



**BEFORE THE**

**HOUSE COMMITTEE ON TRANSPORTATION**

Rep. Joseph M. Souki, Chair  
Rep. Karen Leinani Awana, Vice Chair

**HOUSE COMMITTEE ON ENERGY AND ENVIRONMENTAL PROTECTION**

Rep. Hermina M. Morita, Chair  
Rep. Denny Coffman, Vice Chair

**SCR 126, SD1 EXPRESSING SUPPORT FOR THE ELECTIFICATION  
OF ENERGY EFFICIENT TRANSPORTATION SYSTEMS IN HAWAII**

**BRIAN GOLDSTEIN**

Better Place Hawaii  
745 Fort Street, Suite 2100  
Honolulu, Hawaii 96813

Monday, April 20, 2009, 10:00 am  
State Capitol, Room 309

Chair Souki and Chair Morita:

My name is Brian Goldstein of Better Place Hawaii. Better Place Hawaii **SUPPORTS** SCR126, SD1 expressing support for the electrification of energy efficient transportation systems in Hawaii. Better Place Hawaii is a subsidiary operating company of Better Place LLC. Better Place is dedicated to achieving a world free of its dependence on oil. We coordinate with Hawaii utilities, automobile dealers, State and county governments and other stakeholders to deploy an electric vehicle charging network powered by renewable energy.

It is only a matter of time that electric vehicles will make their way to our nation's and Hawaii's roadways. With the continued rise of crude oil, and its detrimental impact on our global environment, our congressional leaders are making a policy shift to transform ground transportation from fossil fuel-based vehicles to electric cars. Concurrently, with advanced technology, international and national automobile manufacturers are preparing for the mass deployment of electric vehicles into the global marketplace.

Hawaii must be ready for this new form of ground transportation. SCR126, SD1 supports the electrification of transportation systems, and urges that key stakeholders convene to plan for the adoption of electric vehicles in Hawaii. Developing a strategic plan

for the electrification of ground transportation; developing an EV infrastructure and charging system; providing incentives for commercial fleets, rental car companies and consumers to adopt electric vehicles; and ensuring that governmental agencies adopt EV vehicles are essential components in transforming Hawaii's ground transportation system. Better Place Hawaii pledges its support and participation in these planning and implementation activities.

Better Place **SUPPORTS** SCR126, SD1. Thank you for the opportunity to testify on this matter.

**From:** Dave Rolf [drolf@hawaiiidealer.com]  
**Sent:** Friday, April 17, 2009 4:02 PM  
**To:** TRNtestimony  
**Subject:** HADA testimony on S.C.R. 126 S.D.1

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**HADA TESTIMONY IN SUPPORT OF S.C.R. NO. 126 S.D.1**

**Expressing support for the electrification of energy efficient transportation systems in Hawaii**

**Presented to the House Committee on Transportation and the House Committee on Energy and Environmental Protection**

**By The Hawaii Automobile Dealers Association  
Hawaii's franchised new car dealers**

For the public hearing 10 a.m. Monday, April 20, 2009 in Conference Room 309

Chair Souki , Chair Morita and members of the committees:

Hawaii's new car dealers offer strong support for the electrification of the transportation system and have demonstrated support for the concept through recent action:

**Hawaii dealers alerted the Big 3 CEOs that \$4 / gallon gas was coming and that it would dramatically affect 8-cylinder vehicle sales. An accompanying story in the HawaiiDealer told of the possibilities for Hawaii and the introduction of the electric car. (see attached).**

In a March 2008 letter, Hawaii's auto dealers, on HADA stationary, wrote the CEOs of GM, Ford, and Chrysler foretelling the coming of \$4 /gallon gas and explaining that such a gas price would dramatically reduce domestic 8-cylinder vehicle sales. HADA even FEDEXED an accompanying pound of Kona coffee writing, "we know you're going to be up late working on \$4 gas and the Kona coffee will help."

Our letter s included a request to send an electric car or fuel efficient pre-production vehicle for display at the 2009 First Hawaiian International Auto Show—to introduce Hawaii buyers to the new technology for the electrification of the car.

ALL CEOs responded to our letter and thanked us for the coffee and the advance information about \$4 gas, and our insights into the possibilities for the electric car.

Ford subsequently sent a pre-production 2010 Ford Fusion Hybrid (41 mpg) for the auto show. Gas/electric hybrids use electric engines in combination with petroleum engines and are seen by many as a bridge to adoption by the marketplace of full plug-in electric vehicles and other vehicles using alternative fuels, including hydrogen.

Continued

**The Hawaii Automobile Dealers Association (HADA) board of directors voted in their August 2008 meeting to support the fast-tracking of the wind energy development on Lanai .**

After a 1-hour presentation on the Hawaii Clean Energy Initiative and a briefing on the actions being taken simultaneously by the Congress to foster implementation of the electric car, the HADA board voted unanimously to support the fast-tracking of wind energy development on Lanai.

**HADA invited Better Place's director of Global Development, Pete Cooper, to be the featured speaker at the HADA 2 HADA annual convention—to speak on the electric car and infrastructure.**

Some 240 HADA members and guests heard Pete Cooper speak on the electric car during the association's annual meeting on Maui.

**HADA invited Lt. Governor Duke Aiona to address the VIP Preview Night attendees at the First Hawaiian International Show to speak on the Hawaii Clean Energy Initiative and the future of the car.**

Some 300 HADA members and guests heard Lt. Governor Aiona explain the plans to see Hawaii become the first state in the nation to embrace the electric car. Several bills this session have moved the concept forward.

**HADA board member Damien Farias assisted in the introduction of the electric car demonstration project launched last month.**

Maui county's plug-in electric car demonstration project was launched last month at ceremonies held at Maui Toyota.

**HADA will soon ask Governor Lingle and members of the legislature to assist in sending requests to the world's auto manufacturers to provide electric car pre-production models (or electric concept cars) for the 2010 First Hawaiian International Auto Show in March of next year.**

**As you can see by actions, HADA is in support of the electrification of energy efficient transportation systems in Ha respectfully request that you pass S.C.R. 126 S.D. 1.**

Respectfully submitted,  
For The Hawaii Automobile Dealers Association

David H. Rolf

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Testimony before the House Committees on  
Transportation and Energy & Environmental Protection

SCR 126 SD1, Expressing Support for the Electrification of Energy Efficient  
Transportation Systems in Hawaii

Monday, April 20, 2009  
10:00 a.m., Conference Room 309

By Carlos Perez Loriga  
Director  
Customer Technology Applications Division  
Hawaiian Electric Company, Inc.

Chairs Souki and Morita, Vice Chairs Awana and Coffman and members of  
the Committees:

My name is Carlos Perez Loriga and I am testifying on behalf of  
Hawaiian Electric Company, Inc., and its subsidiary utilities, Maui Electric  
Company, Ltd., and Hawaii Electric Light Company, Inc.

SCR 126 SD1 supports the electrification of energy efficient  
transportation systems in Hawaii and urges collaboration from relevant  
stakeholders on ways to expedite adoption of electric vehicles.

Hawaiian Electric Company strongly supports SCR 126 SD1, to  
expedite the adoption of electric vehicles, including plug-in hybrid vehicles,  
in Hawaii. Increased consumer acceptance of these types of vehicles, will  
aid in the reduction of greenhouse emissions and fossil fuel use and will  
help enable the Hawaii Clean Energy Initiative's goal of 70% clean,  
renewable energy by 2030.

Thank you for the opportunity to testify.