

# AGENDA

## for the 11<sup>th</sup> Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 10:45am – 1:00pm, Thursday, March 20, 2003

Where: The Copper Cellar on Cumberland Avenue in downtown Knoxville (in downstairs banquet room)

Lunch: Being sponsored by Ted Russell Ford – *Thanks!*

1. Brief overview of what is to be covered today. Meeting time will consist of
  - ▶ about 40 minutes of Coordinator information and dialogue on coalition projects/events/issues,
  - ▶ about 1 hour to breakout into Working Committees, and
  - ▶ get back together as one group for about 20 minutes to share working committee discussion info.
  - ▶ Lastly, we will have a 20-30 minute Sevier County-specific breakout discussion after the regular meeting has adjourned.

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (2/13/03),
- ▶ A copy of the resolution passed by the City of Sevierville for all to see! (an excellent example of what we need more cities and counties working toward that will significantly help our effort!),
- ▶ Update on East TN area numbers on AFVs,
- ▶ Agenda for the Regional Clean Air Action Summit (RCAAS),
- ▶ ETCFC summary on AFVs in the region,
- ▶ A page of AFV information that includes a graph that shows fuels and their applicability to certain sized vehicles, and
- ▶ A copy of the Clean Cities SEP Solicitation for 2003.

2. Quick introductions around the room (name and business/affiliation)

3. Reminder of our mission statement (in 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 develop and 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. ETCFC 2003 Fiscal Update.

- ▶ **Membership dues:** We have met our March 2003 goal of raising \$40,000 from membership dues! *Thank you to all of you for your contributions to helping us achieve our first fiscal goal!* Including both received and pledged funds, our total funds raised through membership dues is \$43,000.
- ▶ **CMAQ grant:** Additionally, found out from Jeff Welch recently that the CMAQ process will be delayed this year. They would like to see what happens at the Regional Clean Air Action Summit (RCAAS), which will take place in Knoxville on 4/25/03, before they *begin* accepting proposals for this year. Thus, it could be as late as September or after before we find out if we have succeeded in securing the \$40,000/yr for core costs and \$20,000/yr for education and marketing initiatives (for 3 years overall).

5. Update on AFV Numbers as of 3/19/03. (See handout.) Looks like we are currently at **345** in our count with national Clean Cities, toward our needed 500 to become designated. Major numbers missing are for AmeriGas, which could be substantial, as they are heavy-duty vehicles. *Please review the handout for your fleet and let me know if the information is incorrect!*

