



Oregon Electric Vehicle Collaborative

Declaration of Cooperation¹

October 28, 2021

Project Background

Portland General Electric, Oregon Department of Energy, and Forth, with input from members of the Zero Emission Vehicle Working Group (ZEVWVG), initiated an assessment inquiry with Oregon Solutions to determine if a cross-sector effort could be convened to help deliver on the goals outlined in Governor Brown's Executive Order 17-21. Oregon Solutions conducted an assessment, interviewing a cross section of stakeholders to determine whether and how a collaborative approach might be possible to accelerate the adoption of electric vehicles in Oregon. The assessment revealed that overall stakeholders were supportive of participating in a collaborative effort if the collaboration was more broadly focused on delivering on Oregon's multiple zero emission vehicle commitments, as opposed to just those articulated in EO 17-21. The assessment also provided some initial solutions and areas for exploration, as well as potential challenges (See Attachment A: Assessment Briefing, and Attachment D on the Oregon Solutions Process).

In November of 2018, Governor Brown designated the effort an official Oregon Solutions project, and appointed three co-conveners: former Portland General Electric CEO, Jim Piro, Mosier Mayor Arlene Burns, and Willamette University Law Professor and sustainability scholar, Robin Collin (See Attachment B and C: Designation and appointment letters). The group was formally named the Oregon Electric Vehicle Collaborative, and the following was identified as the statement of purpose for the group:

As part of critical efforts to reduce greenhouse gas emissions, Oregon has committed to achieving 50,000 registered electric vehicles in Oregon by 2020 (EO 17-21), and to strive for all passenger vehicle sales to be Zero Emission Vehicles as fast as possible and no later than 2050 (ZEV Alliance Agreement)². The Oregon Electric Vehicle Collaborative will work together to deliver on these goals and ensure that this transition provides specific benefits to low-income communities, communities of color, and rural communities.

¹ This Declaration of Cooperation, while not a binding legal contract, is evidence to, and a statement of, the good faith and commitment of the undersigned parties. The undersigned parties to this Declaration of Cooperation have agreed that none of the signatories shall be liable for any damages of any kind whatsoever under or in respect to this Declaration.

² Oregon Senate Bill 1044 (2019) which outlined additional statewide goals had not yet been passed when this purpose statement was created.

In April of 2019, the OEVC project team began their work by identifying their shared values and working together to understand the context of emissions and transportation electrification in Oregon, and the associated opportunities and challenges. The group eventually organized themselves into three strategic subcommittees: 1) Light Duty Personal Vehicles, 2) Private Fleets, and 3) Public Fleets. Subcommittees worked over several months to develop goals and strategies to accelerate electrification in their particular area of focus. Subcommittees presented their recommended goals and strategies for feedback from the full OEVC project team.

Cross-Sector Recommended Strategies for Accelerating Transportation Electrification in Oregon

Working with recommendations from the subcommittees, the project team reached consensus on recommended strategies to accelerate the adoption of electric vehicles in Oregon, though this work shifted given the beginning of the COVID19 Pandemic as described below. These strategies are outlined in Attachment E and are included to memorialize the recommendations and to serve as a guide for future investments and actions in the acceleration of transportation electrification in Oregon.

COVID 19 and Narrowed Scope

The project team was working to secure commitments for implementation of these strategies when the COVID-19 Pandemic began and reordered priorities and resources. Work of the project team was paused for several weeks at the onset of the COVID-19 pandemic as many team members shifted their attention and resources to attend to more urgent community and organizational matters. As team members adjusted to the impacts on resources and people caused by the pandemic, the OEVC project team made the decision to narrow the focus of the OEVC implementation to education and outreach efforts, and more specifically to collaboratively implementing a statewide transportation electrification central hub (see project outline below). In an effort to recognize and capture the broader work of the cross-sector statewide team, the set of strategies the team had identified as important to advancing transportation electrification in Oregon have been included in this DoC.

Project Outline: Implementing a Statewide Central Hub

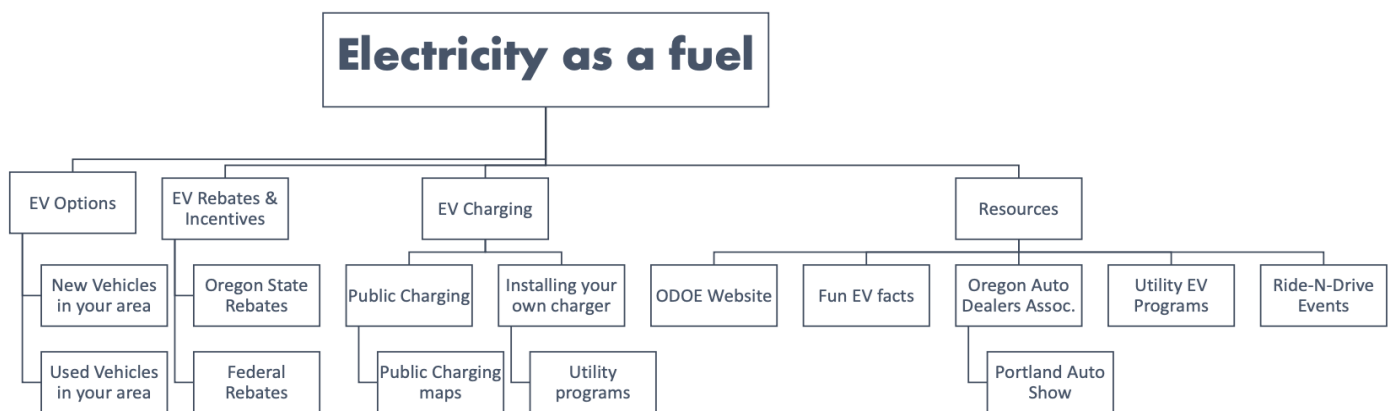
Given the need for increased awareness and education in the state about transportation electrification, and the multiple often uncoordinated education and outreach efforts being conducted by different entities, the OEVC project team agrees to implement a central hub which would serve as a state-wide central space and unifying message for education and outreach efforts in Oregon. This central hub consists of both a website and a communications strategy and will be implemented in two phases over a multi-year effort. This DoC outlines the project and articulates commitments from parties to help implement it.

