

Agenda for the 7th Meeting of the Members/Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, October 31, 2002 (Halloween)

Where: The Sevierville Civic Center (free parking). You should have received directions in a previous email; if necessary, contact Jonathan for more info (865-974-3625).

Lunch: Sponsored by the Sevier County Utility District (*Thanks SCUD!*)

1. Brief overview of what is to be covered today - handouts include this agenda and
 - ▶ the 2 most recent issues of *Alt Fuel News*,
 - ▶ a letter from a Clean Cities coalition in Texas detailing a new focus for ATC events,
 - ▶ 50-state Legislative Summary document (useful for all members/partners to read!),
 - ▶ a 1-pager on the Energy Policy Act of 1992 (EPAAct) and the Clean Fuel Fleet Program (CFFP),
 - ▶ a news article on natural gas vehicle growth in California, and
 - ▶ an article written by the Director of the NGVC on why NG is the natural choice for transition to fuel cells and hydrogen use.
2. Quick introductions around the room (name and business/affiliation)
3. Reminder of the mission statement from the Bylaws and our primary goals in the near term:

Mission statement:

The mission of the ETCFC is to simultaneously 1) promote the installation of alternative fueling stations and purchase and use of alternative fuel vehicles (AFVs) in order to facilitate development of a viable alternative fuels industry and economy in East Tennessee, and 2) improve air quality in the region.

Primary near-term goals:

- 1) Work to implement alt fuel projects in East TN,
 - 2) Work to make the ETCFC a sustainable coalition of involved participants from across East TN, and
 - 3) Work toward and obtain official designation under the Clean Cities program.
4. RECENT ACTIVITIES - Discuss the progress made in the last month:
 - ▶ No response yet from **Jeff Welch** on the proposal to Knoxville Regional TPO for CMAQ funds to assist covering ETCFC core costs (submitted 9/3/02; won't be officially submitted until Jan. '03).
 - ▶ Met with and presented to **GSMNP** officials on alternative fuels and the ETCFC on 10/7/2; the Park is looking into their fuel choices and actions they could take to improve their footprint on the Park.
 - ▶ Met with the **Southern Alliance for Clean Energy** (SACE; Supporting Partner) on 10/8/02 to discuss ways to work together.
 - ▶ Met with Tony Watkins and Scott Breckenridge of **McNelly-Whaley Ford** in Sevierville (on 10/11/02), the only other certified AFV Ford dealer in all of Tennessee (other than Ted Russell Ford). They are contemplating becoming involved. Looks like they are going to become a Silver Partner.
 - ▶ Met with **Mark Penland** who is the Knox and surrounding county representative for TDEC (title is Environmental Coordinator) on 10/15/02. Mark has been VERY helpful in pointing out government RFPs (e.g., FTA, EPA) that we could respond to, to look for assistance with funding for alt fuel projects. *Thanks Mark!*
 - ▶ Met with **Valley Proteins** representatives on 10/17/02. They are a local (Strawberry Plains) kitchen grease recycler that produces a stabilized fat product that can be used as a biofuel, and are interested in coalition activities and perhaps starting to manufacture biodiesel.
 - ▶ Met and presented to the **Ozone Action Partnership (OAP)** of Tri-Cities on 10/21/02; OAP is a voluntary effort in Tri-Cities area that is working to keep Tri-Cities from having any other 1-hour ozone exceedences; representatives for several cities and counties as well as Eastman attended the meeting, which served as a jumping-off point for spreading the word of the coalition in Tri-Cities area.

- ▶ Spent time on the phone with Stephen Gossett of **Eastman**, further discussing the possibilities of Eastman becoming a partner.
- ▶ Will present to **Sevier County Transportation Group** on November 20.
- ▶ **Survey work - Need Input!**. Previous efforts have come up with no results. Need to find a better way to access fleet data in East TN. I have
 1. contacted the state MVM Dept. (Motor Vehicle Maintenance; TN's equivalent of a Dept. of Motor Vehicles-DMV), only to find they don't have any TN fleet data,
 2. contacted other state people (i.e., TDEC) to ask for advice with whom might have state level fleet data,
 3. spent time working with Knox County Clerk's office (Rodney Lane - Computer Operations Mgr.) to see what fleet data they keep, and was finally told that the county can't separate fleet from non fleet data in the records keeping system they have (they would have to supply me the complete Knox County vehicle data), and
 4. have started discussion with Sevier County Clerk (Joe Keener) to obtain data on fleets operating there; have not received anything yet.

