

Agenda for the 4th Meeting of the Stakeholders of the East Tennessee Clean Fuels Coalition

When: 11am – 1pm, Thursday, July 18, 2002

Where: The Copper Cellar on Cumberland Avenue, downstairs

Lunch: Ordering from a selection of 4 lunch items; please pay Gail \$10 for the lunch

1. Brief overview of what is to be covered today (handouts include this sheet, some of the Program Plan, the FY01 Coalition Success Stories and some biodiesel information)
2. Quick introductions around the room (name and business/affiliation); to allow new people to meet the other members of the coalition
3. Quick information on the Web site: www.etcfc.org. Work progresses with the site, currently adding information on AFVs and alt fuels and on-going activities in East TN.
4. Quick note about lunches. Today we will do the same as last time, asking for a \$10 donation to cover the total bill that ETCFC will pay (please give Gail Farris \$10 before the end of the meeting). **What do you want to do for future meetings?** We can continue meeting at Copper Cellar, or pick another location that would make it easier to pay individually like the Old Country Buffet on Chapman Highway (plenty of parking and a buffet which would simplify some of the ordering and food service that takes place here). In the future, I would like to be able to use coalition funds to cover lunch meetings.
5. Recognize July's "Star Volunteer" for extraordinary effort. (Simply giving credit where credit is due.)
6. Convey the basic list of activities that have been going on (items the coordinator has been working on):
 - Putting Program plan together (discuss outline with basics for what is done thus far)
 - Discussing membership/dues structure with individual stakeholders; briefly discuss the plan for allowing dues to help cover one-quarter of the necessary core costs that the coalition will have, and who you have spoken with about becoming a "Founding Partner" (AmeriGas, ORNL, UTK, City of Knoxville, City of Pigeon Forge, Ted Russell Ford, TVA), and who you plan to speak with about becoming a Founding Partner (AVS Bus, Eastman, IdleAire, KUB, Pilot Travel Centers LLC, Sevier County Utility District [SCUD])
 - Discussing project ideas with individual stakeholders (minimal thus far; starting off with discussing what is currently going on)
 - Contacting people as of yet not contacted (e.g., Knoxville Zoo, Airport Authority, City of Alcoa, Knox. Area Chamber Partnership, Honda/Toyota of Cleveland, Pioneer Oil, IdleAire, City of Gatlinburg, Sevier County Executive)
 - Writing letters to Wamp and Frist to introduce the coalition and attempt to produce a first meeting
 - Writing a proposal to Knoxville TPO for CMAQ funding to cover core costs of coalition and some educational work for the coalition
 - Developing bylaws for the coalition; not started, but other coalitions' bylaws are being reviewed to determine the quality and quantity necessary to develop ours
7. Briefly discuss some of the Bylaws type work that has taken place, including that
 - Two "co-chairs" will serve to direct the discussions of each Working Committee (WC) and pick someone to take notes for their WC during committee discussions; in any WC, no more than one co-chair can be from a for-profit company
 - Co-chairs should not be serving on the Steering Committee; this allows for a greater diversity of participation in the coalition
8. Get some of the folks in attendance to discuss what projects are on-going in their areas or businesses, for example
 - Sevier County Utility District - infrastructure installation, with Cities of Pigeon Forge and Gatlinburg purchasing vehicles to utilize the infrastructure
 - City of Sevierville - at least 2 hybrid buses; managed by Pigeon Forge's Fun Time Trolley
 - KAT - vans and hybrid buses; infrastructure
 - Great Smoky Mountains National Park - biodiesel/Pioneer Oil (?)
 - Ford/Ted Russell Ford - Helping with obtaining a coalition vehicle (Bi-fuel F-150, propane/gasoline)
9. Working Committees:
 - a. AFVs and Infrastructure: We have some development here already, which helps the coalition as a whole. The activities of this WC fall into the following categories:

- a. Increase AFV Acquisitions In Existing and New Fleet Markets,
- b. Increase Alternative Fuel Usage Among Existing AFV Owners,
- c. Develop Alternative Refueling Infrastructure, and
- d. Develop Clean Fuel Corridors along I-40, I-75 and I-81.

AFV related projects include, KAT, UTK mass transit project and the City of Sevierville. Infrastructure related projects include SCUD, TN Air National Guard and KAT. We need to start some discussion around infrastructure, especially publicly accessible stations. However we need to find some large and some small project ideas that are anywhere within the borders of East TN.

- b. Education and Marketing: Some basic needs/activities that fall within this group:
 - Develop a pamphlet for distribution at any and all events
 - Continue Web site work; Web site is intended to be major information and education portal for this coalition
 - Develop what information you think should go on a billboard, once we can develop this opportunity (Jonathan has already met with Carolyn Morton of Lamar Advertising to discuss how this works and how much it costs)
 - Start selecting first audiences we should work to educate on the plusses of alt fuels
 - Start selecting events we can participate in or put on to educate regional folks to the coalition and its work. Jonathan spoke with David Dunagan (southeast U.S. regional Clean Cities Program Manager) about obtaining some funds from DOE-Atlanta to put on an "Advancing the Choice" event, which can serve any of several different purposes. One attractive option at this point is to offer a ~1/2 day event geared toward educating local/regional private fleet managers to the plusses of alt fuels, having industry representatives attend to answer specific questions that fleet managers have (about vehicles and fuels). Alt fuel vehicles can be included to help the discussions if available (which we can work on getting). Other options include the EarthDay events that go on in Knoxville, Chattanooga and elsewhere.
 - Perhaps falling in this WC is developing a database of private fleets in the region. This can help us decide who we need to market to in the future. (The reason this idea is singled-out is that one of the weak points right now in coalition development is a lack of private fleet manager involvement. This is perhaps where coalition members can contribute most -- identifying private fleets that Jonathan could contact to educate to the ETCFC.)
- c. Legislative: Important first note here! - must coordinate state-level initiatives/ideas with the Middle TN CC Coalition to make sure state hears us as one voice. Some other ideas include
 - Working on getting the price of biodiesel down. Perhaps looking into a way for the state to help buy-down some of the cost of a gallon of B20 (about \$0.15 - \$0.20 more expensive per gallon than petrodiesel). Even a nickel or dime per gallon would help some organizations like the GSMNP move closer to B20 use.
 - Some tax-based opportunities include ideas like moving or adding some of the state fuel tax income that currently goes to road building to developing alt fuel infrastructure, state-level tax credits for alt fuel vehicle purchasing, etc.
 - Another option might be to pose legislation that mandates that all diesel sold in the state contain at least 2% biodiesel (MN first state to pass such legislation).

I would like to see this group come up with ideas that support both infrastructure development and vehicle purchasing (or direct alt fuel usage like the last idea). The following Web site details what other states have done in terms of state laws and incentives and should definitely be used as a resource for researching ideas ([http://www.fleets.doe.gov/fleet_tool.cgi?\\$\\$,benefits,1](http://www.fleets.doe.gov/fleet_tool.cgi?$$,benefits,1)), **in addition** to what is in the FY01 Coalition Success Stories information. City and county-based ideas are also needed!