



Oregon

Theodore R. Kulongoski, Governor

Department of Transportation

Office of Innovative Partnerships

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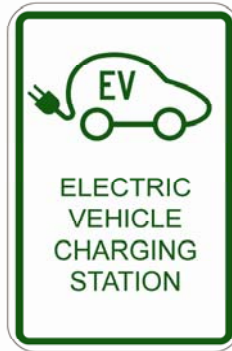
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April __, 2009

DRAFT

TO: Oregon Electric Vehicle Stakeholder Group
FROM: Art James, Innovative Partnerships Project Director
SUBJECT: Change in Electric Vehicle Signage

As most of you know, ODOT, through its statewide traffic control device committee OTCDC, adopted the following sign standard for Electric Vehicle charging stations in September 2008:



The symbol in the sign was adapted by the committee after several iterations and was loosely based on a symbol widely used in Europe shown in these variations:



A few months ago, ODOT was notified by a not-for-profit organization based in San Jose, CA called the Electric Auto Association (EAA) that it believes the State of Oregon's use of the OTCDC-adopted sign standard is a trademark infringement on their symbol which looks like this:



ODOT requested the assistance of the Oregon Department of Justice to investigate and, if possible, negotiate a resolution to this issue. Unfortunately, EAA would have required entities in Oregon using the sign to enter into licensing agreements and include cumbersome and possibly costly administrative tracking and recordkeeping. Consequently we have instructed DOJ to terminate negotiations.

If there is a positive side it might be that it is early enough in the development of the Oregon EV Charging project that there aren't many of these signs deployed to date. We have already pulled off our website at http://www.oregon.gov/ODOT/HWY/OIPP/inn_ev-charging.shtml The couple of dozen signs that were fabricated will no doubt become collector's items in the future.

The challenge now with the statewide procurement for EV charging equipment and application for federal stimulus money well underway, is how to "brand" this effort differently going forward. It is very likely, given the interest of EV manufacturers in Oregon, that mass deployment of EV charging stations numbering in the hundreds will commence in 2010.

Here's one concept that was developed recently for an event with an EV manufacturer:



Another idea was to adopt this sign that has been used extensively in California:



Finally, the suggestion has been made to have Governor Kulongoski announce a statewide competition to come up with a mark or symbol to brand the Oregon EV efforts and register our own trademark for it. I would be interested in everybody's views on this and opinions on the options described above.