



## **Oregon Clean Fuels Backstop Aggregator 2020 Workplan**

Transportation electrification saw tremendous momentum in 2019, from launches and announcements from automakers with a slew of new models coming to market to historical investments by utilities and cities across the United States. In Oregon, adoption of EVs has seen continual growth, soaring past the halfway mark to the Governor's goal of 50,000 EVs on the road by 2020. Forth Mobility Fund and its partners continue to engage consumers about the benefits of driving electric and we will be putting the revenue from the Clean Fuels Program to work to build on the momentum and amplify the efforts and investments throughout the State. To support State efforts to meet the Governor's Executive Order 17-21, Forth Mobility Fund will continue its statewide presence while also ramping up efforts in key market areas with a host of new outreach and education programs. Forth Mobility Fund has also been engaged in the Oregon Electric Vehicle Collaborative process and sees opportunities for synergy in the goals and strategies in development by participating stakeholders. We see the Backstop Aggregator role as an opportunity to continue to reach areas in the State where other investments have been slow to develop while also leveraging the Clean Fuels revenue of other entities, such as utilities, in key markets where adoption is expected to grow.

In 2019, Forth Mobility Fund built on existing relationships statewide and built new ones with the support of new community partners and organizations. We hosted over 30 ride and drive events across Oregon, attended roughly two dozen community events, and engaged over 15 utilities, among other activities. We will submit a more detailed report on activities to date by March 31, 2020, as required by our contract. We have monetized the credits provided to us in 2019, for a total revenue of \$789,340.50. The revenue that funds and informs the 2020 workplan is from the sale of credits generated in 2018 from the following utilities: Central Electric Coop, City of Ashland, Consumers Power, Midstate Electric Coop, Blachly-Lane, City of Forest Grove, City of Milton-Freewater, Clearwater Power Company, Coos-Curry Electric Coop, Oregon Trail Electric Coop, Salem Electric, West Oregon Electric Coop, Hood River Electric Coop, Canby Utility Board, City of Bandon, City of Monmouth Power & Light, Columbia Basic Electric Coop, Douglas Electric Coop, Harney Electric Coop, Idaho Power, Surprise Valley Electric Coop, and Wasco Electric Coop.



We acknowledge that the Oregon Clean Fuels Program has grown and evolved rapidly in 2019. Nearly all utilities have opted into the program at this point and as such, the Forth Mobility Fund and the Oregon Department of Environmental Quality recognize the need to be more flexible with our workplan. This workplan is informed by the revenue generated from a set of utilities from which a majority will be receiving their own credits in early 2020 based on the aggregation of 2019 credits.

Forth Mobility Fund's statewide consumer engagement work is supported by multiple funding sources, including the Oregon Clean Fuels Program. In 2019, a large funding source from the U.S. Department of Energy ended. Moving into 2020, Forth Mobility Fund will leverage the Clean Fuels Program revenue and other new sources of funding to continue advancing electric vehicle adoption in Oregon. Further, since Forth Mobility Fund will be aggregating credits for a much smaller number of utilities moving forward, we see 2020 as an opportune year for leveraging Clean Fuels revenue to advance transportation electrification.

The workplan presented below is broken out into the three major categories of work identified in our contract with the Oregon Department of Environmental Quality: Statewide Consumer Engagement, Utility Engagement, and Focused Local Programs. We see the proposed workplan as an impactful use of funds that demonstrates a flexible interpretation of the Backstop Aggregator contract while meaningfully advancing transportation electrification toward meeting State and Regional goals.

#### **Statewide Consumer Engagement (2020 Budget: \$509,000)**

The following activities represent a continuation of Forth Mobility Fund's outreach strategies as well as new programs that have been developed in 2019 for implementation. Specific partners and deliverables are still under consideration but we feel these strategies will create the highest impact for the Backstop Aggregator's Clean Fuels Revenue in 2020. These efforts to increase awareness of electric vehicles will be amplified via social and traditional marketing channels as well as Forth hosted webinars throughout the year. Across the following programs, we anticipate hosting at least 10 Ride and Drive events across the state and having a major presence at the Portland International Auto Show. A list of deliverables is included at the end of the document, but specific deliverables are still being developed.



