

## Agenda for the 6<sup>th</sup> Meeting of the Members/Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, October 3, 2002

Where: The University of Tennessee Conference Center Building, Room 322

Lunch: Catered by the Crescent Moon Café (lunch on the coalition, parking on you)

1. Brief overview of what is to be covered today - handouts include this sheet and
  - ▶ Coalition Bylaws - review
  - ▶ Brochure on Workshop in Asheville, Nov. 6-7, 2002
  - ▶ data on breakdown of oil dependence (U.S. is the biggest user, Middle East has most of reserves)
  - ▶ Multiple newspaper and Web articles and information
  - ▶ (Should have copies of the two most recent *Alternative Fuel News* ready to hand-out at the next mtg.)
2. Quick introductions around the room (name and business/affiliation)
3. Web site notes:
  - ▶ "Homepage" - added interactive "News & Notes" feature, to make important information more easily accessible
  - ▶ "Homepage" - placed the logos for the current Founding Partners
  - ▶ "Fuels" - completed at least basic information on each alt fuel with links to more information, and added "State Fuel Tax Info" box
  - ▶ "Refueling locations" - added current East TN locations for fueling with propane (28); may have left out some - fuel providers please review and let me know if I did (by city, then address)
  - ▶ "News & Events" - added basic November alt fuels workshop info and link to the official site
  - ▶ "Join Us!" - completed this page with basic reasons for joining, all the info from the membership hierarchy on additional benefits, and a link to the membership structure document itself
  - ▶ "Documents - General ETCFC Docs" - added a PowerPoint presentation on the ETCFC effort
  - ▶ "Documents - General ETCFC Docs" - added the Bylaws (still in review stage)
  - ▶ "Documents - A+I" - added the Ford PowerPoint presentation "ABCs of AFVs" (CNG video)
  - ▶ "Documents - E+M" - added the American Lung Association's "[The State of the Air 2002 Report](#)", as well as a link to Table 3 showing the most ozone polluted cities in the U.S. (K[NOx]ville, up from 12<sup>th</sup> two years ago to 8<sup>th</sup> in 2002)
  - ▶ "Pictures" - added pictures for IdleAire's system (check them out)
4. RECENT PROGRESS - Discuss the progress made in the last month:
  - ▶ Proposal to Knoxville Regional TPO for CMAQ funds to assist ETCFC completed and turned in 9/3/02
  - ▶ Presented our effort to Students Promoting Environmental Action in Knoxville (SPEAK; 9/16/02) and the Mechanical Engineering Senior Seminar class at UTK (10/1/02)
  - ▶ Presentation of the ETCFC effort developed, and placed on the Web site
  - ▶ Was setup to present to the East TN division of the Tennessee Propane Gas Association in Gatlinburg on 9/24/02, but event was cancelled due to a death in the group; will probably be rescheduled for next year (developed presentation for them)

- ▶ Attempted to present to Sevier County Transportation Group (including Larry Waters - Sevier County Exec.; 9/18/02), but BRT discussion went long; will have rescheduled shortly
- ▶ Attended the Clean Cities of Middle Tennessee Annual Stakeholders Meeting (9/10/02); met several key stakeholders for Dave Pelton (M. C. Kent - NES, Glen Craig - Hollingsworth Oil, Marty Baker - Suburban Propane, Jeanne Stephens - Nashville Area MPO, Charlie Howell)
- ▶ Spent several weeks attempting to obtain fleet data for Knox County working through Rodney Lane with the Knox County Clerk's office; need to start the same effort for surrounding 8 counties
- ▶ Completed Bylaws; are included in your handouts for your review; please get comments to me at your earliest convenience (if you missed the meeting, see the Web site for a version)
- ▶ Completed letter to Bill Baxter at TVA - sent 9/23/02; completed letter to Victor Ashe - sent 9/30/02; if you want a copy, let me know (Wamp and Duncan will be next; Wamp focus regional benefit + national benefit + environment, Duncan focus on Park)
- ▶ Several conference calls held to lay out the Asheville 6-7 Alt Fuels Workshop; see brochure with handouts for more info
- ▶ Request to Arlene Garrison in for excluding UT overhead from monies coming into ETCFC account (typically 45%; attempting to get that reduced to 0%; looks good if we can get all necessary paperwork in)
- ▶ Have met with Southern Alliance for Clean Energy's (SACE's) Ulla-Britt Reeves and FGS's Thomas Frazer to find ways to work together to advance clean air objectives in large duty fleets
- ▶ Have attempted to contact Tim Meinhold with Tate & Lyle NA to discuss ethanol and learning more about the Loudon plant; no response thus far
- ▶ Met with Cynthia Oliphant (9/9/02) to relay mid-term accomplishments of the coalition as initial primary funder
- ▶ Have made contact with Jan Bowers, the Environmental Coordinator for TDEC in Northeast TN (Johnson City, Kingsport and Bristol). She is involved with the Ozone Action Partnership (OAP) there, which has members of Tri-cities MPOs as well as other industrial representatives; she put me in-touch with Eastman (Steve Gossett) with whom I have broached the idea of becoming a member. Will present our effort and opportunities to reduce ozone formation via transportation and alt fuels to the OAP on 10/21/02.
- ▶ Met with ORNL's Ralph McGill to start discussing opportunities for ORNL+ETCFC collaborating on furthering alt fuel use in ET
- ▶ Met with KUB to further discuss their becoming a partner and project opportunities involving NG and local fleets
- ▶ Made contact with Tony Watkins, Fleet Manager at McNelly-Whaley Ford in Sevierville, the only other certified AFV Ford dealer in all of Tennessee (other than Ted Russell Ford); we are somewhat blessed on this one (only two in the state and they are both located in the center of East TN)!
- ▶ Created account at First Tennessee for the nonprofit ETCFC
- ▶ (Always) Working on getting stakeholders to be become "partners"
- ▶ Review logos (PowerPoint)

