

Electric Drive Project & Launch Event

Presented to:
Austin City Council
Mobility Committee

Presented by:
Karl Popham
Mgr, Electric Vehicles & Emerging Technologies
Austin Energy

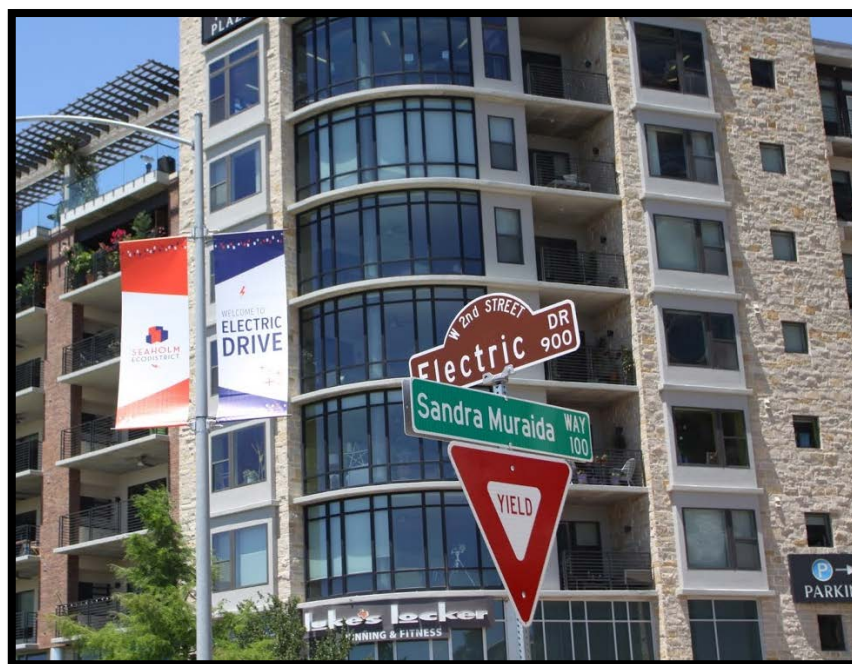
March 1, 2017





Agenda

- What is the Electric Drive Project?
- What is the Electric Drive Launch Event?