- Go Forth Electric Showcase & Fleet Management: This includes direct costs of staffing and managing the physical operations of the Go Forth Electric Showcase in Downtown Portland and the fleet vehicles Forth Mobility Fund uses to support test drives, travel for/as part of programming, and ride and drive events. This includes staff time managing test drives and tours in the physical showcase, facilitating long term rentals, and managing and servicing the vehicles themselves. This also includes hard costs such as space rental, telecommunications, vehicle leases, parking, and cleaning services.
- Group Buy: Forth Mobility Fund will coordinate a group buy in Oregon. Working with community partners, we will secure commitments from businesses and community organizations to purchase an EV (likely used) for organization use. Costs include staff time facilitating and coordinating relevant parties and perhaps some contract work with community organizations.
- EV Ambassadors: EV owners and advocates are a great resource for driving consumer adoption because they bring enthusiasm and experience which reinforces the benefits of going electric. This program will support Oregon's electric vehicle enthusiasts through the development of a statewide EV engagement plan including ride and drives and EV 101 presentations, creation of a digital platform for Ambassadors to come together, share information and promote EV related events, development of trainings and messaging tools to ensure that EV Ambassadors meet the Forth Mobility Fund's consumer engagement standards, and support for EV Ambassadors to host EV events in their communities at schools, community centers, workplaces, etc.
- Workplace Engagement: Most broadly, this includes engaging with employers about encouraging and supporting EV adoption among employees. It also includes encouraging workplace charging installations and workplace ride and drive events. Forth has developed a certification program for businesses and organizations to encourage EV driver friendly workplaces. We will be piloting this program in Oregon in 2020. This work will leverage DEQ's Employee Commute Options program, Metro's Regional Transit Options program and regional transportation management agencies. We would also like to work with Oregon Department of Energy and ZEWIWG to incorporate this within the Governor's Award for Businesses or Organizations Program.
- Dealer Engagement: This includes work to engage and train dealers to sell EVs while also creating a marketing push to



drive traffic to participating dealerships. This program will be most successful when amplified with funding either from a utility partner or a third-party funder to support incentives for salespeople. This funding also includes the costs to support a booth at the Portland International Auto Show.

- Financing Pilot: This program will help rideshare drivers for Uber and Lyft who are low-income, underbanked, or have poor credit secure financing for a used electric car. Designed specifically to benefit drivers, the program provides education on how to successfully transition to an electric car coupled with fair financial access that many drivers can't secure otherwise.

### **Utility Engagement (2020 Budget: \$70,000)**

As mentioned in the introduction, most utilities in Oregon have opted into the Clean Fuels Program and will be receiving their own credits beginning in 2020. As such, Forth Mobility Fund would like to see those utilities investing the revenue from EV registrations in their service territories back into transportation electrification efforts. We believe it would be reasonable to invest a smaller portion of the total revenue than in 2019 to continue efforts and momentum gained with many of the consumer owned utilities in the State. This revenue would go toward maintaining and building relationships with Oregon utilities participating in the Oregon Clean Fuels Program. Forth Mobility Fund will work with existing contacts at opted-in utilities to encourage spending of Clean Fuels revenue on transportation electrification. On occasion, Forth Mobility Fund will support EV promotion at utilities by providing resources, trainings, and ride and drives. In addition, Forth will host 1-2 workshops in 2020 to convene utilities and connect them with one another and other industry partners to discuss the benefits and challenges of increasing electric vehicle adoption and share ideas about potential incentives they can provide to their customers.

### **Focused Local Programs (2020 Budget: \$105,000)**

The Backstop Aggregator Contract states that Forth Mobility Fund shall create focused local programs in areas where a higher number of electric vehicles are registered. Specifically, where the sale of credits results in at least \$20,000 in annual revenue from a single utility service territory, Forth Mobility Fund shall dedicate at least 50% of the total annual revenue from the sale of credits from that service territory on this task. We may also choose to develop focused programs in other



regions, particularly where it is serving as Backstop Aggregator for several nearby utilities or there are strong regional electric vehicle markets.