Phase I: Implement Website and Communications Strategy

Phase one of implementing a statewide central hub consists of designing and implementing a website and a communications strategy.

- The project (both phase I and phase II) will be led by Portland General Electric (PGE) and Pacific Power, with PGE serving as the point of contact with the marketing firm which will be providing marketing expertise for the project. PGE and Pacific Power will hold final decision-making authority.
- The project will be funded by Clean Fuels dollars and any additional funding commitments from OEVC project team members.
- OEVC project team members will be invited to participate in providing feedback as concept details are developed.
- The website will be developed from the Oregonian's Electric brand-neutral statewide transportation electrification campaign.
- The website will seek to achieve two objectives: 1) increase awareness and consideration of electric transportation as an option for all Oregonians, with a particular focus among underserved communities; and 2) communicate the benefits of electric transportation and how it fits in the consumer's life, in culturally relevant and digestible ways.
- The website will focus on light-duty passenger vehicles and be aimed at an audience of residential customers at the beginning of the electric transportation journey and those who have been left out of the electric transportation conversation and may feel left behind.

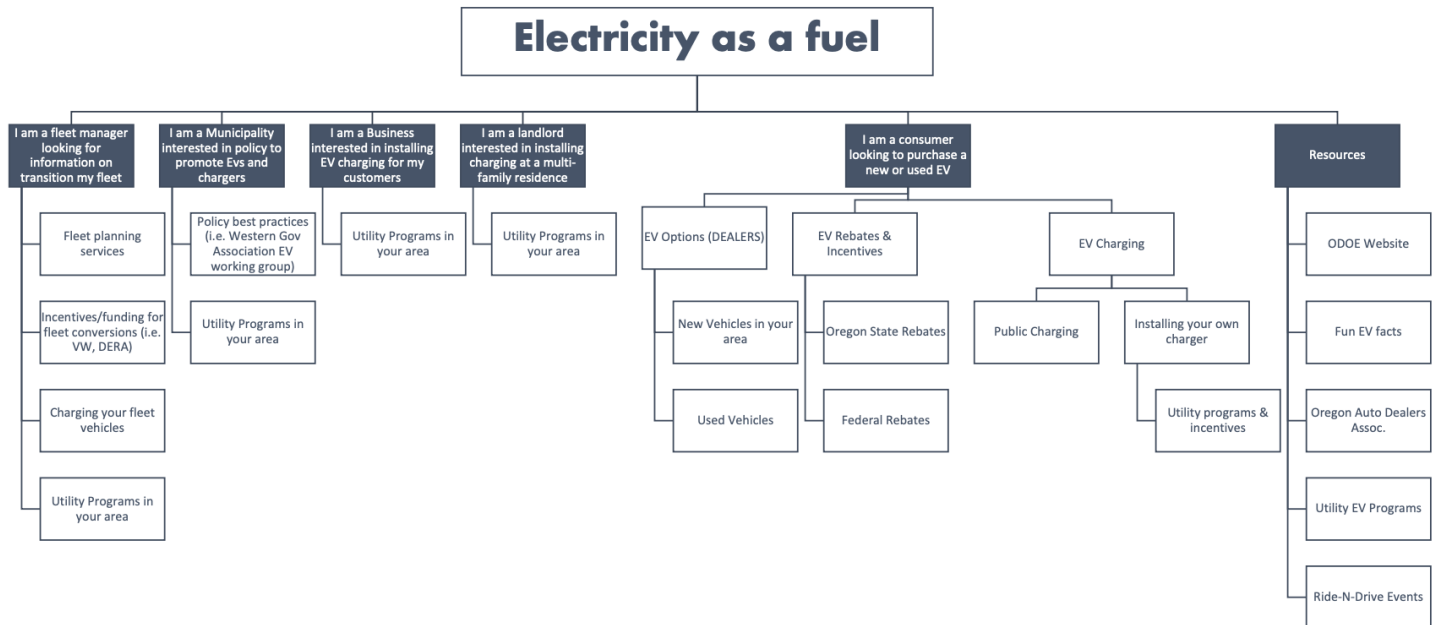
The website and communications will deliver the following key messages: 1) Shifting to electric transportation is about using a different kind of transportation fuel; 2) Electric transportation is easy, everywhere, and for everyone; 3) There are resources to help you make the switch to electric transportation. As an example, draft website navigation for phase I was discussed as shown below. Final navigation may differ as additional input is received



Phase II: Expanding the Website and Communications

Phase two will expand the website and communications to a wider audience including dealerships, fleet managers and owners, municipalities, policymakers, and businesses, and will expand to address medium and heavy-duty vehicles, fleets, micro-mobility and public transit.