6. SEP Solicitation. Of course, we can't respond to any of these, but this will at least let you all see what these look like for future reference. There are 4 categories, with specific information provided on each category across the 3 pages (back and front!).
7. Update on RCAAS. (See Agenda in handouts) Planned on Friday, April 25<sup>th</sup> from 8am until 4pm, at the UTK Conference Center Building (4<sup>th</sup> floor). We are hoping for/expecting about 120-150 people to participate. Of the three to four breakout sessions planned, alternative fuels will be one of them (along with energy efficiency, transportation planning, and public education). The ETCFC will have a booth at the event; there will be on the order of 10-15 exhibits booths there. As Jonathan will be busy with the breakout sessions, we will need 1-2 people to man the booth; Mark Penland and Wolf Naegeli have tentatively signed-up to work the booth.
8. **We need about 5 volunteers for Earthday!** The volunteers will work from 10am to about 6pm and will man the booth and the AFVs. Working the booth will include talking with folks about the who, where and what of the coalition, while working the AFVs will be more vehicle specific and will include traveling with drivers in the vehicles (still must get liability worked out). The more people we get, the easier it will be on the group of us and we can take more breaks and be able to see some of the other things that will be presented there.
9. RECENT ACTIVITIES - Discuss the progress made in the last month:
  - ▶ Created about 20 display pages (color images/graphs with lamination and velcro backing) for the first **ETCFC display**. See the Website ("Pictures" page) to see what the display looked like and some other photographs from the event. Also ordered several different materials to handout at that event, as well as for distributing on the 25<sup>th</sup> and 26<sup>th</sup> of April.
  - ▶ Spoke with Matt Lane at **CityView Magazine** (a Knoxville area publication) about advertising opportunities with them. Obtained the reduced rates info for nonprofit types, and also discussed placing an article in the magazine. Need to get back with them on working this out.
  - ▶ **Voiced the radio ad** for the ETCFC on the Maryville radio station (WBCR, AM 1470) on 2/24/03. Created 2-30 second ads that they could use and rotate in.
  - ▶ Presented to the **Civil Engineering Graduate Seminar** on 2/26/03, with a good turnout and good discussion!
  - ▶ Meet with Sevierville folks on 2/26/03 to discuss AFV purchasing opportunities.
  - ▶ Presented to the **Knoxville Transit Authority** on 2/27/03. Provided a brief overview of the coalition effort and asked that they support KAT in their alt fuel efforts in any way they can. Their response was that they would.
  - ▶ Spoke with Scott Pruitt of Blossman Gas (also the East TN director for the **TN Propane Gas Association**) about presenting at both the East TN Chapter meeting of the TPGA (Gatlinburg – 5/13/03) and the TPGA Convention (6/20/03). Will present an overview of the ETCFC and talk directly to propane plusses and minuses in expanding as an alt fuel in East TN.
  - ▶ Manned an exhibit booth at the Tennessee **Regional Environmental Conference** in Greeneville, TN on March 5<sup>th</sup> and 6<sup>th</sup>. Spoke with about 10 different people at the booth, as well as attended the conference presentations and spoke with many people there about alternative fuels. Met several contacts in Blount County for potential, future alt fuel projects. Met and spoke directly with Betsy Child, the new commissioner of TDEC.
  - ▶ **Washington Days – a success!** Attended this National Clean Cities, Inc.-sponsored event in Washington D.C. that provides meeting opportunities to Clean Cities coordinators with their senators and representatives. Both Carla York and Jonathan went (she has known and worked with Carol Butler of National Clean Cities before, and wanted to attend to do what she could to push the ETCFC agenda). We met directly with Jimmy Duncan and Zach Wamp, and met with Lamar Alexander's and Bill Jenkins' legislative advisors. Overall, we got very positive feedback, and will have to follow that up with letters and further discussions to see where we can take this in terms of real support. Breaking down each visit:
    - To begin, **Lamar's legislative assistant, Sharon Segler, had already worked on a Clean Cities project** (getting heavy-duty LNG vehicles put in use in southern California) and was surprised to hear that the direction program funding was taking was down. She also knew about the Early Action Compact, and had questions about calculating alt fuel projects affects on NOx reductions. She requested that we put together some project ideas and send her information on what kind of funds would be necessary and what kind of emissions savings could be achieved. Jonathan and Dave Pelton will prepare such and send them to her ASAP to start a dialogue on opportunities!

- We next visited **Jimmy Duncan** who was extremely late due to voting on the house floor, but who still greeted us warmly and was ready to talk about East TN issues. Our time with him was very short and thus **a follow-up letter and visit to the Knoxville office will be necessary to garner his support.**
  - Zach Wamp, his legislative director Rob Hobart and his legislative assistant Kurt Schlieter were our next meeting. We ended up spending about 45 minutes talking with this group and discussing how we can together work on alternative and advanced transportation issues. As Zach is already working on bringing funding to the region, we asked how we could help. As with each legislator, this meeting started a process of further communication to better work together.
  - Lastly was a meeting with **Bill Jenkins**, which was delayed before finding out he could not make it. His legislative director Richard Vaughn sat in in his absence. Richard agreed that this was an effort worth working on, and we explained to him some of the efforts that are already underway in Sevier and Sullivan counties.
- ▶ Created a new background image for the end of the **video PSA** (that we received from national Clean Cities). Shows the ETCFC and Clean Cities logos and has the phone number and email address for the ETCFC. Have contacted Brad in the Communications Building on UTK campus to begin working with him to create the new voice-over for the end of the PSA and for building that image into the video. Will hopefully have the PSA finished by the next meeting.
  - ▶ Received response from Arlene Garrison with UTK about obtaining reduced overhead charges from UT. It looks like we will be able to reduce the overhead (from 45%), but whether we can get that down to 0% is in question. May have to settle on 5-10% overhead charges. After further feedback from Arlene, need to revise our two letters and return to her for a decision before we proceed.
  - ▶ Brochures. Looks like we will go for the 50,000 brochure option for about \$3,000. Will then have enough for all the events we plan to hold plus more for including in some utilities monthly billings, creating new “Brochure Partners” and stocking them with brochures, and for supplying any coalition stakeholder with brochures they can provide to interested people they meet. (More information provided in the E&M WC information.)
  - ▶ Have met with the Knox County Regional Clean Air Action Summit (RCAAS) Planning Committee three times to further iron out what will take place at the summit on 4/25/03, and further define how alternative fuels will be part of the overall effort.
  - ▶ Participated on three conference calls for the Infrastructure Working Committee of the Southeast Alt Fuels Task Force (participation across 4 states: GA, NC, SC and TN). Will hopefully have a 4-state database ready soon, including fuel-specific maps showing where people can currently fill-up.
  - ▶ Designed a potential spot-ad for the outside of some KAT buses. Will work with KAT to try and get those on the 4 propane buses soon.

