



Energizing Oregon

US DOE Plug-in Electric Vehicle
Planning Grant

Agenda

- Project Overview
- TEEC & Exec Committee Overview
- Training, Marketing and Outreach
- Utility Planning and Analysis
- Next Generation Deployment
- Policies and Inducements
- Wrap-up/Next Steps



Overarching Assumptions

- Aggressive goal of 30,000 PEVs by 2015.
- Increase adoption and acceptance of PEVs through high visibility of and experience with PEVs.
- Target potential purchasers that can provide the greatest visibility and experience; e.g., fleet managers, high profile users and tourism.
- Pursue actions in the near-term while also developing a plan for the mid- to long-term.



State of Oregon Governor's Office
Governor John Kitzhaber approves and supports the Energizing Oregon project to create a statewide PEV market and community plan

Transportation Electrification Executive Council (TEEC) Steering Committee
TEEC develops and implements actions to coordinate public, private and civic leadership in ensuring that Oregon is well-positioned to capitalize on the economic benefits of transportation electrification.

Energizing Oregon Committed Public and Private Partners

PEV OEMs Ford Freightliner Custom Chassis General Motors Mitsubishi Nissan Toyota PEV Charging Companies AeroVironment Coulomb Technologies Eaton ECOality General Electric Mitsubishi Heavy Industries Nichicon Shorepower Technologies	PEV Supporting Technologies Azure Dynamics Inspec Group Kanematsu Trade, Research and Outreach Institutions Drive Oregon IBEW 48 NECA/IBEW Training Center NECA Oregon Auto Dealers Association Oregon Transportation Research and Education Consortium Portland Community College Rocky Mountain Institute	Travel Industry AAA Oregon Enterprise Holdings Oregon Travel Information Council Travel Oregon Zipcar Utilities Bonneville Power Administration Clark Public Utility District (PUD) Eugene Water & Electric Board Northern Wasco County PUD Oregon Municipal Electric Utilities Association Oregon Public Utility Commission Pacific Power Portland General Electric	City, County, Local Governments Association of Oregon Counties City of Portland City of Vancouver City of Eugene City of Springfield Clark County Columbia-Willamette Clean Cities Coalition Jackson County League of Oregon Cities Metro Regional Government, Portland Rogue Valley Clean Cities Coalition More cities, counties, public utilities and other stakeholders are anticipated to join our 50 current partners in the planning process.
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Key Partners and Principal Investigators
State agencies committed to the planning process and implementation efforts

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High-level Timeline

- Kick-off meeting (today)
- First work group meetings = Nov./Dec.
- Monthly* work group meetings = Jan.-Jul.
- Wrap-up meetings = Jul./Aug.
- Finalize plan = Aug./Sep.
- Plan to US DOE = by Sep. 30, 2012

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Simple Summary Of Project Budget

Overall project mgmt/facilitation = \$90,000 (\$75k from grant + \$15k from OR Solutions)

Baseline surveys/data collection = \$60,000

WG1 = \$35,000	WG2 = \$35,000	WG3 = \$65,000 This includes - more consumer research @ \$20k - branding & key messages @ \$15k - developing outreach & communication plan @ \$30k	WG4 = \$30,000
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Discrete items to be funded under the grant:

- > OR Auto Show and training & outreach with OADA = \$35,000 (\$20k grant + \$15k CWCCC)
- > Training at Portland Community College = \$25,000
- > EVSE training with IBEW = \$15,000
- > CWCCC outreach = \$35,000
- > RVCCC outreach = \$15,000
- > Website = \$20,000

Final report writing and design work = \$20,000

Sharing Info & Lessons Learned = \$22,500 (includes required travel to US DOE meetings)

Coordination

- With so many moving parts, coordination will be paramount.
- Several ways of addressing this:
 - my role
 - core team
 - contractors
 - Therese's upcoming presentation on TEEC's responsibilities and ongoing communications with participants

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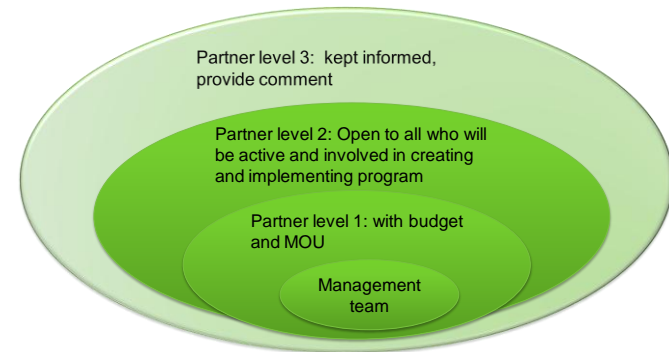
TEEC Responsibilities

- Provide guidance and oversight to the process and planning.
- Provide workgroup leadership and active participation.
- Assure alignment and connection among workgroups through regular review.
- Ensure balance between planning and action.