Draft potential website navigation for phase II was discussed as the following



Continuing the Oregon Electric Vehicle Collaborative (OEV) Forum

It is recognized that the OEV forum enhances cross-sector partnerships, increases shared understanding of transportation electrification, contributes to statewide confidence in electrification by enhancing collective messaging, and is an advisory resource for the Governor and other policymakers in the state (OEV Project Team, Meeting Summary, Dec. 2020). Given this value, it is decided that the OEV forum will continue beyond the signing of a DoC.

Scope:

The focus of the OEV project team will be on education and outreach and implementing a central hub. If additional needs arise in the future, the OEV team will jointly decide whether or not to expand the scope of their work. As part of its focus on education and outreach and the shared commitment to serving equity and frontline communities, the project team commits to gleaning and producing data regarding adoption rates, access, and other relevant information related to transportation electrification and equity and frontline communities. The project team will use this data in its education and outreach with decision-makers and policymakers to demonstrate the need for investments to increase electrification transportation in these communities. The OEV work group will

leverage and avoid duplication with existing processes, work groups, and work product, particularly with respect to engaging frontline communities with limited organizational capacity.

Convening Team

To ensure this forum continues beyond the signing of a DoC, a three-person cross-sector team will be created to convene the OEVC project team. The convening team will be composed of one member each from the public sector, private sector, and civic or nonprofit sector. Two members of the convening team will serve for 12 months, and in order to create continuity, a third will serve for 18 months. Upon completion of served terms, new members of the convening team will be identified and confirmed through a process of nomination and voting by the OEVC membership. This convening team is empowered to make logistical decisions in order to effectively reconvene the group. All other decision-making will remain the responsibility of the full OEVC membership. Upon signing of this DoC, the following individuals will serve as the initial convening team of the OEVC:

- Shanna Brownstein of Portland General Electric (serving 18 months)
- Mary Brazell of the Oregon Department of Transportation (serving 12 months)
- Mike Cully of the League of Oregon Cities (serving 12 months)

Project Team Membership

Organizations and entities who have signed onto this DoC as contributors to implementing a statewide central hub are considered members of the OEVC project team. Members of the OEVC project team commit to being responsive to requests made by the convening team and to attend and participate in meetings. Additional team members can be added after the signing of the DoC through the joint agreement of the OEVC project team. All meetings of the OEVC will be open to the public.

Participation of Equity and Frontline Communities

As a first order of business in the new forum, the project team will problem solve together how they will work together to provide compensation for equity/frontline community representatives to be able to participate in the new forum.

Oregon Solutions Project Reconvening:

Oregon Solutions will aim to facilitate a reconvening of the group to report on progress within 6-12 months of signing.

Commitments

The following are commitments made by each of the participating organizations for implementation of the central hub through 2024, at which time the project and commitments will be revisited by the OEVC. As part of their commitments participating organizations agree to prioritizing equity during implementation, which means ensuring that implementation efforts and commitments create benefit for and are responsive to communities of color, rural communities, and low-income communities.



As Oregon's fourth-largest electric utility, the Central Lincoln People's Utility District is proud to provide our customers with renewable power that is 97% carbon free. We are proud to be leaders in providing clean energy, having done so for nearly eight decades. As a renewable and clean power utility, we are uniquely aligned with Oregon's climate goals as delineated in Executive Order 17-21, Accelerating Zero Emission Vehicle Adoption.

Central Lincoln is highly supportive of electric vehicle adoption, and is proud the number of EVs registered in our service area increased 44% in 2020.

As an active member of the OEVC Central Lincoln agrees to:

- Commit to recognize the Oregon's Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, commit to direct our customers to the central hub.
- Commit to push out messages to our customers related to the central hub and the OEVC communications strategy.
- Commit to provide any market research and data we collect to inform the central hub website and communications.
- Commit to share data on adoption rates, access, disparities, etc. as they relate to the rural communities we serve.
- Commit to providing input and feedback on the central hub concept and communications strategy.
- Commit to assisting in engagement with community-owned utilities in coordinating messaging and linking to the central hub.
- Commit to consider providing funding to expand web efforts and communications of the central hub.

Chris Chandler

Central Lincoln People's Utility District, Public Affairs Manager / EV Specialist

Chargeway Inc.



Statement of Support

Chargeway Inc. supports the implementation plans and strategies put forth by the Oregon Electric Vehicle Collaborative (OEVC) to focus on a clear communication strategy among private and public sector stakeholders that will more effectively create awareness, engagement, and adoption of electrified vehicles in Oregon by both consumers and businesses alike.

We believe that a primary barrier to more widespread electrified vehicle adoption is the lack of consumer awareness and understanding of a fuel choice, along with a lack of quality and easy to find information that will more effectively help consumers understand these options that can lead them to a decision to adopt electrified transportation options. The two phased plan for a centralized, online hub of Oregon focused EV information will be a helpful foundational component to achieving EV goals in the state of Oregon.