I have since re-contacted Rodney Lane. He noted that he would do two things: 1) get Richard Moran, the Dir. of Knox County Info Services, to call me to discuss this, and 2) re-ask the appropriate person at the state level what data on fleets the state tracks. Any comments on where else such data might reside? This data is important to us as fleets are **the** niche market we must start with to develop our regional alt fuel economy! If we can't obtain data on fleets in East TN, we will be fighting a heavyweight fight with one arm tied behind our backs.

Late addition: Spoke with Richard Moran. He explained that he could provide me names alone for fleets in Knox County, and that I should contact Mike Padgett (Knox County Clerk) to discuss with him the county doing a better job of collecting and organizing data in fleets in the county.

- ▶ Minimal comments on **Bylaws**; made small changes and posted final version on the Web site
- ▶ Followed the letter to **Victor Ashe** up with an email to him, then emailed and called Ellen Adcock, the city's Director of the Dept. of Administration, to see what she could do to help. She somehow got Ashe to agree to see me, and we now have an appointment with him next Tuesday!
- ▶ Several conference calls held to lay out the Asheville 6-7 Alt Fuels Workshop; see brochure with handouts for more info
- ▶ Spent time with Darrin Rhines of **KUB** to further discuss their becoming a partner and project opportunities involving NG and local fleets
- ▶ (Always) Working on getting stakeholders to become official partners
- ▶ Contacted Parks Wells, the president of the **Tennessee Soybean Assn (TSA)**. Learned that last year TN produced ~34 million bushels of soybeans, which places TN about 15th out of 29 states that grow soybeans. The leaders are 1) Iowa-480M bushels, 2) Illinois-420M bushels, and 3) Minnesota-303M bushels. While majority of soybean growing in TN is in West TN, still would be good to be able to utilize one another for information on what is going on. Parks supplied **Burton English's** name as a UTK professor in Agricultural Economics who is working with the TSA on a project; left Burton a voicemail to call me so that we could discuss our efforts.
- ▶ Received very little comments on the **logos**; Jonathan will work with Carla to decide on which logo(s) to use.

5. TO DO IN NOVEMBER:

- ▶ **Program Plan** - keep writing; continue membership and project discussions with all stakeholders/members; attempt to have first draft ready for next meeting.
- ▶ **Survey work.**
- ▶ **Mark Penland** follow-up! Get some folks looking for project funding sources to help me review what Mark has provided to see if any of those are a good fit for funding specific projects. If so, then we need to first get together to discuss the opportunity and then put together a formalized plan, so that we can respond to the RFP. This is extremely important, because this is the crux of our effort: find funding opportunities and respond with proposals to start working toward building our alt fuel economy!
- ▶ 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? Some information has

recently been handed down from the Clean Cities program in Washington about a different way to tackle ATC events. See the attached document for more info.

- ▶ **"Regional Contacts?"** Would it be possible to add to the "Contact Us" page on the Web site a listing of regional people that could also be contacted about our work? Perhaps we could try and list people by county or region, perhaps placing contacts for Sevier County area (City of Sevierville or SCUD person?), Chattanooga area (Susan Thomas?) and Tri-Cities (Dave Deputy?). This should bolster the confidence factor in a potential stakeholder via seeing those contacts and knowing that they can contact someone other than Jonathan to discuss coalition efforts or activities. I wouldn't expect that person to spend a large amount for time with potential members, as they could provide maybe just 5-10 minutes info or answers and then suggest that they contact me for more information.
- ▶ **Billboard mock-up** - Teresa working on; spoke with Stuart Brabston on 10-24-02 about using some of the extra funding Ted Russell Ford plans on providing to the ETCFC for billboard - he likes the idea, and could *possibly* be a connection to Mike Fleming and Lamar Advertising for the ETCFC in trying to maximize cost effectiveness of our advertising.

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

7. Save about 5-10 minutes for Dale Fatland of **Pure Power** of Louisville, KY to speak to the group about Pure Power's product: a fuel that is a mix of ethanol, biodiesel and petrodiesel.