#### 5. TO DO IN OCTOBER/NOVEMBER:

- ▶ **Program Plan** - keep writing; continue membership and project discussions with all stakeholders/members; **have first draft ready for next meeting!**
- ▶ Survey will be necessary; continue effort to obtain fleet information so that survey can be mailed
- ▶ Complete nonprofit incorporation (Call Carol - add text to bylaws if necessary) and start on documents that are needed to obtain 0% charge from UTK for overhead

- ▶ Start the discussion about our first "Advancing the Choice" event. Who do we focus on - Fleet managers in Knox County? School bus fleet managers across several counties? Other opinions on this?
- ▶ Discuss the radio ad (2 x 30 sec. commercials/day, Mon.-Fri. 6am - 7pm for 26 weeks; **value = \$1,536, we obtained for \$200**). Will run on Truth Radio - AM 1470 - WBCR, out of Alcoa. **Must be started before 6-01-03!** Harry Grothjahn with WBCR said he would be happy to discuss ways to improve message; examples include using known local/regional person, and using one male voice and one female voice to create ad and rotating the two. Can voice it in their studio. Maybe Dolly Parton, Louise Mandrell, Don Williams, or Fred Thompson (I know I'm really dreaming here, but...) Their programming list can be accessed at [http://www.blountweb.com/wbcr/programming\\_toc.htm](http://www.blountweb.com/wbcr/programming_toc.htm).
- ▶ Discuss billboard opportunity through Lamar - for nonprofits. (Education and Marketing WC needs to see the packet of info I brought from Lamar.) As I remember from discussion with Carolyn at Lamar, "Posters" guarantee 10 days exposure, while "Bulletins" don't guarantee any time frame. Cost:
  - ❖ "Posters" use paper; costs \$150 for 1 paper
  - ❖ Small "Bulletins" use vinyl (lasts longer; they just stretch over frame) costs \$775 for 1 vinyl
  - ❖ Large "Bulletins" use vinyl, costs \$1,350 for 1 vinyl
- ▶ Quarterly ETCFC Newsletter - will plan on developing newsletter that can be distributed for the first time in January/1<sup>st</sup> quarter '03

6. Get project updates (KAT, UTK, Sevierville/Sevier County)

7. **Pick a meeting date for the next meeting.** potential dates for the next meeting:

- ▶ October - 29<sup>th</sup> (Tuesday) or 31<sup>st</sup> (Thursday)?
- ▶ November - 5<sup>th</sup> (Tuesday), 12<sup>th</sup> (Tuesday) or 14<sup>th</sup> (Thursday)?

## 8. Working Committees

Let's let the WCs continue their discussions from two meetings ago, and let the Bylaws be something of a guide for what each should work on. I really hope that each WC member can spend some period of time looking at what other coalitions have done to develop something of a baseline for our efforts. The national Clean Cities program homepage is the best place to start such a search. I can also provide (and have in the past) good locations for starting certain perusing of other coalitions' past activities (e.g., "FY01 Coalition Success Stories" document, legislative info on what other states have done with state laws and incentives - [http://www.fleets.doe.gov/fleet\\_tool.cgi?\\$\\$,benefits,1](http://www.fleets.doe.gov/fleet_tool.cgi?$$,benefits,1)).

- ▶ The AFVs + Infrastructure group should be discussing (thinking outside the box for) potential projects.
- ▶ The Education + Marketing group should continue their ideas from two meetings ago, and move forward with the ideas of 1) how do we best (cost effective and pupils perspective) get our message out to the masses, and then 2) how do we refine/alter that message to start *marketing* our effort to the decision-makers and fleet owners of East TN.
- ▶ The Legislative group should first review the above noted Web site and then start formulating ideas for legislation that could potentially work in Tennessee (state legislation)/East TN (city or county legislation).