




MEMORANDUM

TO: Robert Spillar, Director, Austin Transportation Department

FROM: Larry Weis, General Manager, Austin Energy 

DATE: June 25, 2015

SUBJECT: Support for Proposed Street Name Change Next to the Historic Seaholm Power Plant to Electric Drive

Please consider this memo as departmental support for the proposed street name change from West 2nd Street to Electric Drive.

Austin Energy, in partnership with Austin Transportation Department, Parks & Recreation, Office of Sustainability, Economic Development, Public Works, and community stakeholders are in the process of installing electric vehicle charging stations to include the first downtown DC-Fast charger as part of a larger, smart mobility showcase.

Today's West 2nd Street is approximately 800 feet of street that extends east of North Lamar and ends at the historic and repurposed Seaholm Electric Power Plant. The area surrounding is referred to as the Seaholm EcoDistrict and will be a showcase in sustainable downtown living. The goal of this street name change to "Electric Drive" is to enhance this downtown neighborhood through the association of a street name more in line with its location, characteristics, new charging station infrastructure, information displays and history.

Electric Drive captures the imagination of this unique location by respecting its past while looking forward to the future. The synergy between this project, along with a proposed/new street name is expected to reinforce the leadership of Austin in sustainable energy, green building, and mobility while enhancing the recognition of the community and its place in Austin's history and future.

For further details, please find the attached Application for Street Name Change, Electric Drive Project Summary Sheet, and/or you may contact Karl Popham at 512-322-6005.

CC: Debbie Kimberly, VP, AE
Lucia Athens, CSO, Sustainability Office
Greg Kiloh, Economic Development
Karl Popham, AE

Steve Grassfield, ATD
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Greg Montes, PARD

Austin Energy Plug-In Electric Vehicle Programs

Electric Drive



About Electric Drive

The EcoDistrict being developed on the old Seaholm power plant site in southwest downtown Austin is a showcase of the many sustainability initiatives that are underway here in Austin. This master planned project highlights and incorporates the ways that Austin creatively and thoughtfully works together to make sure that the city grows as intelligently as possible. The redevelopment of Seaholm into an advanced EcoDistrict incorporates ways to sustainably manage energy, water, and environmental resources in Austin.

Among the many challenges that are associated with rapid growth is how to keep multiple modes of transportation interconnected and accessible. The EcoDistrict is adjacent to the Lady Bird Lake hike and bike trail and is connected to the pedestrian bridge. Patrons will also have access to B-Cycle, a bicycle rental service, to navigate the downtown area.

The Infrastructure

One of the most unique aspects of the EcoDistrict will be the multiple options available to charge electric vehicles (EVs). The street currently known as West 2nd Street is approximately 800' feet of street that extends east of N. Lamar and leads directly into the historic and repurposed Seaholm electric power plant. This street will consist of dedicated parking spaces that are provided with level 2 (240v) charging stations and a DC fast charger. Patrons can utilize the level 2 stations and refuel their vehicles while they are enjoying other aspects of the EcoDistrict, while the DC fast charger will serve those looking for a quicker charge, fully recharging an EV in just minutes. Those riding their electric bicycles, scooters, and motorcycles downtown will also have Level 1 (110v) charging available.

This new charging infrastructure will be a part of Austin Energy's Plug-In EVerywhere network of over 220 EV charging stations throughout Austin, all powered by 100% GreenChoice renewable energy. EV drivers can have unlimited charging access at these stations for under \$5 per month with a pre-paid subscription.

Renaming West 2nd Street to "Electric Drive" greatly increases the visibility to this technology hub and will enhance this downtown development through the association of a street name more in line with its unique features. This cooperative along with an updated street name is expected to reinforce the leadership of Austin in sustainable energy, green building, and mobility; while enhancing the pride and recognition of this community and its place in Austin's history and future.

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Austin Energy Plug-In Electric Vehicle Programs

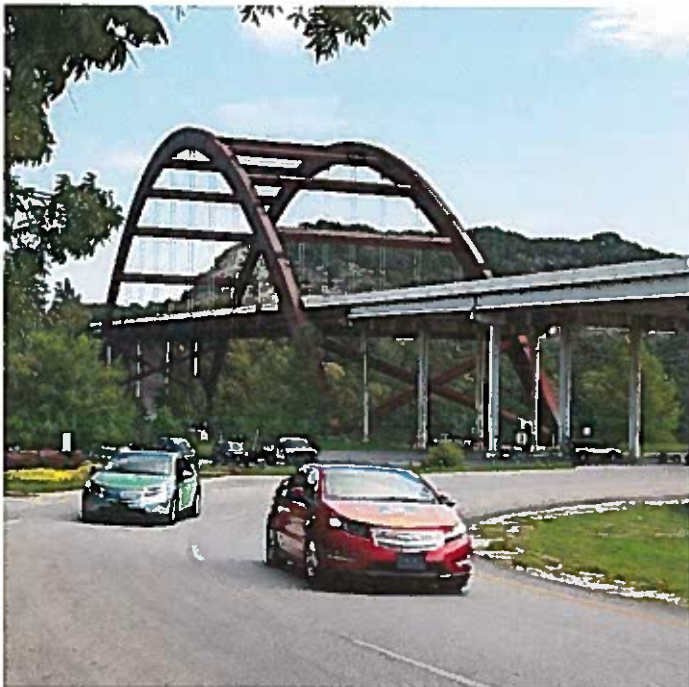
Electric Drive



Map of the Seaholm EcoDistrict with the indicated position of a DC Fast Charger on the future Electric Drive



Photo of future Electric Drive in Seaholm EcoDistrict



Austin currently has over 2000 electric vehicles on the roads



DC Fast chargers can fully recharge vehicles within minutes