Strategy and Incentives & David Patterson, Regulatory Affairs

General Motors, George D. Bellino

Azure Dynamics, Chris Abarca – Director of Sales

Eaton, Michael Dixon – National Sales Director, Electric Transportation Infrastructure

AeroVironment Inc., Kristen Helsel – Vice President, EV Solutions

General Electric

Kanematsu, KJ Ando – Manager, Cleantech Solutions

Inpsec Group, Douglas J. Smith – Director/Partner