



## **DECLARATION OF COOPERATION**

### **Energizing Oregon**

### **Transportation Electrification Executive Council**

### **December 2012**

#### **Project Convener**

Jeff Cogen, Chair of Multnomah County

#### **Objective**

The purpose of this Declaration of Cooperation is to memorialize the commitments of the participants in the Transportation Electrification Executive Council and the Energizing Oregon project that support PEV deployment in Oregon generally and the specific recommendations included in the Energizing Oregon plan.

#### **Background**

Over the last decade, Oregon has actively engaged public, private and civic leadership to establish itself as a top test and deployment area for Plug-In electric vehicles. Through this joint leadership, Oregon has demonstrated its ability to welcome all technologies and create the necessary environment for a successful and robust PEV market. The Energizing Oregon Report and the associated implementation commitments embodied in this report are consistent with and maintain Oregon's approach to PEV readiness in Oregon.

In September 2010, Governor Kulongoski established the Transportation Electrification Executive Council (TEEC). Governor Kitzhaber endorsed the Council in March 2012. The Council's objective is ***to focus and coordinate public, private, and civic leadership in ensuring that Oregon is well-positioned to capitalize on the economic benefits of transportation electrification.***

In November 2010, the TEEC held its first meeting, and in March 2011, the TEEC developed a policy statement on transportation electrification for the state. Areas of strategic focus for the TEEC include

- Strong public awareness and acceptance of transportation electrification
- Necessary and appropriate charging infrastructure
- Policy support for PEVs and a streamlined regulatory process
- Strong national and international partnerships
- Support for existing and developing companies
- Meeting Oregon's greenhouse reduction target

In June 2011, Business Oregon, with the support of the TEEC, submitted and was awarded a grant to develop a statewide PEV market and community plan. The TEEC served as the steering committee for the project, providing guidance and oversight of both development and execution, and conducted the initial kick-off meeting in November 2011 to outline the key objectives and tasks of each work group. The Energizing Oregon project team used four primary work groups to conduct research, develop plans and make recommendations, focused in four key areas: Deployment, Policy, Outreach and Utilities. The final plan was submitted to U.S. DOE in November 2012.

### **Project Description**

The final Energizing Oregon Plan includes a list of recommendations to be implemented within the state in order to support the deployment of PEVs in Oregon. Some of the recommendations rely on additional funding. However, some elements can be pursued given current resources. This document captures the commitments that entities are willing to make based on their current personnel and financial resources (ready for implementation). In addition, the document captures the commitment of some entities to identify and pursue additional sources of funding to support recommendations that require funding for implementation.

### **Implementation Plan**

Oregon intends to maintain a coordinated statewide approach to transportation electrification in order to ensure that Oregon remains one of the top ten regions in the country for per capita for electric vehicle sales and charger installations, and maximizes the economic benefits of transportation electrification.

This coordinating function will include a Statewide Coordinating Committee led by the Governor's office, which may convene periodic meetings of some or all of the parties to this Declaration, along with other relevant stakeholders. These meetings will serve to help exchange information, document progress, and identify opportunities and needs for future action to accelerate the electrification of Oregon's transportation system. The Governor's office may delegate responsibility for this function to other stakeholders as it deems appropriate.

The Statewide Coordinating Committee is key to maintaining public, private and civic leadership in Oregon. Implementation of the Energizing Oregon recommendations relies on the Committee in coordination with the following organizational elements.

1. **Statewide Coordinating Committee** – assures that key participants and partners involved in PEV deployment in Oregon coordinate on key issues on a regular basis (*Governor's office*).
2. **State Agency Coordination** – assures that the several state agencies with key roles in PEV deployment meet routinely to find synergies and alignment in their efforts (*Business Oregon*).
3. **Pursuit of Additional Funding** – assures that specific entities are watching for funding opportunities and are ready to assist in the development of proposals (*Business Oregon, Oregon Department of Transportation, Drive Oregon, Oregon Department of Energy, Columbia Willamette Clean Cities Coalition, OTREC*).
4. **Implementation of Actions** – identifies entities responsible for implementation of activities that can be done without additional funding.

