

## **Transportation Electrification Executive Council October 26, 2012**

### **In Attendance:**

#### *Council Members:*

Jeff Cogen, Multnomah County  
Lynn Peterson, Governor's Office  
Lisa Adatto, Climate Solutions  
Stephen Saltzman, Intel Capital  
Dan Bates, Thorn Run Partners  
Maurice Rahming, O'Neill Electric  
Bob Acheson (by phone)

#### *Ex Officio:*

Scott Simms, BPA  
George Beard, PSU

#### *Council Support:*

Warren Fish, Multnomah County  
Silas Morgan, Multnomah County  
Ashley Horvat, ODOT

Art James, ODOT  
John MacArthur, OTREC  
Rick Wallace, ODOE  
Marian Hammond, Brink Communications  
Mark Brady, Business Oregon  
Therese Hampton, Oregon Solutions

#### *Other:*

Stan Sittser, PGE  
Andrea Crosby, CUB  
Barry Woods, Clipper Creek  
Dave Nordberg, Oregon DEQ  
Roger Kuhlman, Salem Electric  
Emmaline Pohnl, Drive Oregon  
Aeron Teverbaugh, Building Codes  
Jeff Allen, Drive Oregon

### **Meeting Overview**

#### **Meeting Objectives:**

- TEEC members select final report format
- TEEC members have the opportunity to discuss key elements of the report
- TEEC members are aware of the review and finalization process.
- TEEC members prioritize implementation options for the Governor's office

#### **Next Steps**

- TEEC members to provide any comments they have on the DOE report to Mark Brady by Friday, November 2<sup>nd</sup>.
- If the election results in a change in administration, there will be a TEEC conference call before the report is submitted.
- Implementation options will be developed based on input from the TEEC and brought back for consideration.
- Therese will begin the process of developing a Declaration of Cooperation to capture implementation commitments.

#### **Next Meeting**

Next meeting will be scheduled in early December to review the draft Declaration of Cooperation and implementation options.

## Meeting Summary

### *Introduction/Objectives*

Jeff Cogen opened the meeting with an acknowledgement that there has been some seemingly bad news in the press lately regarding EVs, specifically the bankruptcy of A123 and lower than desired EV sales. However, Jeff encouraged the group to look at all the great things that have happened and to recognize that for an early stage technology things are going quite well.

- EVs sales are outpacing hybrids and new product options will only improve sales.
- Oregon has successfully built 50% of our portion of the Green Highway.
- We have completed a comprehensive plan for the state to submit to U.S. DOE
- Two local companies, Brammo and Ryno, have been successful in securing venture and angel capital investment funds.
- And A123 has been bought by Johnson Controls which isn't a bad thing.

### *Overview and Discussion of DOE Project Report*

Mark reviewed the current DOE Project Report scheduled:

- November 2 – all comments to Mark
- November 14 – target date to submit to U.S. DOE

There are no major issues expected with the report. There is an outstanding issue that the utility work group is working through regarding how to reference and contest a utility rate analysis report developed by Oregon Department of Energy. That will be worked out in the next week.

George Beard asked if we need to tone down any language in the report because it may have been potentially written under different assumptions about the pace of the industry and support of the federal government. There was some discussion about this. Marian, the technical writer, said that they worked toward language that was positive but realistic.

There was some discussion about a potential change in administration and if we would want to change any elements of the report. After some discussion, it was suggested that a cover memo might be useful if there is a change in administration. The group agreed to have a conference call to review and discuss options before the report is submitted.

### *Select Final Report Format*

Marian Hammond from Brink Communications provided an overview of the 2 different report format options. Marian indicated that the goal was to have a strong executive summary because that is what the majority of people read. Further, they do not want it to look like a state agency report but have a more private sector feel to it. After review, the group liked the color palette and pull-out boxes of Option 1, but preferred the font in Option 2. Marian said they could put something together based on that input.

### *Implementation Options*

Therese reviewed the options for the group. The subgroup that worked on the options included:

Mark Brady, Lisa Adatto, Dan Bates, Jeff Allen, and Warren Fish. Comments and Discussion included the following:

- If the group pursues the regional implementation regional option, we may want to think about the WA PEV task force and how to connect/coordinate with them.
- Business Oregon has put the industry slant on this effort and, given the economy, having and maintaining the industry slant is important. The energy plan is written from an industry slant. As we look at options, we should keep that in mind.
- Coordination among the state agencies and within the state agencies is important to maintain.
- The Regional Solutions centers could be used to assist with implementation items. ODOT is part of those; ODOE is not
- There was a question about how this work relates to the statewide transportation strategy, which is focused on emissions reductions. We should consider this in the exploration of options.
- Lynn identified some constraints for some of the options. The Governor's office budget is extremely small and there is more budget cutting coming. A new person in the Governor's office is not possible under these circumstances.
- Any Executive Order would go through Margi. Lynn doesn't really see why we need one to do the things that we need to do.
- There was a question about whether a single point of contact could be designated for state agencies and that person could coordinate all the agencies. This is possible. For some of the state agencies (ODOT was discussed specifically) that would have to be reviewed and approved by management and the Commission.
- Stephen believes an agency POC and an advisory committee are important elements.
- George suggests that a small task force that can rely on an Advisory Committee could work well.
- Maurice thinks regional implementation solutions with an overall advisory body could work well.
- A Declaration of Cooperation to capture commitments for implementation could be useful. And the Declaration of Cooperation could include the broader list of activities going on; not just those that are part of the DOE proposal.
- Lisa suggested that there are 3 major elements we need to cover in implementation and they include some element of each of the options:
  - Accountability – DOC
  - Convening – State Agency
  - Advising – Advisory Board.
- Andrea reminded the group that continued involvement with public interest is really important. As you consider the options, see how to maintain the maintaining the opportunity for public interest involvement.

The group recognized that no single option would meet the needs and interests identified, however, the group agreed to vote in order to get a sense of priority. The voting showed a strong interest in a PEV Advisory Committee in combination with coordinated state agencies and either regional or Drive Oregon implementation. The subgroup will work through the input and develop options for the group.

*Next Steps*

Jeff thanked the group for coming. There will be one more meeting of the group, likely in early December. These will get that scheduled.