#### 10. TO TACKLE IN THE NEXT MONTH:

- ▶ Continue developing fleet databases for Knox and several other counties. Consistent format is in place for ultimate merging into one database for East TN and/or TN.
- ▶ Place order for the brochures. Also look into the notepad production for use at events.
- ▶ Revise letters to Arlene Garrison and get overhead issue completed.
- ▶ Continue work with RCAAS to build a summit that involves alt fuels as one piece of many solutions to the NOx reductions puzzle.
- ▶ Complete follow-up letters to congressman and their staff persons.
- ▶ Review ETCFC fiscal status and create report for next meeting.
- ▶ Continue working with local/regional groups to help them move to using alt fuels and AFVs in East TN, ultimately to move closer to **our goal of 500 AFVs on the road.**

#### 11. Update from members:

- ▶ KAT (propane, biodiesel)
- ▶ Ted Russell Ford (Can we obtain listing of the people to whom AFVs have been sold in the last year or so?)
- ▶ Sevierville (biodiesel, propane-fired hybrid electric trolleys, CNG)
- ▶ Gatlinburg (2 CNG police cruisers)
- ▶ ORNL (Mark Downing will not be in attendance, but he relayed the things are moving forward albeit slowly, as they tackle some of the issues around biodiesel. Want to get a large [55-125,000 gallon] tank. Are communicating with other national labs about their histories with biodiesel.)
- ▶ TVA (hybrids)

- ▶ Eastman (biodiesel, propane)

12. **Future meeting dates** (second Thursdays of each month) –

- ▶ April 10,
- ▶ May 8,
- ▶ June 12, and
- ▶ July 10.

13. **Working Committees**

Continuation of Working Committee (WC) discussions.

If this is OK with everyone, I would like to make a change to the Working Committees: merge the legislative WC with the fuel cell vehicle (FCV) WC that was created at the last meeting, to create the Hydrogen Economy WC. This is for several reasons, including that 1) one person should be centrally involved with the legislative efforts and continually keep in contact with the legislators or their staff persons on funding and support opportunities, 2) a FCV WC leaves out hydrogen options that don't involve FCs, 3) we need to start focusing on hydrogen economy options/projects due to the new funding opportunities that are expected to open up thanks to the FreedomFuel initiative, and lastly 4) I think we can open up legislative issues to the whole committee.

**It is important that each WC choose a secretary to document the discussions and ideas produced during their meeting time. Please give the handwritten summaries to Jonathan at the end of the meeting.**

## **AFVs & Infrastructure Working Committee Information**

*Co-chairs are Doug Bishop and ????*

Two suggestions for focusing today's discussion are

#1 - Discuss what projects are already underway, and find out what, if any, assistance do those projects need (current one are listed here),

- ▶ KAT/UTK (propane and biodiesel),
- ▶ City of Sevierville, Pigeon Forge and Gatlinburg (CNG, LPG, propane-hybrids), and
- ▶ Biodiesel as fuel for interested parties as part of the Early Action Compact.

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.

#2 - Look carefully at the Early Action Compact. This is a significant opportunity to get AFVs and biodiesel in use as a part of a pollution-reduction plan (specifically NOx reductions, as most of East TN is NOx limited for ozone formation). Sixteen (16!) counties in East TN are effected by this as they need to reduce NOx emissions from transportation and industry (TVA is responsible for some reductions but will achieve those through placing selective catalytic reduction [SCR] units and low-NOx burners on their nearby plants [Kingston and Bull Run]). This is an excellent opportunity to help county and municipal localities achieve NOx reductions while helping the coalition achieve its goals.

