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Portland State University (PSU) seeks temporary permission to locate and operate charging stations within the public right-of-way. PSU has partnered with Portland General Electric (PGE) and the City of Portland to transform a block of SW Montgomery Street into "Electric Avenue," a temporary demonstration project showcasing a variety of electric vehicle charging stations manufactured by multiple firms.

Context

Oregon has been selected as one of five test markets for the rollout of the fully electric Nissan Leaf. Nissan has accepted 200,000 pre-orders in the five test markets and Oregon welcomed its first Leaf in December 2010. The Chevy Volt is expected to be available in Oregon in July. The concurrent release of the Nissan Leaf, Chevy Volt, Tesla, and a variety of other electric vehicles creates a uniquely significant junction in time. The availability of charging infrastructure in public locations may be central to the adoption of these vehicles.

The 2009 Portland Climate Action Plan specifically addressed the need for Electric Vehicle Support Equipment (EVSE) in an effort to reduce transportation emissions.

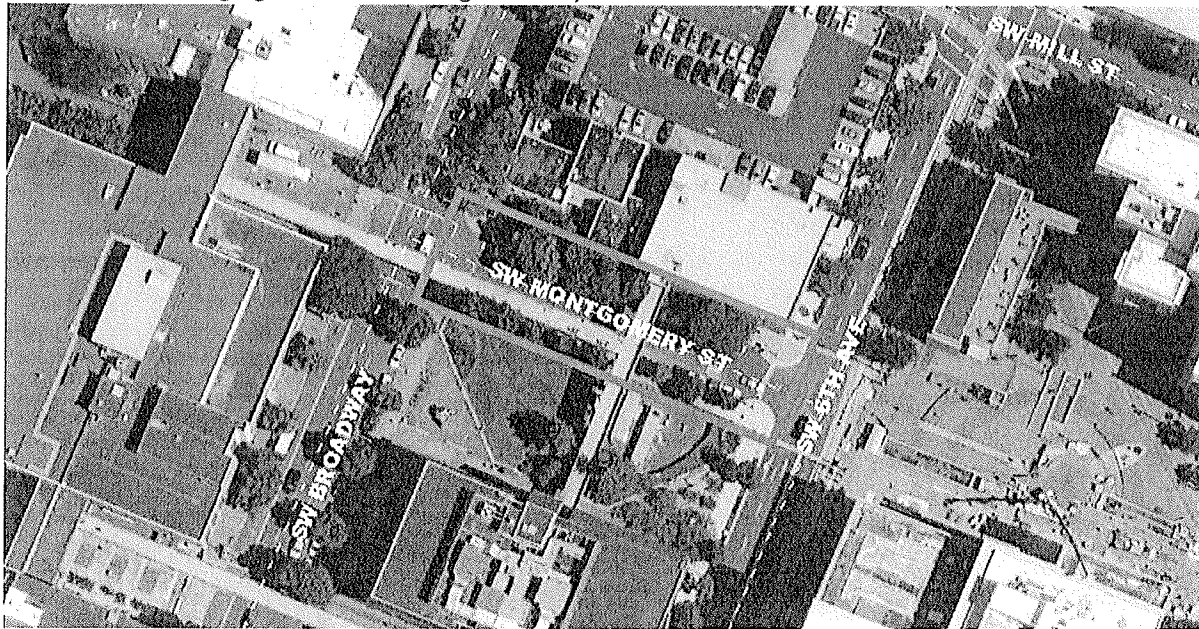
2030 Goal:	Action to be completed by 2012:
Reduce the lifecycle green-house gas emissions of transportation fuels by 20 percent.	Accelerate the transition to plug-in hybrids and electric vehicles by supporting the installation of a network of electric car charging stations.

After the adoption of the Portland Climate Action Plan, the City's Electric Vehicle Working Group generated "Electric Vehicles: The Portland Way," a report outlining strategies to meet sustainability goals, promote Portland as an early adopter market, facilitate the use of electric vehicles, and leverage economic development opportunities in this growing industry. Portland City Council formally adopted the recommendations of this effort, including "Provide limited use of the right-of-way for EV charging."

Demonstration Project

Located on SW Montgomery Street between SW Sixth Avenue and SW Broadway, the demonstration site is surrounded by examples of sustainable transportation infrastructure, including bus, MAX, and Portland Streetcar stops, bicycle parking and support services, and Zipcar vehicles. Within the heart of the University District, the site is characterized by high levels of foot traffic and visibility.

In the long term, the street is to be upgraded as part of the SW Montgomery Green Street Plan, an initiative of the Portland Development Commission and the Bureau of Environmental Services. The improvements will be tied to the redevelopment of an adjacent academic building, which PSU hopes to undertake in 3-5 years. These future plans create a unique opportunity to implement a temporary demonstration project simultaneous with the distribution of electric vehicles. The pilot project will allow partners to investigate the challenges and opportunities associated with installation of multiple types and brands of charging stations in the right-of-way.