Committee Structure

Executive Committee			
Chair: Lynn Peterson			
TEEC Members: Charlie Allcock, Dan Bates, Lisa Adatto, Scott Simms			
Work Group 1 Next Generation Deployment Strategy	Workgroup 2 Policies and Inducements	Work Group 3 Training Marketing and Outreach	Work Group 4 Utility Planning and Analysis
Chair: Charlie Allcock	Chair: Dan Bates	Chair: Lisa Adatto	Chair: Scott Simms
Task Lead: John MacArthur, Art James, and Ashley Horvat	Task Lead: Mark Brady	Task Lead: Rick Wallace	Task Lead: Rick Wallace and Adam Bless
Other TEEC Members: Duncan Wyse Lynn Peterson Betsy Boyd Thomas Brookes Pat Egan	Other TEEC Members: Bob Acheson Robert Waterhouse Stephen Saltzman Brendan McCarthy, PGE Eric Andersson, PacifiCorp	Other TEEC Members: Betsy Boyd Lynn Peterson George Beard Stan Sittser, PGE	Other TEEC Members: Rick Durst, PGE Joe Barra, PGE JD Podlesnik, PacifiCorp Stephen Shey, ECotality
Facilitation/Project Management: TBD	Facilitation/Project Management: TBD	Facilitation/Project Management: Therese Hampton	Facilitation/Project Management: Therese Hampton

Project Communication for all Levels of Participants





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Project Communication

- Level 3 Participants - Monthly Project Update to all interested parties.
- Level 1 and 2 – Specific mailings lists to assure parties are getting meeting and project information they are interested in.
- Coordinated among the workgroups.
- Established and ready to go by the end of November.



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Questions or Comments?



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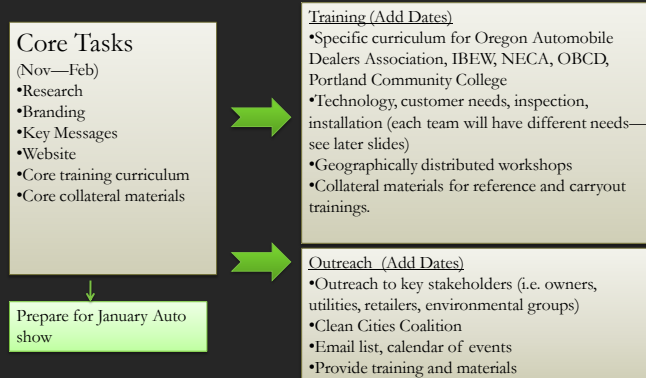
Training, Marketing & Outreach

- Lisa Adatto, Chair
- Rick Wallace and John MacArthur, Task Leads

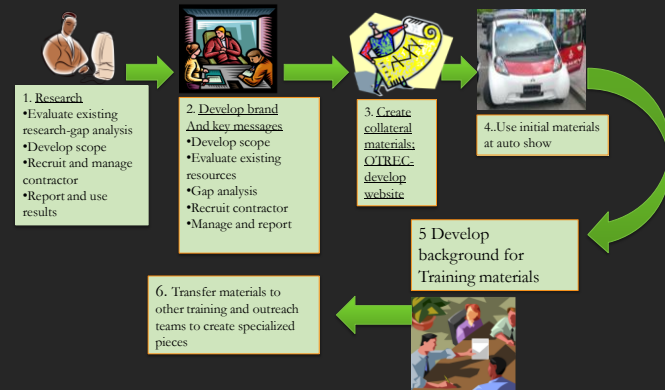
Approach to tasks

- Philosophy: use existing research, materials and branding if possible. Don't reinvent the wheel, utilize partners, move quickly and efficiently
- Create sub-teams to focus on core materials, specialized training and outreach)
- Focus immediately on January Auto Show
- Determine best method to undertake research, development of branding, key messages, core materials and website
- Training and outreach teams take basic materials and create specialized versions, undertake training and outreach tasks