Electric Drive Project Overview

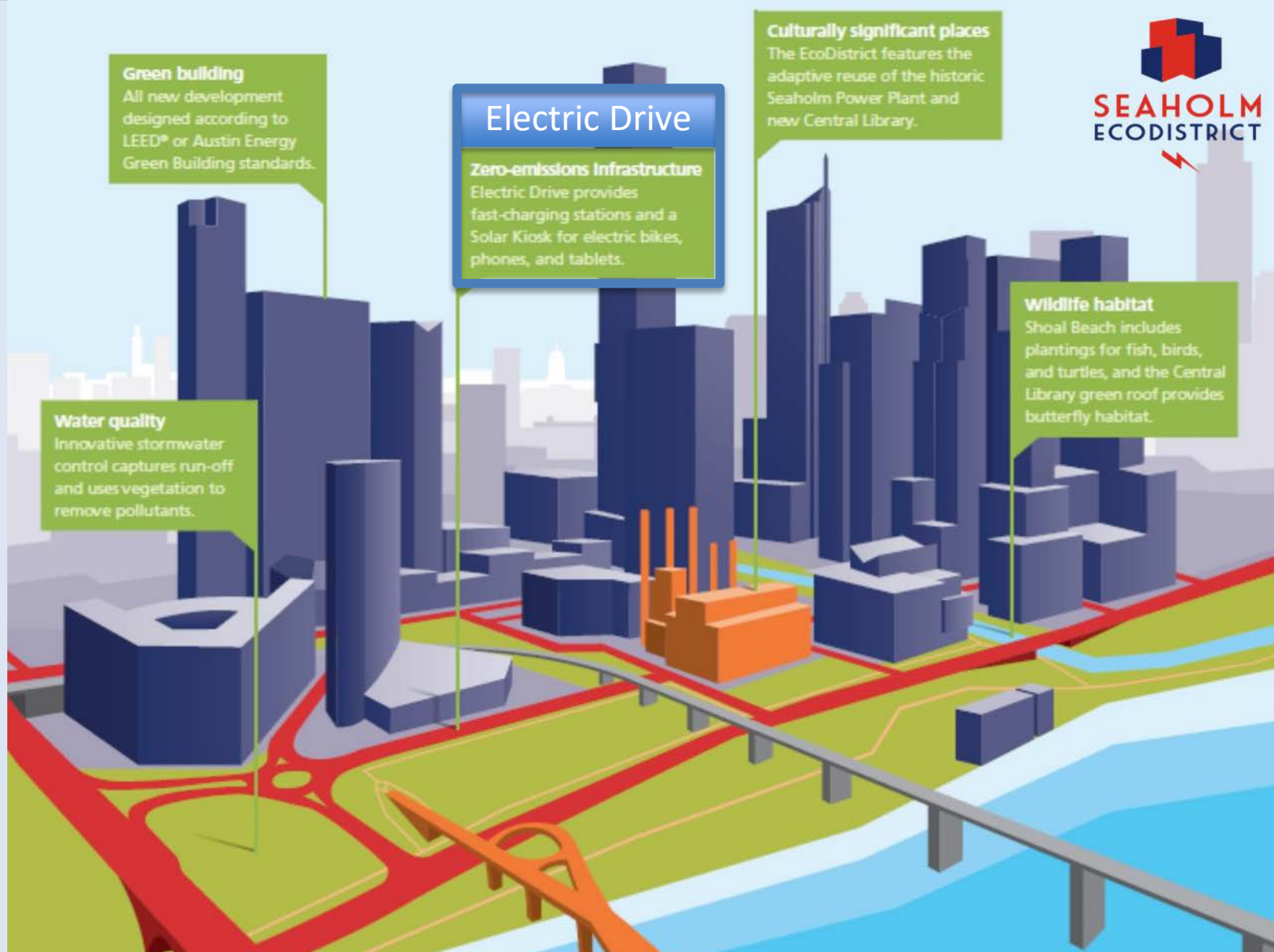
Electric Drive is a downtown showcase and public space to promote sustainable transportation and includes:

- Integration with the Seaholm EcoDistrict
- Advanced DCFast & Level 2 Electric Vehicle Charging Stations
- A solar powered kiosk with battery storage to power electric bikes, scooters, and personal devices
- Car & bike share hubs
- Integration with Art in Public Places
- Unique branding and outreach materials

Part of a larger EV program and outreach campaign



Integrated with Seaholm EcoDistrict





Electric Vehicle Charging Stations



Level 2 Charging Station



**Advanced Dual Standard
DCFast Charging Station**



Solar Powered Kiosk



A custom designed kiosk by Sol Design Lab, this public space features integrated Lumos solar panels and battery storage that provide onsite charging for electric bikes, scooters, and personal devices.

Generation and usage information will be electronically displayed in real-time on a dashboard at the new Central Library.



Design Elements

Creative design elements include reclaimed materials from the decommissioned Seaholm Power Plant, integrated branding with the Seaholm EcoDistrict, street designation, and community outreach displays





Electric Drive Launch Event

The Electric Drive Launch Event is on March 27th 4pm and is a public/private partnership with COA and Zpryme's "Energy Thought Summit" to showcase Austin's leadership in sustainable mobility and includes:

- Ribbon-cutting and speaking from Austin leaders; Mayor Adler, Council Member Kitchen, AE General Manager Sargent, and Chief Sustainability Officer Athens
- Staffed information booths for community and media on solar, electric vehicles, green buildings, renewable energy, sustainability, public art, and more
- The event kicks-offs the Energy Thought Summit which includes the attendance of national/global energy leaders and the media



