WORLD ELECTRIC VEHICLE
CITIES & ECOSYSTEMS
MAY 5, 2012 | JW MARRIOT | DOWNTOWN LOS ANGELES

presented by UNIVERSITY OF CALIFORNIA
ABOUT THE EVENT CO-ORGANIZERS

LUSKIN CENTER FOR INNOVATION, UCLA LUSKIN SCHOOL OF PUBLIC AFFAIRS
The Luskin Center unites the intellectual capital of UCLA with civic leadership to address pressing issues confronting our community and world through scholarship, policy-oriented research, and community engagement. Initiative areas include sustainable mobility, climate change planning, sustainable energy, and green chemistry.

PLUG-IN HYBRID & ELECTRIC VEHICLE RESEARCH CENTER, UC DAVIS
The UC Davis Plug-In Hybrid & Electric Vehicle Research Center is the hub of collaboration and research on plug-in hybrid and electric vehicles for the State of California. The Center, administered by the Institute of Transportation Studies at UC Davis, expanded its focus from plug-in hybrids to both plug-in hybrids and all-electric vehicles with the renewal of funding from the California Energy Commission’s Public Interest Energy Research (PIER) Program. Led by Director Dr. Tom Turrentine, the Center has been operating since early 2007.

STEERING COMMITTEE
David Beeton, EV Ecosystems at International Energy Agency
Stephen Crolius, Transportation Program Director, Clinton Climate Initiative
J.R. DeShazo, Director, Luskin Center for Innovation, University of California, Los Angeles
Ben Holland, Project Get Ready Manager, Rocky Mountain Institute
Robert Stüssi, President, APVE Portuguese Electric Vehicle Association
Paul Telleen, U.S. Department of Energy
Tali Trigg, International Energy Agency
Tom Turrentine, Director, PH&EV Research Center, Institute of Transportation Studies, University of California, Davis
Yunshi Wang, Director, China Center for Energy & Transportation, University of California, Davis
Tamar Sarkisian, Conference Coordinator, UCLA Luskin Center for Innovation; and Candidate, Master’s in Urban & Regional Planning, UCLA, 2013
Cities are critical catalysts in the development of electric vehicle ecosystems. This conference showcases city success stories, enables city-to-city learning, and advances new visions for the development of electric vehicle (EV) ecosystems. It is also a forum to help refine and strengthen the goals and strategies of nonprofit organizations that work with municipalities and other stakeholders to support the EV cities of the future.

**DAY @ A GLANCE**

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8:15 A.M. - 8:30 A.M.  BREAKFAST AND REGISTRATION

8:30 A.M. - 8:40 A.M.  WELCOME

J.R. DeShazo - Director, Luskin Center for Innovation, University of California, Los Angeles
Tom Turrentine - Director, PH&EV Research Center, Institute of Transportation Studies, University of California, Davis

8:40 A.M. - 9:15 A.M.  OPENING KEYNOTES

David Sandalow - Assistant Secretary of Policy and International Affairs, United States Department of Energy
Thomas Becker - Vice President of Government Affairs, BMW Group

9:15 A.M. - 10:30 A.M.  OPENING PLENARY

DEVELOPING EV CITIES AND ECOSYSTEMS

Municipalities around the world are proactively supporting the development of electric vehicles with an ecosystems approach. This panel will feature representatives from three cities that have made considerable progress. The panelists will highlight the innovative programs along with their strategies, lessons learned, and elements for success in fostering EV ecosystems and transitioning to wide-scale vehicle electrification.

David Beeton (Moderator), Operating Agent, EV Ecosystems at International Energy Agency
BARCELONA, SPAIN
Ramon Pruneda, Strategic Sectors Project Manager, Barcelona City Council

AMSTERDAM, NETHERLANDS
Maarten Linnekamp, Project Manager, Management Consulting

SHANGHAI, CHINA
Guangyu Cao, Deputy General Manager, Shanghai International Automobile City Group Co., Ltd.

10:30 A.M. - 11:00 A.M.  BREAK
11:00 A.M. - 12:15 P.M.  BREAKOUT SESSION 1

CREATING A CHARGING INFRASTRUCTURE FOR CITIES (ROOM A)
Charging infrastructure is a critical component of EV ecosystems. The prevalence of charging stations can mitigate range anxiety and increase consumer confidence. The city representatives on this panel will discuss practical solutions for establishing viable EV charging infrastructures, integrating charging infrastructures into multiple building types, and creating charging networks within a given region.

