

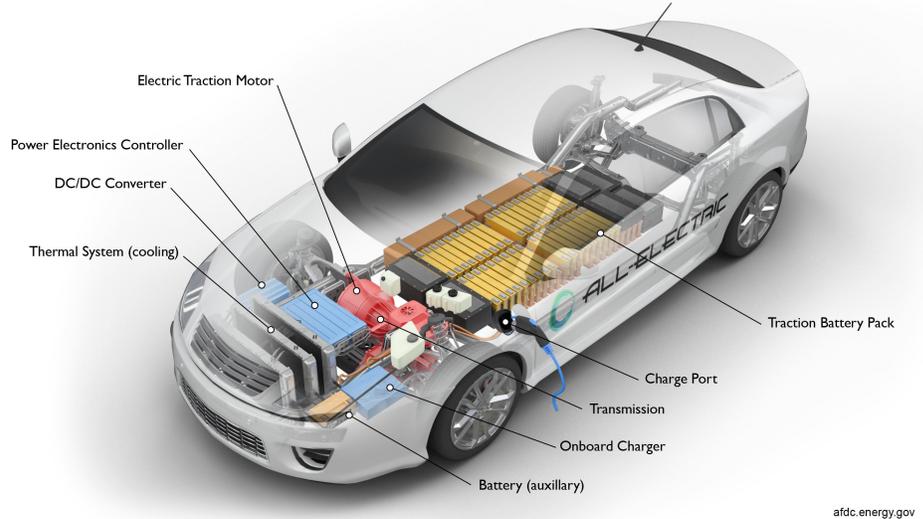


April 5, 2021

RE: **HB 2182 Testimony, Joint Committee on Transportation**

All-Electric Vehicle

Working with volunteers to provide input about electric vehicles (EV's) in Oregon, I **created a survey** and finalized a report in August 2020, [Promoting Electric Vehicles in Oregon: Citizen Input for Legislative and Policy Development](#). Respondents were primarily state chapter members of the *Electric Auto Association*, which means most all the **data was from Oregon electric car drivers and owners**. The open-ended survey questions were designed to encourage creative and candid answers, and though challenging to analyze, **recurring themes and priorities became apparent**.



**“Education,”** along with charging infrastructure and incentives, were electric car drivers highest priorities. And, as suggested by people's responses, the major "education" goal would be as follows:

### ***Educate the public about electric vehicles and incentives to purchase or lease them***

Since working in collaboration and partnership with others can further enhance success, in this spirit I offer some **specific objectives that apply the stated goal** and overall **may suggest amendments** to the current bill.

- **EV Strategic Plan & Marketing Campaign** is developed as a formal and collaborative “'Lectric' Educational Agency Partnership” (“LEAP!”) between relevant state agencies to develop overall goals, objectives, specific strategies to create and produce materials needed for special events, outreach partnerships and to provide technical assistance.
- **EV Special Events** are developed by relevant state agencies, such as the Oregon Department of Energy, the Oregon Department of Transportation, the Oregon Tourism Commission to educate and promote EV's.
- **EV Outreach Partnerships** are initiated and cultivated through state agencies reaching out to non-profit groups, relevant or interested businesses, and appropriate government agencies; overall, partners especially addressing air quality, climate change, sustainability, tourism, equity, and renewable energy to educate the public about EV's.
- **EV Technical Assistance** is provided by various state agency staff working as team members of the 'Lectric' Educational A Partnership (LEAP!) from planning to implementation and providing materials and other resources to non-agency groups involved in the EV Outreach Partnership program.

I **support HB 2182** in its general intent **to enhance educational outreach efforts not only about the electric vehicle incentive program but in all ways that promote the adoption of electric vehicles**. Regarding it's specifics, I am **open to any potential amendments offered in this regard**, and that may also subsequently involve others, state agencies and other partners to further enhance planning and implementation.

Respectfully,