Chargeway Inc. agrees to:

- Provide assets and support for simplifying EV charging information at the updated Oregon Electric website
- Direct Oregon consumers and businesses for EV info to the updated hub site once it is live
- Provide input and feedback for marketing and communication strategies utilized for outreach efforts
- Dedicate time from Chargeway's team for any future OEVC planning needs
- Continue to expand our collaborations with state utilities and auto dealers to utilize the Chargeway platform

A handwritten signature in black ink, appearing to read 'Matt Teske', written in a cursive style.

Matt Teske
Founder and CEO



Climate Solutions agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, direct people to the central hub.
- Push out messages to our membership/constituents/communication audiences related to the central hub and the communications strategy during and not limited to:
 - On blogs related to TE/EV
 - When we advocate with policy makers
 - When we create TE/EV factsheets
- Providing input and feedback on the central hub concept and communications strategy.

A handwritten signature in black ink, appearing to read "V Paykar", written in a cursive style.

Victoria (Vee) Paykar
Climate Solutions, Oregon Transportation Policy Manager



Eugene Water & Electric Board (EWEB) supports the acceleration of transportation electrification in Oregon and in our service territory through our ongoing programs and efforts in this sector. With our 90% carbon neutral power, we help our customers greatly reduce their greenhouse gas emissions as they transition to electric mobility technologies.

In alignment with EWEB's transportation electrification work, we support the efforts of the Oregon Electric Vehicle Collaborative (OEVC) to provide a central location (central hub) for electric mobility information for the state of Oregon.

Eugene Water & Electric Board agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, direct our customers to the central hub, unless EWEB customers are better served by information via EWEB's various communication channels.
- Push out messages to our customers related to the central hub and its communications strategy, unless EWEB customers are better served by information via EWEB's various communication channels.
- If available, and if it does not violate any privacy regulations from EWEB or third parties contributing relevant information, provide market research and data to inform the central hub website and its communications.
- If available, and if it does not violate any privacy regulations from EWEB or third parties contributing relevant information, gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and its communications strategy.
- As available, provide resources and content for the central hub website and its communications.
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to the central hub.
- Explore funding resources to expand web efforts and communications of the central hub.
- Explore funding resources for participation by equity/frontline communities in the OEVC forum.

Juan J Serpa Muñoz
Eugene Water & Electric Board, Business Line Manager



Forth agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, direct people to the central hub.
- Push out messages to your membership/constituents/communication audiences related to the central hub and the communications strategy.
- Provide market research and data to inform the central hub website and communications.
- Gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and communications strategy.
- Provide resources and content for website and communications
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to central hub.

Jeff Allen
Forth, Executive Director



League of Oregon Cities agrees to:

- Serve as co-convenor for a period of 12 months post signing of this Declaration of Cooperation.
- Commit to recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, commit to direct people to the central hub.
- Commit to push out messages to your membership/constituents/communication audiences related to the central hub and the communications strategy.
- Commit to provide market research and data to inform the central hub website and communications.
- Commit to gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Commit to providing input and feedback on the central hub concept and communications strategy.
- Commit to providing resources and content for website and communications
- Commit to assisting in engagement with COUs/public utilities in coordinating messaging and linking to central hub.
- Commit to providing funding to expand web efforts and communications of the central hub.
- Commit to providing funding for participation by equity/frontline communities in the OEVC forum.

Mike Cully
League of Oregon Cities, Executive Director



The Natural Resources Defense Council fully supports the electric vehicle goals of the State of Oregon, as established by the Oregon Legislature in 2019 and reaffirmed in Governor Brown's Executive Order 20-04 last year. NRDC further supports the communications work of the OEVC to fully implement these commitments, and in fact supports going beyond them to meet or exceed the vehicle electrification goals articulated by President Biden and carried in legislation he has proposed to Congress this year. Oregon is well on its way to decarbonizing its electric utility sector, while transportation decarbonization lags perilously behind. We will support and participate in state, community and private citizen efforts to achieve or exceed the goals articulated in the State Transportation (Greenhouse Gas Reduction) Strategy (STS) transportation electrification and other emissions reduction planning and implementation.

NRDC agrees to:

- Commit to recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, commit to direct our members and others to the central hub.
- Commit to push out messages to our membership related to the central hub and the communications strategy.
- Commit to provide market research and data to which NRDC has access and the ability to release publicly, to inform the central hub website and communications, including data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Commit to providing input and feedback on the central hub concept and communications strategy.
- Commit to providing content as it may be available from NRDC's communications staff for website and communications

Angus Duncan, NRDC Consultant, Oregon/PNW



The NW Energy Coalition (“NWECC” or “Coalition”) is a public interest nonprofit that focuses on clean energy issues in the Northwest. As an alliance of more than 100 organizations, the Coalition’s work focuses on energy efficiency, renewable energy, fish and wildlife preservation and restoration in the Columbia basin, low-income and consumer protections, and informed public involvement in building a clean and affordable energy future.

NWECC commends the Oregon Electric Vehicle Collaborative for their work to advance transportation electrification. The robust education and outreach coordination established through the statewide central hub will help break down barriers to pollution free transportation options for all Oregonians. NWECC supports the Declaration of Cooperation and commits to continued collaboration.

NW Energy Coalition agrees to:

- Recognize the Oregon’s Electric website as a central hub for Oregon’s transportation electrification.
- Gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and communications strategy.
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to central hub.

