

Catherine O'Brien



Catherine O'Brien works in the Salt River Project (SRP) Sustainability Policy & Programs group where she is leading SRP's Electric Vehicle (EV) Strategy. In this role, she is responsible for coordinating and collaborating with various internal stakeholders on developing strategies and initiatives to help identify opportunities towards increasing EV adoption, and meeting SRP's 2035 EV goal of supporting the enablement of 500,000 EVs in SRP's service territory while managing 90% of the EV charging load. These strategies focus on business, multifamily housing, residential, and public charging, along with fleet electrification, education and outreach, innovation, and policy. Some recent accomplishments include implementing SRP's Pilot Plug-in & Save EV registration rebate, launching the Transportation Electrification (TE) Activator with a coalition of practitioners and supporters focused on accelerating TE in Arizona, and partnering with Chargeway to help educate

dealerships and consumers about EVs and charging.

Catherine holds a Bachelor's degree in Engineering Mathematics from the University of Arizona. She previously served as project manager of the SRP Advanced Inverter Project (AIP) that involved coordinating the installation of over 750 "smart" solar inverters on customer homes to test a range of new grid support functionalities along with communication and control abilities. She has also provided engineering support to numerous departments within SRP, including Research & Development, Policy Procedures & Standards, Engineering Services, and Transmission Planning. Prior to working at SRP, she worked at the consulting firm ARUSI for several years as a project manager on distribution design projects, as contractor to SRP.