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

- ▶ December - 3rd (Tuesday) or 5th (Thursday)?

9. **Working Committees**

Continuation of Working Committee (WC) discussions. Use the Bylaws and the "Coalition Goals and Objectives" section from the Program Plan as a guide (Jonathan has copies if you need one). Each WC needs to develop their own game plan and identify potential projects that effectively work toward the goals of the coalition. **It is important that each WC choose a secretary to document the discussions and ideas produced during their meeting time.** Please give the summaries to Jonathan at the end of the meeting.

AFVs & Infrastructure Working Committee Information

Co-chairs are Doug Bishop and Barry Greenberg

For this committee, developing projects that address the below listed four (4) areas of development is critical. We need to get a handful of projects going so that we have something to point to in success stories *in our region*. Granted, some success stories already exist in East TN, but none that we have worked to bring, and that are recent implementations. Getting some projects going also supports the secondary points listed below.

It should also be noted that the AFVs and Infrastructure game plan needs to include multiple alt fuels. Try and spend some time discussing the below with regard to each alt fuel.

Areas of Development

1. Increase AFV Acquisitions In Existing and New Fleet Markets
2. Increase Alternative Fuel Usage Among Existing AFV Owners
3. Develop Alternative Refueling Infrastructure
4. Develop Clean Fuel Corridors along I-40, I-75 and I-81

Secondary Points

1. Develop Relationships with and Recruit New Members to the ETCFC
2. Secure Grant Funding for the ETCFC Related Projects
3. Increase Public Awareness of AFVs and their Advantages
4. Establish and Strengthen the Long-term Viability of the ETCFC

Among the areas of development, we have a several current users of AFVs (point #2), thus the work in that area is limited to getting these entities using more alt fuel:

- ▶ CARTA, TVA, Knoxville Zoo (electric);
- ▶ KUB, City of Pigeon Forge, City of Gatlinburg, Sevier County Utility District (CNG);
- ▶ ORNL (ethanol); and
- ▶ Schwan's (propane).

For those entities listed above, please make sure and note any current projects that will expand alt fuel usage for them.

After that, the remaining three areas of development all basically fit under one project roof: getting new fleets using alt fuel. While point #1 fits cleanly in the new projects arena, points #3 and #4 can be grouped under one project (with point #1) if the associated infrastructure is publicly available. Wherever, whenever possible, we need to strive to put public infrastructure in place before private, as such projects simultaneously provide fuel to the involved fleet(s) and expand the alt fuel infrastructure in the region (which supports our overall goal of creating an alt fuel economy in East TN). The simplification of data on fleet sizes that best utilize public versus private infrastructure is

- ▶ fleets of ~15 or less don't have the capital to install their own, thus they tend to utilize public infrastructure, while
- ▶ fleets of ~15 or more find it more economically attractive to install private infrastructure.

Remember, we need projects that address each of these areas of development, and each alt fuel. If we can just get 2-3 projects going that address each of these categories, I think we'll be starting off on the right foot.

Education & Marketing Working Committee Information

Co-chairs are Tom Shannon and Susan Thomas

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 fleet owners and decision-makers of East TN.

For this committee, the key "Coalition Goals and Objectives" (from the Program Plan) are listed below.

1. Develop Relationships with and Recruit New Members to the ETCFC
2. Increase Public Awareness of AFVs and their Advantages
3. Establish and Strengthen the Long-term Viability of the ETCFC

Billboards, the brochure, getting a rolling billboard vehicle in use, radio advertisements, and PSAs will help us address all the points listed above. As such, I would like to see this WC continue the great work they have started on each of these fronts, with the WC committing one person to lead each advertising front. So far, this is what we have:

- ▶ Bob Stahlke - Brochures. Bob already created a fine brochure, that we can expand on as soon as the logo is decided on. Jonathan needs to get with Carla York to finalize the ETCFC logo.
- ▶ Teresa Cantrell - Billboards. Teresa is working on billboard mock-ups. She and Jonathan conversed via email about using local high school or college advertising classes to look for some original designs or ideas to make the billboard shine. Also, Jonathan spoke with Stuart Brabston on 10-24-02 about using some of the extra funding Ted Russell Ford plans on providing to the ETCFC (~\$4,000, I believe) for the billboard effort - he likes the idea, and could *possibly* be a connection to Mike Fleming, President of Lamar Advertising, for the ETCFC in trying to maximize cost effectiveness of our advertising.
- ▶ Jonathan Overly - Rolling billboard. Cost information is being prepared to look further at the cost effectiveness of the opportunity. Should have by next meeting, unless someone else can tackle this.