A handwritten signature in black ink that reads "Nancy Hirsh". The signature is written in a cursive, flowing style.

Nancy Hirsh
NW Energy Coalition, Executive Director

Oregon Auto Dealers Association agrees to:

- Commit to recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- Commit to push out messages to your membership/constituents/communication audiences related to the central hub and the communications strategy.
- Commit to provide market research and data to inform the central hub website and communications.
- Commit to providing input and feedback on the central hub concept and communications strategy.
- Commit to providing resources and content for website and communications
- Commit to assisting in engagement with COUs/public utilities in coordinating messaging and linking to central hub.



Greg Remensperger
Oregon Auto Dealers Association, Executive Vice President



Oregon Department of Administrative Services agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, direct people to the central hub.
- Push out messages to membership/constituents/communication audiences related to the central hub and the communications strategy.
- Provide market research and data to inform the central hub website and communications.
- Gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and communications strategy.
- Provide resources and content for website and communications
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to central hub.
- Explore funding sources to expand web efforts and communications of the central hub.
- Explore funding sources for participation by equity/frontline communities in the OEVC forum.

A handwritten signature in blue ink that reads "Katy Coba".

Katy Coba
Oregon Department of Administrative Services, Director



State of Oregon
Department of
Environmental
Quality

The mission of the Oregon Department of Environmental Quality is to be a leader in restoring, maintaining and enhancing the quality of Oregon's air, land and water. DEQ is meeting the challenge of climate change head-on by working together in statewide, regional, national, and global efforts to reduce greenhouse gas emissions, prepare for impacts and help nurture a cleaner, more sustainable world. Oregon's transition to electric vehicles is a critical piece to this complex puzzle.

Oregon Department of Environmental Quality agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- Push out messages to DEQ's stakeholders and interested parties' information about the central hub.
- Provide information from the OCVRP regarding rebate adoption, trends, and survey results to inform the central hub website and communications.
- Gather and share data from the Charge Ahead Rebate Program on access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and communications strategy.
- Coordinate and share information and on outreach materials developed by the OCVRP for the Oregon' Electric website.
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to central hub.

Richard Whitman
Oregon Department of Environmental Quality, Director



Oregon Department of Energy agrees to:

- Recognize the Oregon's Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification, direct people to the central hub, and specifically include a link from the Go Electric webpage.
- Push out messages to membership/constituents/communication audiences related to the central hub and the communications strategy.
- Provide technology, market, and policy research and data to inform the central hub website and communications.
- Gather and share data on adoption rates, access, disparities, etc. as it relates to communities of color, and low-income and rural communities.
- Provide input and feedback on the central hub concept and communications strategy.
- Provide resources and content for website and communications
- Assist in engagement with COUs/public utilities in coordinating messaging and linking to central hub.
- Explore funding sources to expand web efforts and communications of the central hub.
- Explore funding sources for participation by equity/frontline communities in the OEVC forum.

Janine Benner

Oregon Department of Energy, Director



Oregon Department of Transportation (ODOT) agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- Direct people to the central hub in ODOT's communications and outreach related to transportation electrification, where appropriate.
- Push out messages to ODOT's stakeholders and interested parties related to the central hub.
- Provide input and feedback on the central hub concept and communications strategy.
- Provide relevant ODOT resources, collateral, and content for the Oregon' Electric website and communications.
- Provide funding to expand web efforts and communications for Phase II of the central hub, where appropriate.
- Serve as co-convenor of the Oregon Electric Vehicle Collaborative for a period of 12 months post signing of this Declaration of Cooperation.

A handwritten signature in blue ink, appearing to read 'Kristopher W. Strickler', positioned above a horizontal line.

Kristopher W. Strickler

Oregon Department of Transportation, Director



Oregon
Environmental
Council

Oregon Environmental Council agrees to:

- Provide input and feedback on the central hub concept and communications strategy.

A handwritten signature in black ink, appearing to read "Diana Nuñez", is written over a horizontal line.

Diana Nuñez
Oregon Environmental Council, Executive Director



With our clean hydropower from the Bonneville Power Administration, the Oregon municipal electric utilities of OMEU have been leaders in climate friendly energy supply for decades. Our energy mix, which averages 95% carbon free, puts us in a unique position to advance Oregon's climate goals – as embodied in Executive Order 17-21, Accelerating Zero Emission Vehicle Adoption. As we accelerate the transition to EVs, existing cost-effective renewable generation must be protected to ensure system reliability as electric demand increases. In addition to charging infrastructure, State and Federal support should be made available for electric grid enhancements necessary to support EVs, including but not limited to, upgrades to substations, transmission, distribution, and generation systems.

Oregon Municipal Electric Utilities Association agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification will direct people to the central hub where appropriate.
- Push out messages to OMEU membership related to the central hub and the communications strategy where appropriate.
- Provide input and feedback on the central hub concept and communications strategy.
- Assist in engagement with municipal utilities in coordinating messaging and linking to central hub.

Jennifer Joly, Director
Oregon Municipal Electric Utilities Association



Oregon's six electric People's Utility Districts are proud to provide our customers with electricity that is 97% carbon-free, with none of it generated by coal.

We are in an excellent position to do our part to support Oregon's climate goals as outlined in Executive Order 17-21: Accelerating Zero Emission Vehicle Adoption. As our customers transition to electric vehicles, the region's affordable renewable power must be supported and protected to ensure system reliability as electric demand increases.

