

# Transportation Electrification Executive Council and DOE EV Planning Grant Kick-Off Meeting November 1, 2011

## In Attendance:

### *Council Members:*

Jeff Cogen, Multnomah County  
Charlie Allcock, PGE  
Bob Acheson (by phone)  
Lisa Adatto, SGO/TEEC/Climate  
Solutions  
Pat Egan, PacifiCorp  
Stephen Saltzman, Intel Capital  
Robert Waterhouse, Entek  
International

### *Ex Officio:*

Adam Bless, OPUC  
Lynn Peterson, Gov. Office  
Scott Simms, BPA

### *Council Support:*

Warren Fish, Multnomah County  
John MacArthur, OTREC  
Art James, ODOT  
Ashley Horvat, ODOT  
Rick Wallace, ODOE

Christine Alexander, Business  
Oregon  
SA Anders, CUB  
Erik Andresson, Pacific Power  
Dan Bates, Thorn Run Partners  
George Bellino, GM  
Cameron Coleman, InSpec Group  
Kelly Cowan, Smart Grid Oregon  
Liubov Doerr, Oregon Solutions  
Russ Edwards, Nichicon  
Joe Esmonde, IBEW#48  
Gordon Feighner, CUB  
Therese Hampton, Oregon Solutions  
Midiito Igorashi, Nichicon  
Art James, ODOT  
Rustam Kocher, PSU MBA  
Sue Kupillas, Rouge Valley Clean  
Cities  
James Mast, Drive Oregon  
Elaina Medina, PGE (by phone)  
Tom Miller, Mitsubishi (by phone)  
Joe Montanez, Thorn Run Partners  
Paul Norman, Northern Wasco PUD  
Tom O'Connor, Oregon Municipal

Electric Vehicles Association  
J.D. Podlesnik, Pacific Power  
Emmaline Pohnl, CUB  
Gabrielle Schiffer, Building Codes  
(by phone)  
Stan Sitter, PGE (by phone)  
Kevin Sheldon, Nichicon  
Cooper Whitman, City of the Dalles  
Barry Woods, Barry, Oregon

## Meeting Overview

### Meeting Objectives:

- Provide an overview of the approach to implementing the DOE Planning Grant.

### Next Steps

- Project Communication including Google Docs or similar tools will be established by the end of November 2011.
- Contact Therese Hampton or Mark Brady if there is interest in joining a particular Work Group.
- Workgroup meetings will be scheduled for each of the workgroups sometime in November or early December.

### Next Meeting

- The next TEEC meeting will be held in mid-January. Therese will provide information to TEEC members about the next meeting via e-mail.

## Meeting Summary

### *Welcome/Introductions/Meeting Objective*

Jeff Cogen opened the meeting and introduced Stephen Saltzman as a new member of the TEEC. He also expressed his regrets that Jerry Berger is not able to continue with the group due to scheduling issues. Jeff encouraged everyone to think of who the Governor should appoint next. That matter will be resolved within the next couple of months.

Jeff shared a little bit about the unveiling event of ECOtality's first Blink® Direct Current (DC) Fast Charge installation in Fred Meyer. It was held at the end of the October and was a great event.

Jeff highlighted that the main purpose of the meeting is to learn about the approach to the DOE grant and transitioned to Mark Brady to provide an overview of the project.

### *Project Overview*

Using a PowerPoint presentation (available on the Oregon Solutions website: <http://orsolutions.org/osproject/transportation-electrification-executive-council>), Mark Brady provide an overview of the project. Mark recognized the diligent work of the core team. He welcomed more participation from anyone who wants to take an active part in the project.

Mark highlighted the key assumptions of the project which include the overall project goal of achieving 30,000 plug-in electric vehicles in Oregon by 2015 by increasing visibility and hands-on experience for potential customers.

### *TEEC and Executive Committee Overview*

Therese Hampton covered the TEEC's role and responsibilities including leadership and active participation.