- ▶ Jonathan Overly - Radio Advertisements. Need to start working on this. Radio station is in Maryville. Maybe I can get some folks from Maryville involved that could take the lead here.
- ▶ Jonathan Overly - PSAs. Below is a list of what he has learned on PSAs thus far.
 - WATE-TV6: Does national Clean Cities have PSAs already developed? Hand him a 10- or 30-second spot! No VHS - beta-SP (analog, cassette) tape! (Standard beta also OK.) UTK, ad agencies could help with the ad setup and video (in-kind assistance)??
 - Clean Cities program - I contacted them. They are checking to see if they have a standard spot that they can provide us a copy of (sounds like they do, but may be 2-3 years old). TG Powell with national Clean Cities will get back to me soon with either tapes or an answer.
 - WNOX radio (99.9 FM, 990 AM): They said they get many requests to run PSAs daily (can be in the triple digits), and that the newsroom just does its best to voice them on the radio, whenever possible. All we need to do is send them a fax (to 558-4218, attn. - Newsroom) with the descriptive text. Keep it short-n-sweet! Below are two stabs at the text to send them. (If this is what most radio stations require, let's make a handful of versions and send one version to many stations ASAP!)

"A new force is working in East Tennessee called the East TN Clean Fuels Coalition. The ETCFC (their acronym) is working to simultaneously reduce dependence on foreign oil and improve air quality in East TN by using alternative fuels in the transportation sector. If you are interested in learning more about the ETCFC, visit them online at www.etcfc.org, or call Jonathan Overly at 865-974-3625."

"A new group is at work in East Tennessee called the East TN Clean Fuels Coalition. The ETCFC is working to simultaneously improve air quality in East TN and reduce our dependence on foreign oil by using alternative fuels in the transportation sector. Alternative fuels like biodiesel, electricity, natural gas and propane have come a long way since the conversion days of the 1980s, and many types of alternative fuel vehicles are now available. If you are interested in learning more about the ETCFC, visit them online at www.etcfc.org, or call them in Knoxville at 974-3625."

Additionally, the annual events we hold (e.g., "Advancing the Choice" [ATC], ride-n-drives) will be a major part of our Education & Marketing and AFVs & Infrastructure initiative. I would suggest we start by focusing our efforts on educating fleet managers to the benefits of alt fuels, as we can be providing a service and looking for potential project partners at the same time. General fleet managers from a county or region and school bus owners/operators/fleet managers from a certain county or region are two possible starting points. ATC events have had minimal success in the past, but a new model for these has been met with much better success. The idea is to go collaborate with several entities (e.g., vehicle retailer, fuel supplier) to push one particular vehicle to the local market. A letter briefly detailing what occurred in Texas is attached for your review.

Legislative Working Committee Information

Co-chairs are Jack Barkenbus and Robert Waltz

The Legislative WC first needs to know and understand EPAct and Clean Fuel Fleet laws (see included 1-pager). EPAct much more important as (I believe) no MSA (metropolitan statistical area) in East TN is actually a CMSA (consolidated metropolitan statistical area), which you must be for CFFP to apply. Jonathan has with him a larger document that details more about these two laws and their particulars and affected areas. There are three MSA in East TN: Knoxville MSA, Chattanooga MSA, and Tri-Cities MSA.

Reviewing what other coalitions have done is the next area of work for this WC. A summary of what other states have done to utilize incentives and legislation to help their efforts is included in today's packet (50-state Summary). With the political climate in TN currently in a state of flux, the best thing for us to be doing is considering the body of options, and create a list of incentives/legislation that we think will work best so that when the time comes, we are ready.

Another important facet of this WC's work is being on the same page with our state-based ideas as Clean Cities of Middle Tennessee. I would suggest we devise a list of legislative opportunities that we think would assist our effort, and then share and discuss those with Dave Pelton and his crew.