The Oregon PUD Association agrees to:

- Recognize the Oregon' Electric website as a central hub for Oregon's transportation electrification.
- In communications and outreach related to transportation electrification we commit to direct people to the Oregon' Electric website where appropriate.
- Share with OPUDA members messaging related to the central hub and the communications strategy for the hub where appropriate.
- Provide input and feedback on the central hub concept and communications strategy.
- Assist in engagement with our members in coordinating messaging and linking to the central hub.

Merle Gillespie
Oregon People's Utility District Association, President



The mission of the Oregon Public Utility Commission (OPUC) is to ensure customers of Oregon's privately-owned utilities have access to safe, reliable, and high-quality utility services at just and reasonable rates. OPUC supports the Oregon Electric Vehicle Collaborative to provide a central location for electric mobility information for Oregonians. OPUC supports the Declaration of Cooperation and commits to continued collaboration.

The Oregon Public Utility Commission agrees to:

- Promote and facilitate public awareness of the central hub as a resource.
- Provide links to the central hub on our website describing our activities to implement transportation electrification efforts included in the Governor's Executive order 20-04 and House Bill 2165 (2021).
- Provide technical expertise and any relevant data as content for the central hub.
- Provide review and input as needed for the central hub.

A handwritten signature in blue ink, appearing to read "m. grant".

Michael Grant
Oregon Public Utility Commission, Executive Director



Oregon Solutions agrees to:

- Facilitate a reconvening of the group to report on progress within 6-12 months of the signing of the Declaration of Cooperation.

A handwritten signature in black ink that reads 'Karmen Fore'.

Karmen Fore
Oregon Solutions, Director



Pacific Power is committed to supporting transportation electrification throughout Oregon. Through current and new initiatives, Pacific Power is expanding at home and workplace charging, supporting regional solutions to electrify interstates, and making electric vehicle ownership more accessible for rural and underserved communities through a number of pathways including grant programs and outreach and education.

Pacific Power supports the Oregon Electric Vehicle Collaborative for electric mobility in Oregon.

Pacific Power commits to:

- Along with PGE, serving as implementation lead for phase I and phase II of the central hub.
- Subject to Oregon Public Utility Commission oversight and consistent with current funding commitments and Clean Fuels credit availability, expending funds from monetizing residential Clean Fuels Program credits to support the Oregon' Electric transportation electrification website and education effort. The future of the effort will be reevaluated in consultation with stakeholders. If funds resulting from the sale of Oregon Clean Fuels credits become unavailable, OEVC members will be consulted about how to continue the work with other funding or through other entities.
- Maintaining a brand-agnostic message on the Oregon' Electric website and materials.
- Creating timely opportunities for participation and feedback from stakeholder groups, including workshop(s) that include the communications professionals implementing the strategy and website.
- Recognizing the Oregon' Electric website as a central hub for education about transportation electrification.
- In educational materials related to transportation electrification, referring to the central hub as appropriate.
- Using data to inform the central hub website and communications.

A handwritten signature in black ink, appearing to read "Etta Lockety", written over a horizontal line.

Etta Lockety
Pacific Power, Vice President Regulation / Customer & Community Solution



Portland General Electric commits to:

- Along with Pacific Power, serve as implementation lead for phase I and phase II of the central hub.
- Serve as co-convener for a period of 18 months post signing of this Declaration of Cooperation.
- Subject to Oregon Public Utility Commission oversight and consistent with current funding commitments and Clean Fuels credit availability, expending funds from monetizing residential Clean Fuels Program credits to support the Oregon' Electric transportation electrification website and education effort. The future of the effort will be reevaluated in consultation with stakeholders. If funds resulting from the sale of Oregon Clean Fuels credits become unavailable, OEVC members will be consulted about how to continue the work with other funding or through other entities.
- Maintaining a brand-agnostic message on the Oregon' Electric website and materials.
- Creating timely opportunities for participation and feedback from stakeholder groups, including workshop(s) that include the communications professionals implementing the strategy and website.
- Recognizing the Oregon' Electric website as a central hub for education about transportation electrification.
- In educational materials related to transportation electrification, referring to the central hub as appropriate.
- Using data to inform the central hub website and communications.

A handwritten signature in black ink that reads "Dave Robertson". The signature is written in a cursive, flowing style.

Dave Robertson

Portland General Electric, Vice President Public Affairs

Attachment A: Assessment Findings Brief



Oregon Solutions Electric Vehicle Assessment

Findings Brief

August, 2018

Background:

This assessment sought to determine whether and how collaboration through the Oregon Solutions process might be possible in achieving the overarching goals outlined in the Executive Order 17-21, which are: 1) to achieve 50,000 EVs registered and operating in Oregon by 2020, 2) to increase access in low/moderate income communities. This assessment was requested by Portland General Electric and the Oregon Department of Energy, with input from others including Forth, and members of the ZEV Working Group assembled by EO 17-21.

