

**Transportation Electrification Executive Council
Strategic Framework
April 22, 2010**

Mission: Establish Oregon as the leader in transportation electrification and seize economic development opportunities by demonstrating a robust early adoption market and integrating Oregon business.

Areas of Strategic Focus

1. Strong public awareness and acceptance of transportation electrification
2. Necessary and appropriate charging infrastructure
3. Policy support for financial incentives and a streamlined regulatory process
4. Strong national and international partnerships
5. Support for existing and developing companies
6. Meeting Oregon's greenhouse gas reduction targets

Annual Metrics

Metric	Current Measure	2015 Goal	Status
Plug-in Electric Vehicles (PEVs)¹ in Oregon a. Total Number b. PEV Vehicles/Total Registered Vehicles c. Fleet (government and private)	Not Currently Available	a. 30,000 registered PEVs b. 0.2% c. 20,000 registered PEVs <i>placeholder until analysis can be completed</i>	
PEV Customer Satisfaction a. Vehicle b. User Experience	Not Currently Available	a. 90% Satisfaction b. 90% Satisfaction	
Number of jobs in PEV industry companies	To be developed in coordination with Drive Oregon/Business Oregon	Increase in PEV related jobs	
GHG reduction levels related to electrification	Under development	Reduced levels consistent with Oregon's GHG reduction goals	
Oregon's net import/export of fuel dollars	Net Export of \$6.2 Billion	Measurable reduction in Net Export of fuel dollars	

¹ Plug-in electric vehicles include vehicles whose primary power source is an external source of electricity. Examples of vehicles that could be considered as part of this definition include, but are not limited to passenger vehicles, medium-duty vehicles, heavy-duty vehicles, conventional light-duty vehicles, buses, bicycles, scooters, motorcycles, all-terrain vehicles, three-wheeled vehicles, neighborhood electric vehicles, commercial loading vehicles, and full or partial conversions of internal combustion engine vehicles to EV.

2011 Action Plan

ACTION	2011 GOAL	LEAD
1. Strong Public Awareness and Acceptance of Transportation Electrification		
<u>SEE PEVs:</u> Make PEVs visible in the urban areas of the state	<u>DECEMBER 2011: 500 PEVs registered in Oregon</u> <i>2 electric buses, 20 rental/car sharing entities, 10 taxis, 20 local delivery trucks, remaining in passenger vehicles</i> <u>JUNE 2011: Annual PEV schedule of events</u> <i>Identify and plan for major public events where PEVs will be used and/or PEV opportunities will be available.</i>	
<u>DRIVE PEVs:</u> Provide Oregon residents the opportunity to experience PEV	<u>SEPTEMBER 2011: Car sharing program launched in Portland</u> <i>Identify and support the development of PEV car sharing programs in Portland.</i>	
<u>LEARN ABOUT PEVs:</u> Develop and execute a public information plan.	<u>OCTOBER 2011: Public information effort underway</u> <i>Develop a plan to provides key information to consumers.</i>	Lisa Adatto/John MacArthur
2. Necessary and Appropriate Charging Infrastructure		
a. Develop a charging infrastructure that will successfully meet the needs of Oregon PEV users.	<u>Infrastructure Strategy Developed</u> <i>June 2011- U.S. DOE Funding Opportunity Proposal developed.</i> <u>DECEMBER 2011: Initial charging systems in place</u> <i>Successful and timely implementation of</i> <i>a) The EV Project (900 public L2 and DC Quick Chargers installed in 4 Oregon communities by September 30, 2011)</i> <i>b) I-5 Green Highway(ARRA funded) - (8 DC Quick Chargers between Eugene and OR/CA border by September 30, 2011)</i> <i>c) TIGR II funded (NW Oregon, Gorge, Bend) - (22 DC Quick Chargers by December 31, 2012)</i> <i>d) Other demonstration projects</i>	TEEC Subteam ECOTality ODOT ODOT Various communities in Oregon
b. Execute a pilot project for charging in multi-family housing.	<u>PLAN BY DECEMBER 2011</u>	
c. Execute a pilot project for charging at parking structures.	<u>PLAN BY DECEMBER 2011</u>	
3. Policy support for streamlined regulatory process and financial incentives		
Policy Statement to 2011 legislature	<u>MARCH 2011: Policy Statement Developed.</u> <i>A policy statement is developed and made publicly available.</i>	TEEC
Policy Review	<u>December 2012: Review and recommendations regarding policy</u>	TEEC

4. Strong national and international Partnerships		
a. Maintain and enhance Oregon's position as a premier launch site in North America	<u>OCTOBER 2011: Commitments from 8 PEV manufacturers</u> Secure commitments from Nissan, Mitsubishi, Ford, GM, Daimler (Smart), Freightliner, Azure Dynamics (Transit Connect EV), Toyota	Charlie Allcock, George Beard, Scott Simms, Mark Brady
b. Execute a fleet adoption strategy	<u>OCTOBER 2011: Adoption Strategy Developed</u> <i>A fleet adoption strategy has been developed that provides for 70% of the 500 PEV target to be met through fleet conversion/replacement.</i>	
c. Solidify partnering relationship with Federal government	Achieve "targeted community" designation from Federal Government to get additional funding into the state.	
d. Academic Relationships	Assure that Oregon has strong working relationships with Universities engaged in PEV related research.	
e. Supply Chain	Relationships are established and used to engage with international partners for development on key supply chain contributions (battery support, software development and charging infrastructure).	
5. Support for Existing and Developing Companies		
Support the funding and development of Drive Oregon	<u>OCTOBER 2011: Drive Oregon mission aligned</u> <i>Support Drive Oregon funding. Once funded, work with Drive Oregon to assure mission is aligned and well integrated with Oregon's overall PEV efforts.</i>	Mark Brady, Tim Miller