

AGENDA

for the 13th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11:00am – 1:00pm, Thursday, May 8, 2003

Where: Room 322 in the UT Conference Center Building in downtown Knoxville

Lunch: Catered by Crescent Moon Café (turkey or veggie roll-ups, with fruit and a cookie)

1. Brief overview of what is to be covered today. Meeting time will consist of
 - ▶ about 30 minutes of Coordinator information on coalition projects/events/issues,
 - ▶ 10 minutes for a presentation from Dr. Jim Parks from EmeraChem (catalysts for emissions control),
 - ▶ about 1 hour + 10 minutes to breakout into Working Committees, and
 - ▶ get back together as one group for about 10 minutes to share working committee discussion info.

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (3/20/03),
- ▶ Update on East TN area numbers on AFVs,
- ▶ Printout from the Sunday, May 4 edition of the News Sentinel - "Business Bulletins,"
- ▶ An article from *Waste Age*: "Greener Garbage Trucks: America's fleets are making moves toward natural gas,"
- ▶ A packet of notes from EIN Publishing emails on CNG, biodiesel, legislation, etc., and
- ▶ A selection of articles from the April '03 edition of the *AltFuels Advisor*.

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 Classroom. Questions to be posed to random attendees:

- ▶ What company has the most AFVs in East TN?
- ▶ Exclusive of improving air quality, what is our focus through our mission statement?
- ▶ Where & who are the two Ford AFV certified retailers in Tennessee?
- ▶ Where is biodiesel currently being used in East Tennessee?
- ▶ Why is being the coordinator of the ETCFC so easy?

5. Update on our AFV Numbers: (See sheet in handout) We're going to be a lot closer to 500 real soon!! After David Doane found **Fun Buggies of Pigeon Forge** and Jonathan went and spoke with them, the small business already has nine NEVs (neighborhood electric vehicles) and plans to purchase 50 more in the next three months. They are our first brochure partner, and will display our brochures and brochure holder in their place of business. Jonathan is getting them a certificate and will hopefully get their "brochure partnership" check soon.

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

- ▶ Participated in the **Little River Round-up** in Blount County on 4/12/03. Setup a display and spoke with about 20 people about the ETCFC and our effort. (Pictures on the Web site.)
- ▶ Met **Tommy Hunt**, President of Calloway Oil in Blount County, on 4/16/03 to talk about the ETCFC. Through Kristi Falco's proposal, included Calloway as a potential B20 retail sales spot in Blount County (off Old Knoxville Highway).