Electric Drive Launch Event (cont'd)

March 27th Agenda

4:00-4:45 Kick-off and speaker remarks

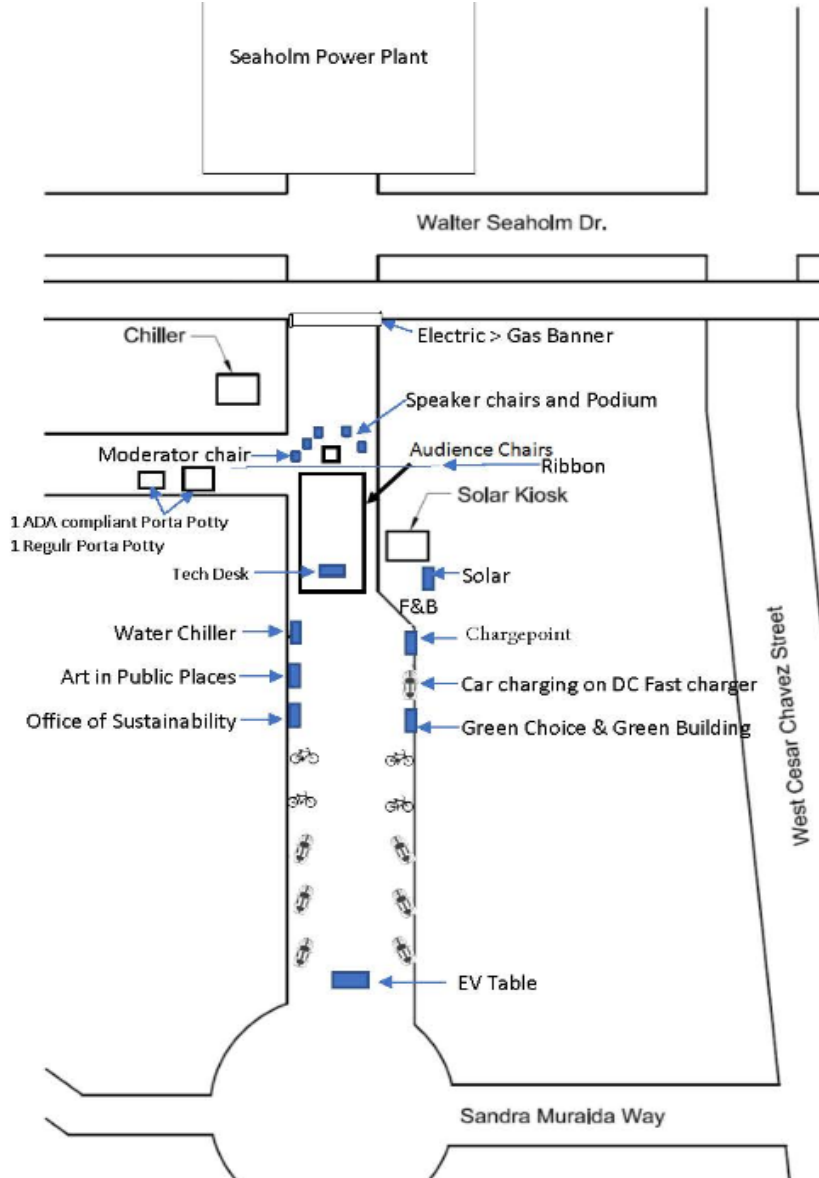
4:45-5:00 Ribbon cutting and media photos

5:00-6:30 Subject Matter Expert staffed booths and demonstrations

6:30-7:30 Open networking hour sponsored by Energy Thought Summit inside the Seaholm Power Plant



