

Plug-in Partners National Campaign

Building a market for flexible fuel
plug-in hybrid vehicles

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Plug-In Partners Campaign

Purpose: Demonstrate a national market for flexible-fuel plug-in hybrid electric vehicles

Coalition: Local and state governments, utilities, businesses and non-profit organizations

Actions: “Soft” fleet orders, endorsements, rebates and incentives, petitions and letters

Kickoff: January 24, 2006



Campaign Summary

- **Partners:** There are currently over 627 Partners in over 40 states.
 - 76 cities
 - 17 state/federal agencies
 - 177 businesses
 - 166 public utilities
 - 33 national/local environmental groups
- **“Soft” Fleet Orders:** 11,325 “soft” fleet orders have been received from 306 entities.



Who's Supporting PHEVs

- **Minnesota:** First State to pass legislation in support of plug-ins 2006.
- **New York State:** \$10 million State program to convert State fleet to plug-in hybrids.
- **Washington State:** Developing a plan in support of plug-ins and other electrification efforts.
- **Iowa:** Iowa Dept. of Natural Resources sponsored an event showcasing plug-in hybrids and other alternative fuel technology for transportation.
- **U.S. Conference of Mayors:** At annual meeting in June 2006, passed a resolution endorsing the Plug-in Partners Campaign and calling on automakers to build plug-in hybrids.
- **Executive Order :** In January 2007 President Bush ordered all agencies to purchase plug-in hybrids when they are “commercially available” at a cost “reasonably comparable” to conventional vehicles.

OEMs Are Building PHEVs



Town of Hempstead Refuse Truck



Eaton/Ford/EPRI F-550 Super Duty Trouble Truck



Odyne Plug-in Hybrid Bus



Daimler-Chrysler Dodge Sprinter Cargo Van



Advanced Energy/International School Bus

Offsets to Higher Initial Cost

- **Financial Mechanisms**
 - Battery Leasing
 - Off peak pricing
 - Rebates
- **Inspection home readiness services**
- **Non-Monetary Benefits**
 - HOV Access
 - Free parking
- **Smart Charging**
- **Regional Interoperability**

Future Intelligent Infrastructure Enabling PHEVs, Energy Efficiency, Consumer Choice

