

***EV Everywhere* Grand Challenge:
Consumer Acceptance and Charging Infrastructure Workshop**

Monday, July 30, 2012 – LAX Marriott, Los Angeles, CA

Event Objective: *DOE aims to obtain stakeholder input on the consumer acceptance and charging infrastructure barriers associated with the EV Everywhere Grand Challenge. This input will help guide the Challenge and the next-generation technology development necessary to enable U.S. companies to be the first in the world to produce plug-in electric vehicles (PEVs) that are as affordable and convenient for the average American family as today's gasoline-powered vehicles - and to do so within the next 10 years.*

8:00-8:30AM	CONTINENTAL BREAKFAST
8:30-8:35 AM	CALL TO ORDER <i>Mr. Patrick Davis, DOE EERE Vehicle Technologies Program</i>
8:35-8:45 AM	STRATEGIC SIGNIFICANCE OF PLUG-IN ELECTRIC VEHICLES <i>Mr. David Sandalow, Under Secretary of Energy(Acting) and Assistant Secretary for Policy and International Affairs</i>
8:45-8:55 AM	WELCOMING REMARKS — SETTING THE STAGE <i>Dr. David Danielson, Assistant Secretary of Energy, EERE</i>
8:55-9:05 AM	RESULTS FROM INITIAL FRAMING WORKSHOP <i>Patrick Davis, DOE EERE Vehicle Technologies Program</i>
9:05-9:25 AM	THE <i>EV EVERYWHERE</i> CHALLENGE – CONSUMER ACCEPTABILITY <i>Jake Ward, DOE EERE Vehicle Technologies Program</i>
9:25-9:50 AM	CHARGING INFRASTRUCTURE — DRIVING FLEXIBLE EV DESIGN <i>Lee Slezak, DOE EERE Vehicle Technologies Program</i>
9:50-10:00 AM	GUIDELINES AND CHARGE TO BREAKOUT SESSIONS
10:00-10:20 AM	BREAK (move into breakout rooms)

10:20-11:20 AM	<p>BREAKOUT SESSION #1 – BRAINSTORM CONSUMER ACCEPTANCE BARRIERS AND INFRASTRUCTURE SCENARIOS</p> <ul style="list-style-type: none"> • Three breakout groups will brainstorm consumer acceptance issues and identify ideas that have the potential to maximize mass market adoption of electric vehicles. • Two breakout groups will define candidate Infrastructure scenarios for the year 2022 (high level concepts). The candidate scenarios include core scenarios and at least one ‘out-of-the-box’ approach.
11:20-11:30 AM	RECONVENE IN MAIN ROOM
11:30-12:00 PM	<p>BREAKOUT GROUPS REPORT OUT</p> <ul style="list-style-type: none"> • Breakout Groups A&B&C report consumer acceptance issues and potential solutions for further refinement • Breakout Groups D&E report candidate Infrastructure scenarios for further refinement
12:00-12:20 PM	BREAK (pick up lunch for WORKING LUNCH in Breakout Session #2)
12:20-2:00 PM	<p>BREAKOUT SESSION #2 – REFINE CONSUMER ACCEPTANCE CONCEPTS AND INFRASTRUCTURE SCENARIOS</p>
2:00-2:15 PM	BREAK
2:15-4:00 PM	<p>BREAKOUT SESSION #3 – DEVELOP ACTION PLANS & PREPARE SLIDES OF MAJOR FINDINGS</p> <ul style="list-style-type: none"> • <i>What are the limitations of the proposed ideas?</i> • <i>What are the R&D needs?</i> • <i>What are the Regulatory and Standards needs?</i> • <i>Identify the actions needed. Identify the appropriate leaders/participants for each action.</i> • <i>What are the timelines for the actions?</i>
4:00-4:10 PM	REASSEMBLE FOR REPORTING OUT FROM BREAKOUT GROUPS
4:10-5:20 PM	REPORTS from BREAKOUT GROUPS
5:20-5:30 PM	WRAP-UP / CLOSING REMARKS
5:30 PM	ADJOURN