Ready for Implementation	Funding Needed for Implementation
<u>Deployment</u>	
<ul style="list-style-type: none"> <li>• Develop financing mechanisms for fleets (<i>Drive Oregon</i>)</li> <li>• Continue the process of incorporating PEVs into sustainable tourism (<i>Oregon Department of Transportation and Travel Oregon</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement a workplace charging program</li> <li>• Implement financing mechanisms for fleets</li> <li>• Install way-finding signage</li> </ul>
<u>Policy</u>	
<ul style="list-style-type: none"> <li>• Pursue building-code changes to facilitate installation of charging stations (<i>Oregon Building Codes Division</i>)</li> <li>• Maintain PEV incentives (<i>Drive Oregon</i>)</li> <li>• Public engagement and involvement regarding the Road-User Fee program (<i>Oregon Department of Transportation, Drive Oregon, Citizens' Utility Board</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Explore ways to ease installation of charging stations in multi-dwelling units</li> <li>• Ensure total cost of ownership is basis for state vehicle purchases</li> <li>• Pursue innovative projects</li> </ul>
<u>Outreach and Education</u>	
<ul style="list-style-type: none"> <li>• Maintain website (<i>OTREC</i>)</li> <li>• Continue public outreach (<i>Oregon Department of Transportation, Columbia Willamette Clean Cities Coalition, Drive Oregon, Citizens' Utility Board</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Implement comprehensive outreach plan</li> <li>• Maintain critical training programs with auto dealers and electricians</li> </ul>
<u>Utilities</u>	
<ul style="list-style-type: none"> <li>• Continue utility education and collaboration (<i>PGE, Oregon Municipal Electric Utilities Association</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an improved process for notification/assessment of PEVs in the state</li> </ul>

### Individual Commitments

The following team members provide the following commitments in support of implementation of the Energizing Oregon project.

#### **Business Oregon**

- Serve as lead state agency in establishing coordination with other State agencies on at least a quarterly basis to ensure that agencies are leveraging and maximizing each other's efforts and not working at cross purposes.
- Share knowledge gained and lessons learned from serving as the project manager of the Energizing Oregon planning effort to support implementation of the plan.
- Help with future grant applications and/or other fundraising efforts to acquire the necessary resources to implement some or all of the Energizing Oregon plan.
- Support Drive Oregon's efforts to realize business and job growth opportunities in Oregon from the growth of the PEV sector.
- Participate as appropriate with any statewide coordinating committee or similar group working to increase deployment of PEVs in Oregon.




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Tim McCabe, Director

#### **Drive Oregon**

- Lead efforts to accelerate the growth of Oregon's electric vehicle industry.
- Lead or support future grant applications and fundraising efforts to acquire the necessary resources to implement some or all of the Energizing Oregon plan.
- Coordinate and assist local, state, and federal agencies to implement policies that foster Oregon's electric vehicle industry and maintain Oregon's national leadership reputation.
- Work with stakeholders to ensure that EV drivers contribute to road infrastructure costs in a fair and reasonable way that does not slow the growth of EV adoption and sales.
- Drive increased fleet sales by developing and testing a fleet finance program to overcome upfront cost barriers.
- Partner with OEMs, dealers, major employers, and other key intermediaries to drive increased electric vehicle sales to early adopters and innovators (initial 5-15% of market).
- Coordinate increased opportunities for likely purchasers to drive electric vehicles
- Coordinate a consistent, positive earned media campaign.



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Jeff Allen, Executive Director

#### **Citizens Utility Board**

- Encourage and support the development of policies that minimize barriers to consumer adoption of electric vehicles, reduce greenhouse gas emissions from the transportation sector, minimize the impact of EVs on the region's electric grid, and maximize the charging of electric vehicles with renewable energy.

