



Strategic Plan

As updated June 2017

Our Vision

We see the Pacific Northwest as the center of a thriving and collaborative electric and “smart” mobility industry, and as an ideal “living laboratory” for testing these technologies in practice. We envision communities using these technologies to improve environmental quality; build stronger economies; and expand mobility options for their residents, including those who have been traditionally underserved.

Our Mission

Our mission is to accelerate the growth of the electric and “smart” mobility industry and promote greater adoption of these technologies.

Priority: Demonstrate New Mobility Options

We bring companies and communities together to test new electric and “smart” mobility technologies and business models in real communities, particularly in the “living laboratory” of the Pacific Northwest. Our intention is to launch at least two new demonstration projects each year through 2020. Key strategies for the coming 3-5 years:

- Develop projects that demonstrate how affordable electric vehicles can provide improved transportation options for traditionally underserved communities.
- Develop projects that show how electric assist bicycles can increase mobility options and increase cycling rates.
- Demonstrate long term strategies for integrating electric vehicle charging into the urban streetscape.

Priority: Build a Strong and Well-Networked Industry

We provide critical information, networking, and support to help the electric and advanced mobility industry grow and prosper, particularly in the Pacific Northwest. Our goal is to have at least 250 members working together in the region by 2020. Key strategies for the coming 3-5 years:

- Expand monthly events and quarterly member workshops to Washington state; include more co-branded events; and improve access for those who cannot attend in person.
- Organize “Northwest Pavilions” at key global industry events to highlight the region’s industry strengths, support member companies, and recruit new members.
- Partner with members to connect companies to new customers, partners, federal grants, equity investors, and other sources of financial support.

Priority: Engage Consumers to Accelerate Technology Adoption

We engage consumers and develop innovative new strategies to promote the broad range of electric and advanced mobility solutions. Working with diverse partners in an “ecosystem” approach, we will ensure the Pacific Northwest remains a leading national market and will double electric vehicle sales by 2020. Key strategies for the coming 3-5 years:

- Open and manage at least one physical showroom to serve as a regional hub for electric mobility.
- Organize an ambitious calendar of “pop up” events to promote electric mobility across the Pacific Northwest.
- Lead a targeted regional marketing campaign to drive increased electric vehicle sales, partnering closely with regional utilities.
- Make workplace charging as commonplace and well supported in the Pacific Northwest as employer support for cycling and transit.

Priority: Secure Policy Changes that Accelerate Advanced Mobility

New mobility technologies require new policy frameworks and incentives to promote their rapid adoption. We give a voice to the electric and “smart” mobility industry in local, state, regional, and federal policy discussions. Key strategies for the coming 3-5 years:

- Secure an electric vehicle purchase incentive in Oregon.
- Advocate for policies that ensure electric utilities in the Pacific Northwest are empowered to actively promote transportation electrification.
- Ensure that regional carbon policies accelerate adoption of electric and “smart” mobility solutions.

Priority: Strengthen Organizational Leadership

We will continue our development as a strong organization with an international reputation as a leading expert on deploying new technologies and new business models “on the ground.” As an opinion leader, we will be in a stronger position to attract global attention to the region and its companies; to recruit members; and to identify emerging issues and opportunities. Key strategies for the coming 3-5 years:

- Develop an explicit organizational strategy to promote diversity, equity, and inclusion in our work.
- Grow the EV Roadmap Conference to be widely recognized as one of the top 3 electric vehicle events in the world.
- Strengthen our membership recruitment and renewal program, clarifying the value of membership to expand our membership base.
- Strengthen our visibility as an international opinion leader via increased publications, speaking engagements, and other tactics.