Assessment Findings

- **All interviewees indicated a general willingness to participate in a collaborative effort between public, private, and non-profit sectors.**
- **Five focus areas emerged including 1) shared information and coordination of existing actions, 2) outreach and education, 3) infrastructure, 4) incentives, 5) equity/access.** Most saw the opportunity to collaborate to share data and coordinate outreach and education. A concern is that while there is a willingness to participate in a collaborative effort, few were able to articulate concrete benefits they would receive from a collaborative process and what they would contribute beyond information sharing.
- **Much of achieving the 50,000 EVs goal seems to be about transforming the marketplace.** Funding for infrastructure and incentives was seen as important to transforming the marketplace. The magnitude of funding needed led interviewees to see this funding as coming from the state as opposed to a collaboration of resources among private, public, and nonprofit stakeholders.
 - **Infrastructure: Funding is needed to maintain the West Coast Electric Highway and to upgrade the aging infrastructure.** The contract for maintaining the current network is expiring. No specific source of funding was identified other than the VW Mitigation Funds (Appendix D), of which there is disagreement over the appropriate use of these funds. This network includes the electric highway corridors as well as rural and other areas underserved by private charging networks due to the lack of use and return on investment. As range anxiety impacts adoption rates, this aging infrastructure or a loss of the network could have a negative impact on adoption rates.

- **Incentives: Cost of EVs is still prohibitive, funding incentives is critical to transforming the marketplace.** Some indicate that current rebate funding would only contribute 4,000 EVs to the goal and is not enough to incent the adoption rate needed to achieve the 50,000 EV goal. Incentive possibilities included monetary or nonmonetary options as well as those for dealers or consumers.
- **Some communities of color and communities of low/moderate income indicate EV adoption is not a high priority and the scope would need to be broadened to meet their interests.** A broader scope would include general access to mobility and co-benefits of EV adoption (workforce development, decreased emissions, etc.). Some members of these communities are unbanked, undocumented, or unlicensed to drive making rebates or EV pilot projects alone not as helpful.
- **There is some disagreement about the appropriate scope and what current data indicate regarding the starting point and achievable goal.**
 - **Equity:** Some indicate that strategies that focus on communities of color and low or moderate-income communities would generate more broad market participation (as opposed to strategies that focus on resourced communities or early adopters.) Others believe in order to meet the 50,000 goal outlined in the EO, the focus should be on converting those resourced communities or early adopters.
 - **Data Disagreement:** There is some disagreement over the number of currently registered vehicles and how many EVs are needed to reach 50,000 goal. There is also some disagreement about whether the current rate of adoption and the supply of new and used EVs would indicate the 50,000 goal is achievable or is the correct scope of the group.
 - **Fleet conversion:** Public/private fleet conversions are seen by a few as important to reaching the 50,000 goal. Many others indicate the quickest rate of fleet conversion will only contribute a few hundred EVs.

Attachment B: Governor's Designation Letter



KATE BROWN
Governor

October 24, 2018

Sania Radcliff, Dir. Government Affairs and
Environmental Policy
Portland General Electric
900 Court Street NE
Salem, OR 97301

Jeff Allen, Executive Director
Forth Mobility
1450 NW 18th Street, Suite 240
Portland, OR 97209

Scott D. Bolton
Senior VP Ext. Affairs and Customer Service
PacifiCorp
825 NE Multnomah Street, Suite 2000
Portland, OR 97232

Janine Benner, Director
Oregon Department of Energy
550 Capitol St. NE
Salem, OR 97301

Richard Whitman, Director
Oregon Department of Environmental Quality
State Capitol Room 160
900 Court Street NE
Salem, OR 97301

Matthew Garrett, Director
Oregon Department of Transportation
355 Capitol Street NE
Salem, OR 97301

Dear Ladies and Gentlemen:

I received your request that the Oregon Electric Vehicle Collaborative be designated as an Oregon Solutions project. After reviewing your request letters and the assessment summary conducted by Oregon Solutions staff, I feel this project supports Oregon's Sustainable Community Objectives. Therefore, I designate this as an Oregon Solutions project and appoint **former CEO of Portland General Electric Jim Piro** as convener to lead a team of public, private, and civic partners toward innovative solutions to accelerate the adoption of electric vehicles in Oregon.

Climate change presents significant risks to social, environmental, and economic health and security in Oregon. In an effort to combat climate change and these negative effects, Oregon has adopted the goal of reducing greenhouse gas emissions to 10 percent below 1990 levels by 2020 and at least 75 percent below 1990 levels by 2050. Transportation emissions from internal combustion engines burning fossil fuels is a major contributor to greenhouse gas emissions in Oregon. Converting these fossil-fuel dependent vehicles to zero-emission vehicles is critical to achieving climate change goals in Oregon.

254 STATE CAPITOL, SALEM OR 97301-4047 (503) 378-3111 FAX (503) 378-8970
WWW.GOVERNOR.OREGON.GOV



Oregon Electric Vehicle Collaborative

October 24, 2018

Page 2

I am pleased that you are working collaboratively to bring together public, private, and civic partners to help accelerate the adoption of electric vehicles and thereby contribute to Oregon's emissions goals. Oregon Solutions can play a unique and important role by providing a neutral facilitation process to help coordinate and implement a plan for acceleration. Please keep the governor's office updated on this effort and thank you for your work and enthusiasm thus far.

Sincerely,

A handwritten signature in cursive script that reads "Kate Brown". The signature is written in black ink and includes a horizontal flourish at the end.

