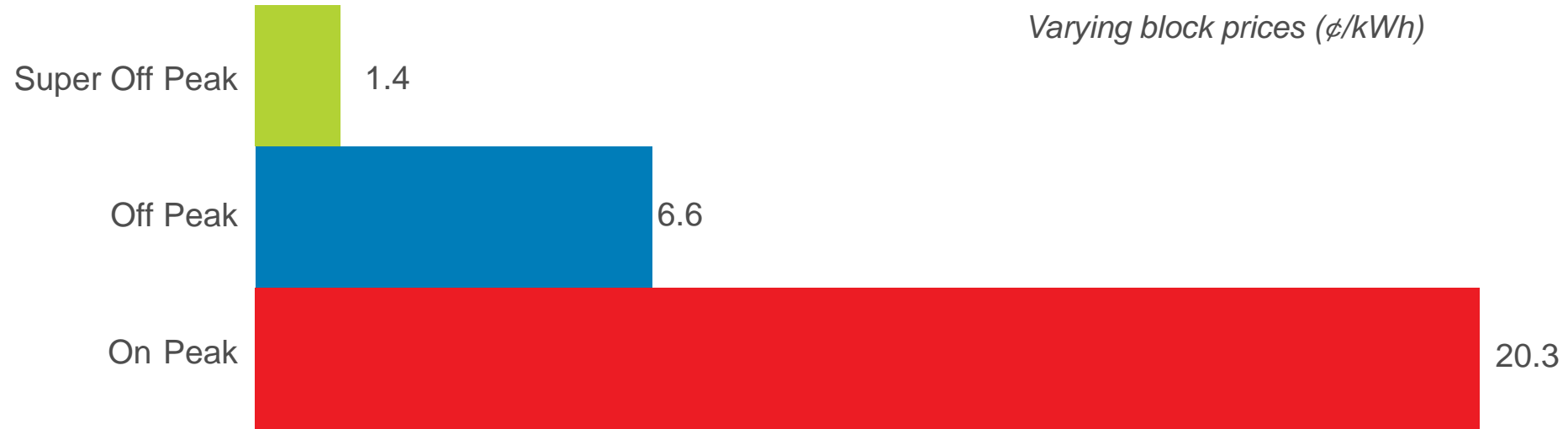
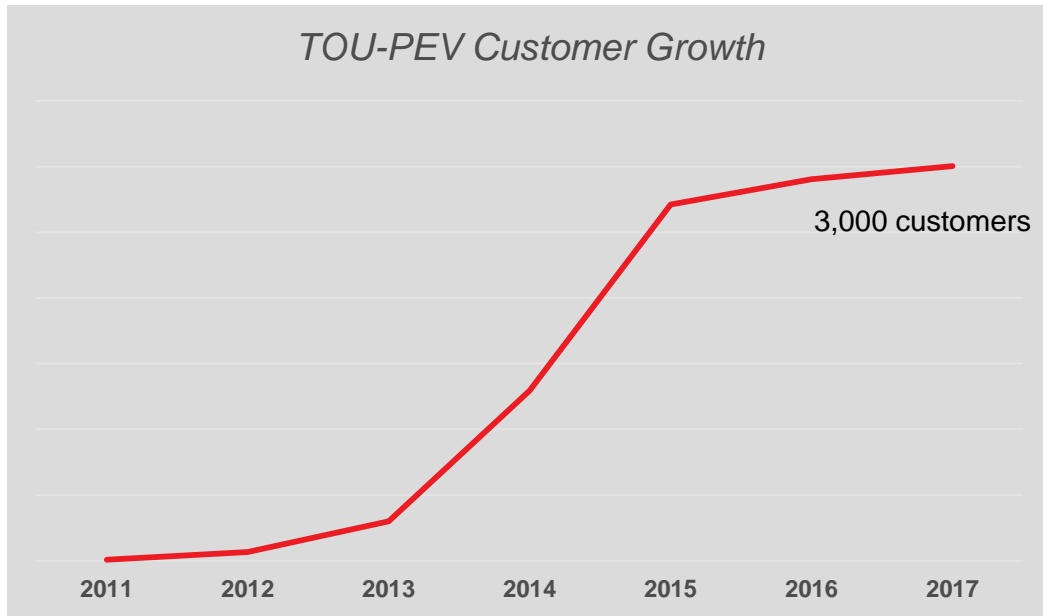


