Workshop on LEV Regulation, Research – Agenda Setting, and Outreach
Howard H. Baker Jr. Center for Public Policy - Toyota Auditorium

November 3-4, 2014

The vision for the University of Tennessee’s Light Electric Vehicle Education and Research Center (LEVER) is to bring a collective focus, through interdisciplinary research, directed at LEV adoption, system integration, societal impacts, and related policy. LEVER is a consortium of research teams at the University of Tennessee, Portland State University, and Monash University. http://tesp.engr.utk.edu/lever-people.php

Monday, November 3, 2014

8:30 am - Registration Check-in and continental breakfast

8:50 am - Welcome – Matt Murray, Director, Howard H. Baker Jr. Center for Public Policy
Overview of Day 1 – Chris Cherry, LEVER Director, Associate Professor, UT Department of Civil and Environmental Engineering

9:00 am - The LEV industry in North America and Beyond – Ed Benjamin, Senior Managing Director, eCycleElectric and Chairman of the Light Electric Vehicle Association (LEVA)

9:30 am - Status of North American Regulations and Regulatory Approaches and Strategies – John MacArthur, Sustainable Transportation Program Manager, Transportation Research and Education Consortium (TREC), Portland State University and Mary Beth McGowan, Policy Advisor, Dykema

10:45 am - Breakout Session – Groups spend 30 minutes to develop key points to present regarding policy needs and strategies

11:15 am - Each group will present their policy issues for discussion – Facilitator: David Greene, UT Baker Center Sr. Fellow in Energy & Environment

12:15 pm - Lunch – Rotunda
1:00 pm - Overview of Global LEV research, including gaps and opportunities – Chris Cherry

1:45 pm - Research Focus: Market Behavior Analysis – Larry Pizz, Chair, Bicycle Product Suppliers Assoc. E-bike Committee and President, Currie Technologies

2:00 pm - Group Breakouts: Discussion of key research themes and funding for “Market Behavior Analysis”

2:30 pm - Group Presentations: Sharing of key points – Facilitator: Chris Cherry

3:00 pm - Research Focus: System Impacts (Safety, Sustainability, etc.) – Juan Miguel Valesquez, Embarq

3:15 pm - Group Breakouts: Discussion of key research themes and funding for “System Impacts”

3:45 pm - Group Presentations: Sharing of key points – Facilitator: Chris Cherry

4:15 pm - Wrap – up of Day 1 and Reception - Baker Center Rotunda

Dinner on you own – maps available and recommendations for Downtown or Cumberland Avenue

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Tuesday, November 4, 2014 - Toyota Auditorium

8:30 am - Continental breakfast - Rotunda

8:50 am - Overview of Day 2 – Chris Cherry

9:00 am - Research Focus: Urban Freight Opportunities & Challenges - Franklin Jones, CEO, B-Line Sustainable Urban Delivery, and Joe Fields, Founder, Hummingbike, LLC

9:15 am - Group Breakouts: Discussion of key research themes and funding for “Freight”

9:45 am - Group Presentations: Sharing of key points – Facilitator: John MacArthur

10:00 am - Research Focus: Health impacts – David Bassett, professor, UT Kinesiology, Recreation, and Sport Studies

10:15 am - Group Breakouts: Discussion of key research themes and funding for “Health”

10:45 am - Group Presentations: Sharing of key points – Facilitator: John MacArthur

11:00 am - Return to Policy – Where do we go from here? David Greene

11:45 am - Closing Forum: What are we missing? Outreach and Education? How can LEVER serve needs of industry and government? - Paul Frymier, UTK and Jennifer Dill, Portland State University

12:30 pm - Adjourn
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Speaker Bios