Terry O’Day (Moderator), Director, California Business Development, NRG Energy
PORTLAND, OREGON, USA
George Beard, Alliance Manager, Research & Strategic Partnerships, Portland State University
LISBON, PORTUGAL
Tiago Faria, Board Member, Lisbon Mobility and Parking Municipal Company
SAN DIEGO, CALIFORNIA, USA
Joel Pointon, Electric Transportation Program Manager, San Diego Gas and Electric

ENHANCING PUBLIC EV ENGAGEMENT WITH EV DRIVE EXPERIENCES (ROOM D)
Public misconceptions about owning and operating an electric vehicle can impede EV adoption. City-implemented EV engagement programs allow the public to become better familiarized with electric vehicles, thereby relieving fears or misconceptions. Such programs have also helped educate the public about economic incentives that cities offer to owners of EVs. The experts on this panel will share their experience with successful civic EV engagement programs, highlight keys to success, and offer a framework for similar programs around the world.

Urs Muntwyler (Moderator), Professor of Photovoltaics, Bern University of Applied Sciences
VICTORIA, AUSTRALIA
Kristian Handberg, Project Manager, Low Emission Vehicles, Policy & Communications Division, Department of Transport
SHANGHAI, CHINA
Yue Cao, Engineer, Shanghai International Automobile City Group Co., Ltd.
BERLIN, GERMANY
Roald Koch, Co-Founder, Berlin Agency for Electromobility eMO
RE-ASSESSING STRATEGIES OF NON-PROFITS HELPING CITIES
Non-profit organizations are key partners in supporting cities and working with industry to advance the adoption of electric vehicles. Leaders include the Portuguese Electric Vehicle Association (APVE), the California Plug-In Electric Vehicle Collaborative, the William J. Clinton Foundation, and the Rocky Mountain Institute. Executives from these non-profits will highlight their organization’s goals, partners, and strategies that demonstrate the integral role that non-profits have and will continue to play in the transition to vehicle electrification in cities.

Robert Stüssi (Moderator), President, APVE Portuguese Electric Vehicle Association
Diane Wittenberg, Executive Director, California Plug-In Electric Vehicle Collaborative
Stephen Crolius, Transportation Program Director, Clinton Climate Initiative
Ben Holland, Project Get Ready Manager, Rocky Mountain Institute

ELECTRIFYING FLEETS (ROOM A)
Integrating electric vehicles into fleets is one of the most efficient ways that cities can meet environmental goals while providing economic development and other benefits. The cities and companies represented on this panel are leaders in electrifying fleets. They will describe challenges and successes of programs that can serve as case studies for other cities and private sector partners.

Michael Boehm (Moderator), Partner, Haig Barrett
STOCKHOLM, SWEDEN
Eva Sunnerstedt, Project Manager, Clean Vehicles Stockholm
LOS ANGELES, CALIFORNIA
Greg Tabak, Director, Business Sales, Synergy/EV Solutions, Enterprise Holdings
PHILIPPINES
Shannon Arvizu, Founder and Principal, Shannon Arvizu Consulting

EV READINESS FOR FUEL PROVIDERS (ROOM D)
Electric utilities and electric vehicle infrastructure companies have a critical role in EV cities and ecosystems. The expert panelists will describe how electric utilities and EV infrastructure providers have effectively worked with municipalities to manage the impact of EVs and support their fuel needs. The panelists will highlight the role that fuel providers and EV infrastructure companies play in helping cities develop their programs and build their infrastructure systems, as well as educating the public about charging, installation, and rate options.

