

EV Transportation and Technology Summit

Keith Gruetzmacher
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Promotion Efforts

- Website
- Community events
 - Clean Cities
 - Trade shows
 - Earth Day
 - Schools
 - Parades
 - Presentations
- Internal promotion
 - DOE Workplace charging
 - EV experience program



Internal

- Company chargers made available for personal vehicles
- Pilot Program for 2 years- Temporary Benefit
- Supports industry goal of promoting PEV's
- Establish permanent program

External

- Not promoting at desired level



INSIGHT



A publication for the
men and women of
TECO Energy

Team members are getting plugged in

Posted in September 24th, 2014

by Raymond Matava in Business Strategy, FOCUS, Going Greener



Sean Lobur with his Nissan LEAF

Tampa Electric team member **Sean Lobur** has no regrets about no longer stopping at gas stations.

As the owner of an all-electric plug-in Nissan LEAF, the GIS technician with Mapping Services has traded gasoline for electricity to power his 66-mile weekday commute from Seminole, a community in Florida's Pinellas County,

to Tampa Electric's Eastern Service Area.



Lead by Example

Vehicles

- 16 Volts
- 3 LEAFs
- 17 Plug-in Electric Boom Trucks
- 24 Chargers



Challenges

- Vehicle availability that fits our fleet applications
- Plan to increase as vehicles are available



Drive Electric Florida

Support the initiative and adopt programs/legislation that fits within our evolving strategy- be flexible

Public Charging Opportunities

Is the current number of public chargers adequate for the next generation of EV buyers?