

Agenda for the 8th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, December 5, 2002

Where: The Copper Cellar Restaurant on Cumberland Avenue near downtown Knoxville.

Lunch: Will order from a menu of 4 items; lunch will be paid by a sponsor - Ted Russell Ford.

1. Brief overview of what is to be covered today. Meeting time will consist of approximately 30 minutes of Coordinator information on coalition events/issues, followed by about 1 hour to breakout into Working Committees, and finally get back together as 1 group for about 30 minutes to let the rest of the coalition see and hear what each working committee discussed. The handouts include this agenda and
 - ▶ The meeting notes from the last meeting (10/31/02),
 - ▶ the most recent issue of *Alt Fuel News* (articles on propane, national parks, tiger teams),
 - ▶ note on NHTSA studying mileage standards,
 - ▶ copy of the new congressional map for TN (with contact info),
 - ▶ note on the oil tanker spill off the coast of Spain,
 - ▶ note on the Sprawl Index for Knoxville,
 - ▶ 1-pager on advertising with the Knoxville Ice Bears,
 - ▶ notes from the most recent Environmental Reporter, and
 - ▶ an article from industryweek.com (sent to Jonathan by Charlie Little at Valley Proteins) on Honda's Civics.Other items to be passed around:
 - ▶ RFP packet for Clean Cities projects from January 2002,
 - ▶ A few copies of information on the Honda Civic GX, and
 - ▶ "The Route to CNG" (map of CNG stations in OK) from the Central Oklahoma Clean Cities Coalition.
2. Quick introductions around the room (name and business/affiliation)
3. Reminder of our 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. Changes to the Web site:
 - ▶ Added a section to "About Us" with awards information,
 - ▶ Added a link to the online version of the article written by Anna Garber of *The Mountain Press* entitled "Group Growing Good Stewards of the Air,"
 - ▶ Added new pictures (i.e., CNG fast-fill station in Pigeon Forge, Asheville alt fuels workshop),
 - ▶ Added more links to information (like potential funding pockets/opportunities on the "Online Resources" page, and links to more Clean Cities coalitions), and
 - ▶ Added two "Regional Contacts" - Bob Stahlke and Dave Deputy to the "Contact Us" page.
 5. Note on one person with respiratory problems - part of the affected population on many of the ozone days
 6. Note of congratulations to one of our brethren, and the presentation of the "Star Volunteer" Award for Fall 2002

7. Make monthly meeting date consistent - held on certain date of the week for each meeting (example - Tuesday or Thursday of 2nd week of each month)? Suggested dates or opinions? This has been suggested by several people, to help them be able to better schedule and attend meetings.

With regard to previous meetings, here's how we've met before: (*my suggestions)

1 st Tuesday - 0	1 st Thursday - 2
2 nd Tuesday - 0 (*)	2 nd Thursday - 1 (*)
3 rd Tuesday - 1 (*)	3 rd Thursday - 1 (*)
4 th Tuesday - 1	4 th Thursday - 0 (Thanksgiving & Christmas '03)
5 th Tuesday - 0 (don't always exist)	5 th Thursday - 2 (don't always exist)