Electric Drive Event Site Map

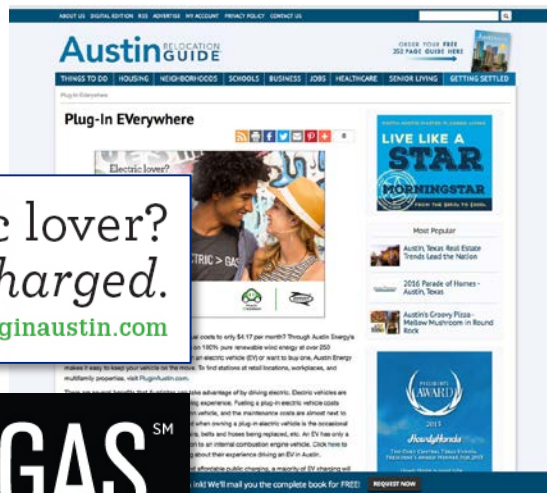




Part of a Larger Outreach Campaign

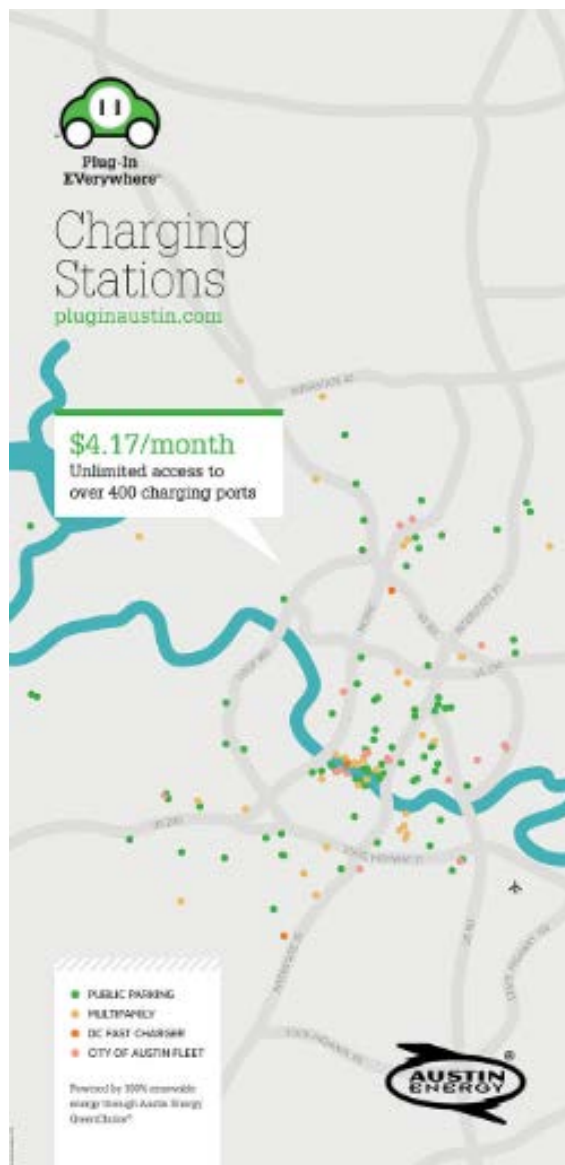
Integrated Outreach Campaign

- Consumer & Trade Print/Digital
- Web: Pluginaustin.com to include EV savings calculator
- Social: EVET Facebook
- Outreach: display banners





Part of a Larger EV Program



Austin Energy's EV Program Highlights:

- 500 (and growing) public charging ports backed by 100% renewable energy
- Rebates for retail & residential charging stations
- Rebates for electric bikes & scooters
- Residential Time of Use pricing pilot
- "The 11th Hour Project" funded program for low-income residents
- US Dept. of Energy funded projects on grid integration and EV barrier reduction
- Multi-family EV program
- City Fleet Electrification project
- "EV Challenge" & "Smart Cities" project support



Contact Info

City of Austin - Austin Energy Electric Vehicles & Emerging Technologies

811 Barton Spring Rd.

Austin, Texas 78704-1194

karl.popham@austinenenergy.com

Twitter



[@austinenenergy](https://twitter.com/austinenenergy)

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