#### ***Work Group: Training Marketing and Outreach.***

Chair: Lisa Adatto

Task Leads: John MacArthur and Rick Wallace

Facilitator/Project Manager: Therese Hampton

The Training Marketing and Outreach group provided the PowerPoint summary of the goals, objectives and key elements for further activities. Training and outreach have been identified as a needed area of focus in Oregon.

- The workgroup plans to use existing research materials, where possible. This includes information from other cities and electrification organizations. In addition, the group may want to use the Electric Avenue logo or use the Oregon Building Code Divisions brochures.
- The 2012 Portland International Auto Show is one of the key targets for consumer awareness; it is necessary to make sure there are enough interactive displays and materials at the Auto Show.
- All materials produced under the grant are public property
- The group emphasized an interest in input from the Industry.
- There was an idea of reaching out to nonprofit groups and using their existing networks.

***Work Group: Utility Planning and Analysis***

Chair: Scott Simms

Task Leads: Rick Wallace and Adam Bless

Facilitator/Project Manager: Therese Hampton

Scott Simms expressed his excitement to be named as the chair for the Work Group # 4. Scott thanked Roger Kuhlman from Salem Electric for helping identify and address early utility issues. Scott emphasized an interest in broad involvement from the utility community and a willingness to explore issues that are important to utilities.

Rick Wallace provided the workgroup overview. The first task of the workgroup is to decide which areas of analysis they want to pursue. He indicated that the group will need to pursue analysis that supports the goal of deploying 30,000 electric vehicles by 2015.

There was a question about what role people feel the PUC's open docket on PEVs may play. The PUC has already researched a lot of the effects on the grid related to charging. PacifiCorp and PGE already have a pretty good handle on these impacts. There is no information on EWEB or Ashland at this point. The PUC docket may be influential on time of use rates. The PUC can require the investor owned utilities to adopt the rate structure, but the PUC does not regulate publically owned utilities. They can look to the PUC for guidance, but do whatever they feel is most appropriate.

***Work Group: Next Generation Deployment Strategy***

Chair: Charlie Allcock

Task Leads: John MacArthur, Art James, and Ashley Horvat

Facilitator/Project Manager: Josh Proudfoot

Charlie Allcock highlighted that in Oregon 700 new electric cars have been sold. In addition, there are approximately 500 other vehicles that have been modified. Oregon buys 100,000 new cars per year. Charlie emphasized that in order to get to 30,000 by 2015, PEVs will need 10-15% of new car sales. Therefore, we need to stay focused throughout the year on implementing our strategies. Issues that came up during the workgroup overview:

- Explore a broad range of mobile vehicles (e.g. trucks, busses, taxis, school busses, plug-in electric vehicles, extended range electric vehicles, battery only electric vehicles, hybrids, fleets, electric bikes, publicly and privately owned cars).
- Explore location possibilities (multifamily residential charging, workplace charging, apartments charging).
- Explore car sharing business models (e.g. zipcars).
- Focus on fleet managers for a larger purchasing power.

***Work Group 2. Policies and Inducements***

Chair: Dan Bates

Task Lead: Mark Brady

Facilitator/Project Manager: Josh Skov

Dan Bates and Mark Brady provided the workgroup overview. They indicated that there are many

issues to review and evaluate. Any legislative related issues will be discussed and evaluated in the context of 2013 full session rather than the 2012 special session.

Drive Oregon reminded the group that the Road User Fee Task Force has established an EV stakeholder group to meet on November 14th. They are not planning legislation for this session but for the 2013 session. Drive Oregon encouraged TEEC and the members of TEEC to consider participation in the stakeholder group.

There was a question about which workgroup will be looking for and contemplating implementation funding. It was suggested that each work group will consider this, but especially the Policies and Inducements workgroups.

There was a question about whether any of the workgroup meetings will be in Southern Oregon. Jeff and Mark indicated that the decision would be made on a workgroup by workgroup basis.

### *Next Steps*

Jeff thanked the group for coming. Jeff suggested that the next TEEC meeting would be in mid-January. By that time, all the workgroups will have met at least once and we will have some progress to report on. The group agreed. There will follow-up via e-mail regarding the next meeting.