

EAST TENNESSEE CLEAN FUELS COALITION

7th Stakeholders Meeting Notes ~ October 31, 2002

Where: The City of Sevierville's Civic Center

When: 11am to 1pm

Attending (total of 18 people)

Cantrell, Teresa – Great Smoky Mountains National Park (GSMNP)

Deputy, David – AmeriGas Propane

Fortner, Brian – City of Sevierville

Greenberg, Barry – Knoxville Area Transit (KAT)

Henderson, Larry – City of Gatlinburg (attending for Ron Green)

Hickman, Jerry – City of Sevierville

Jagger, John – City of Pigeon Forge

Little, Charlie – Valley Proteins, Inc.

Lowe, Dejim – TVA

McCarter, Jeff – Sevier County Utility District (SCUD)

McGill, Ralph – Oak Ridge National Laboratory/National Transportation Research Center (ORNL/NTRC)

Naegeli, Wolf – FGS + 9 Counties-1 Vision

Penland, Mark – TN Dept. of Environment & Conservation (TDEC), Knoxville Representative

Schotters, Mark – GSMNP

Stahlke, Bob – City of Sevierville

Thomas, Susan – Electric Transit Vehicle Institute

Underwood, Randy – SCUD

York, Carla – Ebus

Other participant information:

- ▶ Several other people joined us including Matt Ballard from SCUD, another representative of the City of Sevierville, and a representative of the Mountain Press newspaper!
- ▶ Thus far, a total of 61 people have participated in the 7 meetings, representing 37 different companies and organizations.

Meeting Content

1. Called meeting to order ~ 11:20am
2. Briefly described outline for the day (see the 7th Meeting Agenda on the Web site - www.etcfc.org under "Documents"); also covered some additional documents that were presented to the group not shown on the Agenda, including
 - ▶ The brochure for the Asheville alt fuels workshop, Nov. 6+7,
 - ▶ 1 page from the ETVI Summer 2002 newsletter discussing the TN Valley Corridor Summit, and
 - ▶ a Ford Partnering project in concert with the National Clean Cities, Inc.
3. Thanked the City of Sevierville for letting us use their Civic Center (very nice facilities), and SCUD for hosting our lunch (excellent barbecue from Damon's [ribs, chicken, beans, lemonade, brownies, etc.]!)
4. Everyone introduced themselves to the group.
5. Reminded everyone of the coalition's official mission statement, and the near-term goals that exist for the team.
6. When Jonathan spoke about Mark Penland's assistance, he noted that he has placed links to the info Mark provided at the bottom of the "Online Resources" page on the Web site, within the "Other Links" box. The link that is provided is to the Catalog of Federal Domestic Assistance, a resource for information on federal RFPs.
7. The group briefly provided some input on the issue of getting fleet data from either state or county entities. Matt Ballard noted that he would speak with Joe Keener about getting data to Jonathan on Sevier County fleets, and Barry Greenberg and Dejim Lowe noted that perhaps Ford retailers and the state could help out using VIN numbers to identify fleets. It was mentioned that perhaps the Highway Patrol could provide some fleet data. Jeff McCarter also noted that there is a fleet manager's publication that might be helpful.
8. Jonathan discussed the Education & Marketing events that we need to put on in the next 4 months of next year (by April 2003), including one "Advancing the Choice" (AtC) event and National AFV Day Odyssey.

He discussed the letter from the Central Texas Clean Cities coalition that detailed a different way to hold an AtC event (slim down focus to one fuel and perhaps one vehicle), and showed a notebook of information he has on the AFV Day Odyssey.

9. Got a quick update from KAT on their propane projects (should have the UTK mass transit system operating by start of Spring semester, and bid will hopefully go out by the end of this year on hybrid buses), and info from City of Sevierville on where they are in looking at options (still looking).
10. The group chose December 5th (Thursday) for the next meeting. The meeting will take place in Knoxville, with more information to come in the very near future on the exact location.
11. Before splitting into Working Committees (WCs), Jonathan noted (for those that may not have attended a meeting or selected a WC previously) to simply pick one today to participate in.

Meeting Notes taken and submitted by Jonathan Overly.