Governor Kate Brown

cc: KB; bf; ejhr

Attachment C: Co-Convener Appointment Letter

KATE BROWN
GOVERNOR



February 27, 2019

Sania Radcliff, Dir. Government Affairs and
Environmental Policy
Portland General Electric
900 Court Street NE
Salem, OR 97301

Janine Benner, Director
Oregon Department of Energy
550 Capitol St. NE
Salem, OR 97301

Jeff Allen, Executive Director
Forth Mobility
1450 NW 18th Street, Suite 240
Portland, OR 97209

Richard Whitman, Director
Oregon Department of Environmental Quality
State Capitol Room 160
900 Court Street NE
Salem, OR 97301

Scott D. Bolton
Senior VP Ext. Affairs and Customer Service
PacifiCorp
825 NE Multnomah Street, Suite 2000
Portland, OR 97232

Matthew Garrett, Director
Oregon Department of Transportation
355 Capitol Street NE
Salem, OR 97301

Dear Ladies and Gentlemen:

As a follow up to the Governor's designation of the Oregon Electrical Vehicle Collaborative as an Oregon Solutions project, Governor Brown is appointing two additional co-conveners to lead the effort. She recognizes this project has statewide significance and values full engagement from a diverse set of key stakeholders to create and implement effective solutions to advance electric vehicle adoption in Oregon.

In support of this engagement the Governor is appointing *Robin Collin, professor at Willamette University, and Arlene Burns, mayor of Mosier Oregon*, to join Jim Piro, who was already formerly appointed as convener, in leading the team of public, private, and civic partners. Through their leadership, she hopes the group will work to identify ways to implement innovative solutions that will accelerate the adoption of electric vehicles in Oregon.

She looks forward to hearing about the progress of your collaborative efforts on this project.

Sincerely,

Brendan Finn
Governor's Transportation Policy Advisor

Attachment D: The Oregon Solutions Process

Oregon Solutions is a program of the National Policy Consensus Center at Portland State University. The mission of Oregon Solutions is to develop solutions to community-based problems that support sustainable objectives for the economy, the community, and the environment and that are built through the collaborative efforts of citizens, businesses, government and nonprofit organizations. The Oregon Solutions approach integrates and makes efficient use of public and private investments, elevates the visibility of the project and engages communities in creating solutions. The process provides a forum where various interests and stakeholders can come together as parties in a project team, in a manner that is more supportive of the involved interests than a meeting that is sponsored or hosted by one of the parties at the table.

Through the Oregon Solutions process, collaboration among parties on the project team is anticipated to develop and evolve as the process continues. The intent is to foster or facilitate agreements among the parties about which potential actions, or suite of potential actions, may be taken to cumulatively lead to successful project outcomes, including identifying who may be appropriate to take specific actions, how, and when. This collaborative work product is documented at the end of the Oregon Solutions process in the Declaration of Cooperation (Doc), which can be understood as an implementation plan. The DoC, including the stakeholder commitments, is considered to be a “living” document that may evolve with the opportunities for parties to amend it by unanimous consent from time to time, to represent changing situations, until project completion or until suspended by mutual agreement.

Attachment E: Cross-Sector Recommended Strategies for Accelerating Transportation Electrification in Oregon

Cross-Cutting Strategies

- Develop a workforce development strategy for transportation electrification in Oregon.
- Education and tech support for those interested in installing commercial infrastructure. Analyze legal barriers and make recommendations for adaptation to support transportation electrification.

Light-Duty Personal Vehicle Strategies

- Develop an awareness metric to track awareness trends.
- Collaborate on statewide education and awareness strategy.
 - In connection with education/awareness strategy, develop a streamlined one-stop clearinghouse for incentives and purchasing information. Engage/train dealers, drive traffic to participating dealers, create a program for dealer incentives.
- Conduct a statewide infrastructure gap analysis.
- Identify barriers to a more open and accessible public charging infrastructure network. Implement statewide campaign to encourage workforce support of EV adoption.
- Identify and implement opportunities and funding to increase financial access to personal ownership of EVs for low-income, rural, and communities of color.
- Establish a protocol to identify the needs of community members experiencing barriers to EV ownership.
- Develop and test culturally appropriate strategies to promote Oregon's Charge Ahead Rebate.

Overall Fleet Strategies

- Implement process for public posting of EV registration data for public/private fleets.
- Convene fleet managers to understand barriers, explore opportunity for joint purchasing, and provide tech support resources to support fleet electrification

Private Fleet Strategies

- Develop a funding stream for demonstration projects in rural areas and urban areas with poor air quality.
- Use the Clean Fuels program to finance fleet electrification studies where appropriate.
- Work with ports to provide incentives/contract elements to encourage fleet electrification for fleets interacting with marine/air ports.
- Support electrification of forklifts at distribution facilities and leverage Clean Fuels credits to support fleet electrification.

Public Fleet Strategies

- Explore gaps in incentives, funding, and financing for public fleets and recommend solutions to gaps.
- Convene to explore incentives, contracts, partnerships, etc. for installation of EV infrastructure in publicly operated facilities.
- Develop best practices guide for fleet managers to work with facilities staff to plan/install charging infrastructure.
- Explore opportunities to develop public fleet solutions to meet community needs (Community benefit agreements, shared mobility, co-locating needed amenities like 110 outlets or TriMet reader boards)
- Identify opportunities to electrify public transit in underserved communities.