Mark Duvall (Moderator), Director, Electric Transportation and Energy Storage, Electric Power Research Institute
Robert Graham, Manager of External Engagement, Plug-In Electric Vehicle Readiness, Southern California Edison
Marvin Moon, Director, Power System Engineering Division, Los Angeles Department of Water & Power
Stephen Schey, Director, Stakeholder Services, ECOtality North America

3:30 P.M. - 3:50 P.M.  BREAK

3:50 P.M. - 4:10 P.M.  AFTERNOON PRESENTATIONS

INTRODUCTION
Mike Ferry, Transportation Programs Manager, California Center for Sustainable Energy

SOUTHERN CALIFORNIA’S AIR QUALITY CHALLENGE AND THE ROLE OF ELECTRIFICATION
Matt Miyasato, Assistant Deputy Executive Officer, South Coast Air Quality Management District

INTEGRATING HEAVY-DUTY E-TRUCKS INTO CITIES
Jasna Tomic, Fuels Program Manager, CALSTART

4:10 P.M. - 4:30 P.M.

ANNOUNCING THE GLOBAL ELECTRIC VEHICLE INSIGHT EXCHANGE (EVX)
Ben Holland, Paul Telleen, Tali Trigg, David Beeton, World EV Cities and Ecosystems Steering Committee

THE WORLD ELECTRIC VEHICLE CITIES AND ECOSYSTEMS WEB PORTAL GOES LIVE
Tom Turrentine, Akriti Bhambi, University of California, Davis

4:30 P.M. - 5:30 P.M.  CLOSING PLENARY

NEW NATIONAL VISIONS FOR SUPPORTING EV CITIES & ECOSYSTEMS
This closing panel will take the day’s focus on cities to a larger scale by featuring national and state programs that serve as key examples for how national and state governments can work with cities to promote the development of electric vehicle ecosystems. Leaders of these key programs, the panelists will highlight new visions, goal, and strategies moving forward to advance EV cities.

J.R. DeShazo (Moderator), Director, Luskin Center for Innovation, University of California, Los Angeles
Gereon Meyer, Senior Consultant, VDI/VDE Innovation + Technik GmbH
Tom Cackette, Chief Deputy Executive Officer, California Air Resources Board
Linda Bluestein, Co-Director, Clean Cites, U.S. Department of Energy

5:30 P.M. - 7:00 P.M.  RECEPTION
Energy and Resources Group at UC Berkeley and is an Air Resources Board accredited GHG verifier under the state's Global Warming Solutions Act.

MIKE FERRY
Alternative Transportation Fuels, Vehicle Electrification, Advanced Battery Research, and Public Outreach. He holds an MS degree from the Technical University of Lisbon, his research focuses on urban mobility and alternative fuels and vehicle technologies.

MIKE FERRY
Transportation Programs Manager, California Center for Sustainable Energy

At the California Center for Sustainable Energy (CCSE) Mike Ferry manages over $20 million in federal, state, and regional programs for alternative transportation fuels, vehicle electrification, advanced battery research, and public outreach. He holds an MS degree from the Energy and Resources Group at UC Berkeley and is an Air Resources Board accredited GHG verifier under the state's Global Warming Solutions Act.
ROBERT L. GRAHAM | Manager, External Engagement, PEV Readiness, Southern California Edison
At Southern California Edison, Robert Graham is responsible for federal and state PEV policy activities as well as outreach to communities, PEV manufacturers, and PEV infrastructure providers. He specializes in alternate fuel vehicle transportation applications. Previously, Mr. Graham directed the Electric Transportation Program at the Electric Power Research Institute.

KRISTIAN HANDBERG | Project Manager of Low Emissions Vehicles, Victoria Department of Transport
Kristian Handberg manages an electric vehicle trial on behalf of the Victoria Department of Transport. His auto industry expertise stems from his career with Holden and in doing transport policy development with the Victorian Government. He is a trained engineer and has management experience on a wide range of private and public sector projects.

BEN HOLLAND | Project Get Ready Manager, Rocky Mountain Institute
Ben Holland manages Rocky Mountain Institute’s Project Get Ready, which aims to accelerate the electric vehicle industry by fostering ecosystems in which the technology can most succeed. Ben works with cities and industry leaders to develop and disseminate best practices for electric vehicle integration and adoption.

ROALD KOCH | Co-Founder, Berlin Agency for Electromobility eMO
Roald Koch is co-founder of the Berlin Agency for Electric Mobility eMO, the central point of contact for electromobility in the German capital region. Since 2005 he has also been the senior manager at Berlin Partner, Berlin State Business Development Agency, specializing in Clean Tech and Asian Markets. He has master’s degrees in Chinese and Japanese Studies, Philosophy and Managerial Studies.