The pilot project is planned to be installed during the summer of 2011, and active for a period of two years. The project is intended to be of a limited duration. At the end of the demonstration project, charging stations will be returned to participating firms, unless a separate agreement is reached. PSU does not seek permission for long-term operation at this time. Any long-term operation of charging stations at the site would be informed by the findings of the demonstration project, and would require a new agreement among the partners.

Partners

Electric Avenue is the product of extensive collaboration among university staff and faculty, a utility company, and a variety of city agencies. Public partners include: Bureau of Transportation, Portland Development Commission, Bureau of Planning and Sustainability, and the Office of Mayor Sam Adams.

Electric Vehicle Support Equipment (EVSE) firms are donating electric vehicle charging stations, including one DC Quick Charger, for the course of the demonstration project. The firms will retain ownership of, and maintenance responsibility for, the charging stations throughout the project. The firms will be contractually bound to adhere to City policies regarding operation within the right-of-way, specifically including policies addressing media content within the right-of-way. Firms will be contractually prohibited from displaying paid advertising on the charging stations unless explicitly allowed under city policy.

Partner Contributions & Project Goals

This demonstration project is primarily designed as a learning experience for all involved. The demonstration project is not designed to generate any direct financial benefit for any partners or participating vendors. PGE will devote significant financial resources to the installation of the charging stations.

PSU will contribute towards the installation effort, and serve as the customer of record for the new utility account. The new electrical infrastructure serving the charging stations will be metered separately from other PSU electrical accounts. PSU will pay for the cost of power throughout the demonstration period, which is to be modest.

PSU is working with the City to ensure that the demonstration project does not create revenue losses for the Bureau of Transportation. Specifically, PSU has identified opportunities to create additional on-street parking spaces near the demonstration site in order to mitigate any loss of parking revenue.

Visitors who use the charging stations to power their electric vehicles will pay only standard rates for parking without any premium for electricity. No fees of any kind will be charged for the use of the charging stations. The parking spaces will remain under the purview of the Portland Bureau of Transportation. PSU will not have the authority to restrict use of the parking spaces in any way.

The project is expected to generate an invaluable case study. Project plans have prompted partners to identify, and develop solutions to, the logistical challenges of charging infrastructure in the right-of-way. These negotiations, and the actual implementation of on-street charging, will be thoroughly documented for potential replication elsewhere in Portland.

Each charging station will be individually metered by PGE, and further data sharing is a requirement of vendor participation. PSU faculty members will conduct additional monitoring through student coursework and research efforts, potentially including intercept surveys of users to determine priorities and motivations for public charging. Data collection during the initial rollout of electric vehicles will inform efforts to adequately prepare for changing needs.

Finally, the demonstration project will provide an opportunity for multiple companies with a regional presence to showcase new products, perhaps making improvements in response to discoveries made during implementation. The project will create awareness of new technology while contributing to Portland's reputation as a leader in sustainability and collaborative problem-solving.

Request for Permit


PSU requests a temporary, revocable permit for the demonstration site for two and a half years, or 30 months, in order to incorporate the two-year demonstration period as well as the installation and removal of the EVSE. A temporary franchise of 30 months (two and a half years) with an option for extension would strongly support the successful implementation of this demonstration project. The permit would apply only for the proposed Electric Avenue, a one block area on SW Montgomery between SW Broadway and SW Sixth.

In order to proceed with the temporary demonstration project, PSU is committed to installing charging stations promptly upon receiving the revocable permit. In view of this schedule, PSU respectfully requests that the City Council proceed with considering the issuance of a temporary, revocable permit allowing PSU to proceed with the installation of its facilities subject to the terms and conditions negotiated with City staff.

PSU would be most appreciative of the City allowing PSU to proceed with the installation of charging stations and understands the risks of installation while operating under a temporary, revocable permit. PSU is willing to assume such risk in order to proceed with this demonstration project as soon as possible. PSU acknowledges that any expenditure, time, or other act is at risk under this permit. We understand that upon revocation or expiration of the permit by the Council, the PSU shall, within 90 days, remove the installed facilities and restore the street area as required by and to the satisfaction of the City Engineer.

PSU acknowledges that a permit granted by the City of Portland Office of Cable Communications and Franchise Management does not relieve PSU from the need to seek appropriate permits for improvements on PSU property or within the right-of-way. PSU will coordinate with the City of Portland to obtain the required permits for elements including, but not necessarily limited to, the installation of utility infrastructure within the right-of-way, the installation of the charging stations, and any other improvements within the right-of-way.

Thank you for your assistance with this matter.

A handwritten signature in black ink, appearing to read 'Mark Gregory', enclosed within a large, hand-drawn oval.

Mark Gregory
Vice President
Finance and Administration
Portland State University