- Organize outreach events and discussions in the community and participate in general community events to promote policies that maximize the benefits of electric vehicles.
- Maintain online consumer information at [www.cubpolicycenter.org/ev](http://www.cubpolicycenter.org/ev).
- Participate in events hosted by state agencies or other organizations and co-host events around electric vehicles.
- Participate in policy discussions that influence the deployment of electric vehicles. Will continue to participate in the Road User Fee Task Force workshops and monitor proposed legislation.
- Continue to monitor the regulatory process and participate in docket proceedings around electric vehicles.
- Work with utilities to develop pilot programs that use smart-charging concepts to charge electric vehicles with wind energy.
- Continue to organize and inform our public-interest allies on electric vehicle issues and opportunities.
- Share experiences and lessons learned with fellow stakeholders and participate in future planning and deployment discussions.

  
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Bob Jenks, Executive Director

***Columbia-Willamette Clean Cities Coalition***

- Participate as appropriate with any statewide coordinating committees or similar group working to increase deployment of PEVs in Oregon.
- Promote PEV technology when appropriate at CWCCC sponsored workshops and conferences.
- Promote PEV technology when appropriate in CWCCC newsletters and website.
- Update outreach materials developed to highlight benefits of PEV technology and infrastructure.
- Deploy and staff alternative fuels booth at 2013 Portland International Auto Show that includes PEV technology.
- As the Board of Directors of CWCCC sees fit, help with future grant applications and/or other fundraising efforts to acquire the necessary resources to implement some or all of the Energizing Oregon plan.

  
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Michele Crim, President

***State of Oregon Building Codes Division***

- Work with stakeholders to develop a limited pilot to test the usage, efficacy and cost effectiveness of requiring new residential construction to be 'EV ready.'
- Continue to update permitting and inspection criteria for EV charging equipment to keep pace with changing technology and ensure a streamlined installation process.
- Work with stakeholders on updates to Article 625, Electric Vehicle Charging Systems, of the 2014 Oregon Electrical Specialty Code (OESC) to encourage innovation and the use of new technologies.

- Educate building inspectors and electricians on the safe installation of electric vehicle (EV) charging stations.
- Make the Oregon Smart Guide, EV Charging at Home, available to local jurisdictions, auto dealers and other entities interested in providing outreach material on EV charging.
- Participate as appropriate with statewide coordinating committees or similar groups working to facilitate installation of EV charging equipment.

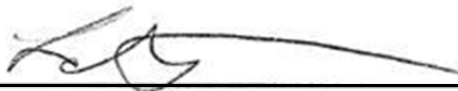


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Mark Long, Administrator

***Oregon Department of Energy***

- Coordinate on at least a quarterly basis with other State agencies to ensure that agencies are leveraging and maximizing each other's efforts and not working at cross purposes.
- Participate as appropriate with any statewide coordinating committees or similar group working to increase deployment of PEVs in Oregon.
- Administer and promote residential alternative fuel infrastructure projects through the Residential Energy Tax Credit program.
- Administer and promote business alternative fuel infrastructure projects through the Transportation Energy Incentive program.
- When appropriate, help with future grant applications and/or other fundraising efforts to acquire the necessary resources to implement some or all of the Energizing Oregon plan.



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Lisa Schwartz, Director

***Oregon Department of Transportation***

- Participate in efforts to advance the current and next phase of deployment of electric vehicle infrastructure in Oregon.
- Participate in the development and fostering of new program ideas and initiatives that will help achieve the goals outlined in the Energizing Oregon plan.
- Coordinate with key stakeholders to drive these program ideas and initiatives, connecting policy community members to realize an advanced electric transportation environment.
- Work with key entities to analyze the current status of EV adoption, EV infrastructure utilization, and growth opportunities to make sound decisions in future planning efforts.
- Continue partnership with Travel Oregon to develop an EV Tourism package that will include EV itineraries by 2013.
- Synthesize knowledge garnered during ODOT's West Coast Electric Highway deployment to share with others, providing potential guidance in future deployments.
- Provide information on the number of registered EVs and conduct analysis on EV adoption as compared to hybrid adoption.

