

Transportation Electrification Executive Council

December 14, 2010

In Attendance:

Council Members:

Jeff Cogen, Convener	Warren Fish, Multnomah County
Lisa Adatto, Climate Solutions	John MacArthur, OTREC
Jerry Berger, Salem Electric	Art James, ODOT
Betsy Boyd, University of Oregon	Rick Wallace, ODOE
David Mayfield, Ecotality N.A.	Mark Brady, Business Oregon
Bob Acheson	Chris Warner, ODOT
Charlie Allcock, PGE	Gordon Feighner, CUB
Pat Egan, Pacific Power (by phone)	Dan Bates, Thorn Run Partners
Duncan Wyse, Oregon Business Council (by phone)	Barry Woods, Drive Oregon
	Tom O'Connor, Oregon Municipal Utilities
	Therese Hampton, Oregon Solutions
	Katja Dillmann, Portland Mayor's office (by phone)

Ex Officio:

Gail Achterman, Oregon Transportation Commission

Adam Bless, Oregon PUC

Meeting Overview

Meeting Objectives:

- Confirm Council Goals and Key Action Areas
- Identify Next Steps for Each Action Area

Meeting Outcomes

- The Council agreed on the need for and initial direction of the Council's mission, strategies, and goals. Specific revisions and action items were directed by the Council. A revised version of the mission, strategies and goals will be developed for Council review at the next meeting.
- The group supports the idea of taking action on public outreach and education and has asked that a subgroup should be formed to develop a Communications Plan.
- The group supports the need for strategic partnerships. A draft proposal will be developed for the Council to review at the next meeting.
- The group recognizes the need for the Council to weigh in on key policy issues. A white paper for Council review will be drafted to be ready for the 2011 Legislative Session.

Next Steps

- Therese will provide a scheduling tool to determine the next meeting date and time.
- All Council members are encouraged to attend EV Roadmap 3 on Friday, January 28th
- See a Summary of Meeting Action Items on page 7.

Meeting Summary

Welcome/Introductions/Meeting Objective

Convener Jeff Cogan opened the meeting with a round of introductions. Jeff suggested that given his sometimes unpredictable schedule, he recommends that the Council appoint a vice-chair. Jeff recommended Charlie Allcock as vice-chair. The group agreed that Charlie will serve as the vice-chair.

Jeff then emphasized the key objective of this meeting was to work through a draft Action Plan with a goal of providing direction for the work of this Council.

Establish Council Goals

Jeff asked Therese to provide an overview of the Action Plan document that was provided to the Council for review and discussion. Therese shared that the document was the result of one-on-one conversations she had with almost all of the Council members after the first meeting. The discussions focused on refining the action area themes from the brainstormed list of potential actions developed at the first meeting. Therese compiled those discussions into the document that was provided to the group.

In reviewing the first section of the Action Plan related to establishing Council Goals, Therese indicated that there was a lot of consensus among the group that the Council needed to first set a clear mission and associated strategies and goals. Therese captured the ideas of the members in the *Summary of Suggestions* category on the document.

Jeff asked the group to review the Mission statement as written. The group agreed that generally it worked but that it needed to be more transformational and include language that established Oregon as a leader. Therese will revise the mission statement accordingly.

The group then reviewed the strategies. The group suggested that a strategy related to support/incentives for the industry was needed but otherwise the strategy section seemed to address all the necessary major elements.

The group then reviewed each of the proposed metrics:

of electric vehicles in Oregon

There was a suggestion that the language should clarify that this effort applies to more than just passenger vehicles. The group discussed what types of vehicles are and are not within the scope of this effort. Although there was general agreement that electric trains are not within the scope, there were some questions about what else may not be included.

- ***ACTION: John MacArthur and David Mayfield will draft a definition of what electric vehicles are within the scope of this project and propose and associated metric.***

of charging stations in Oregon and Use levels of charging stations in Oregon

A strategy related to the establishment of a necessary and appropriate charging infrastructure was highlighted as one of the most important elements of this effort. The Council needs the strategy defined before it can think about how best to measure the success of charging. It was suggested that the Council think about charging from a consumer perspective and to lay out what is needed at individual residences, public places, and multi-family housing.