Rate Design Subcommittee

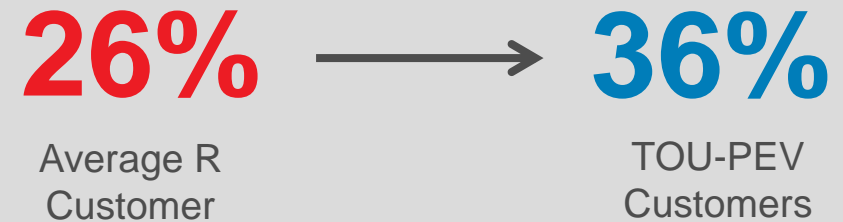
Georgia Power's Plug-in Electric Vehicle Rate



TOU-PEV Customer Growth



Usage increase in super off peak

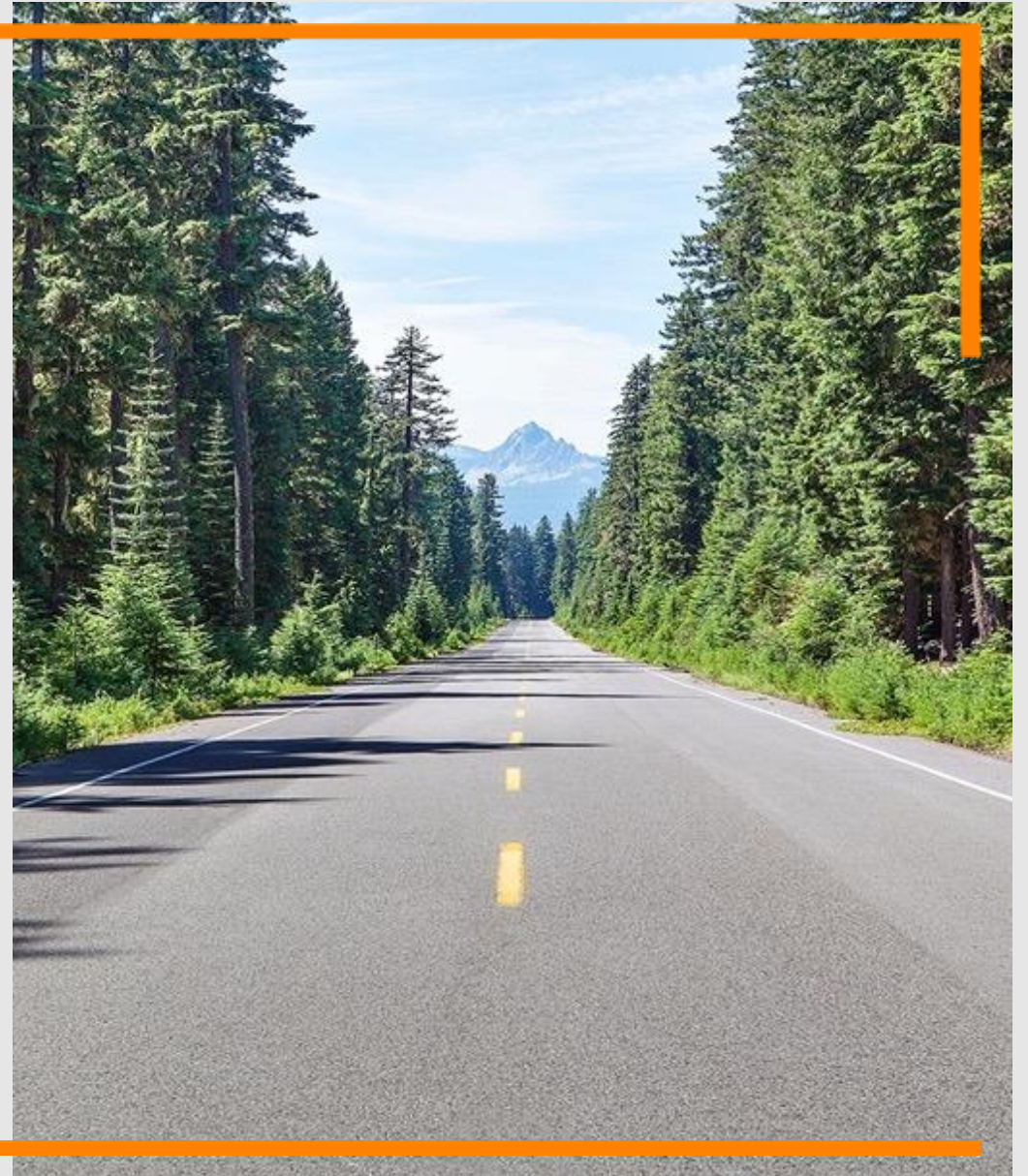


**Average Savings of
\$180 per year**

Rate Design Subcommittee

Transportation Electrification and NARUC

Jeanette Shaw, Director, Government Relations
February 11, 2018



Who we are:



