

Transportation Electrification Executive Council (TEEC)

Policy Statement

Revised and approved March 14, 2011

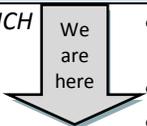
The Oregon Context

- **TRADITIONAL FUELS EXPORT OREGON INCOME:** Approximately \$6 Billion of Oregon wealth leaves the state every year to pay for imported motor gasoline and diesel fuel.
- **PEVs CAN KEEP MONEY IN THE STATE:** Electric vehicles have lower operating costs and rely on electricity created or sold within the state, thereby reducing the amount of wealth that leaves the state.
- **OREGON ELECTRICITY IS CLEAN:** The electricity used to fuel PEVs in Oregon is predominantly clean energy with low greenhouse gas emissions.
- **PEV SECTOR HAS JOB CREATION POTENTIAL:** Oregon is home to a number of companies in the PEV industry. This sector has the potential to be a job creator for the State.

The Oregon Strategy

- **PREMIERE PEV LAUNCH MARKET:** Oregon has successfully established itself as a premiere electric vehicle launch market through proactive and coordinated leadership that has engaged with companies, provided appropriate incentives, and reduced regulatory barriers and uncertainties.
- **ROBUST EARLY ADOPTION:** To continue as a leader, Oregon must maintain position as a premiere U.S. launch market, demonstrate early adoption of electric vehicles, and share early information and stories about electric vehicle usage.
- **INTEGRATE OREGON COMPANIES:** Support the growth and development of Oregon PEV related companies by finding opportunities to integrate them into the developing PEV markets and supply chains.
- **INNOVATIVE AND ADAPTABLE:** Continue the willingness and agility to respond quickly and creatively to opportunities that emerge in the evolving PEV industry.

Industry Phases

<i>Phase</i>	<i>Elements</i>	<i>Policy Leadership Needed</i>
<p><i>MARKET LAUNCH</i></p> <div style="text-align: center;">  <p>We are here</p> </div>	<ul style="list-style-type: none"> • Early Technology Introductions into Test Markets • Limited Product Options • Early Adopters 	<ul style="list-style-type: none"> • Financial Incentives • Policy/Purchase Directives • Agency/Government Coordination • Remove/address barriers
<p><i>MARKET GROWTH</i></p>	<ul style="list-style-type: none"> • More Companies offer Product • Broader Adoption - Fleet Adoption and next stage of users • User stories broadly shared and understood • Diversification in product and support industries 	<ul style="list-style-type: none"> • Financial Incentives • Remove/address barriers • Government leadership as adopter of technology (may be in launch as well) • Public Education/Outreach
<p><i>MARKET TAKEOFF</i> <i>Industry is self-sufficient</i></p>	<ul style="list-style-type: none"> • Product is integrated into traditional commercial systems 	<ul style="list-style-type: none"> • Remove/address barriers



Key Element of Policy Leadership

- **FINANCIAL INCENTIVES:** Assure the proper financial incentives to support the stage of market development. Incentives are important in the market launch and growth phases.
- **REMOVE BARRIERS:** Continuously identify and remove administrative barriers to adoption and acceptance.
- **CONSUMER INFORMATION:** Support the dissemination of trusted information.
- **STRATEGIC PARTNERSHIPS:** Ensure public policy supports strategic partnerships with regional partners and the federal government.

What Oregon Can Do Right Now

- Support continued incentives for PEV purchasers, PEV manufacturers, and PEV infrastructure.
- Support funding for the Oregon Innovation Council, particularly its support for Drive Oregon and the emerging PEV industry in Oregon.
- Align with Federal Policy to prepare for federal opportunities.
 - Oregon is one of seven participants in the \$200 million PEV Project funded through federal funds and matched by private investment.
 - ODOT has also received 2.7 million in federal grants for charging infrastructure.
 - President Obama has reiterated a goal of 1 million PEVs by 2015 with investment in PEV ready communities.
- Enhance the current partnership with California, Washington and British Columbia.
- Identify and authorize a “one stop” state source for trustworthy information on PEVs, cost of ownership, and charging.
- At state and local levels, take action on non-monetary incentives such as preferential parking or HOV lane access.
- Address loss of gas tax revenue in a way that is fair to everyone and convenient for early adopters.