- *ACTION: John MacArthur and David Mayfield will draft a potential strategy for charging and an approach to measurement.*

of jobs in EV industry companies

The group likes this metric but recognizes that there are questions about what businesses and industries would be included. This connects directly to Drive Oregon and the work they are doing. Duncan suggests using the cluster that has been defined. Bob suggests that defining the supporting industries is part of this is really important in marketing Oregon. Charlie suggests capturing existing industries that will expand due to electrification.

- *ACTION: Mark Brady will draft a potential approach for this metric.*

GHG reduction levels related to electrification

The group clarified that any measurement should be related to "electrification" rather than the "transportation sector" (which will be affected by many things). Brian Gregor is currently working with the STEP model on how to report on issues like this. It is important that whatever metric is developed here is consistent with the other reporting on this issue.

- *ACTION: Rick Wallace and Art James will coordinate with Brian Gregor to develop a standardized GHG metric that shows how it contributes to the state's GHG goals.*

Oregon's net import/export of fuel dollars

The group clarified that this metric should read of "fuel dollars" rather than "transportation dollars" as drafted in the Action Plan. It was suggested that IEA has this information and we should be able to provide this.

There was a question as to whether we can actually conduct an economic analysis of the benefit of keeping money in the state. This may be an action item that is pursued under public outreach/education.

- *ACTION: Rick Wallace will develop a draft metric related to this issue.*

The group then reviewed the Additional Goal/Metric Ideas document that was attached. Generally, the group thought that there was good work in the document but that it needed to be aligned and combined with the other mission, strategies, and goals. Many of the items seemed like specific actions that might be taken under a goal.

- *ACTION: Therese and Charlie will develop a revised version of the mission, strategies, and goals that combines the important elements of each document.*

Public Outreach/Education

The group agreed that it is appropriate and important for the Council to be engaged in public outreach and education. There was some discussion that the group not engage in "selling cars" but in assuring and selling a sufficient infrastructure. Gail says in order to meet GHG goals we need fleet conversion so some element of this has to be selling cars. Adam wants us to talk about how we communicate...that seem to be a really big challenge. A challenge not only in terms of effectiveness but because of the lack of money.

It was suggested that the Council could think about the outreach/education as part of Oregon being a leader. For instance, if Oregon had a website that everyone went to for information, this could establish a leadership role. Lisa suggested that we could consider strategic partnerships with auto dealers and public outreach/education specialists to help "get the message out." Others suggested that we are unique because we are coordinating at the state level and that may help his group strategize for how to get money - foundations, OEMs, etc.

It was agreed that neutrality of information is really important; both in terms of type of autos that are included or referenced but also any information about where and how you charge. However, it can't be too simple. It has to be realistic enough to make it useful. Adam would like to see the information provide information about operating logistics - how do I charge at my house? how do I get it repaired? Gail suggests a decision support tool that helps people decide what type of electric vehicle works best for them. She also suggests that the extension agents may be able to help with this given other work they are doing.

The group determined that the next step was to develop a communications plan....specifically what messages the Council wants to communicate and to whom. The plan can then be reviewed by outreach specialists and they can estimate budget. That gives the Council sufficient information to begin pursuing different methods of funding. Next Steps:

1. Develop a Communications Plan - what messages and to who
2. Get input on an estimated budget
3. Strategize methods of funding.

- *ACTION: Therese will coordinate a group to begin development of a communication plan.*

Strategic Partnerships

The group agreed a strategy is needed both for companies coming to Oregon and also for expanding Oregon companies outside of Oregon. We need to have a strategy for both and prioritize both within and among them.

There were suggestions to focus on relationships that address the charging infrastructure because this is a critical element of success. There was another suggestion to recognize the connection between the research agenda to strategies on strategic relationships. Finally, there was the suggestion to consciously define the relationship to Drive Oregon.

