



Drive Oregon Strategic Plan
Draft last amended January 2012

Vision

We envision Oregon as a global leader in the rapidly growing electric vehicle industry, providing thousands of family-wage jobs in a range of businesses providing infrastructure, components, specialized vehicles, and support services.

Mission

Our mission is to promote, support, and grow the electric vehicle industry in Oregon.

Priority 1. Attract increased funding and investment to the electric vehicle industry.

One of our key roles will be to use state funds in a highly leveraged way to secure larger grants and private investments in Oregon's electric vehicle industry, with a short-term goal of capturing at least \$1.5 million by June 2013.

Key strategies 2011-2013

1. Help connect companies to equity investors.
2. Help companies identify and apply for federal and other grant programs.
3. Launch a matching program that provides local match for federal funds.
4. Create competitive grant programs to benefit commercialization of Oregon electric vehicle industry companies.

Priority 2. Strengthen industry-wide collaboration and marketing.

Drive Oregon will mobilize the diverse companies within the electric vehicle industry supply chain to strengthen the industry as a whole. We will identify and meet industry needs through a range of services and events, including a major annual industry conference and an annual investor event. We expect our efforts to help retain or create a minimum of 20 jobs in the industry by June 2013.

Key Strategies 2011-2013

1. Host or cohost an annual industry conference attracting a national audience.
2. Develop a range of member services, including workshops, support services, and access to shared facilities.
3. Connect companies to supply chain opportunities via the Northwest Connectory and other strategies.
4. Expand and coordinate marketing of Oregon's electric vehicle industry nationally and globally through a cooperative marketing fund and other strategies.
5. Develop and produce an annual "State of the Industry" report to document the industry's growth, impact, needs and opportunities.

Priority 3. Increase collaboration with key stakeholders to strengthen the industry.

One of Oregon's key strengths is our ability to nimbly align public, academic, and community stakeholders in support of a shared vision and strategy. Drive Oregon will serve as a catalyst for this activity on behalf of the industry.

Key Strategies 2011-2013

1. Establish a formal cooperative relationship with the Oregon Transportation Research and Education Consortium to cooperate with the Oregon University System and Oregon's Community Colleges.
2. Establish formal relationships with at least five other key organizations to broaden support for the industry.
3. Work with the Oregon State Legislature and other relevant agencies to develop policies, laws, and regulations that foster Oregon's electric vehicle industry.

Priority 4. Build a Strong Organization.

As a new organization, Drive Oregon must quickly establish itself as a strong, well run organization that is effective, accountable, and continuously improving. We must also build a robust membership base of at least 50 members and a diversified revenue stream to quickly reduce our reliance on state funding support.

Key strategies 2011-2013

1. Hire and manage staff.
2. Secure 501c6 status and establish a 501c3 affiliate to facilitate fundraising.
3. Establish a strong and diverse Board of Directors.
4. Establish strong internal operations and accounting procedures.
5. Actively market Drive Oregon, recruiting at least 50 members from throughout the supply chain by June 2013.