For utilities that have a significant number of vehicles registered, and thus generate a substantial amount of credit revenues, we will dedicate some of those revenues to targeted programs within that region. These focused local programs will be designed in consultation with the local utility and other partners and will evolve to reflect best practices and research findings about effectiveness over time. In 2018, the utilities that generated more than \$20,000 in revenue (based on the sale of 2018 credits) were: Central Electric Co-op, Consumers Power, Coos-Curry Electric Co-op, and City of Ashland, Salem Electric, and Midstate Electric Coop. As mentioned in the introduction and highlighted throughout this workplan, most utilities have opted in to the program and will be receiving their own batch of credits in 2020, to reflect credits generated in 2019. This workplan reflects our revenue from the sale of 2018 credits and, thus, there is overlap between the utilities Forth Mobility Fund is aggregating for and those that will be aggregating their own credits. As such, the focused local program aspect of our workplan will continue but is designed to be more flexible as the program evolves. This programming will take place on a rolling basis but will include the following elements:

- Ride and Drive events in key markets across the state that align with these utility service territories
- Targeted engagement and training for regional fleet managers
- As needed, identifying and collaborating with community organizations, in partnership with local utilities
- Support for the Clean Rural Shared Electric Mobility Project (CRuSE): Some Clean Fuels revenue will be used to support the EV car share project that is launching in Hood River in early 2020. This is a demonstration project to provide electric mobility options for traditionally underserved communities and demonstrates the value of the Clean Fuels Program for innovative and impactful investments.
- Tractor Pilot: Though still in development and reliant on additional sources of funding, this project would demonstrate the viability of electric tractors for agricultural communities in Eastern Oregon.



The deliverables listed below includes activities and programs to be carried out by the Forth Mobility Fund and contractors through December 31, 2020. This workplan is reflective of anticipated work to be done but is not intended to be all-inclusive. Unanticipated work may supplement this list and some tasks may be modified to accommodate unforeseen situations.

TASK	SUBTASK	RESPONSIBILITY	DUE DATE	LOCATION
Backstop Aggregator Role Administration (10% at most)	Workplan approved by DEQ	Forth/DEQ	January 2020	N/A
	Submit Annual Report (2018)	Forth/DEQ	March 31, 2020	N/A
	Monetize credits, market value	Forth/CleanFuture	Ongoing	N/A
	Prepare workplan for 2021	Forth	December 31, 2020	N/A
Deliver consumer electric vehicle outreach & education statewide	Stand-alone and mobile Go Forth Electric Showcase	Forth	Ongoing	Statewide
	Deliver at least 10 Ride and Drive events	Forth	Q4 2020	Statewide-exact locations TBD
	Design and implement focused workplace charging outreach and education	Forth	Ongoing	Statewide
	Design and implement an EV Ambassadors Program & Associated Events	Forth	Ongoing	Statewide



	Implement a Group Buy for organizations to acquire an electric fleet vehicle	Forth/CBOs	Q4 2020	Statewide
	Acquire financial support to launch a dealer engagement program in Oregon	Forth	Q4 2020	Exact market TBD
Focused Local Programs	Renew work agreement for Central Oregon CBO (Environmental Center)	Forth/Environmental Center	Q2 2020	N/A
	Deliver at least 4 Ride and Drive Events and 6 static outreach events in Central Oregon	Forth/Environmental Center	Q4 2020	Central Oregon (Central Oregon Coop., Midstate Electric Coop.)
	Seek/offer at least one vehicle "group buy" in Central Oregon	Forth/Environmental Center/ Dealers	Q4 2020	Central Oregon
	Targeted Outreach in Eugene, Salem, Oregon Coast, Corvallis	Forth/Utilities	Q4 2020	Statewide/Regional
	Conduct 1 Ride and Drive Event	Forth/City of Ashland	Q2 2020	Southern Oregon



	in Southern Oregon			
	Focused outreach incorporating Chargeway beacons to engage with consumers about charging	Forth, Chargeway/Environmental Center	Q2 2020	Central Oregon
Utility Engagement	Partner with non-opted-in utilities to accelerate transportation electrification	Forth	Ongoing	Statewide
	Webinars for Utility Working Group	Forth	Quarterly	N/A
	Consulting on Clean Fuels programming to opted-in utilities	Forth	Ongoing	Statewide
	Utility Working Group In-Person Workshops	Forth/Utilities	Q2 & Q4 2020	Statewide
	Transportation Electrification Plan Consulting	Forth	Ongoing	Statewide
	Printed/Co-branded collateral for partners	Forth	Ongoing	N/A





<b>Estimated budget through December 31, 2020</b>	
<b>Program Type</b>	<b>Expense</b>
Statewide Consumer Engagement	\$ 509,000
Utility Engagement	\$ 70,000
Focused Local Programs	\$ 105,000
Administration	\$ 70,000
<b>Total Expenses (with Indirect Overhead)</b>	<b>\$ 754,000</b>