David Bassett
Dr. David Bassett is a professor in the UT Department of Kinesiology, Recreation, and Sport Studies. He teaches courses in Exercise Physiology, Clinical Exercise Physiology, Physiology of Athletes, and Recent Topics in Obesity. He obtained a Bachelor of Science degree from Oberlin College (1981), a Master of Science degree from Ball State University (1983), and a PhD degree from the University of Wisconsin, Madison (1988).
http://krss.utk.edu/Faculty_Staff/bassett.html

Edward Benjamin
Ed Benjamin is a 44 year veteran of the USA bicycle industry and founded eCycle Electric (eCE) in 1996. He is regarded as an LEV industry expert and has extensive contacts in the electric bicycle and scooter industry, traveling more than 200 days per year to visit factories, retailers, distributors and consumers. Ed has extensive experience in product development and sourcing from China, Taiwan and Europe - working with electric vehicle OEMs, motor, battery and motor controller companies, as well as importers and distributors of small electric vehicles. Ed also participates as a speaker at international LEV related conferences in the EU, USA, and Asia. http://www.ecycleelectric.com/ed-benjamin/

Christopher Cherry
Dr. Chris Cherry, assistant professor in the Department of Civil and Environmental Engineering, is a recent recipient of the prestigious National Science Foundation (NSF) Faculty Early Career Development (CAREER) award to study motorization and sustainability in China. Cherry has looked at behavioral and environmental aspects related to electric bikes, scooters, and larger electric vehicles in his research and has published articles related to the growth of electrical two-wheelers. He’s also interested in in bicycle transportation planning and safety and is investigating bicycle and pedestrian safety investments, which are often difficult to prioritize in traditional highway safety funding mechanisms.
http://web.utk.edu/~cherry/Site/Welcome.html

Jennifer Dill
Dr. Jennifer Dill is a professor in the Nohad A. Toulan School of Urban Studies and Planning at Portland State University. She teaches courses in transportation policy, pedestrian and bicycle planning, and research methods. Her research interests focus on the interactions of transportation planning, travel behavior, health, the environment, and land use. In general, she explores: How do people make their travel and location decisions? How do those decisions impact the environment? How do our planning decisions impact people’s travel and location decisions? Prior to entering academia, she worked as an environmental and transportation planner. She earned her PhD (2001) in City and Regional Planning at UC Berkeley, an MA (1989) in Urban Planning at UCLA, and a BS (1987) in Environmental Policy Analysis & Planning from UC Davis.
http://trec.pdx.edu/research/researcher/dill/
Joe Fields
Joe Fields started his career in brand management at Proctor and Gamble and moved on to work for Adidas, Speedo and Knoxville-based Jewelry Television. During 16 years of traveling back and forth to China, he observed that everyone had an electric bike. So capitalizing on his passion for green transportation, Fields saw the potential for a fun, inexpensive and environmentally conscious way to get around, so in 2010 he began Hummingbike LLC, a wholesaler and e-tailer of electric bikes of the same name.
http://www.hummingbike.com/

Paul Frymier
Dr. Paul Frymier, Associate Professor, UT Department of Chemical and Biomolecular Engineering conducts research in the engineering of photosystems to enhance electron transport in biological photoactive systems, optimization of biological hydrogen production, and reactor design for improved yield and power in microbial fuel cells. He earned his BS degree (1985) and MS degree (1987) in Aerospace Engineering from North Carolina State University. Following his MS degree, he served in the US Peace Corps in the Gambia, West Africa until 1989. He earned his PhD in Chemical Engineering from the University of Virginia in 1995.
http://www.engr.utk.edu/cbe/faculty/Frymier/default.html

David L. Greene
Dr. David Greene is a Senior Fellow in Energy and Environment at the Howard H. Baker Jr. Center for Public Policy and a Research Professor in the Department of Civil and Environmental Engineering. In 2013 he retired from Oak Ridge National Laboratory as a Corporate Fellow. He is an author of more than 250 professional publications on transportation and energy issues, including over 100 articles in peer-reviewed journals and National Research Council reports. He earned a PhD from The Johns Hopkins University, 1978; a MA, University of Oregon, 1973; and BA, Columbia University, 1971. http://bakercenter.utk.edu/experts/david-greene/