Nonprofit (501c6 & 501c3)

Mission: Forth is transforming the way we get around. Through innovation, demonstration projects, advocacy and engagement, we are advancing electric, smart, autonomus and shared transportation in the Pacific Northwest and beyond.

Funded by grants, member companies, and Roadmap—our annual conference

Membership 120+ companies, utilities, local governments, other stakeholders

Not Just Cars



Industry Development

Monthly networking

Connect companies &
resources

Roadmap Conference
www.roadmapforth.org

EV conference outgrows space, attendance doubles

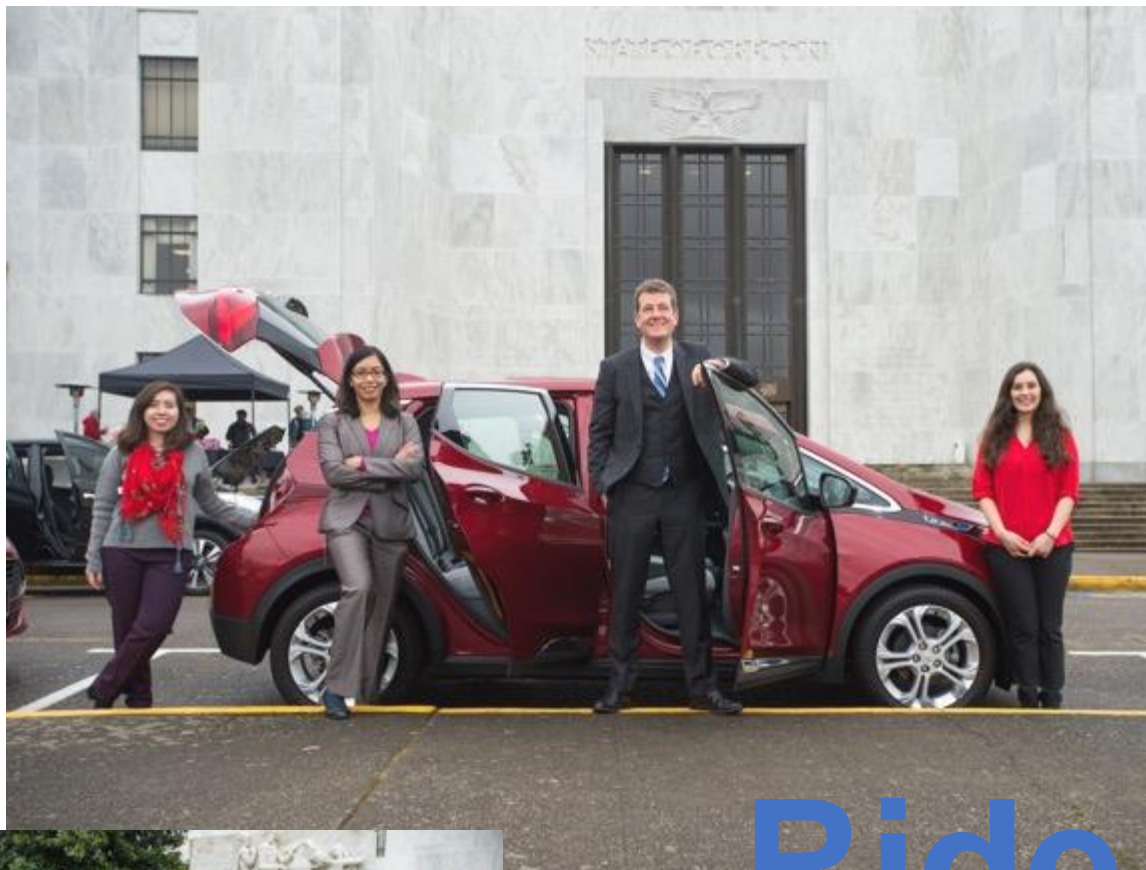
June 20, 2017 by Kim Moore Published in Must Reads 1 comment



Record attendance at a long-running electric vehicle conference in Portland shows how the sector is maturing.