- ▶ Successfully launched the **radio ad with the Tennessee Smokies**, thanks to \$200 each from SCUD and the City of Sevierville! Should be able to hear at least one ad during all Smokies radio broadcast games on WNOX 99.1 FM/990 AM.
- ▶ Heard from one person who heard our ad on the **WBCR** radio station in Maryville!!!
- ▶ Completed SEP proposal: **“One Million Gallon B20 Use and Education Project.”** Intent is to help offset ~\$0.10/gallon of B20 use to push biodiesel use in East Tennessee.
- ▶ Began sending the News Sentinel a **“Business Bulletin”** on our monthly meetings (see handout).
- ▶ Began participation in the new U.S. Green Building Council’s East Tennessee Chapter (USGBC-ETC). This effort attempts to build more sustainable technologies and energy efficient designs into buildings, primarily commercial, but also industrial and residential. Through a program called **LEED (Leadership in Energy and Environmental Design)**, a rating system, whereby each individual technology or facet of efficient design scores points, has been developed and is now in use. LEED points can be garnered by providing AFV refueling stations for at least 3% of the parking capacity of the site for new buildings and existing buildings, and you can also develop a preferred parking program for existing buildings whereby at least 10% of the total facility parking capacity is set aside for hybrid or AFV parking.
- ▶ Jonathan borrowed and drove a **2002 bi-fuel F150 (LPG/gas)** between April 24th and 28th (for use at both the Summit and EarthFest); nice truck!! I filled it with propane, learning how to use the screw-type connection device for refueling, and drove it on both gas and LPG, for which I noticed almost zero operation differences. While refueling, learned that there is a 13.6¢ federal road tax and a 14¢ state road tax, for a total of ~28¢ total tax on propane (HD5 for road use).
- ▶ Participated in a **successful Regional Clean Air Action Summit** on 4/25/03! With over 200 total attendees and about 40 attending the alternative fuel breakout sessions, we made progress on several fronts (primarily contacts!). We will meet soon to determine when RCAAS number 2 will be and how we might change any facets of the presentations/workshops, as well as what other follow-up is needed to pursue NOx reductions in the central East TN area.
- ▶ Participated in a **successful EarthFest 2003** on 4/26/03! Between 100 and 150 people stopped by our booth/display and spoke with volunteers about AFVs in general and AFVs in East Tennessee. We displayed a bi-fuel Ford F150, an electric Ford Ranger, a dedicated CNG Ford Crown Victoria (Gatlinburg Police Cruiser) and the Honda Civic Hybrid (from TVA). Much thanks to our volunteers who helped out that day including **Don Scott** – TVA, **David Newsome** – City of Gatlinburg Police Department, **John Summers** – Ted Russell Ford, Lisa Forsythe – volunteer. (See Web site for pictures.) Next year, we need to plan on being a \$1,000 sponsor of EarthFest—I can bring some material to the next meeting that shows what all comes with being that level of sponsor.
- ▶ Completed form to TN Secretary of State to file our annual report on the coalition (name, address, purpose, board, etc.). Requires \$20 filing fee which was paid.
- ▶ Completed form to TN Department of Revenue to keep our nonprofit, tax-free status.
- ▶ **Summit follow-up:** Contacted George Miller, county executive for Loudon County, on meeting with him and others in Loudon County. He suggested I speak with **Loudon County’s newly developed Clean Air Task Force**, which has yet to meet for the first time. He will contact me when they have scheduled a first meeting date and let me know about presenting to the group.
- ▶ **Summit follow-up:** Met Steve DeCicco of **EmeraChem, a catalyst manufacturer** located just across the street from NTRC in Knox County, and discussed their interests in alt fuels. Primary initial interest is in developing a pilot/demonstration project that would involve biodiesel use in a vehicle, and would include the creation of a vehicle specific EmeraChem catalyst system that would turn a ~15% NOx reduction (from the biodiesel) into a potential 70-99% NOx reduction in one vehicle! Jim Parks with EmeraChem will provide a brief (10 min.) presentation on their product and the project idea.
- ▶ **Summit follow-up:** Called 7 people on the sign-up sheet for the Summit to discuss their interest in alternative fuels. Spoke with several of them, left others voicemails.
- ▶ Received contact from Richard Steinle on **thermal depolymerization process, or TDP**. He referenced an excellent online article that details basic information about the process. See the Web page at this link for more information <http://www.discover.com/may_03/featoil.html>
- ▶ In discussions with **several entities in Chattanooga** to create a meeting there of alt fuel-interested parties to discuss further actions. Entities include the Tennessee Aquarium, Chattanooga Gas, Electric Power Board, Chattanooga Metro. Airport Authority, and ATTI (perhaps others).
- ▶ Met with Larry Waters, county executive for Sevier County, and the rest of the **Sevier Transportation Board** on 5-1-03 to discuss Early Action Compact actions. Will be working with them on alt fuel projects

to help determine what kind of interaction they need to have with the MSA region or the state, and figure out what impact they're making in their needed NOx reductions via alt fuel projects.

- ▶ 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.
- ▶ 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.** 52,000 received! On the brochure campaign, already have several “brochure partners:” Fun Buggies of Pigeon Forge (\$20), Crescent Moon Café (\$20), Dr. Harry W. Christenberry (dentist in Knoxville-\$20?), and Dr. Paul Serrell (nephrologist in Knoxville-\$20?).

