

# NEW APPROACHES TO FINANCING THE PUBLICLY AVAILABLE ELECTRIC VEHICLE CHARGING NETWORK

*The third meeting of the Advisory Panel and C2ES*

October 1, 2014  
10:00 a.m. – 3:00 p.m.  
Doubletree Hotel  
415 Capitol Way N  
Olympia, WA 98501

The purpose of this workshop is to assess the effectiveness of various business concepts at financing publicly available charging infrastructure in the state of Washington. The workshop will begin with an opening plenary session based on a simple business model for publicly available charging that Washington state has already explored. Following the plenary session, each workshop participant will be assigned to one of three breakout groups. Each group will explore three types of electric vehicle (EV) charging infrastructure gaps, and discuss alternative ways to finance charging stations. The charging gaps will be drawn from cases in the Task 1 report from this study, *Assessing the Electric Vehicle Charging Network in Washington State*.

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10:00 a.m.    **Welcome and Introductions**

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10:15 a.m.    **Plenary: The Business Challenge of a Publicly Available EV Charging Network**

*Janet Peace, C2ES*

C2ES will present the basic financing problem that exists with a publicly available EV charging network: revenue does not easily exceed costs. We will use a simple model to illustrate the challenges with publicly available charging and identify various approaches (the “toolbox”) to address these challenges. The group will discuss how each tool may or may not solve the basic financing problem.

C2ES will also review the breakout group process and provide time to review the solution toolbox materials. For each breakout session, the group will first discuss the materials for the session. Second, the group will identify the key financial assumptions and logical relationships. Third, the group will weigh the pros and cons of potential solutions and assess their viability and rank them using the following three criteria:

1. **Financial sustainability:** Will the private sector invest in this solution?
2. **Ease of implementation:** Is this solution actionable today with current technology and market conditions?
3. **Replicability:** Can this solution be implemented in more than one location?

Finally, the group will report out their findings during the final 5-10 minutes of each breakout session.

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11:15 a.m.     **Breakout 1: Interregional Charging Gaps**

Interregional travel in Washington state is currently difficult for battery electric vehicles (BEVs) because of a lack of DC fast charging along major corridors. Breakout groups will use the results of a trip simulation from Seattle to Spokane to discuss this challenge and possible solutions.

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12:00 p.m.     **Lunch**

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12:30 p.m.     **Breakout 2: Urban Public Charging Gaps**

Access to charging in urban areas may be limited because of a large ratio of EVs to publicly available charging locations. Breakout groups will use data on EVs and charging locations in the Seattle metro region to discuss this challenge and identify possible solutions.

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1:15 p.m.     **Breakout 3: Destination Charging Gaps**

BEVs are currently unable to reach destinations along the Pacific Coast because of a lack of charging along key routes. Breakout groups will use the results of a trip simulation from Olympia to Port Angeles to discuss this challenge and identify possible solutions.

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2:00 p.m.     *Break*

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2:15 p.m.     **Summary, Discussion and Next Steps**

*Nick Nigro, C2ES*

C2ES will summarize key takeaways from the day including the most favored potential solutions for each charging gap. Participants will be encouraged to share their own conclusions.

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3:00 p.m.     **Adjourn**

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## Washington State Advisory Panel

NAME	ORGANIZATION
<i>Wayne Amondson</i>	Cowlitz County Public Utility District
<i>Rep. Judy Clibborn</i>	Joint Transportation Committee Co-Chair
<i>Scott DeWees</i>	Western Washington Clean Cities
<i>Tonia Buell</i>	Washington State Department of Transportation
<i>Ben Farrow</i>	Puget Sound Energy
<i>Rep. Jake Fey</i>	House Transportation Committee Member
<i>Stephen Johnsen</i>	Seattle Electric Vehicle Association (SEVA)
<i>Ron Johnston-Rodriguez</i>	North Central Washington Plug-In Center
<i>Charles Knutson</i>	Governor's Policy Office
<i>Rep. Drew MacEwen</i>	House Republican Caucus Member
<i>Rep. Chad Magendanz</i>	House Republican Caucus Member
<i>Sen. Mark Mullet</i>	Senate Transportation Committee Member
<i>Rep. Dick Muri</i>	House Transportation Committee Member
<i>Rep. Ed Orcutt</i>	Joint Transportation Committee Member
<i>David Peterson</i>	Nissan North America, EV Regional Manager, Marketing & Sales Strategy
<i>Sandra Pinto de Bader</i>	City of Seattle Office of Sustainability
<i>Colleen Quinn</i>	ChargePoint
<i>Glen Stancil</i>	NRG Energy EV Services eVgo