

# AGENDA

## for the 12<sup>th</sup> Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11:00am – 1:30pm, Thursday, April 10, 2003

Where: Sevierville City Hall Complex

Lunch: Being sponsored by Sevier County Utility District → **Thank You!** ←

1. Brief overview of what is to be covered today. Meeting time will consist of
  - ▶ about 20 minutes of Coordinator information on coalition projects/events/issues,
  - ▶ about 1 hour + 20 minutes to breakout into Working Committees, and
  - ▶ get back together as one group for about 15 minutes to share working committee discussion info.
  - ▶ lastly, we will have a 20-30 minute Blount County-specific breakout discussion after the regular meeting has adjourned.

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (3/20/03),
- ▶ Update on East TN area numbers on AFVs,
- ▶ 1 page (2 sided) of fiscal information for the coalition,
- ▶ An emissions calculations sheet (primarily for the AFVs & Infrastructure WC),
- ▶ A packet of notes from EIN Publishing emails on CNG, biodiesel, legislation, etc.,
- ▶ An article from Waste Age magazine “What’s Fueling Your Fleet?”
- ▶ A selection of articles from the April ’03 edition of the *AltFuels Advisor*,
- ▶ A map of SMSAs (Standard Metro. Statistical Areas) from 1940 and 1990 (showing growth),
- ▶ An article from the online version of Grist Magazine “Better Living Through French Fries,”
- ▶ 1 page (2-sided) from a recent (March 20) Alternative Fuels Index, and
- ▶ the most recent edition of the Alternative Fuel News (Vol. 6 – No. 4).

2. 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. See the handout. Budget for next year is calculated two separate ways: with and without CMAQ funding, and for 5/03 – 4/04 and 2003 calendar year periods. **Can we agree to use the CY2003 model, so that we can ramp-up on some of our education and marketing initiatives?**
  5. Update on RCAAS. If you plan on attending, you need to call NOW (865-637-0251) to register! Slots are filling up fast. 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 alt fuel breakout session, Mark Penland and Wolf Naegeli have tentatively signed-up to work the booth.
  6. Earthday volunteers. Two waitresses (Beth Bayrd & Jordan ), Jeff McCarter - SCUD and Stuart Brabston – Ted Russell Ford (and, of course, myself, and my better half). **How long do you expect to be able to participate?**
  7. RECENT ACTIVITIES - Discuss the progress made in the last month:

- ▶ Spoke with Nathan Sparks at **CityView Magazine** (the editor). Sent a “to the editor” email that will hopefully get placed in the next edition (April?) of CityView. He is also open to discussing placing a larger article in CityView discussing alternative fuels and how they can help. I’ll continue discussing other ways we may be able to get more of our message out through this magazine.
- ▶ Met and spoke with Larry Buie, General Manager of **Chattanooga Gas**, and Mark Landguth, VP of Operations for the Chattanooga Metro Airport Authority, on 3/25/03. They both seem open to further discussions about their participation.
- ▶ Also spoke with Philip Grigg, the Fleet Manager for the Electric Power Board in Chattanooga. Will talk to him again in the near future to see if they are interested in joining the effort.
- ▶ Met with Doug Bishop at the first Tennessee Smokies baseball game. Discussed several issues, but primarily discussed putting together a **30-second radio spot for the ETCFC with the Smokies**. Landed a deal where we will get a \$1,500 radio ad opportunity with the Tennessee Smokies for \$600. Have already created the text for the ad which will get voiced in time for the Wednesday night game (4/9/03) in Kodak.
- ▶ Sent idea/proposal to Lamar’s legislative assistant, **Sharon Segler**. Am communicating with her about this opportunity.
- ▶ The **video PSA** – done! Need to make copies and make contact with Comcast, Charter Cable and local channels to get them copies and get favorable feedback to have them air them at least sometimes during peak periods (not just at 3am).
- ▶ **Brochures**. Ordered 50,000.
- ▶ 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. OR..... also talked with Barry G. and Belinda Boyd about the opportunity we are missing in placing attractive paint jobs on the 4 propane vans that KAT has in 1) getting the message out about the ETCFC and cleaner, alternatively fueled vehicles in East TN and 2) the PR that KAT is missing all the while!

8. TO TACKLE IN THE NEXT MONTH:

- ▶ Finish letters to representatives and senators.
- ▶ Finish letters to Arlene Garrison at UTK for getting ETCFC’s overhead reduced.
- ▶ See how fleet database development is going.
- ▶ RCAAS Summit and the EearthFest event!
- ▶ Continue working on getting AFVs in use in East TN, ultimately to move closer to our goal of 500 AFVs on the road.

9. Update from members:

- ▶ Ted Russell Ford
- ▶ Sevierville (biodiesel, propane-fired hybrid electric trolleys, CNG)
- ▶ Gatlinburg (3 CNG police cruisers—are they all here now?)
- ▶ ORNL (biodiesel)
- ▶ Eastman (biodiesel, propane)

10. Next meeting date: May 8, 2003, most likely in Knoxville.

11. **Working Committees**

Continuation of Working Committee (WC) discussions.