### **A&I WC 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. We will have to do some advertising testing to learn about our market and what ways may be most cost-effective for us, and later on review what we have done and assess what our most successful advertising projects have been.

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

Please discuss the following items:

- ▶ **Brochures.** The brochure is finalized. We are very close to ordering our first 50,00 brochures for use in multiple ways, including not only distribution at the Regional Clean Air Action Summit (RCAAS, 4/25/03) and Earth Day (4/26/03), but also the following:
  - **Brochure-based Advertising Campaign** – Jonathan has spoken to two different doctors offices about this with positive feedback (including them paying for them—see below). If we can get everyone who visits their doctor, dentist or the like to ask if they would display brochures in their waiting room, we can begin reaching out to a captive audience. Original idea would be to ask if they would display the brochures (with a stand) first, then see if they would be willing to support the coalition as a “Brochure Partner” at a minimal rate of ~\$20/yr (this is a way they can support furthering alternative fuels use in East TN!). This could help cover our costs for the stand and brochures, and the feedback I’ve received thus far supports that if we are asking people we already give a fair amount of money to annually to help out in this small way, they may do so. What do you think?
  - **Utility-based Advertising Campaign** – How about getting brochures in Sevier County Utility District, KUB or other utility mailings? What other similar-type mailing could we include the brochure in? In addition, a non-brochure based utility idea is get our message included in monthly/quarterly information the utilities send out. Susan has an example from Chattanooga Gas, and KUB has a 1-pager they send out (“KUB Connections”). Brian Headrick is already looking into the possibility of including a listing of ETCFC events or meetings there.
- ▶ **Print Ads.** Review examples from Susan and Jonathan. Look at the example publications for some ideas on what other folks include in their advertisements.
- ▶ **Radio spots.** Jonathan brought the tape from the Maryville radio station ads, so listen to those.
- ▶ **Newspapers, magazines, other outlets for getting our message out.** What are the costs? How do you attract fleets without losing the general public’s interest? Don’t we need to start targeting fleets through this media? How do we do this?
- ▶ **Events. Volunteers.** We already have two volunteers for the RCAAS, but we still need 5-10 volunteers for the EarthDay event. Can you participate that day, for either an 8-hour or 4-hour shift?
- ▶ **Other things to display at events.** Susan, what do you suggest?
- ▶ **Presentations.** An ETCFC PowerPoint presentation is already posted on the ETCFC Web site (on the “Documents” page). If members want to either use it as-is or make changes, go for it! Just please show Jonathan your changes.
- ▶ **Video PSAs.** No discussion needed here as a PSA is in the works for distribution! Hopefully will have ready soon for distribution to *many* local TV stations. Need to cover all of East TN in the distribution!
- ▶ **Billboards.** Can Stuart help out here? Susan, ask him about his current work with Lamar Advertising and Mike Fleming and see what he thinks. Stuart informed me that the plastic skins that we must pay to create (go on the largest billboards and cost ~\$1,000 to make) can be *reused*. The paper kind (used on smaller billboards and cost between \$200 and \$400) apparently cannot be reused.
- ▶ **Advertising opportunities!** Will contact the Smokies and CityView magazine about an alternative advertising opportunity, where the group will become a member of the ETCFC and help expand alt fuels use in East TN by providing some level of advertising free or at a reduced cost to the coalition.
- ▶ **Other Educational Opportunities!** Begin a presentation tour to the Rotary, Kawanis, Shriners, Lion’s, Mason’s clubs to educate them to the opportunities that lie in using alt fuels. Begin in Knoxville, but expand as coalition members agree to participate in the presentations in those areas. What do you all think?

## **Hydrogen Economy Working Committee Information**

*Co-chairs have not been selected yet. Jack Barkenbus to lead discussion for now.*

For this committee, there are no clear “Coalition Goals and Objectives” (from the Program Plan) that are based on hydrogen usage. The following can provide some direction for this WC’s discussion:

Q: What is the long-term vision for a hydrogen economy in East TN?

We should perhaps develop a short summary of the current and future global H<sub>2</sub> and CH<sub>2</sub>/LH<sub>2</sub> vehicle producers, as well as a list of other national H<sub>2</sub> stations (owners/operators, addresses, operational hours, type of filling, etc.). ***Can someone start working on this?*** This will become our database of infrastructure and vehicle information.