Oregon’s Electric Byways & other Electric Vehicle Initiatives
West Coast Electric Highway

• Feb. 2010: “West Coast Green Highway” Commitment signed by Premier of BC and governors of CA, WA, & OR

• Fast forward to April 2014:
  – West Coast Electric Highway completed in OR & WA
  – Oregon: 39 out of 43 charging stations complete
    • Each has Level 2 & Fast-charger
  – Washington: 12 charging stations complete
  – California: Still planning network
Oregon’s EV Landscape

- Currently over 4,000 EVs registered in state
- Portland is #1 per capita EV registrations
- Oregon is in top 5 Nissan Leaf Markets
- Only state with robust long-distance EV fast charging network
- Only state with Chief EV Officer
- Governor very committed (Signed 8-state ZEV MOU, Climate Pact, CEVO agreement, etc.)
Types of Businesses Hosting West Coast Electric Highway

- Gas stations (Texaco, Chevron, Pioneer Villa Truck Stop, Sisters Mainline Station, & Recreation Station)
- Casinos (7 Feathers, Spirit Mountain, Three Rivers, Indian Head)
- Restaurants (Barlow Trail, Mountain Edge Café, Berry Patch, Vintage Inn, Dairy Queen, & Wagon Wheel)
- Hotels (Motel 6 & Wolf Creek Inn)
- Ski resorts (SkiBowl West)
- Cities (Cascade Locks, Grants Pass, Hood River, Lincoln City Cultural Center, Newport, Cannon Beach RV Park, Sunset Empire Transit Center, Veneta Park n’ Ride, Woodburn Transit Center & Yachats)
- Retail/Grocery (Fred Meyer, Harbick’s Country Store, Jim’s Thriftway, Gateway Marketplace, Mountain High Grocery, & Seaside Plaza)
- Wineries (Brandborg Winery)
- Other (Oregon Mutual Insurance)
Oregon Electric Byways: Itineraries based on the West Coast Electric Highway that take EV drivers on curated trips to experience a more thorough view of the state.

Oregon Electric Byways.
Explore Electric Oregon. Take in its beauty and bounty, gasoline-free.

#OregonElectricByways
North Willamette Valley Trip
An electric vehicle itinerary
by Eileen Garvin – April 11th, 2013
Covered Bridges Trip
An electric vehicle itinerary

by Eileen Garvin – April 9th, 2013

Originally constructed in 1938, the 185-foot Goodpasture Bridge was
Oregon Coast Loop
An electric vehicle itinerary

by Eileen Garvin – April 4th, 2013
Mt. Hood and Columbia River Gorge Loop

An electric vehicle itinerary

by Eileen Garvin — April 4th, 2013
Heathman Hotel
(a Hotel/Motel)

1001 S.W. Broadway / Portland, OR 97205 – View on Map
phone: (503) 241-4100 / 800-551-0011 – email: info@heathmanhotel.com – Visit Website

One of the “World’s Best Places to Stay” says Conde Nast Traveler. One of the “500 Best Hotels in the World” according to Travel +Leisure’s most recent 2009 awards. AAA has awarded our luxury downtown Portland hotel 4 Diamonds for 26 consecutive years. A member of Preferred Hotels & Resorts Worldwide and Historic Hotels of America, the acclaimed Heathman Hotel is situated downtown in the heart of Portland, Oregon’s Financial and Cultural Districts. This sophisticated boutique hotel offers luxurious accommodations and award-winning service — a refreshing blend of Portland history and modern hospitality. From its renowned Heathman Restaurant and Bar with Culinary Director Philippe Boulot, a James Beard Award for Excellence winner, to its remarkable art collection, The Heathman Hotel is a Portland Oregon landmark, a place “Where Service is Still an Art.”

Rates: Call for Rates

Total Units: 150

- amenities -

- Air Conditioning
- Electric Vehicle Charging Station Onsite
- Fitness Facility
- Disabled Accessible
- High Speed Internet Access
- Pet Friendly
- Smoke Free

Check out OregonRoadtrippers.com
Mt. Hood and Columbia River Gorge EV Itinerary

by Eileen Garvin – April 4th, 2013

The Mt. Hood Loop Day Trip is an excellent way to experience the rugged wilderness, verdant farmland, and charming small towns that lie just outside of the vibrant metropolis of Portland.

Portland
Start your day in downtown Portland at Electric Avenue on the Portland State University campus. While hanging out, choose from a host of delicious downtown breakfast spots like Tasty n Alder, Blueberry Pancake Company, and Wiz Bar.
City of Cascade Locks Public Parking Lot: Electric Vehicle Fast Charging Station

Hwy 30 & NW Lakeside Dr / Cascade Locks, OR 97014 — View on Map

- amenities -
  Electric Vehicle Charging Station Onsite

- what's around here? -
LOCATION & NEARBY
THINGS TO SEE & DO

Is any of the information on this page incorrect?
What do EVs mean for business?

Better Customers
Blink members spend twice as much time at retailers than average customers.

2x

43% of EV drivers are likely to return weekly to retail locations with EV chargers.

79% of consumers seek-out green amenities while shopping.

Loyal
EV drivers seek out retailers with charging stations and frequent these shops more often than regular customers.
What do EVs mean for business?

Desirable Demographic

Electric vehicle (EV) drivers are not just pioneers in the adoption of new technology, they are better educated and more affluent than most of the country.

- 80% of EV drivers are men.
- 77% of EV drivers have a four year degree or higher.
- $100,000+ is the average income of an EV driver.

80% of EV drivers own a smart phone.

EV driver: 50% higher income
Average American:
What do EVs mean for business?
Hood River West Coast Electric Highway Station

Located right in front of Full Sail Brewery in city’s public parking lot.

Hood River West Coast Electric Highway Usage

- **Charging Events**
- **# of EV drivers**
- **Avg. # minutes spent charging in community**
Oregon Electric Byways in the Media

- Website: http://industry.traveloregon.com/industry-resources/sustainable-tourism-development/sustainable-transportation-development/electric-vehicles/
- KGW | 'Plug and Pinot' offers gas-free wine country tour | April. 2014
- Portland Monthly Mag | Tripster Weekend Plans | Apr. 2014
- Sustainable Business Oregon | Mt. Hood Skibowl supercharges fans of the slopes | Mar. 2014
- Car Talk | Exploring Oregon…In an Electric Car | Feb. 2014
- The Electric Generation | Oregon Electric Byways Adventures | Dec. 2013
- Plugin Cars | Oregon: The State With Its Own Chief EV Officer | Nov. 2013
- Auto Blog Green | Travel Oregon promotes EV road trips for National Plug In Day | Sept. 2013
- KGW | New stations give OR e-vehicle drivers freedom | Aug. 2013
- Translognic | Hands-On: A Trip Down Portland’s Electric Ave. & Beyond In A Nissan Leaf | May 2013