

# **BREAKOUT**

## **SESSION 3**

**HOST-FACILITATOR:**

**PROF. MICHAEL MCNALLY**  
**U.C. IRVINE**

**RECORDER:**

**JAMES MARCA**  
**U.C. IRVINE**

# SESSION AGENDA

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- **STANDARDIZATION**
  - USER STANDARDIZATION AND/OR VENDOR STANDARDIZATION
  - DESIRABLE?
  - HOW ACHIEVE, HOW "ENFORCE"
- **SHARED-USE STATION CAR SCENARIOS**
  - WHAT ARE THE DIFFERENT MODELS?
  - PROS/CONS?
- **IMPACTS (POSITIVE? NEGATIVE?)**
  - TRANSPORTATION
  - ENVIRONMENTAL
  - SOCIAL
- **OPEN TOPICS (LIMIT TO TWO)**
  - A. MARKETS

# STANDARDIZATION

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- **CHARGING SYSTEM:**
  - ARE CA RULES USA RULES?
  - LEVEL 1 AND LEVEL 2 CHARGING
  - MORE FLEXIBLE WITH CHARGING AT HOME AND DEPOT
- **USER ACCESS**
  - REGIONAL APPROACHES SUGGEST STANDARDIZATION
  - WIRELESS (CELL, PDA)
  - SMART CARD
  - KEYLESS ACCESS SYSTEMS
- **TIE IN TO LINEHAUL PARTNERS**
  - COMBINE RESERVATION SYSTEM, ETC
- **WEB BASED USER INTERFACE**
- **VEHICLE TO USER INTERFACE STANDARDIZATION**

# SCENARIOS

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- **PARKING**
- **ACCESS TO DEPOTS**
- **VEHICLE MIX (CNG, CITY EV, NEV, EV, IC, HYBRID)**
  - **DEPENDENT ON STATION, IMPORTANT EARLY ON**
- **EFFICIENT USE, LOGISTICS**
- **TRANSIT ACCESS AS A COMPLEMENTARY SYSTEM**
- **GUARANTEED VEHICLE: “GOTTA BE A CAR”**

# IMPACTS

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- **ENVIRONMENTAL:**
  - PEOPLE EXPECT THERE TO BE AN IMPROVEMENT
  - MANY UNKNOWNNS
  - NEEDS SERIOUS TESTING, STUDY
- **TRANSPORTATION:**
  - LINE HAUL, 1ST CLASS, 2ND CLASS
  - SIZE ISSUES (NEV, CITY EV VS ARTERIALS AND FREEWAYS)
- **INSURANCE:**
  - NEEDS STUDY
- **SOCIAL: QUALITY OF LIFE AND SPRAWL IMPACTS?**

# OPEN TOPIC A

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## TOPIC: MARKETS

- **FOUR P'S:**
  - PRICE, PRODUCT, PLACEMENT, AND PROMOTION
- **WHO MAKES THE INVESTMENT**
- **WHO ARE THE STAKEHOLDERS (MONEY)**
- **PUBLIC-PRIVATE PARTNERSHIPS**
- **MUST BE A “CAR” WITH VALUE ADDED**