**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 Carla York (interim co-chair).*

For this committee, the key “Coalition Goals and Objectives” (from the Program Plan) are listed below:

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

My understanding is that this WC is really developing some good baseline information to get things to a (project) jumping-off point. From a previous meeting's (10<sup>th</sup>) notes, the fuel type leaders were chosen as:

- Electric - DeJim Lowe (TVA)
- Propane - Barry Greenberg (KAT)
- CNG/LPG - Brian Headrick (KUB)
- Biodiesel - Pete Gale (McNutt Oil) / Bryon Fortner (City of Sevierville)
- Ethanol - Kathy Vaughn (ORNL)
- Hydrogen & Methanol - Group agreed to keep these on the table, but will not focus on them at this point.

Also, there were some important questions raised. Are these being answered?

- a) ORNL no longer receives its E85 supplies from AE Staley. AE Staley may not be distributing E85 now. Kathi Vaughn to check into this situation.
- b) ORNL to check on contract status for others using their private E85 fueling station. (anyone else?)
- c) Question arose - How are calculations made to determine the air quality contributions of different fuel types. When complete cycles are considered is the use of AFVs considered as being used in any of the scenarios? (Jonathan will present some information on how he is doing just that.)

## Education & Marketing Working Committee Information

*Co-chairs are Tom Shannon and Susan Thomas.*

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

The quick breakdown:

- ▶ Brochures. We should have 50,000 brochures by near-end of April. We need to start deciding how we'll use them. Other than the brochure-based advertising campaign idea, who can we start contacting about placement? Other questions: What costs are involved if any, how many brochures do they need to begin, do they check to see if more are needed or is that up to us,

- ❖ Earth Day (800 copies?)
- ❖ Regional Clean Air Action Summit (200?)
- ❖ UT agricultural events/conferences
- ❖ Knoxville Zoo
- ❖ Triple A (AAA) certified shops
- ❖ Firestone or Goodyear Tire
- ❖ Autozone, other tire service centers
- ❖ TDEC annual solid waste conference in Gatlinburg (April '03)
- ❖ KUB mailings (Wolf is contacting someone; can Brian Headrick help out here?)
- ❖ Chattanooga EPB, Chattanooga Gas mailings (Susan to contact them)
- ❖ What about SCUD mailings?
- ❖ 4 Sevier County Welcome Centers (Pigeon Forge, Sevierville, Gatlinburg) -- Scott Marine is contacting someone
- ❖ County fairs
- ❖ state fairs
- ❖ TVA Green Power mailings --- this is a fantastic idea! (someone is contacting them -- one of the Marks, can't remember which one)
- ❖ other TVA events, publicity (I will speak with DeJim Lowe about this)
- ❖ ~~car shows—many in Sevier County (We should probably target these carefully, though. We don't want to waste a lot of brochures on the wrong target audience. GOOD POINT!)~~
- ❖ Knox County Tourism bureau (Mark D. is contacting them)
- ❖ Chattanooga Visitor and Tourism Bureau (Susan is contacting)

- ▶ 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? The rates for Hellbender inclusion are in the Education & marketing folder.

- ▶ Print Ads. Review examples from Susan and Jonathan. Look at the example publications for some ideas on what other folks include in their advertisements.
- ▶ 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.
- ▶ CityView Magazine. Have already responded with letter, now need to come up with article and pictures. Jonathan will work on this. Radio spots. Jonathan brought the tape from the Maryville radio station ads, so listen to those.
- ▶ Video PSA. It is developed. Now, we just need to make copies and get it to local/regional stations and the cable networks (Comcast, Prodigy, etc.). Does any one have contacts at these stations?
- ▶ The Dollywood Parade was a Success! Susan Thomas (ATTI) and Buster Brackins (SCUD) seized the opportunity and joined the floats and otherwise entrants in the Dollywood Parade on the evening of 4/4/03. Utilizing a **hybrid Prius and a bi-fuel F-150**, they created banners and joined in the parade, showing off these two vehicles and speaking with parade-goers about alternative fuel vehicles.
- ▶ Tennessee Smokies. Have struck a deal for \$600 (regular price \$1,500) to get at least one 30-second radio spot to air on behalf of the ETCFC per game of the Smokies. Should start with the Wednesday the 9<sup>th</sup> of April game. Done!
- ▶ 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 are John Mark Bardsfield and Jack Barkenbus.*

Review information (PowerPoint presentation) presented on DOE "Controlled Hydrogen Fleet and Infrastructure Demonstration and Validation Project Pre-solicitation Meeting." Also, review data from John Mark on who makes H2 now and who makes FCV and otherwise H2V now. Start developing project ideas, based on known resources in East TN.