



TEEC Briefing

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PART 1: Critical Success Factors

- **Knowledge**



PART 1: Critical Success Factors

- Knowledge
- Access



PART 1: Critical Success Factors

- Knowledge
- Access
- **Similarity**



PART 1: Critical Success Factors

- Knowledge
- Access
- Similarity
- **Utility**



PART 1: Critical Success Factors

- Knowledge
- Access
- Similarity
- Utility
- **Affordability**



PART 1: Critical Success Factors

- Knowledge
- Access
- Similarity
- Utility
- Affordability
- **Reliability**



PART 1: Critical Success Factors

- Knowledge
- Access
- Similarity
- Utility
- Affordability
- Reliability
- **Connectedness** (Smart Grid enabler)



PART 2: EVs & Transportation electrification

- Lest we forget, Transportation Electrification is a 30-year old story in Portland:
- Light rail, street cars, aerial tram
- Now ... passenger EVs, light & medium duty trucks, bicycles, motorcycles, Segways, industrial & agricultural EVs
- The big story remains to be written by you!



PART 3: The Message is the Message

- Tom McCall: *“Come visit ...”*
- *“Don’t Californicate Oregon”*
- SNOB
- Blitz Ad: *“Well now, why would you be bringing that beer up here to Oregon?”*
- What is the simple message about electrification of transportation that will gain connection with Oregonians?



PART 4: UNSOLICITED ADVISE

- Move fast; time is short
- Think big; be bold and purposeful
- Set clear direction; create cohesion
- Remember the 5Ps: Principles, policies, partnerships, priorities, and performance measures matter more than specific detailed plans & initiatives
- If we can't do it here, it can't be done!