Planned approach: Major Components Marketing, Training and Outreach



Subgroup 1: Core Outreach Tasks



Subgroup 2 : Training


- Three key audiences
 - Personnel at auto dealerships – customer needs, benefits and sales, key facts
 - College students –
 - integrate PEV information into the existing hybrid program for automotive students
 - first responder course
 - Electricians – installation and inspector training
- Partners
 - Oregon Automobile Dealers Association
 - IBEW, NECA and OBCD
 - Portland Community College
- Each audience requires a specialized curriculum
- Each audience requires appropriate take-away materials
- Deliverables include geographically convenient trainings in 2012-2013
- Partners will develop the curriculum and materials (using core materials) and conduct the trainings

Subgroup 3 : Outreach

- Outcomes
 - Develop a geographically dispersed outreach and communication strategy and plan
 - Adapt core materials for specific audiences
 - Develop an education and outreach website
 - Conduct outreach events
- Potential Components
 - Network of supporters – email alert list
 - Develop campaign focused on fleets; carry out workshops for fleets
 - Utilize and/or adapt materials that have been developed by core teams
 - Develop plan to disseminate materials
 - Have tables at local fairs and events
 - Calendar of events
 - Training and meetings for key supporters
 - Conduct visits to potential leaders and key stakeholders to recruit them to the campaign/network of supporters
- Partners
 - Oregon Automobile Dealers Association
 - Columbia Willamette Clean Cities Coalition
 - Rogue Valley Clean Cities Coalition





Questions or Comments?






Utility Planning and Analysis

- Scott Simms, Chair
- Rick Wallace & Adam Bless, Task Leads
- Purpose:
 - ✓ Use surveys to ascertain current knowledge of PEVs and how they might affect utility bills and the grid.
 - ✓ Identify opportunities to influence the perceptions of PEV adopters, especially with respect to charging.
- Tasks...
- Deliverables...






Questions or Comments?

Next Generation Deployment

- Charlie Allcock, Chair
- John MacArthur, Art James and Ashley Horvat, Task Leads
- Addresses Plan Elements 4 & 5
 - plans for PEV deployment
 - plans for infrastructure deployment





Tasks

- Task 1: Establish a core group & subcommittees
- Task 2: Decide on exact scope
 - Prong #1: PEV Deployment
 - Prong #2: Infrastructure Planning
- Task 3: Issue RFP for contractor support
- Task 4: Convert contractor analysis into deployment strategy


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Next Steps


- Schedule meeting 1
- Meeting 1 agenda:
 - Determine core group & subcommittees
 - Define group's exact scope
 - Determine data & research needs
 - Determine actions for partners and subcommittees
- Issue RFP for contractor support

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Questions or Comments?

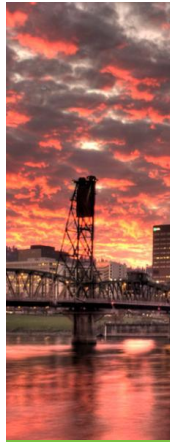
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Policies and Inducements

- Dan Bates, Chair
- Mark Brady, Task Lead
- Purpose:
 - Examine current and next-generation policies and inducements that can support or undermine deployment of PEVs and infrastructure.
 - Develop strategies for implementing most important policies and inducements

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Potential Policies/Inducements

- building codes
- construction permitting and inspection
- zoning
- parking rules
- other local ordinances
- rebates of part of the purchase price of the vehicle
- state and/or federal tax incentives/credits
- procurement requirements, especially for government fleets
- V2G incentives
- reductions in registration fees
- increase in ICE registration fees and/or public-purpose charge on gasoline to fund inducements for PEVs
- rebates or reductions in the costs of permitting, purchasing, or installing home charging infrastructure
- additional consumer benefits, such as preferred parking
- examination of insurance provisions as a possible barrier/disincentive



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Wrap-up & Next Steps

- Review documentation provided today
- Provide comments to Mark Brady (503.689.5638 / mark.brady@state.or.us) & Therese Hampton (360.210.7325 / hampton@peventuresllc.com)
- Get ready for meeting notices and availability requests
- Next TEEC meeting...