



**Alliance for  
Transportation  
Electrification**

## *Mission, Organization & Goals*



### **Mission Statement**

The Alliance for Transportation Electrification (“the Alliance”) is a broad and diverse coalition of organizations that advocate for an acceleration of transportation electrification in all States across the country. The Alliance believe that a multi-stakeholder coalition educating and promoting the benefits of transportation electrification is necessary and will benefit the public welfare in the State for some of the following reasons.

First, together we need to accelerate the deployment of this vital electric vehicle (EV) infrastructure to meet the rapidly expanding markets projections of many new EV’s and all-electric buses over the next 3-5 years. This market transformation will include both light duty vehicles, across all types and sizes of vehicles, as well as medium and heavy-duty vehicles. While the traditional internal combustion engine will still play a role in both road and off-road uses, most automotive industry experts forecast a rapid growth in EV’s and auto OEM’s are investing billions of dollars in this transition. Recent announcements of major investments of auto companies in new electric vehicles are accelerating this transition.

Second, the Alliance will strive to create a policy and regulatory framework that allows for utility ownership or facilitation of EV infrastructure deployment, subject to the rules and conditions of a state Public Utility Commission, while at the same time encouraging innovation and efficient used of these flexible new loads as potential resources in the distribution grid.

Finally, the Alliance will focus its efforts on promoting interoperability in the EV ecosystem on both the front end of the charging infrastructure, and on the network managements systems operating in the background. As stated in the Principles, ensuring that open standards are adopted in utility and other procurement processes will be vital to ensure that the EV owners experiences as little friction as possible and can easily roam among networks.

The Alliance is a broad industry coalition that brings together electric utilities, both the investor-owned utilities regulated by the PUC’s and the consumer-owned utilities, auto OEM and bus manufacturers, EV Supply Equipment (EVSE) companies, and various other committed organizations. It focuses on State Commissions, Governor’s Offices, and other key decision-makers at the state and local government levels who have authority over today’s transportation electrification policies as future transportation and electric power planning. The Alliance believes that real progress and advancements will occur mostly at the state and local government levels in multiple jurisdictions across the country, rather than the federal government level.

Due to its unique breadth and experience in this field, the Alliance believes it can be effective in executing its mission in some of the follow ways. Fundamentally, Members believe that a collaborative approach of all stakeholders is the fairest and

most efficient way to achieve the principles and goals of all concerned. Instead of focusing on the narrow interests of a company or group of companies, the Alliance will instead focus its efforts on the collective interests of accelerating the movement toward transportation electrification. Secondly, since this is still a nascent industry and an emerging technology, the State-level regulators and policymakers have yet to address these issues at scale and incorporate them into a fair and just regulatory and policy paradigm. The Alliance will help to educate the regulators and policymakers about the nature of these technologies and set forth ways in which these two previously separate industries – namely transportation and electric power – can be integrated fairly and efficiently.

The electric distribution grid today is undergoing a major transformation. Electrifying the transportation sector can support the evolution of this grid, lower costs, reduce harmful emissions, and stimulate innovation and competition for U.S. companies. The Alliance will share best practices on innovative regulatory policies and programs among its members in many States and engage in broad and dynamic sharing of information with Commissions and stakeholders. Reflecting the diverse nature of its overall membership and affiliates, the structure of the Alliance will be broad and flexible led by its core membership (listed here by category) of utilities, EVSE vendors, auto OEM and bus manufacturers, engineering/consulting firms, and affiliated trade organizations. The Alliance will be reaching out to other utilities and companies in the future as it grows and becomes more active in the States.

The Alliance will encourage proactive involvement with both Commissioners and the Staff early in a Commission collaborative proceeding, before a utility makes a filing. The Alliance has developed a list of key priority states where it believes there are either existing activities on EVSE that deserve near-term attention, and where its energies should be focused during the near future. This list of priority states, however, is dynamic and subject to change as the policy and regulatory environment in a State may change.

The Alliance is pleased to endorse the Guiding Principles listed here that were developed by a broad group of stakeholders led by environmental NGO's and public interest organizations – called the Transportation Electrification Accord (“the Accord”). They can be referenced on its web site: [www.myevaccord.com](http://www.myevaccord.com). For convenience purposes, these Principles are listed here as well and can be viewed, along with other documents, on the web site of the Alliance. Under the guidance of these high-level Principles, the industry members of the Alliance will work to translate them into viable pilot and other permanent programs, and specific tariff filings, at the State Commissions and seek to build consensus around such programs.



