

Transportation Electrification Executive Council

January 27, 2011

In Attendance:

Council Members:

Jeff Cogen, Convener
Lisa Adatto, Climate Solutions
Jerry Berger, Salem Electric
David Mayfield, Ecotality N.A.
Bob Acheson
Robert Waterhouse, Entek
Charlie Allcock, PGE
Pat Egan, Pacific Power
Duncan Wyse, Oregon Business Council

Warren Fish, Multnomah County
George Beard, PSU
Art James, ODOT
Rick Wallace, ODOE
Mark Brady, Business Oregon
Dan Bates, Thorn Run Partners
Barry Woods, Drive Oregon
Toshio Hirota, Waseda University
Satoshi Hattori, Waseda Oregon
Tim Miller, Green Lite Motors/Drive Oregon
Gabrielle Schiffer, Oregon Building Codes
Division
Liz Liedel, Duke Master's Candidate
James Mast, Portland Development
Commission
Therese Hampton, Oregon Solutions

Ex Officio:

Gail Achterman, Oregon Transportation
Commission (by phone)
Adam Bless, Oregon PUC
Scott Simms, BPA

Meeting Overview

Meeting Objectives:

- Confirm TEEC Strategy Document
- Review and Confirm Policy Document
- Review and Confirm Strategic Partnerships Action Plan
- Define Next Steps for Public Outreach/Communication

Meeting Outcomes

- The Council agreed on the Mission and Strategies of the Strategy Framework with a few minor modifications.
- The Council provided ideas for metrics and encouraged that the metrics be finalized for the next meeting.
- The Council supports the Policy Statement in general but has some questions about its final form. The Council agreed that coordination with the Governor's office is needed prior to finalizing the document.

Next Steps

- Next TEEC Meeting - Late February - early March. Therese will provide a scheduling tool to determine the next meeting date and time.
- Jeff Cogen will coordinate with the Governor's office.
- The Policy Subteam will hold a conference call to address follow-up items.
- Therese will work one-on-one with group members to finalize Strategy Document.

Meeting Summary

Welcome/Introductions/Meeting Objective

Convener Jeff Cogen opened the meeting with a round of introductions. Jeff shared the primary objective of the group was to finalize the mission and strategies and to review the policy document.

Strategy Framework

Jeff asked Therese to provide an overview of the Strategy Framework and identify for the group what has changed from the last version the group had reviewed.

Mission

Therese indicated that the Mission statement was modified to be more transformational, as recommended by the group at the last meeting. In addition, the Mission statement has also been made to be a little more specific as to how Oregon intends to establish itself as a leader in transportation electrification. Specifically, the Mission now includes language to demonstrate early adoption of electric vehicles and sharing early information and stories.

The Council liked the new Mission with the following modifications. Rather than being "a" leader in transportation electrification, the Council would like the Mission to read "the" leader. In addition, the Council would like to mention the economic development aspect of the transportation electrification in the Mission statement.

Original Mission Statement: Establish Oregon as a leader in transportation electrification by

- Maintaining Oregon's position as a premiere U.S. launch market,
- Demonstrating early adoption of electric vehicles, and
- Sharing early information and stories about electric vehicle usage.

Modified Mission Statement: Establish Oregon as **a the** leader in transportation electrification **and seize economic development opportunities** by

- Maintaining Oregon's position as a premiere U.S. launch market,
- Demonstrating early adoption of electric vehicles, and
- Sharing early information and stories about electric vehicle usage.

Strategies

The Council recommended the following additions and/or modifications to the Strategies.

- The Council would like the strategy to reflect support and retention of existing EV companies in Oregon as well as recruitment of EV companies to the Oregon market.
- The Council discussed that early adoption and success of electric transportation is dependent on an exceptional purchase and operational experience.

Annual Metrics

The group reviewed and discussed key metrics and benchmark setting.