Consumer Engagement





Ride & Drives



Demonstration Projects



Organizations and Outreach Efforts



Legislative & Regulatory



Transportation Electrification Plan

MARCH 2017



Current Mobility System Largely Broken

Underutilized. Cars parked 95% of time, average occupancy in US 1.08 = **1.35% “Capacity Factor”**

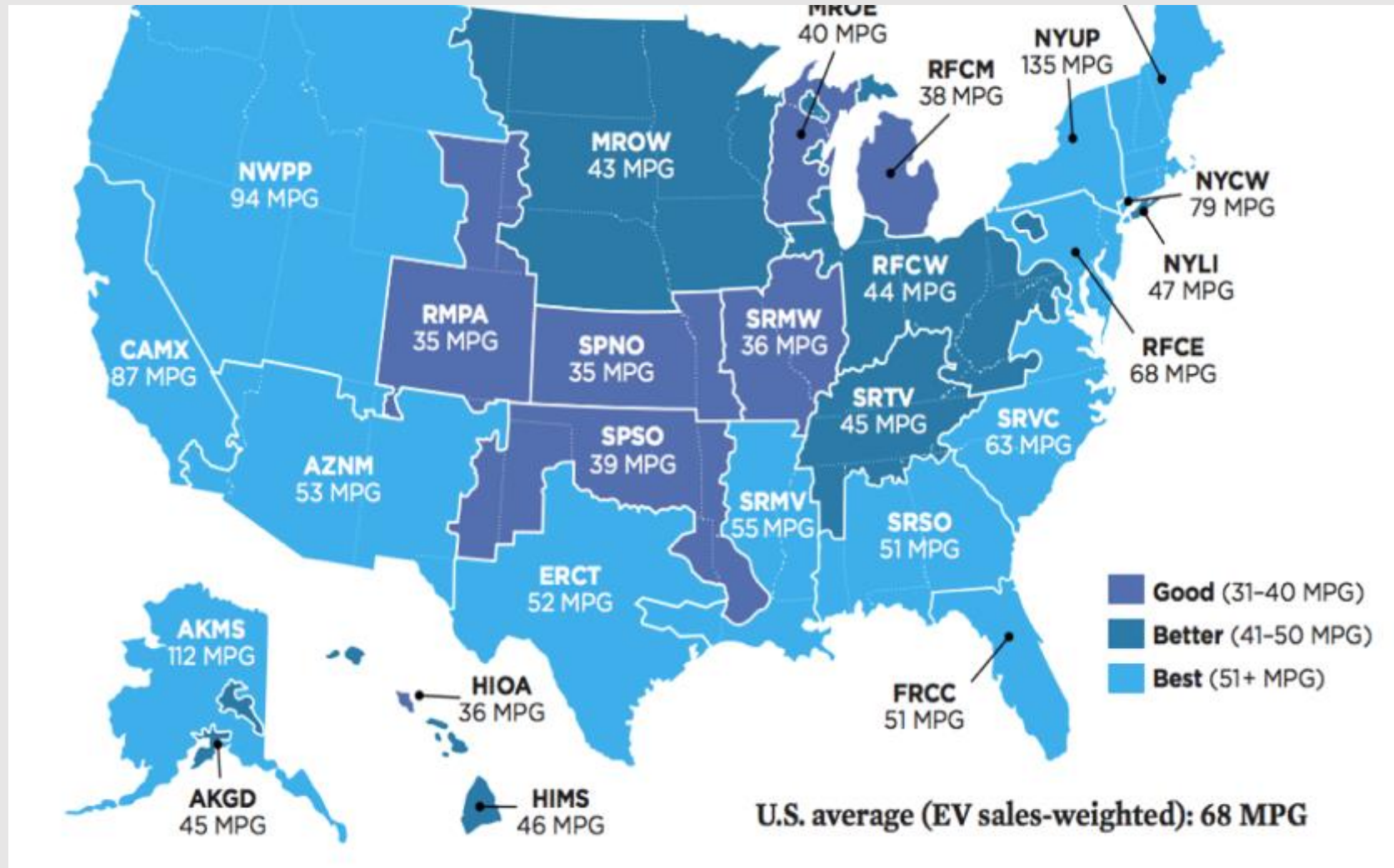
Expensive. Mobility is 2nd highest expense in US families – about \$9,500/year) and traffic costs economies billions.

