

Overcoming Barriers to Charging Infrastructure Implementation

Meet the Panel

350Green, Obrie Hostetter, Bay Area EV Infrastructure Director

Obrie Hostetter is the Bay Area Electric Vehicle Infrastructure Director at 350Green. She is currently managing the construction of 350Green's Northern California EV network of over 100 Level 2 and Level 3 charging stations, and doing business development. Her experience includes: wide-scale EV infrastructure rollouts, demand response marketing, and utility outreach. In addition, her work at the California Public Utility Commission (CPUC) encompassed regulatory analysis of time of use rate plans and smart meters. Obrie has worked for a variety of private and public organizations including: Sacramento Municipal Utility District (SMUD), CPUC, Bainbridge Consulting, Johnson & Johnson, and FEI Women's Health. She is driven by a vision of a clean, renewable energy based transportation system. Obrie holds a BS in Business and an MBA in Sustainable Management from Presidio Graduate School.

About 350Green:

Founded in Washington, DC in June 2008, and now headquartered in Los Angeles, CA, 350Green is a developer of wide scale electric vehicle charging networks in major cities in the United States and around the world. Their expertise is in site selection, engineering, construction and marketing for the Plug-in Electric Vehicle charging infrastructure, having been an initial partner in The EV Project, a \$230 million private public-partnership for the installation of charging stations in US cities. 350Green is currently working on a roll out of the EV infrastructure in several major U.S. cities.

County of Sonoma - Fleet Operations Division, Dave Head, Fleet Manager

David Head has been involved in vehicle and equipment management and repair for over 40 years. His work history includes training and work as an automotive mechanic, heavy equipment mechanic, parts sales person, owner/operator of an automotive repair facility, Fleet Supervisor and Fleet Manager. He has been the Fleet Manager at the County of Sonoma since December 1990. Dave oversees a fleet of 1,450 vehicles and equipment, and he manages an annual operations budget of \$6.5 million and a \$3 million budget for vehicle replacement. The County has three maintenance facilities and a total staff of 21 positions.

About County of Sonoma - Fleet Operations Division:

The County fleet is listed as one of the 100 Best Government Fleets in North America, Top 100 Green Fleets in America, is designated as a Bay Area Green Business and has received the Model Pollution Prevention Repair Facility certificate from the Department of Toxic Substance Control and the Green Station Recognition certificate from the Bureau of Automotive Repair. The County has one of the largest hybrid and electric vehicle fleet in the United States.

ECOtality North America, Jason Smith, Northern California Regional Manager

With over 15 years combined experience in site selection, site development, and lease negotiations, Jason is land use professional and planner who has worked in the telecommunications, oil & gas, and clean technology industries. Jason is currently the Regional Manager for ECOtality in the Northern California region whose responsibilities include managing the deployment of EV infrastructure as part of the \$230 million EV Project with the DOE. Jason graduated from the University of California at Santa Barbara with Bachelor of Arts degrees in both Environmental Studies and Geography, and holds accreditations of Project Management Professional (PMP), LEED Accredited Professional, and is a Licensed California Real Estate Salesperson.

About ECOtality North America:

ECOtality is a leader in clean electric transportation and storage technologies that address the world's global energy challenges. Through a balance of technology development, partnerships and strategic acquisitions, ECOtality achieves revenue growth and increases our market presence as we strive to accelerate the market applicability, awareness and acceptance of clean technologies.

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New Power Technologies , Rich Larsen, General Manager, Electric Vehicle Solutions

Rich Larsen works to align EV automakers and utilities around the Energynet^R platform and offer the values to consumers in partnership with charger manufacturers. His past experience includes the role of GM, EV Solutions at NPT, where he worked as a developer of a grid management platform for EV charging Consultant to Schneider Electric, promoting their suite of Electric Vehicle Supply Equipment and Building Management systems to Fleet Operators. He also worked as head of Business Development at NRG Energy, to install public chargers throughout Texas. He serves on the Board of Directors for Santa Clara Cities Association and is a former member of the Board of Directors of the Valley Transit Authority (VTA). Rich is currently the Mayor of Los Altos Hills, which hosts two public chargers.

About New Power Technologies:

The New Power Technologies (NPT) Energynet^R platform provides managed EV charging at a lower cost for drivers, grid security for utilities and regulatory predictability for automakers.

Moderator:

SUM – Project Green On Ramp, Paul Stith, Principal Consultant

Paul is a founding member of SUM with over 25 years in technology. He advises startups through Fortune 500, University and Non-Profits on infrastructure, security, cloud and green mobility. Before SUM, Paul was with the City of Santa Cruz where his team built and managed the network, PC applications and telecommunications. His work contributed to the success of numerous projects following the Loma Prieta Earth Quake. Prior to the City, Paul held roles with Zenith Data Systems, UC Santa Cruz and worked in Automotive. Currently Vice President, Electric Auto Association, Silicon Valley – Paul is also a member of Plug-In America and Bay Area LEAF Enthusiasts. His advocacy projects include on-going representation at the California Public Utilities Commission, speaking on EV topics and organizing events. Paul received his B.A. in Business Economics from University of California, Santa Cruz and studied abroad at Cambridge University.

About SUM Project Green On Ramp:

SUM – Sustainable Unlimited Mobility

SUM's *Project Green On Ramp* works with Automotive OEMs, Charging Equipment Providers, EVSPs, Government, Regional Alliances, Regulatory, Utilities and Electric Vehicle Communities. Combining our extensive background in business, automotive and technology, SUM consults on early adopter through mass-market adoption on strategy, policy, outreach, advocacy and infrastructure. Founded in 1994, SUM continues to provide technology advisory and security services to corporate, government and university clients across multiple industries and continents. Our client's are deploying secure virtualized and cloud based solutions that increase business agility and save energy.

Selection of Confirmed Attendees:

AECOM, Sr. Project Manager

Alstom, Business Developer

ARB, Engineer

Bay Area Climate Collaborative, Program Associate

California Air Resources Board, Manager

City CarShare, eFleet Program Manager

Coulomb Technologies, Chief Technical Officer

County of Marin – DPW, Administrative Manager

Delta Products Corp., Sales Manager

Electric Motor Werks, CEO

Fountain Advisory, Director

i2M Global Tech, Co-founder

Invest in France Agency USA, Director Business Development

LAUSD, Sustainability Specialist

Monterey Bay EV Alliance, Co-chair

Nissan, Director of Product Planning

Pacific Gas & Electric Company, Senior Program Manager

Plug In America, Director

Schneider Electric, Business Development Manager

Toyota-ITC, Senior Advisor

VantagePoint, Associate