There was a question as to whether government relationships are a part of strategic partnerships. Specifically, the group asked the team to consider a strategic partnership with government to develop and assure ongoing support.

There was agreement that George and Charlie have been developing and managing strategic partnerships for years and it might be best to let them have a first cut at developing an action plan.

- *ACTION: Therese, George, and Charlie will develop a Strategic Partnership Action Plan.*

Policy/Funding

Therese shared, as she introduced this topic, that there were differences of thought among Council members as to what role the Council should play. However, after some discussion, the Council agreed that as a body with balanced representation they are well positioned to provide the best thinking on a particular topic in a white paper format. Ideally, the Council would reach consensus but if not different opinions and thoughts could be captured.

The Council will initially focus on EV legislation related issues before the 2011 Legislature. Examples Include:

- Legislative Concept: mileage fee for EVs beginning in 2014 (from the user fee task force)
- Legislative Concept: state agencies provide free electricity at charging stations on state property.

The group agreed that a subgroup should be formed and an initial white paper should be developed by February 1st. The group will begin with known legislative concepts and address other issues that they think are relevant. The group also agreed that as they approach this effort they assume the State's 2020 GHG goals need to be met with the best available, least cost options. In addition, any discussion or support for financial/industry support has to be pursued as a temporary measure with an eye towards making EVs economically viable.

After this first effort to address key legislative issues, the Council can more broadly identify what the barriers are to electrification and identify if there is a need for statutory change or other policy support.

- *ACTION: Subgroup will meet to develop a draft white paper on key legislative issues to share with legislature in early February.
Subgroup includes: Lisa, Art, Adam, Charlie, Rick, Dave, and Mark.*

Next Meeting/Next Steps

Therese reminded the group that they are all strongly encouraged to attend EV Roadmap 3.

Date: Friday, January 28th

Time: 8:00 am - 5:00 pm

Location: Oregon Convention Center

Therese suggested that the next meeting be a in mid-February. However, several members indicated that a meeting around EV Roadmap 3 would be more convenient. Therese agreed to send out a scheduling e-mail to determine the best date and time for the next meeting.

Attached is a summary of all the action items identified during the meeting.

Meeting Action Items

Topic Area	Action	Responsible	By When
Metric: Number of electric vehicles in Oregon	Define what is included in the definition of electric vehicles	<i>John MacArthur David Mayfield</i>	Friday, January 21st
Metric: Number and use of charging stations in Oregon	Develop a charging station strategy for Oregon and develop a set of metrics to support the strategy	<i>John MacArthur David Mayfield</i>	Friday, January 21st
Metric: Number of jobs in EV industry companies	Develop an approach for how to define EV industry and how to measure jobs and/or economic contribution	<i>Mark Brady</i>	Friday, January 21st
Metric: GHG reduction related to electric vehicles	Coordinate with Brian Gregor to develop a standardized metric (consistent with other processes) for how EV contributes to GHG reduction	<i>Rick Wallace Art James</i>	Friday, January 21st
Metric: Oregon's net import/export of fuel dollars	Develop a metric related to the import/export of fuel dollars	<i>Rick Wallace</i>	Friday, January 21st
Council Strategy/Workplan	Revise the Strategy document to reflect changes from the group and align the Goals section and the additional goals/metrics document	<i>Therese Hampton Charlie Allcock</i>	Prior to next team meeting
Public Outreach/Education	Develop a subgroup to work on development of a communication plan	<i>Therese Hampton</i>	Prior to next team meeting
Strategic Partnerships	Develop a proposal for how to approach strategic partnerships for Council review.	<i>Therese Hampton Charlie Allcock George Beard</i>	Prior to next team meeting
Policy	Draft a white paper for Council review on key issues expected in the 2011 legislative session.	<i>Subteam: Lisa Adatto Art James Adam Bless Charlie Allcock Rick Wallace Mark Brady Therese to coordinate</i>	Prior to next team meeting but no later than February 1st.