- Engage the EV policy community throughout the development of the road user fee program during the pilot project, legislative session, and implementation phase.
- Participate in work groups to spearhead the proposed efforts to advance transportation electrification.
- Participate in outreach events and continued public communication efforts.

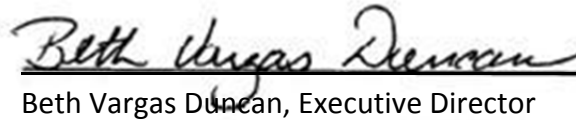


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Matthew Garrett, Director

**Oregon Municipal Electric Utilities Association**

- Provide data regarding numbers and types of EV charging stations in the member utility service areas as well as any relevant “lessons learned”
- Coordinate and share information with PEV stakeholders and others to facilitate use of PEVs
- Collaborate with PEV stakeholders and seek workable solutions to technical challenges that may arise with expanded PEV use

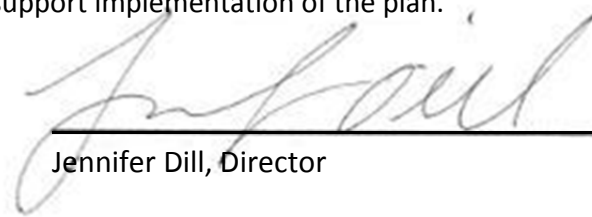


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Beth Vargas Duncan, Executive Director

**Portland State University/OTREC**

- Provide a single contact point for Oregon University System engagement in the support of efforts to increase deployment of electric vehicles in Oregon.
- Manage the current Oregon EV website ([www.evroadmap.us](http://www.evroadmap.us)).
- Coordinate on at least a quarterly basis with other stakeholders to increase deployment of electric vehicles in Oregon and to ensure that agencies are leveraging and maximizing each other’s efforts.
- Help with future grant applications and/or other fundraising efforts to acquire the necessary resources to implement some or all of the Energizing Oregon plan.
- Participate as appropriate with any Statewide coordinating committees or similar group working to increase deployment of PEVs in Oregon.
- Share knowledge gained and lessons learned from research conducted as part of the Energizing Oregon planning effort to support implementation of the plan.



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Jennifer Dill, Director

**Portland General Electric**

- Represent our region’s transportation electrification interests within initiatives by the Edison Electric Institute (U.S. utility company trade association).
- Help synchronize messaging from the Energizing Oregon Communication Plan, the PGE Transportation Electrification Project and the Edison Electric Institute.

- Continue to collaborate with other Oregon utilities – both public and investor-owned – as well as BPA, to share best practices and lessons learned.
- Educate customers about EV charging by participating in and supporting events at least quarterly (i.e. Portland International Auto Show, EV Awareness Day, ride and drive events, milestone celebrations, etc.)
- Maintain strategic relationships with auto OEMs and EVSE manufacturers. Collaborate with strategic partners on transportation electrification demonstration projects.
- Leverage our experience facilitating the installation of public EV charging stations at Electric Avenue and elsewhere to complete our portion of Oregon’s Electric Highway.
- Support efforts to increase fleet adoption of electric vehicles by educating our business customers on current incentives, available technology and cost-efficient charging strategies. Lead by example by using electric fleet vehicles at PGE.
- Support further implementation of workplace charging through business customer education and referrals.
- Continue to educate and collaborate with other Oregon utilities – both public and investor-owned – as well as BPA, to share best practices and lessons learned.



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Jim Piro, CEO

### ***Travel Oregon***

- Develop an initial set of EV day-tour itineraries (5) along the West Coast Electric Highway’s quick charging infrastructure.
- Expand EV itineraries and offerings as charging network continues to grow.
- Pitch EV story ideas to the media.
- Market EV itineraries via an online presence on TravelOregon.com, through Travel Oregon’s industry and consumer facing eNewsletters and social media channels, and via print collateral if partners are interested in assisting with development costs and distribution of materials.
- If print collateral is produced, Travel Oregon can host EV itineraries and information at our network of State Welcome Centers (9) and train Welcome Center staff about the EV network around the state.



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Todd Davidson, CEO