Definition of EV and Infrastructure:

John MacArthur is stuck in the snowstorm and Washington D.C. and unable to join us. Therefore, the group decided to wait to discuss the definition of electric vehicle and the strategy and metrics for charging infrastructure. To provide context the issue of charging infrastructure, Ecotality provided an update of the EV project.

There were questions about how many and how soon fast chargers would be available under the EV project. It was noted that at this point in time, there is no standard plug-in for fast charge. This is currently under review by the Society of Automotive Engineers (SAE) but a standard is not expected before 2012.

Dave indicated that Ecotality operates on the assumption that in 10 years there will be 100,000 electric vehicles and just as many Level 2 charging stations. Ecotality is not clear at this point how fast charging stations will be used. Art James suggested that the issue of fast charge usage is the purpose of the DOE project and we should know something in 2 years.

Other Metric Ideas:

The Council wondered if customer satisfaction should be a metric. This would be designed to capture the concept of having the EV be an exceptional experience. In addition, the group thought that a metric that measured EVs per capita might be more useful than a number of vehicles metric. Members noted how successful Oregon has been in having the highest level of hybrids per capita and that it is a metric that is known.

Scott Simms and Pat Egan suggested that there might be other metric ideas coming out of EPRI and a Southern California Edison Utility Consortium. They will work with Charlie and get that information to Therese.

Number of Jobs in the EV Industry:

Mark Brady indicated that there are no obvious or direct sources of information for this metric. However, something can be put together. He did indicate that there a couple of key questions that he needed Council guidance on before he could go any further

1. Does the industry include vehicles that are powered wholly or partially by electricity?
The Council would like the definition to include vehicles whose primary power sources is an external source of electricity

2. Does the industry include vehicles intended for both on-road and off-road vehicles?
The Council would like the definition to include both on-road and off-road vehicles.
3. Does the industry include direct development or the entire value and supply chains?
The Council would like the definition to include the entire value and supply chains.
4. In development of the metric, should Mark mine existing data or use the Drive Oregon data that is being developed?
The Council recommends the use of the Drive Oregon data.

Therese will work with team members on a one-on-one basis to finalize the metrics.

Policy Statement

The Council reviewed the draft Policy Statement that was developed by the subgroup. The one-page document is intended to be provided to the legislature to provide some context and perspective from the TEEC on issues that may come before the legislature.

The Council likes the concepts of market launch, market growth, and market takeoff that are included in the document.

There was a fair amount of discussion regarding House Bill 2328 that requires persons operating electric vehicles to pay vehicle road usage charge. In concept, the group agrees that electric vehicles should pay for road maintenance. However, there are some concerns about the mechanism and timing of this specific bill. The group was uncertain how to handle this.

There was some discussion about whether the TEEC policy paper should comment on specific legislative issues. It was suggested that instead the paper could be modified into policy statements that have guidance on the current legislative issues but do not identify and comment on them directly.

This raised the question of coordination with the Governor's office. It is important that the Governor's office be aware of and in support of this document given that this body is the result of a Governor's Executive Order. Chair Cogen will speak to the Governor and/or his staff about TEEC in general and legislative/executive actions in particular.

Chair Cogen pointed out that it is essential to get any policy agenda heard by policy makers, and suggested TEEC members would have to be personally involved in getting it heard. Mark Brady indicated that Oregon Innovation Council (OIC) has an organized lobbying day where members go down to Salem and meet with Legislators. Once consensus within the TEEC on the policy document has been reached, TEEC members may want to link into the OIC day to share information with Legislators, or may want to make other efforts to engage with the Legislature.

Strategic Partnerships

The draft Strategic Partnerships document was shared with the group. This issue will be addressed at a future meeting.

Next Meeting/Next Steps

- Next TEEC Meeting - Given the time sensitive nature of the Policy Statement, it was recommended that the group reconvene in late February/early March. Therese will provide a scheduling tool to determine the next meeting date and time.
- Jeff Cogen will coordinate with the Governor's office to determine direction on Policy Document.
- The Policy Subteam will hold a conference call to address follow-up items.
- Therese will work one-on-one with group members to finalize Strategy Document.