Working Committee Notes

AFVs & Infrastructure WC Notes

(received 11/3/02)

Attendees:

Barry Greenberg - KAT (Co-chair)
Carla York - Ebus
Larry Henderson - City of Gatlinburg
Ralph McGill - ORNL
Mark Schotters - NPS
DeJim Lowe - TVA

Discussed a variety of items including the following:

1. AFV fueling sites and types available in the region; will begin process of obtaining this information as it applies to public and private availability.
2. Discussed the opportunity at the NPS with Ethanol. Mark is going to get number of park vehicles currently on site which could utilize ethanol. Carla will follow-up regarding having ethanol made available for them to utilize.
3. DeJim Lowe from TVA updated the group on the current demonstration project currently underway in Cades Cove. Apparently the project is going very well overall. As with any fact finding project, some vehicles have performed better than others and that information is being banked for use at the end of the demo.
4. Carla York to get infrastructure availability from state Fire Marshall for public and private fleets (gases).
5. DeJim Lowe will check with power providers in the region as to what EV infrastructure is available in the region.
6. Group discussion ensued as to how much time needs to be spent in pursuit of EV's (dedicated) being put on the road. Consensus is not very much due to the lack of range in a pure EV for personal travel. Regarding EV's the group will focus on confined service usage and circulator transit operations.
7. Ralph McGill from ORNL provided the group with some noteworthy information from his past experiences;
 - a. Bad vehicles that create a bad experience for people to remember with ANY Alt Fuel ruins the idea in that area for a long time.
 - b. We need to be cautious about choosing vehicles and fuels, so that the recommendations we make are good ones.
8. DeJim indicated that TVA has current and potential future projects that could be married to the ETCFC.
9. Group believes we should determine what vehicles are available NOW that work well and then promote them with the fuel they utilize. Then concentrate on other fuels as time goes by.
10. Everyone also agreed that we must work with E&M group to start disseminating information.

Meeting Notes taken by Carla York.

Education & Marketing WC Notes

(received 11/14/02)

Attendees:

Susan Thomas - ETVI (Co-chair)

Teresa Cantrell - GSMNP

Randy Underwood - SCUD

Bob Stahlke - City of Sevierville

Wolf Naegeli - Foundation for Global Sustainability/9Counties. 1Vision.

- ▶ Reviewed brochures. Committee liked the brochure with the gradient front panel, but with the inside panels formatted with the bars on top and bottom. Awaiting final review by Jonathan and new logo. Questions as to how the brochure would be printed and how it would be distributed (by who, to who, etc.).
- ▶ Reviewed billboard ideas. Teresa presented several drafts for discussion and suggested that UT art department be contacted for assistance with artwork. Discussed possible billboard locations. Wondered who would actually produce/print the sign. Teresa will follow-up with Jonathan.
- ▶ Discussed marketing concepts. Susan suggested development of a comprehensive plan, with individual components addressing all aspects of ETCFC. Also regarding marketing, discussed concept of recruiting a “spokesperson” for ETCFC marketing. Suggestions included Rusty Wallace, Dolly Parton and Bill Landry. The committee would like Jonathan and the coalition to consider this idea.
- ▶ Discussed “free” radio advertisements. Committee was unsure of exactly what is required by the radio station. Do we just present a concept to them and they will develop ad and record with their staff, or do we need to do it all: concept, development, script, record. Susan will help if we need to do a script.
- ▶ Discussed events. The committee looked at two types of events: one for fleet managers and the other for the general public. The committee recommends that the coalition’s first event be geared towards fleet managers, similar to the example in Texas.

Meeting Notes taken by Bob Stahlke.

Legislative WC Notes

(received 12/4/02)

Attendees:

David Deputy - AmeriGas

John Jagger - City of Pigeon Forge

Jeff McCarter - SCUD

Brian Fortner - City of Sevierville

Jerry Hickman - City of Sevierville

Charlie Little - Valley Proteins, Inc.

- ▶ The committee held a brief meeting. The group agreed that the results of the election on the following Tuesday would be critical in planning a future course of action. While some value may be obtained from liaison with the Tennessee congressional delegation, the committee agreed that a concentration on state and local initiatives will probably be more useful in the short run.
- ▶ Dave Deputy conveyed the willingness of Russell Palk, executive director of the Tennessee Propane Gas Association, to share his extensive experience and contacts as a lobbyist with state government.
- ▶ In summary, the structure and benefits of legislative initiative await the outcome of the November election.
- ▶ Postscript: With the transition to Mr. Bredesen in the governor's office and a narrower majority in the legislature, the tasks awaiting the committee at its next meeting become far clearer.

Meeting Notes taken by David Deputy.