8. RECENT ACTIVITIES - Discuss the progress made in the last month:

- ▶ Spoke with **Jeff Welch** recently about 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). Didn't get much feedback on the proposal, other than that he said don't worry about the official supporter part. After telling him I have spoken with the city of Knoxville and plan to speak with county officials soon, he doesn't think getting their support in the proposal will be a problem.
- ▶ Met with **Victor Ashe** on 11/5/02. Informed him that the coalition appreciates KAT's (partially owned by the city) support through making plans to utilize alt fuels, but that city support through membership was still needed to help make this effort successful. Haven't heard back from them (he or Ellen Adcock, City Administrator, original city contact) yet, but am hoping they will become a significant partner.
- ▶ Attended the **Asheville alt fuels workshop**, 11/6+7/02. Several other stakeholders were in attendance including Jeff McCarter and Randy Underwood (SCUD), Carla York (Ebus), Lynne Liddington (Knox County Air Quality Mgmt.), Ulla Reeves (SACE), and Mark Schotters and Bob Stroik (GSMNP). Event was an excellent first step into developing a better 4-state alt fuels effort, as well as improved individual state efforts. One spin-off of the workshop was the beginning steps toward developing a **TN alt fuels task force**, which had a conference call last Monday (12/02/02). The group (currently Clean Cities, TDEC and State Energy Office representatives) is creating a starting agenda to get a state-based alt fuels effort off the ground. Considerables include who should be on the task force (e.g., fleet managers, retail marketers), how often they'll meet (monthly conference call for right now), and creating a priority list of what we should work on. **Question -- Anybody in interested in being a part of the TN Alt Fuels Task Force?**
- ▶ After the workshop (11/7+8/02), Jonathan was invited to the **Tennessee Valley Corridor Summit** in Johnson City, TN (by Jim Frierson with ETVI). Went quite well! Got to meet and speak with Zach Wamp about putting alternative fuels to work in East TN. He supports the idea, and already has been putting together an effort on clean transportation and clean fuels as a part of the TVC Summit. This effort will work mainly toward projects like bringing fuel cell vehicle (FCV) and vehicle component manufacturers to East TN, but it appears that he also sees the need to begin using the other alt fuels now to start working toward energy independence.
- ▶ Presented to Bruce Tonn's class on **Urban and Regional Planning** (11/12/02), discussing alternative fuels and their connection to urban planning including siting public stations and how better urban and suburban planning can reduce the impacts of transportation systems.
- ▶ Inclusion of article in the Autumn 2002 **ETVI Newsletter** (on reliance on oil). Thanks to Susan Thomas for the opportunity!
- ▶ Inclusion of article in the soon to be published **Hellbender** (the Foundation for Global Sustainability's newsletter). Thanks to Thomas Frazer for the opportunity!
- ▶ Met with **Stuart Brabston** on 11/13/02. Discussed several things, including...
 - Stuart speaking with Mike Fleming of Lamar Advertising to see if any possibility exists for additional assistance from Lamar on getting our message out via billboards,
 - Finding out just what fleet data the ETCFC can get from corporate Ford,
 - Further discussing membership for Ted Russell Ford,
 - Having Ford vehicles for use on Earth Day or other events planned in near future, and
 - Doing a version of the event that Central Texas Clean Cities did with significant participation by local Ford dealer and corporate Ford ("Advancing the Choice" event that focuses on specific fuel and vehicle in attempts to derive more sales and fuel use from the event).
- ▶ Attended the **rail service** meeting in Knoxville on the evening of 11/14/02. Looks like rail service across East TN (Bristol to Nashville through Knoxville) is one of three options that is attractive to TDOT.

- ▶ Met with several people from **Chattanooga** and the **Electric Transit Vehicle Institute** on 11/18/02 to relay information on our activities and discuss Chattanooga entities becoming members and participating in coalition activities. Hope to see **Bob Colby** join us in the monthly meetings soon (Chattanooga-Hamilton County Air Pollution Control Bureau Director). Also hope to hear from them about joining the coalition in the very near future.
- ▶ Presented to **Sevier County Transportation Group** on 11/20/02. They are contemplating either as that group or as separate city/county governments becoming members of the coalition. Will hopefully hear from them soon.
- ▶ Still talking with Darrin Rhines of **KUB** to further discuss their becoming a partner, and project opportunities involving NG and local fleets.
- ▶ Met **Burton English** (UTK professor in Agricultural Economics) for lunch on 11/19/02. Discussed biofuels and invited him to attend meetings.
- ▶ Met and spoke with **Congressman John Duncan** on 11/26/02 at his office in Knoxville about the ETCFC. *I think he talked more than I did.* Was at least able to give him the gist of our effort and let him know why the effort is necessary, and let him know that a variety of people are working on the effort.
- ▶ Put together a **progress report** for Terry Ellis (state energy office) on the coalition-building effort.
- ▶ Met with Tommy Benizio (General Manager) and Jeff Pradal of the **Knoxville Ice Bears** to discuss advertising opportunities with them (see additional 1-pager for more info).
- ▶ **Logo(s) selected.** Have been incorporated into brochure and Web, and will be incorporated into other materials.
- ▶ Spoke with Pete Gale of **McNutt Oil** in Maryville. Will meet him on 12/17/02 to further discuss the coalition and biodiesel.
- ▶ Reviewed **brochure**, made changes and sent to Bob Stahlke and Carla York for presentation to Education & Marketing WC.
- ▶ **“Regional Contacts”** Added Sevier County - Bob Stahlke and Tri-Cities - Dave Deputy. Can I add Hamilton County/Chattanooga - Susan Thomas?

9. TO TACKLE IN THE NEXT MONTH:

- ▶ **Program Plan** - Membership and project discussions with all stakeholders/members are taking over the amount of time I have to work on the Program Plan. Will do best to continue to work on this and get to a first draft ASAP.
- ▶ Need to discuss what the group thinks about taking **in-kind donations/assistance** to support a group's becoming a member (examples, Carla's print shop [printing for several items - business cards, receipts, brochures, etc.]; the additional funding Ted Russell Ford wants to contribute for other initiatives, which would [as currently intended] change them from a Platinum Partner to a Founding Partner)

10. **Pick a meeting date for the next meeting.** Potential dates for the next meeting:

- ▶ January - 9th or 16th (2nd and 3rd Thursdays)? Other suggestions?

