

# COA ELECTRIC TRANSPORTATION ROADMAP

Draft Version: 2 Feb 2010



COA programs w/ OEMs (Ford, Chrysler, GM, Nissan, etc.) begin

**OEM Projection:**  
First PEVs: 7 to 40 - mile EV Range  
Li Ion Battery

2012 < 4,000 vehicles

**EPRI Projection for PEVs:**  
20% of New Vehicle Sales  
<3% of All Vehicles on the Road  
<3% of VMT Fraction

2015 - 31,000 vehicles

**OEM Projection:**  
Costs Decrease, Most OEMs Have PEVs in Lineup  
30 to 40-mile EV range

2020 - 192,000 Light Duty PEV Vehicles in Austin Service Territory

**OEM Projection:**  
40-mile+ EV Range

**EPRI Projection for PEVs:**  
40% of New Vehicle Sales  
10% of All Vehicles on the Road  
8% of VMT Fraction

2010

2015

2020

COA Hybrid Fleet Conversion Program

AE RESEARCH w/ CHRYSLER, GM, ERCOT & UT

PECAN STREET PROJECT DEMONSTRATION AT MUELLER  
(Vehicle Integration w/ Smart Grid)

Deploy Test PEV Vehicles

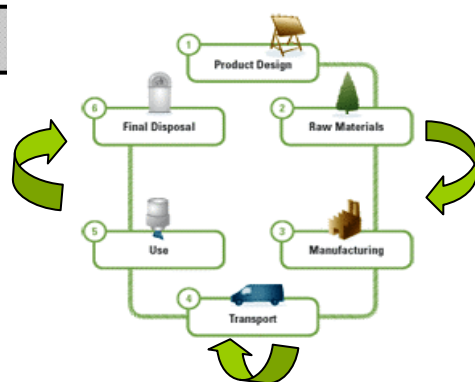
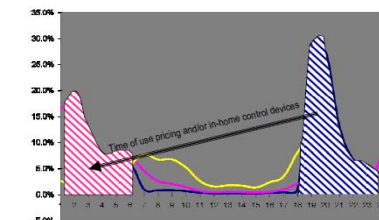
Address Home Energy Consumption & Demand

Energy Choice Based on Consumer Needs

Ultra-Low Carbon Vehicles

Smart Household Controls

Explore Load Shifting to Reduce Day Time Peaks While Considering Life Cycle Impacts of PEV's



Begin Charging Station Testing

AE NEAR-TERM ELECTRIC TRANSPORTATION PROJECT

Install First Test Public Charging Station

Complete Intergovernmental Concept Agreement through CAMPO

Final Public Charging Agreement

Adopt Building Code Changes

Initiate Dealership Program

Adopt and Initiate Voucher Program

Publish Market Research Report

Initiate Marketing Program

Choose Vendors for Different Charging Station Classes

Finalize EVSE Protocols



Austin Energy Estimate of PEV Deployment from 2010 to 2020

Initial PEV Market Intro

PEV Sales Accelerate

Widespread PEV Adoption



Explore Summer V2G w/ PHEV School Buses

Work w/ AISD to Aggregate Vehicles to Shave Peak Demand

Work w/ CMTA and LStar on the Electrification of Mass Transit

Begin Operation of Urban Rail



Conduct Non-Road Program Starting w/ Bergstrom



Develop and Implement Ground Support Program



Provision of On-Going Consumer Incentives

Work w/ Local Schools to Teach & Certify PEV Mechanics