

Transportation Electrification Executive Council
Action Plan - For Discussion
December 6, 2010

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.

Action Area 4: Policy/Funding *(Executive Order 4.f)*

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.

Additional Goal/Metric Ideas

2011 Workplan	Goal	Status	Forecast
Maintain and enhance Oregon’s position as a premier launch site for plug-in electric vehicles (PEV) in North America	<ul style="list-style-type: none"> • In top 5 in major published industry rankings • Commitments from 10 PEV manufacturers to use Oregon as early launch market 		
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		

Green Highway Quick Charging Network in Oregon completed.	Successful completion using ARRA & TIGER II grant funding		
Raised Consumer Awareness & Education on Transportation Electrification	Survey results in xx% interested in buying a PEV	2009 Survey results were YY%	
Solidify partnering relationship with Federal government	<ul style="list-style-type: none"> • USDOE – INL • Achieve “Targeted Community” designation 		
Academic relationships with “best practices” centers of excellence globally	PSU to lead. One each in China, Japan, US, Europe.		
Identify opportunities and barriers to adoption and recommend policy and administrative initiatives to the Governor.	Report due August 31, 2011.		