11. **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

The thing to focus on here is

#1 - Understand where we stand with AFVs and infrastructure use in East TN (see data charts),

#2 - No what projects are already underway, and find out what, if any, assistance do those projects need (current one are listed here),

- ▶ KAT/UTK (propane)
- ▶ City of Sevierville, City of Gatlinburg (CNG)

- #3 - See how those projects fit into the below list of four items that we need to working on (“Areas of Development”), knowing that **biodiesel, electricity, natural gas and propane** are our four alt fuel choices for now. See what areas we need to work on and at least develop a small list of what we need to work on.
- #4 - From there, explore other opportunities. Opportunities include 1) working with the new TN Alt Fuels Task Force to place some public infrastructure for Clean Corridors (that could also be public infrastructure for fleets that want to convert), and 2) perhaps contacting the mayor of Morristown (John Johnson) to discuss with him the potential for a new mass transit system for Morristown/Hamblen County (Jonathan has spoken with him before and would be happy to call him to ask him to join us at a meeting). Need to balance light-duty and heavy-duty efforts! Since we have a couple of heavy-duty *new* vehicle efforts underway, what light-duty efforts can we jump start? Can we expand on the light-duty AFV use already going on in Pigeon Forge or Gatlinburg?

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 (think public first, then private)
4. Develop Clean Fuel Corridors along I-40, I-75 and I-81

Education & Marketing Working Committee Information

Co-chairs are Tom Shannon and Susan Thomas

The Education + Marketing group should continue their ideas from the last meeting, 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:

- ▶ Brochures (Bob S.). Review current version of brochure and provide comments to Jonathan.
- ▶ Billboards (Teresa C.). Teresa is working on billboard mock-ups. Also, don't forget possible Stuart Brabston-Mike Fleming (Lamar Advertising President) connection.
- ▶ Radio Advertisements (Jonathan O.). Need to start working on this. Radio station is in Maryville.
- ▶ 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.) **Dave Pelton noted that he could help with video preparation for TV PSAs!!**
 - Clean Cities program - I contacted them. TG Powell says **they do have a national Clean Cities spot that is a few years old, but they are sending me a copy!**
 - 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!) **Please select one of the below or create another that I can submit by early January 2003!**

"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. 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. The group needs to discuss these **three events/potential events currently slated for early 2003:**

- ▶ Our first "Advancing the Choice" (AtC) event - Will aim to host this sometime between February and early April. Will be the first of hopefully on the order of three we put on yearly, with each one focusing on a different type of regional fleet (e.g., school buses, light-duty truck users, light duty sedans). It appears that the most successful models of these done at other Clean Cities coalitions are only about a half-day, are focused on one specific vehicle type and one fuel, and invite fleets that would be attracted to that particular vehicle type. **At this point, I am leaning heavily toward a school bus focus for the first event, most likely for Knox County only.** Looks like the fuel would be either propane (more likely) or biodiesel. Am communicating with Ed White and Carla York to see how this could progress. Need to find out more about how school bus owners/operators are organized in Knox County.
- ▶ Earth Day - Saturday, April 19th or 26th (EarthDay is always 4/22, but the day of most celebrations ends up on the Saturday immediately before or after, depending on where the 22nd falls). We need to develop a nice display (like the Clean Cities program displayed at the Asheville Alt Fuels Workshop) that tells the who, what, when, why of our coalition for use there. In addition, we need to see if we can line up some either 1) ride-n-drive or 2) show-n-tell (no driving) vehicles for that day.
- ▶ AFV Day Odyssey - A full, national exposure event will not occur in 2003 (next in 2004), but we can still hold our first in 2003 to practice for 2004, if we think we can pull it off (2002 event was national first and was held on April 11th). **Is two events for the first four months of next year enough?**

Legislative Working Committee Information

Co-chairs are Jack Barkenbus and Robert Waltz

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

1. Advance State and Local Legislation and Policies

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. There are four MSAs in East TN: Knoxville MSA, Chattanooga MSA, and Tri-Cities MSA, and the new one—Morristown.

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.

Lastly, I think it would be worthwhile to have **one legislative WC member on the TN alt fuels task force**, so that that person can know where the state alt fuels group wants to head with general initiatives and legislative initiatives.