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Finance & Administration

Post Office Box 751 503-725-4444 tel
Portland, Oregon 97207-0751 503-725-5800 fax

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Jennifer Li
Office for Community Technology
Revenue Bureau, City of Portland
111 SW Columbia Street, Suite 600
Portland, OR 97201

Jennifer Li,

In 2011, Portland State University partnered with Portland General Electric 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. The ordinance allowing the location and operation of charging stations within the public right-of-way for the demonstration site is currently scheduled to expire on February 10, 2014. Portland State seeks an extension of the ordinance through February 2015.

The installation of Electric Avenue demonstrated progress towards actions identified in the 2009 Portland Climate Action Plan and "Electric Vehicles: The Portland Way," a product of the City's Electric Vehicle Working Group. The project has successfully provided an opportunity to explore electric vehicle charging in the right of way. An extension would allow newly available products to be incorporated into the project, providing an invaluable research opportunity at a crucial point in a developing industry, while providing additional time for charging services to be installed in other locations, reducing the negative impacts of decommissioning the pilot project.

Project Accomplishments & Need for Extension

Electric Avenue has provided an important service to early adopters of electric vehicles, an opportunity for project partners to explore issues related to charging infrastructure in the public right of way, and a showcase for newly developed products.

Electric Avenue continues to provide an important service, as it contains two of the three publicly accessible fast-chargers in the Central City of Portland. An extension would provide time for additional planning and installation of charging stations at other locations around the city, ensuring that sufficient alternatives are available when Electric Avenue is decommissioned.

The lessons learned from Electric Avenue are being shared nationally and internationally. Initial project findings have been made publicly available at www.pdx.edu/electricavenue. Industry and municipal delegations have visited from Germany, Austria, New Zealand, Australia, Japan, Korea, Great Britain, and Canada, in addition to multiple states. Media

visits have resulted in coverage in the New York Times, Forbes Magazine, and several TV programs. Electric Avenue was the first stop in Jeff Merkley's "Oil-Free Across Oregon" trip. A temporary extension of Electric Avenue allows for a continuation of research efforts and communications during a time of significant change in the industry.

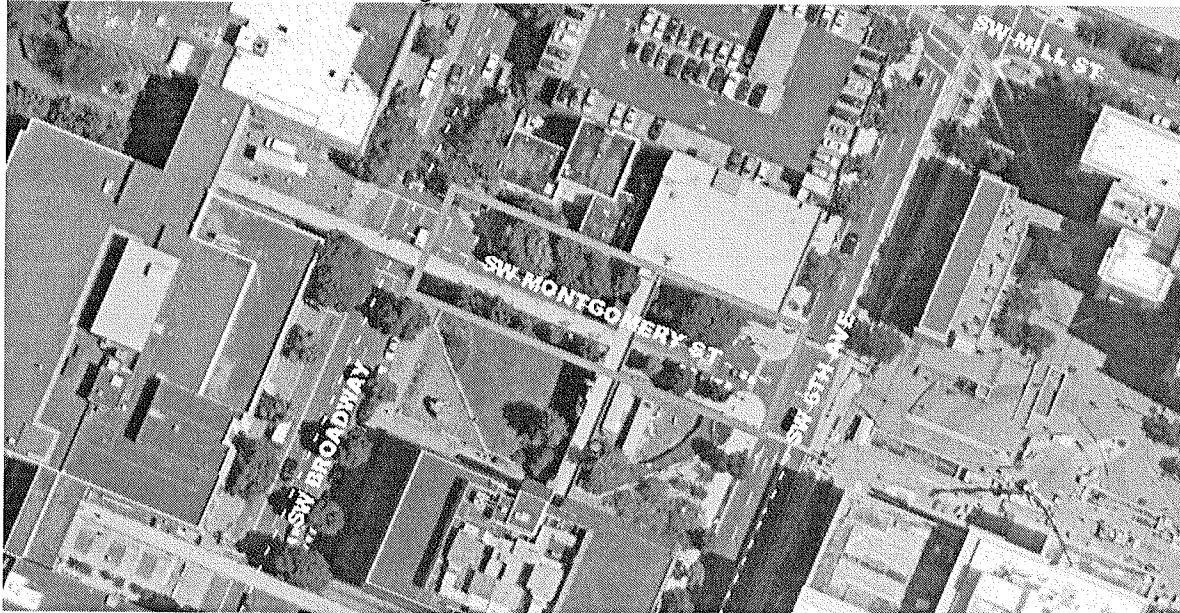
During the course of operation, several types of electric vehicles have been introduced into the Oregon market. Electric Avenue has provided a venue for the testing and launching of several vehicles, including the Chevy Spark EV and Mitsubishi i-Miev. Several companies, including Nissan, Ford Mitsubishi, and Car2Go have provided additional opportunities for test drives of new vehicles at Electric Avenue. An extension would allow additional events at Electric Avenue at a time when new vehicles are entering the market.

Electric Avenue also continues to serve as a demonstration site for innovative products, as charging stations are periodically replaced with newer models. An extension of Electric Avenue would provide an opportunity to introduce newly developed alternative equipment, as industry standards are being developed.

Project Site

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.

The parcel adjacent to Electric Avenue is home to the PSU School of Business, which will be renovated and expanded in the next several years. In partnership with the City of Portland, PSU intends to pursue improvements to Montgomery Street in conjunction with this project, as part of the Montgomery Green Street Plan. Construction will not begin until after the planned decommissioning of Electric Avenue.



Equipment

Electric Vehicle Support Equipment (EVSE) has been donated by a variety of firms for the course of the demonstration project. The firms retain ownership of, and maintenance responsibility for, the charging stations throughout the project. The firms are required to adhere to City policies regarding operation within the right-of-way, specifically including policies addressing media content within the right-of-way. Firms are prohibited from displaying paid advertising on the charging stations. At the end of the demonstration project, charging stations will be returned to participating firms, unless a separate agreement is reached.

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.

PSU serves as the customer of record for the new utility account. The electrical infrastructure serving the charging stations is metered separately from other PSU electrical accounts. PSU pays for the cost of power, through PGE provides renewable power at no increased cost.

PSU worked with the City to ensure that the demonstration project did not create revenue losses for the Bureau of Transportation. Specifically, PSU 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 pay only standard rates for parking without any premium for electricity. No fees of any kind are charged for the use of the charging stations. The parking spaces remain under the purview of the Portland Bureau of Transportation.

Finally, the demonstration project provides 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 creates awareness of new technology while contributing to Portland's reputation as a leader in sustainability and collaborative problem-solving.

Thank you for your assistance with this matter.



Dan Zalkow
Executive Director
Planning, Construction & Real Estate
Portland State University