MAARTEN LINNENKAMP | Project Manager, Management Consulting
As initiator of Amsterdam Electric, Maarten Linnenkamp has years of project management experience in the roll-out of electric transport in the Amsterdam metro area. He now advises other municipalities, provinces, and the national government. Mr. Linnenkamp is part of the National Electric Transportation Task Force and a number of EU-funded partnerships that encourage knowledge between cities.

GEREON MEYER | Senior Consultant, VDI/VDE Innovation + Technik GmbH
Gereon Meyer, PhD, is an expert in the enabling role of ICT and smart systems for electric and hybrid vehicles and their connection to the power grid. He previously organized the National Strategy Conference on Electromobility for the German Federal Government. He is currently a member of the European Commission’s Ad-hoc Industrial Advisory Group for the European Green Cars Initiative and the head of office of the eNOVA strategy board, a group of 14 German vehicle manufacturers and suppliers dealing with research on key EV technologies. Dr. Meyer is in charge of international collaborations for the German Federal Government’s new EV showcase program.

MATT MIYASATO | Assistant Deputy Executive Officer for the Technology Advancement Office, South Coast Air Quality Management District
In his role at the South Coast Air Quality Management District, Matt Miyasato, PhD, leads the groups responsible for research, development, demonstration and deployment of clean, advanced technologies for both mobile and stationary sources. These technologies include fuel cells, hydrogen, hybrid and plug-in hybrid electric vehicles, and other clean alternative technologies. Dr. Miyasato serves as the lead staff support for the California Plug-in Vehicle Collaborative.

MARVIN MOON | Director, Power Executive Office, LA Department of Water and Power
Marvin D. Moon is a director in the Power System Executive Office of the Los Angeles Department of Water and Power. This includes oversight of various major projects including Smart Grid/Meter Management, Demand Response, Major Distribution Project Coordination, Developmental Services, Reliability, Asset Management and Electric Vehicles.

URS MUNTWYLER | Professor, Bern University of Applied Sciences
Urs Muntwyler is professor of photovoltaics at Berne University of Applied Sciences with training in electrical engineering and expertise in solar and renewable energies. Since 1999, he has chaired the Hybrid & Electric Vehicle Implementing Agreement program of the International Energy Agency.

TERRY O’DAY | Director, California Business Development, NRG EV Services
Terry O’Day is councilmember in the City of Santa Monica and director of California business development for NRG EV Services. Previously, he was Executive Director of the foundation Environment Now. He is also past president of EV Rental Cars, the first rental company in the U.S. to offer only environmentally friendly vehicles to the general public.

JOEL POINTON | Electric Transportation Program Manager, San Diego Gas and Electric
Joel Pointon, founded the electric transportation portion of the Clean Transportation Program for San Diego Gas and Electric. He sits on a number of national PEV advisory panels and boards, including Clean Cities Coalition of San Diego. Prior to that, he worked in the environmental consulting field for over 20 years for Sempra Energy, Hewlett Packard, and Department of Labor, among others.

RAMON PRUNEDA | Strategic Sectors Project Manager, Barcelona City Council
Ramon Pruneda is project manager of strategic sectors in the Department of Economic Promotion of Barcelona City Council. One of his main projects is the management of the LIVE Platform. His experience includes liaising with the public and private sectors in testing and promotion of different electric mobility projects, which include: electric motorbike deployment, converting TMB conventional bus fleets into hybrids, and management of pilot municipal vehicles.

PODCAST AVAILABLE AT WWW.LUSKIN.UCLA.EDU
DAVID SANDALOW | Assistant Secretary of Policy and International Affairs, U.S. Department of Energy

David Sandalow, JD, helps coordinate policy and manage international activities at the Energy Department. Prior to being confirmed as assistant secretary, Mr. Sandalow was energy and environment scholar and a senior fellow in the Foreign Policy Studies Program of the Brookings Institution, as well as chair of the Energy and Climate Change Working Group at the Clinton Global Initiative. He is the author of Freedom from Oil (McGraw-Hill, 2008) and editor of Plug-In Electric Vehicles: What Role for Washington? (Brookings Press, 2009). Previously, he served as assistant secretary of state for oceans, environment & science; senior director for environmental affairs at the National Security Council; and associate director for the global environment at the White House Council on Environmental Quality.

