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 Massage

- 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!