

Breakout Session #1 – Discussion of Scope and Strategy

Key points about the definition of “EV”

- 1 Everyone’s Vehicle; Bicycle, Pass Car, Truck, Grid Connected?
- 2 E miles vs. G Miles –All Electric operation, CO2 / Petroleum Reduction,

Key points about the definition of “Everywhere”

- 1 Location, Location, Location – Differentiation Across the Nation.
- 2 EV is a normal Car. EV is only car, in it I can go very far.

Key points about gaps or missing elements

- 1 Appropriate Standards
- 2 Broader social and economic issues acceptance, 1st responder
- 3 Education and experience

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Key points about the definition of “EV”

- Conflict between symbolic target (i.e. 5-passenger vehicle) and inclusion of the whole market
- 5-year payback (TCO) is an insufficient metric for selling cars

Key points about the definition of “Everywhere”

- Everywhere equals the entire country (be as inclusive as possible as opposed to deployment communities)
- Everywhere is more than geography, be open to all business models & stakeholders

Key points about gaps or missing elements

- PEV paradigm problem (consumer value)
- Balance of System issues related to infrastructure
- Timeline, interim steps for EV Everywhere

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Key points about the definition of “EV”

- Need to clearly understand customer value propositions to determine where to start
- What does electrification enable (functions and features) and what enables electrification?

Key points about the definition of “Everywhere”

- Must start with local community and business concentrations
- “Everywhere” is thinking about a transportation system: vehicles + everything else

Key points about overall scope

- Confusing scope - all electrified vehicles all at once
- In terms of customer acceptance and degree of difficulty, recommend that separate plug-in hybrid electric vehicles and battery electric vehicles - different types

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Key points about the definition of “EV”

- 1. Expand scope of effort to include commercial vehicles
- 2. Majority of an vehicle’s miles should be e-miles if it’s to qualify as an EV

Key points about the definition of “Everywhere”

- 1. Workplace charging should be a priority; collaborative pledge by employers
- 2. Define value propositions vs. or including payback

Key points about gaps or missing elements

- 1. Creative business models need to be considered
- 2. Fast charge may be a premium.....need to consider creatively

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Note: topics reflect discussion, but not necessarily consensus

Key points about the definition of “EV”

- Optimize electric miles traveled
 - How to define an “electric mile”?
 - Vehicle type agnostic
- Payback time: 5 years may be too long (especially by 2022)? Is payback period important as a metric (do consumers care/calculate)?
- Consumers think in terms of monthly payment/first costs
- Defining “affordability” (multiple definitions across consumers)?

Key points about the definition of “Everywhere”

- “EV-Mainstream”
- 24/7/365
- Passenger cars, fleets, commercial vehicles?
- Range anxiety/opportunity/security; charging behavior and infrastructure utilization; telematics (and associated standards); driver awareness of State of Charge

Key points about gaps or missing elements

- Reliability
- Infrastructure compatibility issues
- Authorization for charging
- Non-cost consumer values/barriers
- Defining/characterizing/identifying vehicle “consumer” for 2022
- How to measure (and who’s responsible for measuring) “electric miles”?