7. TO TACKLE IN THE NEXT MONTH:

- ▶ Finish letters to Arlene Garrison at UTK for getting ETCFC's overhead reduced!!!
- ▶ Finish contacting county executives around Knox County, including Knox County!
- ▶ Make some suggestions to Belinda Boyd for the artwork that would adorn one or more of the propane-fired vans that are in use around campus and Fort Sanders.
- ▶ Get the video PSAs out and in use!
- ▶ Follow-up with Nathan Sparks of CityView Magazine on an article for publication.
- ▶ Hopefully hold an early June Chattanooga meeting to advance alt fuels use there.
- ▶ Presentation to the TN Propane Gas Association's East TN Chapter (5/13/03).
- ▶ Attend the National Clean Cities Conference in Palm Springs, CA (May 17-21).
- ▶ Attend the Tennessee Valley Corridor Summit in Huntsville, AL (May 27-29).
- ▶ ETCFC awards!
- ▶ *Continue working on getting AFVs in use in East TN, ultimately to move closer to our goal of 500 AFVs on the road.*

8. Update from members:

- ▶ Sevierville (biodiesel, propane-fired hybrid electric trolleys, CNG)
- ▶ Gatlinburg (3 CNG police cruisers—they're all here now, right?)
- ▶ SCUD (public CNG station!!!)
- ▶ Ted Russell Ford
- ▶ ORNL (biodiesel)

9. Next meeting date: June 12, 2003. Will be at the Copper Cellar in downtown Knoxville.

10. 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 Carla York (interim co-chair) and ?????.

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

Of primary importance for this meetings is getting some **new co-chairs**. Doug and Barry have both been promoted to the Steering Committee, leaving this committee with no co-chairs. Jonathan would like to put forward two suggestions, if these folks are amenable to co-chair service: Jeff McCarter and Brian Headrick. Key needs of the

co-chairs are simply that they attend monthly meetings, that they help steer the work of their committee, and that they make sure a secretary is chosen to take notes at each meeting.

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 (10th) notes, the fuel type leaders were chosen as:

- Biodiesel - Pete Gale (McNutt Oil) / Bryon Fortner (City of Sevierville)
- CNG/LPG - Brian Headrick (KUB)
- Electric - DeJim Lowe (TVA)
- Propane - Barry Greenberg (KAT)
- Ethanol - Kathie Vaughn (ORNL)
- Hydrogen - Group agreed to keep this on the table, but will not focus on it 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. Kathie 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 Susan Thomas and ?????.

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

Of primary importance for this meetings is getting one **new co-chair**. Tom Shannon has a class conflict and doesn't appear to be able to make most meetings, and Susan will be unable to attend a few meetings in the near future. Key needs of the co-chairs are simply that they attend monthly meetings, that they help steer the work of their committee, and that they make sure a secretary is chosen to take notes at each meeting.

The quick breakdown:

- ▶ Brochures. **We now have 50,000 brochures!** 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, and do they check to see if more are needed or is that up to us.
- ▶ For the "Brochure Partners" campaign, I was expecting each person that establishes a brochure spot to be responsible for making sure they stay full—is this asking too much? Also, Jonathan will create a Certificate of Appreciation" for all brochure partners.
- ▶ What about these locations?
 - ❖ Four Sevier County Welcome Centers—Pigeon Forge, Sevierville, Gatlinburg (Scott Marine is contacting someone)
 - ❖ 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—too late!)~~
 - ❖ 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?
 - ❖ 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 (Susan will speak with DeJim about this)
- ❖ Knoxville Tourism bureau (Mark D. is contacting them)
- ❖ Chattanooga Visitor and Tourism Bureau (Susan is contacting)

Billboards. **Stuart-can you help out here?** Can Lamar Advertising and Mike Fleming provide any benefits on top of regular nonprofit assistance? (If the answer is no, that's OK, we just need to ask. We can add Lamar as a sponsor on the billboard if assistance is significant.) 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.

- ▶ Video PSA. This task apparently falls into Jonathan's lap if no one has any way they can help out here. If necessary, he can make the contacts to push this.
- ▶ 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.
- ▶ Certificates. Jonathan has taken care of this. Certificates will be provided to all helpers of the ETCFC.
- ▶ 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.

Start discussing and developing project ideas, based on known resources in East TN.