Dirty. The primary source of air pollution and a major source of carbon pollution (more than power plants in US)

Inefficient. Only about 1% of energy consumed actually moves people

Dangerous. Car accidents kill 1.2 million annually worldwide

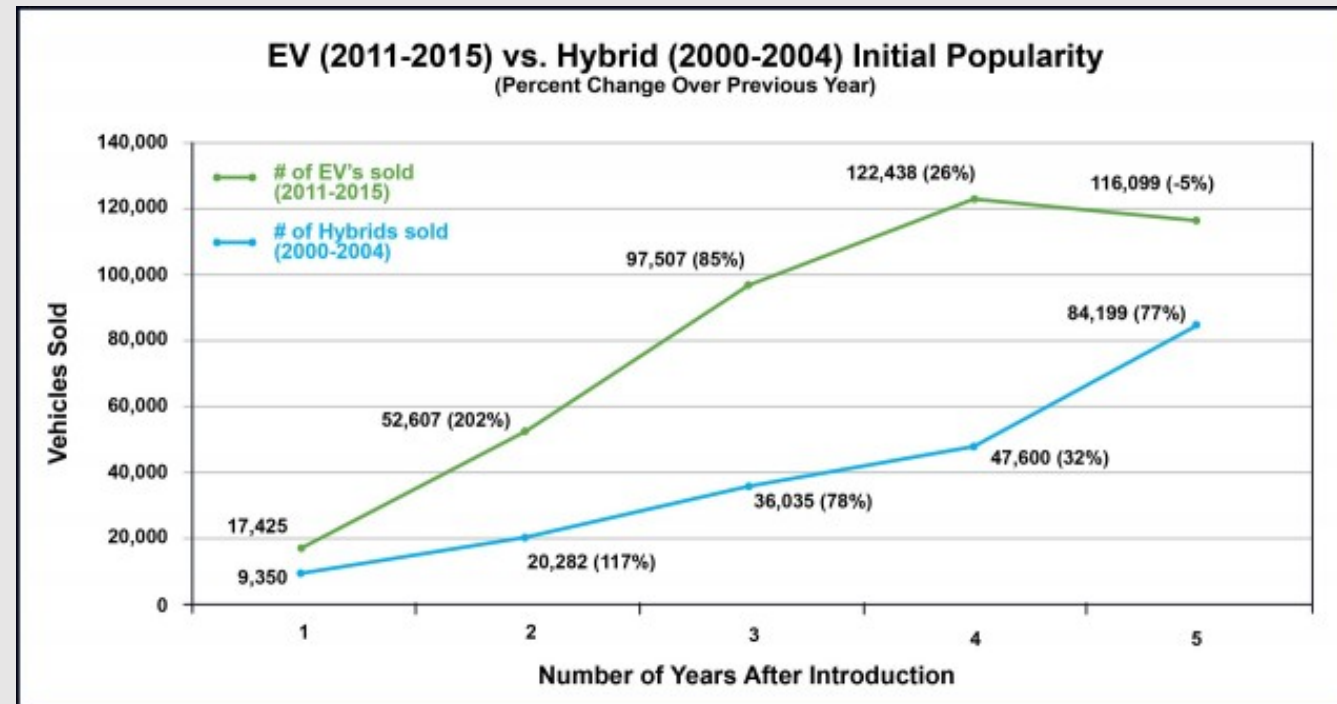
Electric Vehicles are Key to Carbon Goals



Electric Cars Are Coming Fast – Example

Oregon ~16,000

Lane Electric Territory ~352



What Might This Mean for Utilities?

Stronger Relationships with Customers – and New Questions

Increased Electricity Sales with “Good” and Flexible Load

Downward Pressure on Rates

Changes to Peak Load

Possible Distribution Impacts – and Demand Response Opportunities



Strategies to Explore

Develop a Plan

Customer Outreach & Education

Support Key Markets

Encourage “smart” charging

Engage with Key Stakeholders

Engage with Forth – We Can Help!



Questions?

Jeanette Shaw

Director of Government Relations

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