## Action Area 1: Establish Council Goals

*(Executive Order item 4.a. and 4.d)*

### Key Objectives
- Define transportation electrification outcomes in terms of timing and scale.
- Guide Council decisions in the other action areas.
- Establish metrics and evaluate success over time.

### Summary of Suggestions

**Mission:** Mobilize and orchestrate public, private and civic leadership to ensure that Oregon is well-positioned to capitalize on the economic, energy, and environmental benefits of transportation electrification.

**Strategic Areas of Focus**
- Strong public acceptance
- Necessary and appropriate charging infrastructure
- Streamlined regulatory process
- Vehicle support infrastructure (maintenance, research, IT, etc)

**Annual Metrics with a 2020 Goal:**
- # of electric vehicles in Oregon
- # of charging stations in Oregon
- Use levels of charging stations in Oregon
- # of jobs in EV industry companies
- GHG reduction levels in transportation sector
- Oregon's net import/export of transportation dollars

### Key Considerations/Questions
- Identify other state goals (ODOT, State GHG cumulative targets) that should be incorporated or considered.
- Define what "good" looks like in Oregon; this includes a realistic picture of who is using electric vehicles, where they are located and how they will be using charging infrastructure. Ensure goals are consistent with this picture.
- Establish goals that realistically consider what policy framework (public opinion, economy, legislature) the state can support.
- Consider a goal focused on supporting the growth of Oregon businesses—particularly traded sector businesses—working on vehicle electrification.
- Conduct a SWOT analysis to ensure the vision and goals are consistent with Oregon's strengths and weaknesses. For instance, is Oregon really big enough to be a viable test market?
Proposed Next Steps
Discuss the vision and proposed metrics at 12/14 meeting. Based on level of agreement, begin to:

- Gather information to begin to develop metrics
- Gather information about other state goals
- Conduct a SWOT analysis to inform goals
- Establish a subgroup to work through issues and bring back to Council
Action Area 2: Public Outreach/Education

*(Executive Order item 4.c. and 4.d.)*

**Key Objectives**
- Provide objective information to inform the buying decision.
- Define the broad benefits of electric transportation to Oregon residents (including those that will not be purchasers).

**Summary of Suggestions**

**Key Messages**
- **Purchase Information:**
  - Cost per mile comparison between electric and combustion engine vehicles (including maintenance costs).
  - Driving patterns for different user groups and range information of different electric vehicle types.
  - Incentive information.
  - Emissions comparison between electric and combustion engine vehicles.
  - Driving profiles/uses that are well suited for EV.
- **Greenhouse Gas Reduction Impacts**
  - No tail pipe emissions. Can run on renewable energy. Electric motors efficient.
  - Report the targeted electric vehicle saturation levels required to meet 2020 and 2050 GHG reduction goals.
- **Economic Information**
  - Annual dollars spent on transportation
  - Proportion of transportation dollars spent in-state, out-of-state, out-of-country
  - Benefits of transportation dollars spent in-state or in-country.

**Key Audiences**
- Potential Purchasers: Fleet Managers and Individual Consumers
- Influential Entities: NGOs, large industry, Fleet Managers, Legislature, early adopters.

**Key Considerations/Questions**
- Consider some strategic analysis to determine what approach to communication would be most effective (eg. emphasize operating cost benefits or environment benefits?)
- Consistent messaging across the state may not be appropriate.
- Website tools, social media may be useful - to assess costs per mile, determine what incentives are available, and carbon impact.
- Are the OEMs already providing the purchase information?

**Proposed Next Steps**
Confirm objectives, key messages, and key audiences at 12/14 meeting. Depending on level of agreement:
- Establish a subgroup to develop a detailed workplan to bring back to the Council, or
- Identify key areas of difference and schedule future Council discussion
Action Area 3: Strategic Relationships
(Executive Order 4.b.)

Key Objectives
- Proactively facilitate relationships that support and advance established goals.
- Develop a strategic response to company visits to Oregon.

Summary of Suggestions
- Identify companies both domestic and foreign that support the Council’s and the State’s electrification goals.
- Identify Oregon companies that have products/services that can be offered and find ways to facilitate those relationships.
- Identify and facilitate the connections/partnerships among existing companies in Oregon.

Key Considerations/Questions
- Need the Council goals identified in order to further develop this category.
- Maintain focus on expanding Oregon-based companies as well as encouraging new companies to come to Oregon.

Proposed Next Steps
- Collectively discuss next steps at 12/14 Council meeting.
Key Objectives
- Regulatory structures are not a barrier to implementation
- Policies are in place, including incentives and public funding, which are consistent with and supportive of goals.

Summary of Suggestions
- Identify and focus policy attention on regulatory barriers.
- Define what elements of this industry should be subsidized versus those elements that should be left to the market.
  - Maintain support for consumer incentives for vehicles
  - Maintain support for public investment in infrastructure
- Provide support for the funding, development and role of Drive Oregon.
- Provide support for continued BETC and other incentives.
- Evaluate the benefits of establishing statewide policy/goals related to transportation electrification.
- Facilitate the partnership of private investment, university research, and workforce development.

Key Considerations/Questions
- What can or should the Council do to support funding?
- What role can the Council play on policy related issues?
- Acknowledge other processes addressing these issues (i.e. PUC proceedings) and ensure Council actions are not duplicative of other efforts.

Proposed Next Steps
- Subgroup defines key issues they would like the Council to engage in and evaluate appropriate methods for Council participation.
- Subgroup report presented at next meeting.
<table>
<thead>
<tr>
<th><strong>2011 Workplan</strong></th>
<th><strong>Goal</strong></th>
<th><strong>Status</strong></th>
<th><strong>Forecast</strong></th>
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</table>
| Maintain and enhance Oregon’s position as a premier launch site for plug-in electric vehicles (PEV) in North America | • In top 5 in major published industry rankings  
• Commitments from 10 PEV manufacturers to use Oregon as early launch market |  |  |
<p>| Create research agenda that captures and documents actual performance patterns/scenarios of EVs inside the Portland built environment | (Insert goal here) |  |  |
| Continue to expand Oregon’s OEM partnership portfolio by including Hyundai, VW, and Honda | (Insert goal here) |  |  |
| Identify and resource early demonstration project(s) involving EV and Smart Grid | (Insert goal here) |  |  |
| Number of PEV registered in Oregon on 12/31/2011 (DMV records: estimated 100,000 new car sales in 2011) | 1.5%, or 1500 |  |  |
| Job creation | 5 proposals made to expand or locate job-creating operations |  |  |
| Successful launch of The EV Project by Ecotality | Chargers installed by 9/1/2011: 900 residential, 1000 public; 50 Quick Chargers. Successful data collection begins |  |  |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Status</th>
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<tbody>
<tr>
<td>Green Highway Quick Charging Network in Oregon completed.</td>
<td>Successful completion using ARRA &amp; TIGER II grant funding</td>
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<tr>
<td>Raised Consumer Awareness &amp; Education on Transportation Electrification</td>
<td>Survey results in xx% interested in buying a PEV</td>
<td>2009 Survey results were YY%</td>
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<td>Solidify partnering relationship with Federal government</td>
<td>• USDOE – INL</td>
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<tr>
<td></td>
<td>• Achieve “Targeted Community” designation</td>
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<td>Academic relationships with “best practices” centers of excellence globally</td>
<td>PSU to lead. One each in China, Japan, US, Europe.</td>
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<tr>
<td>Identify opportunities and barriers to adoption and recommend policy and administrative initiatives to the Governor.</td>
<td>Report due August 31, 2011.</td>
<td></td>
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</tbody>
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