

Concluding Remarks

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Ideas common to both fuels and vehicles (they are not really separate experiences)

- Metrics we've been using, such as \$/mi and mpg may not be the metrics people really respond to
- Apps, videos, social networking, etc. are well-poised to accelerate attitudinal changes towards transportation
- Smart phones are attractive both as intervention delivery system and as mobile sensors ("mobile smart meters")
- Regional differences such as values and infrastructure must be understood and leveraged for success
- Generational differences must also be kept in mind: children can influence their parents as well as vice versa
- Make it social/personal: harness enthusiasm of early adopters to help interested consumers overcome adoption barriers

Ideas specific to alternative fuels

- Enable alternative experiences
 - ▶ purchase/delivery modes
 - ▶ contributions toward fueling infrastructure
- Make the refueling experience more entertaining, e.g. through friendly competitions
- Can fuel be labeled so others see what's in your tank? Communicate through social networks?
- Create rewards program for alternative fuels—link it to onboard sensors that record fuel use over the life of the car

Ideas specific to alternative vehicles

- Facilitate tribalism/evangelism for early adopters—connect them with other consumers online or in-person
- Make it personal! Peer-to-peer vs. salesman/customer
- Online shopping is becoming point-of-decision, not showroom floor, so find a way to leverage this conduit
- Leverage vehicle as extension of self (signaling/online)

Straw man proposal

- Applications to Open FOA do *not* preclude a potential future targeted FOA in this area
- Phase 1: ~18 months
 - ▶ \$0.5M per study, perhaps 5 independent ideas per team in Phase 1. Total Phase 1 project budget ~ \$2.5M
 - ▶ Total program budget for Phase 1 ~\$13M
- Phase 2: 18-24 months
 - ▶ 5 consensus successful ideas executed at regional level
 - ▶ \$3-5M per study
 - ▶ Total Phase 2 budget \$15-\$25M

Note: these dollar values are illustrative only

Next steps: Notional Timing?

- The workshop feedback will be discussed internally at ARPA-E. A briefing to the leadership would likely occur around, May-June, 2012
- If internal approval is secured a funding opportunity announcement (FOA) could be released as early as late summer
- Funding would likely come from the FY2013 budget, no sooner than November

Note: these dates are illustrative only