ROBERT STÜSSI | President, APVE Portuguese Electric Vehicle Association, and past President of the European and World Electric Vehicle Association

Robert Stüssi is an urban, regional and mobility planner and a freelance consultant and manager of various companies. He teaches and does research at several universities and advises government authorities. He has served as a director of projects and studies that are financed by different national and international agencies. Mr. Stüssi directed a 25 city demonstration program with electric mini buses.

STEPHEN SCHEY | Director, Stakeholder Services, ECOtality North America

Stephen Schey, MS, is responsible for the planning phases of The EV Project, OEM integration, and project evaluations at ECOtality. He directs the electric utility relations group and leads the EVSE Infrastructure planning consulting efforts. He has over 12 years of experience with EVs and related infrastructure, including as the GM EVI infrastructure manager for Edison EV.

EVA SUNNERSTEDT | Project Manager, Clean Vehicles Stockholm

Eva Sunnerstedt works in the Environment and Health Administration within the City of Stockholm as project manager for the city’s clean vehicles and fuels project. She is trained as a civil engineer, has project management experience in many European cities, and has been appointed several times as a national expert of clean vehicles and fuels.

GREG TABAK | Director of Business Sales, Enterprise Holdings

A career-long dedication to Enterprise Rent-A-Car and the communities it serves has been the defining principle of Greg Tabak’s professional life. As director of sales for the company’s Southern California operation, Greg instills in his team the importance of synergy among the company’s five business units and sustainability as an integral part of running a successful business.

PAUL TELLEEN | U.S. Department of Energy

Paul Telleen works in the Office of Policy and International Affairs at the U.S. Department of Energy, where he manages bilateral and multilateral efforts to accelerate the global deployment of electric vehicles. Mr. Telleen represents the U.S. in the Electric Vehicles Initiative of the Clean Energy Ministerial process, a high-level international policy dialogue dedicated to advancing clean energy technologies.

JASNA TOMIC | Fuel Program Manager, CALSTART

Jasna Tomic, PhD, manages the Fuels Program at CALSTART, a non-profit organization dedicated to alternative transportation solutions and technologies. Her work includes research in hybrid, electric and advanced trucks within the HTUF program and CalHEAT research center, with special focus on fleet adoption and identification of barriers to electric truck commercialization.

TALI TRIGG | Energy and Transport Analyst, International Energy Agency

Tali Trigg joined the International Energy Agency (IEA) in 2010 as an Energy Analyst. His specialty is in transportation technology policy, with an emphasis on smart growth, bus rapid transit, and electric vehicles. He received a Masters of Environmental Management at Duke University.

TOM TURRENTINE | Director of the PH&EV Research Center, Institute of Transportation Studies, University of California, Davis

Tom Turrentine, PhD, studies the role of travel and movement in the evolution of culture, society and lifestyle. He focuses on understanding automobile-based lifestyles and applying anthropological methods and theories to explore potential responses of car users to new technologies and policies. He has studied consumer responses to electric vehicles and other intelligent transportation systems.

YUNSHI WANG | Director of the China Center for Energy and Transportation, Institute of Transportation Studies, University of California, Davis

Most recently, Yunshi Wang, worked as a research fellow at the MIT Sloan School of Management, conducting research on the Chinese economy. As an energy economist, Mr. Wang has worked with the World Bank on China-related energy projects and energy demand projection, as well as with the Japanese government (JICA) in Asia, Africa, and Latin America.

DIANE WITTENBERG | Executive Director and Chairman, California Plug-In Electric Vehicle Collaborative

Diane Wittenberg is responsible for maintaining a transparent financial structure, developing the strategic vision and operating plan for the Collaborative, and recruiting and reporting to Collaborative members. Prior to leading the Collaborative project, Diane was the Executive Director of The Climate Registry and previously, she was president of Edison EV, a subsidiary of Edison International.

### ADDITIONAL LUSKIN CENTER SUPPORT

- Colleen Callahan, Deputy Director
- Teresa Lara, External Affairs Officer
- Susan Woodward, Executive Assistant
- Alison Oviedo, Event Coordinator
- Christian Zarate, Student Assistant
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