West Coast Electric Highway: Building a Robust PEV Market through Regional Collaboration

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“West Coast Green Highway” Initiative: BC, WA, OR, & CA - Make the 1,350 miles of the West Coast’s “Main Street,” I-5, an alternative fuels corridor.

First step: Create an Electric highway from “BC to Baja”
In Oregon, EVs can travel to:

- Mt. Hood
- Entire Oregon coastline
- Over the Cascades
- California, Washington, British Columbia.

So...WHAT HAVE I LEARNED???
My Overarching Policy: **Visibility**

The public needs to see these cars on the roads. They need to get behind the wheel. They need to find someone they know that has an EV. They need to SPREAD THE WORD-Even if they never buy an EV. They’ll support electric transportation, because it’s FAMILIAR.

Determine Single Point of Contact

Single point of contact can coordinate with multiple regions/partners in order to ensure seamless network, avoid duplication, avoid conflicts, establish accountability, and provide consistency.
Agree upon a “brand”
(Example: West Coast Electric Highway)

• Establishes reputation
• Creates brand recognition
• Public relates brand to reliability
• Makes it easier to convey messaging in collateral, earned media, etc.

Portray single “branding” that signifies the larger network in order to transmit a singular look and feel to the public
West Coast Electric Highway: Creating A Brand

Get plugged in!
Making the case for a shift towards electric transportation

The West Coast Electric Highway is a partnership of states from the West Coast that aims to create a network of charging stations to support electric vehicle (EV) adoption and reduce emissions. The project is led by the Oregon Department of Transportation (ODOT) and involves partners from Washington, Oregon, and California.

The West Coast is recognized as a leader in EV infrastructure and is working towards creating a cohesive, interconnected EV charging network. This initiative will not only benefit the environment but also provide economic benefits to the region.

For more information, visit: oregon.gov/cleancities

Partners Developed: Logo, branding, brochure, & outreach plan.
Establish Parameters

GOAL: Develop host site specifications to filter potential host sites, which all regions must utilize.

1. Location Relative to the Interstate/Interurban Highway
2. Site Accessibility
3. Site Layout
4. Site Facilities
5. Site Hours of Operation and Staffing
6. Site Parking
7. Site Shelter
8. Signage
9. Combination or Cooperative Sites
Deployment Lessons Learned

1. Co-locate & leverage funding (+ visibility)
2. Conduct an assessment of existing traffic patterns
3. Install more than one charger at high traffic sites
4. At a minimum, prepare the site with power infrastructure (A.K.A. “Make Ready”)
5. Install accompanying Level 2 (+ Level 1 if could be used for workplace charging)
6. If possible, install charger that has CHAdeMO & SAE
Deployment Lessons Learned

1. Engage the utility as soon as possible (THINK 3-PHASE POWER, 480V)
2. Create a list after conduct audit of all possible choices that fit parameters of 2-3 top choices
3. Keep city, local permitting involved along the way
4. Make contact with chamber and any other stakeholders once you’ve done the research for consultation within reason
5. Ensure you’re locating best site for EV driver and centrally located to spur local economic activity
6. Post the host site options on a virtual platform for public comment
7. KEEP PUBLIC/EV Community engaged throughout, open process, document everything
8. Keep file for future install leads that didn’t work out, you NEVER know
Wait, wait...don’t tell me...

1. OCPP
2. Open architecture
3. Build in as much flexibility as possible to the contract, in order to remain nimble
GOAL: To develop an EV Tourism Industry in Partnership with Travel Oregon, Travel Portland, and other Tourism Industry partners.
Travel by EV: Quieter. Faster. Cleaner. Smarter. **Better.**

*Leave Oregon like you found it.*
EV Ambassadors Initiative: ODOT & Citizens’ Utility Board

EV Host Site Ambassador: Astoria, Oregon

www.evambassadors.com

Jay Flint, Executive Director
EV Ambassadors:
Citizens’ Utility Board & ODOT
Key Recommendation:
EV Highway Signage
ODOT petitioned FHWA
“Energizing Oregon”
Oregon’s Statewide EV Plan

• Action-oriented plan with a specific set of recommended actions.
• Energize Oregon Coalition: Serves as an implementation arm of the plan with public (ODOT) and private (Drive Oregon) co-chairs.
• Divided into 5 Key Challenges & Recommendations Categories:
  1. Organizational
  2. Deployment
  3. Policy & Inducements
  4. Utilities
  5. Outreach, Education, & Communications
Key Recommendation: *Organizational*

- Maintain Oversight Group to Guide & Advance EV Industry in Oregon
- Identify Lead Entities Responsible for Implementation

Energize Oregon Coalition: *Led by ODOT & Drive Oregon*
Travel Oregon by EV.
Leave a lighter footprint so you can return to explore again!

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