Franklin Jones
Franklin Jones is the CEO and founder of B-Line, a sustainable delivery service in Portland, Oregon that utilizes tricycles equipped with trailers for hauling. Franklin began as a bicycle and pedestrian planner in Bend, OR. During a thirteen-month, 10K bicycle trip from Japan to Ireland and after a rewarding career as a sixth grade teacher in the SF Bay Area, his entrepreneurial and adventurous spirit took over and Franklin departed San Francisco for the greener pastures of Portland. Never short on ideas to enhance the community around him, Franklin combined his interest in seeing how business can be a catalyst for social and environmental change with his love of cycling and founded B-Line.
http://b-linepdx.com/about/staff/

John MacArthur
Dr. MacArthur is the principal investigator in the current e-bike research projects at Transportation Research and Education Consortium (TREC), Portland State University (PSU). He’s been the Sustainable Transportation Program Manager at TREC since 2009 and has undertaken several research projects, involving low-/no-emission vehicle infrastructure in Portland metro, as well as a climate change impact assessment for surface transportation in the Pacific Northwest and Alaska. Before joining the OTREC staff, John was the Context Sensitive and Sustainable Solutions Program Manager for the OTIA III State Bridge Delivery Program. John has worked for 15 years in the environmental and sustainability field. He earned a BS in Civil Engineering from Lehigh University and his MS in Environmental Health Sciences from the University of Michigan’s School of Public Health. http://trec.pdx.edu/research/researcher/MacArthur
Mary Beth McGowan
As a Government Policy Advisor at Dykema in Washington, DC, Mary Beth assists clients in navigating federal policy issues in the energy and environmental fields, including climate change. She works with other members of the Government Policy Group to disseminate information to Congress on behalf of clients, many with interests in alternative fuels, electric power and energy, automotive manufacturing, as well as environmental policy. Ms. McGowan is also experienced in advising businesses and nonprofits on legislative strategies, funding opportunities and contacts within Federal agencies. http://www.dykema.com/

Matthew N. Murray
Dr. Matt Murray has dual appointments as the Director of the Howard H. Baker Jr. Center for Public Policy and Associate Director, Center for Business & Economic Research, and he is a professor of Economics. He is responsible for implementing the mission and vision of the Baker Center, particularly focusing on the research areas of energy and the environment, global security and leadership and governance. Dr. Murray has worked closely with state and local governments on a wide range of public policy issues including economic development incentives and economic/fiscal impact analysis. His research interests are in public finance and public policy, state and local tax policy, education finance, tax compliance, and regional economic development. He earned a PhD in Economics from Syracuse University. http://bakercenter.utk.edu/about/staff/

Larry Pizzi
Larry Pizzi is the President at Currie Technologies, a developer, manufacturer, and distributor of quality, high-performance Haibike, eFlow, IZIP, and eZip electric bikes. He graduated from Northwestern University and currently lives in Santa Monica, California. He is also chairing a committee of the Bicycle Products Suppliers Association (BPSA) on electric bikes. http://www.currietech.com/

Juan Miguel Velásquez
Juan Miguel Velásquez is an associate in the Research and Practice Department for EMBARQ in Washington, DC. He supports the research agenda across the network of this global company, evaluating the impact of transport projects, improving decision making for transit vehicles and fuels, planning sustainable urban transport solutions and supporting the Centre of Excellence in bus rapid transit (BRT). Prior to joining EMBARQ, he was a researcher and lecturer at the Regional and Urban Sustainability Research Group (SUR) at Universidad de los Andes, in Bogotá, Colombia where he worked on a variety of research from road safety, urban development, transport economics and policy. He is a civil engineer from Universidad de los Andes and holds a Master of Science in Transport from Imperial College and University College in London. http://www.embarq.org/profile/juan-miguel-vel%C3%A1squez