

Transportation Electrification Executive Council

March 14, 2011

In Attendance:

Council Members:

Charlie Allcock, PGE
Lisa Adatto, Climate Solutions
David Mayfield, Ecotality N.A.
Bob Acheson (by phone)
Robert Waterhouse, Entek (by phone)
Thomas Brookes (by phone)
Duncan Wyse, Oregon Business Council (by phone)

Warren Fish, Multnomah County
George Beard, PSU
Art James, ODOT
Ashley Horvath, ODOT
Rick Wallace, ODOE
John MacArthur, OTREC
Mark Brady, Business Oregon
Dan Bates, Thorn Run Partners
Gabrielle Schiffer, Oregon Building Codes Division
John Hansen, Toyota
James Mast, Portland Development Commission
Therese Hampton, Oregon Solutions

Ex Officio:

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

Meeting Overview

Meeting Objectives:

- Confirm TEEC Policy Statement
- Confirm TEEC Strategy Document

Meeting Outcomes

- With some modifications, the Council adopted the TEEC Policy Statement.
- The Council provided good feedback for the TEEC Strategy Document.

Next Steps

- Therese to revise the Policy Statement based on discussion and send to Council. Council members can provide comments if they feel the revision does not reflect Council intent.
- Therese will revise the Strategy Document for the group to work through at the next meeting.
- Warren will work with Lynn Peterson and Jeff Cogen's schedules to identify options for an April meeting.

Meeting Summary

Welcome/Introductions/Meeting Objective

Jeff Cogen was unable to attend the meeting. Vice-Chair Charlie Allcock opened the meeting with a round of introductions. Charlie emphasized the meeting objectives of approving the Policy Statement and moving as far as possible on the Strategic Framework. Charlie indicated that we have reserved the last 30 minutes of the meeting to hear from John Hanson from Toyota about their PEV strategies and planning.

A lot has happened since Council last met, so Charlie opened the floor up to announcements:

- Fred Meyer has agreed to put Blink chargers at their stores.
- BPA has 2 Eaton charges installed. They are currently using a PSU loaned PEV to test the charging. BPA has dedicated DOE money for the purchase of cars.
- ODOT has 4 firms under price agreement for installation of fast chargers. ODOT will take the agreements to the Transmission Commission on March 16 for final approval.
- There was a hearing in Salem on March 9th about electric vehicles. Several TEEC members participate. The hearing went well.
- Charlie now owns a Nissan Leaf. Below are his key take-aways after 10 days and 300 miles of ownership
 - It is like a personal computer on wheels. The connectivity between the iPhone and the car is amazing
 - It is incredibly quiet. The lack of engine noise impacts driving patterns. In addition, pedestrians don't hear you, so you have to be very aware of them.
 - Can see the value of the quick charge.
 - Currently getting about 3 miles/kWh rather than the estimated 4 miles/kWh. However, his driving includes some freeway and heavy acceleration.
- Warren has been in contact with Lynn Peterson and she will definitely be involved in TEEC. We will schedule the next meeting so that she can participate.
- Robert Waterhouse gave a presentation to Kiwanis Club in Albany and received an invite from Rotary for same presentation.
- Governor Kitzhaber is the Chair of the Oregon Solutions Steering Committee. The Steering Committee is meeting the first week of April. Re-designation of this project is on the agenda.

Policy Statement

Therese shared with the group that the revised draft reflects the input of the subgroup. The major changes to the Policy Statement was to provide The Oregon Context and Strategy. In addition, references to specific bills were removed and statements of what Oregon can do right now to advance electrification were included.

In general, the Council liked the revised version of the Policy Statement. The following suggested changes/additions were made:

- Add an element under Context that highlights that the majority of Oregon electricity is clean energy.
- Add a Strategy that relates to Oregon's willingness and ability to be resilient in the face of uncertainty. Given that the industry is evolving, Oregon will need to continue to look for and harvest promising opportunities.
- Add BC to the list of relationships of focus.

Charlie asked the Council if they could consider the Policy Statement as adopted. The Council agreed that with the changes discussed the Policy Statement is adopted by the Council. Therese will distribute the revised Statement and Council members may comment if they do not feel the changes were captured accurately.

Up on final version, Council members should use the Policy Statement as the foundation for positions taken regarding the Council.

Strategy Framework

Therese provided an overview indicating that she had edited this document significantly to make it a little more focused.

Mission

The first major change was the simplification of the Mission Statement. The Mission Statement is simplified to indicate an emphasis on robust early adoption and integrating Oregon business. The Council liked and approved the revised Mission.

Areas of Strategic Focus

The Council liked the strategies but felt that an additional strategy was needed that focused on meeting Oregon's GHG reduction target. The addition of this target helps to align the Oregon Context from the Policy Statement and the metrics together.

Annual Metrics

This was an area of the Strategy document that Therese simplified quite a bit. The Council was comfortable with the number and focus of the metrics included with some specific modifications and potential updates.

Vehicles/Capita

The Council believes that both a number of vehicles metric and a vehicles per capita goal are important. The number of vehicles number is valuable because it provides a tangible and concrete target to move towards. There was a lot of discussion and general consensus among the Council members that the vehicle target should be aggressive. That an aggressive target really helps motivate action to make things happen.

Oregon's portion of Obama's goal of 1 million PEVs by 2015 translates to 10,000. The Council felt that the goal should be more aggressive than that. Some members

suggested a goal of 30,000. However, it was mentioned that currently we only have 32,000 hybrids in the state. Ecotality shared that their long-term plan assumes 18,000 in 2015. The group agreed that would be the placeholder until more analysis could be done.

EV Customer Satisfaction

It was suggested that Customer Satisfaction should be broken down into 2 components: satisfaction with the vehicle and satisfaction with the overall user experience. The Council supported this approach as an appropriate measure of satisfaction.

Oregon's net export of fuel/GHG reduction levels

The Council members like the net export in dollars but think it would be helpful to be reported in gallons as well. The group agreed and suggested that it was important that both the GHG and the net export metrics be sure to use the same number of gallons to ensure consistency.

2011 Action Plan

The Council supports the concepts of seeing and experiencing PEVs that is included under the Public Awareness and Acceptance Strategic Area. However, some additions and changes could be made:

- There is strong interest by the Council in the concept of car sharing. It has great value in allowing Oregonians to experience PEVs and helps to overcome the lack personal income to buy new vehicles. This should be added as a specific action with more work done to develop the concept.
- John Hansen shared that a retrievable data base of information of experience is really important to OEMs. They really feel this helps consumers to make a well informed decisions. They are looking to capture the information and set up social networking sites where they can share their experiences.

There was some discussion about what the goal and outcomes of the pilot project might be. There is some work by the charging companies around parking structures. It was noted that the issue of multi-family housing is different and could be linked to the car sharing concept.

It was suggested that we might want to add an area of strategic focus related to innovation/adaptability....consistent with the element that was added to the Policy Statement.

There were questions about how this Action Plan would be used. Specifically, what is the role of the Council in making some of these things happen. For instance, many of the actions say "execute" a plan or an activity. Do we expect the Council to do that and/or how will the Council ensure that the "Lead" can make that happen. Other Council members suggested that the Council be vigorous in its leadership in directing who should be in leadership on some of the projects. This will be an issue for discussion at the next meeting.

The Council supports the direction of the Strategic Document and the 2011 Action Plan. Additional work as a Council is needed to finalize the document.

Therese will revise the document based on the input received at this meeting and some one-on-one discussions. A revised version will be provided to the group for discussion at the next Council meeting.

Next Meeting/Next Steps

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