## Members

*Members of the Alliance for Transportation Electrification represent a diverse group of industry stakeholders who share a common desire to accelerate the adoption of transportation electrification nationwide. Members include the following:*

### **Utilities**

- Ameren
- American Electric Power (AEP)
- Avista Corporation
- Consumers Energy (CMS)
- Detroit Edison (DTE Energy)
- Duke Energy
- New York Power Authority (NYPA)
- Fortis
- National Grid
- Oncor
- Pacific Gas & Electric (PG&E)
- PacifiCorp
- Pacific Power
- PNM Resources
- Portland General
- Rocky Mountain Power (RMP)
- Seattle City Light
- Southern California Edison (SCE)
- Southern Company

### **EV Infrastructure Firms**

- ABB
- Efacec
- EV-box
- EV-Connect
- Greenlots
- OpConnect
- SEMA Connect

### **Automotive Suppliers**

- General Motors (GM)

### **Engineering/Consultants**

- Burns McDonnell

### **Affiliated Trade Organizations**

- CalETC
- Edison Electric Institute (EEI)
- Institute of Electric Innovation (IEI)

### **International Affiliates**

- Open Charge Alliance (OCA),  
the Netherlands



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## Transportation Electrification Accord, or Guiding Principles

- There is a clear case on both policy and regulatory grounds for electrifying transportation, which can provide benefits to all consumers including the socioeconomically disadvantaged, advance economic development, create jobs, provide grid services, and cut air pollution and greenhouse gases;
- Electrified transportation should include not only light-duty passenger vehicles, but also heavy-duty vehicles (e.g., transit buses and delivery trucks), as well as off-road equipment (e.g., airport and port electrification equipment);
- Accelerating an appropriate deployment of electric vehicle charging infrastructure based on market penetration projections along highway corridors, as well as throughout local cities and towns, is a critical element of electrifying transportation;
- It is urgent for the Alliance to support electric transportation at the state and local government levels, whether it be through governors, state legislators, state commissions, state transportation agencies, state energy offices, mayors, and local governments;
- Electric utilities regulated by state and local commissions and boards, who serve the interests of the state and the public at large, have made substantial progress in accelerating the retirement of costly and less efficient fossil generation, and are poised to continue to make progress in promoting innovation, greater grid efficiencies, and reducing harmful air pollution;
- Under appropriate rules, it is in the public interest to allow investor-owned and publicly-owned utilities to participate in and facilitate the deployment of electric vehicle supply equipment (EVSE) and/or supporting infrastructure in their service territories to accomplish state and local policy goals. The distribution grid is incorporating new grid-edge features such as advanced demand response, vehicle to grid (V2G), and distributed energy storage. In that broader context, utilities are well positioned to ensure that installed EVSE, whether owned by utilities or other parties, maximizes the public benefits of these innovations, through appropriate integration of these technologies in order to maximize electrical system benefits for all classes of customers;
- The build out of EVSE must optimize charging patterns to improve system load shape, reduce local load pockets, facilitate the integration of renewable energy resources, and maximize grid value. Using a combination of time-based rates, smart charging and rate design, load management practices, demand response, and other innovative applications, EV loads should be managed in the interest of all electricity customers;
- To drive innovation and foster competition in the transportation electrification space, it is vital that open charging standards or protocols are adopted for both front-end and back-end interoperability. An open system also promotes greater transparency of vital data and information, which can be shared with a variety of innovative companies. The guidelines developed by the Open Charge Alliance (OCA) should be used as the baseline. Data developed by third parties from behind-the-meter devices should also be made available to utilities for use in planning system architecture and EVSE;
- Consumers and EV owners will benefit greatly from a smart, efficient, and open architecture throughout the EV infrastructure. Ensuring interoperability throughout the EV architecture means that consumers should be able to roam easily among the different networks, with a common identification and authentication process, with as little hassle as possible. In addition, key consumer protection principles

should be adhered to for all deployed EVSE regardless of the EVSE owner, including transparent pricing and open access policies. Drivers who charge in a manner consistent with grid conditions should realize fuel cost savings. Mapping locations and signage of the stations should also be provided for all consumers;

- Utilities should proactively engage their regulators, consumers and all stakeholders in developing rate designs, infrastructure deployment programs, and education and outreach efforts that benefit all ratepayers and allow reasonable cost recovery, while accelerating widespread transportation electrification that supports a reliable and robust grid;

- Best practices, standards and codes should be a priority for all transportation electrification infrastructure installations. As new open standards and more advanced security measures are developed, these should be implemented in a timely manner by all operators of EVSE. It is critical that industry participants continue to collaborate on consistent communication protocols between the vehicle, infrastructure and grid to ensure system safety, security and reliability.

## Contact Information

*If this new industry initiative appeals to your organization, please direct your questions and inquiries to:*

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