

AGENDA

for the 14th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, June 12, 2003

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

Lunch: Will order from a menu of 4 items; sponsored by Ted Russell Ford, a Founding Partner in the ETCFC.

1. Brief overview of what is to be covered today. Meeting time will consist of
 - ▶ approximately 40 minutes of Coordinator information on recent coalition events and issues and on getting to designation,
 - ▶ about 1 hour and 10 minutes to breakout into Working Committees, and
 - ▶ then regroup for about 10 minutes to relay what each working committee discussed.

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (5/8/03),
 - ▶ Our AFV numbers summary chart,
 - ▶ Summary of Brochure Partner effort—where, who and how much,
 - ▶ An article from *Butane-Propane News*: “Propane KATs Prowling UT Campus,” and
 - ▶ A copy of the new *Alternative Fuel News* publication.
2. 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. **Review of the ETCFC’s AFV numbers.** See the handout Excel sheet: **543!** I “happened upon” another significant AFV fleet in East TN: Cornerstone Propane Retailers, which have about 10 retail locations in East TN, each of which has on the order of 2 bobtails and 2 to 5 LDTs which run on propane. The bobtails are HDVs (30,000 GVWR), 5 points each, while the LDTs count as 1 each. They are now contributing 106 points (38 AFVs) toward our numbers (17 HDVs, 21 LDVs). This has put us over the 500 mark! As we are now past this milestone, we can more clearly see how many new AFVs we must collectively bring on-board annually to meet or exceed our primary annual goal: a 17% increase in our AFV fleet.
 5. **ETCFC Classroom.** Today’s questions come mostly from the process of moving to designation:
 - a) What are the three steps left for the ETCFC to become designated?

Answer: 1) Obtaining stakeholder commitments to purchase AFVs and build infrastructure,

2) bringing more private fleets on-board [quote from the *Clean Cities Roadmap*: “The most effective coalitions maintain a balance of public and private sector stakeholders... Special emphasis should be placed on private sector “niche market” fleets. Their participation is crucial (to coalition success).”], and

3) finishing the Program Plan.

b) Why must we work on the first two of the above?

Answer: #1 is a requirement that goes in the program plan—specific verbiage must be placed there that outlines every stakeholder’s commitment to helping the coalition succeed, be it in expanding our AFV or infrastructure numbers or in working on education and marketing initiatives. #2 is an item that has sent other coalition’s program plans back in that they didn’t have enough private sector participation. With some focused work now, we can ensure we succeed with our first submission of the Program Plan to DOE (and thus can respond to the RFP packet that will come out in January) if we are swift!

c) What are the ultimate goals of our “strategic plan?”

Answer: Increasing our AFV number by *a minimum* 17% each year, expanding privately and publicly available infrastructure to support those vehicles, and creating clean corridors across East TN that connect and extend into bordering states.

d) What is the MOU and how does it work?

Answer: Again, from the *Clean Cities Roadmap*: “The purpose of the MOU between DOE and the signatories is to set forth the commitments to purchase AFVs and to build infrastructure over the next five years, and to outline respective responsibilities to carry out the objectives of the Clean Cities Program.”

e) What is the number of AFVs we must bring on-board next year if the number of AFVs we have now is our baseline for continued expansion at a 17%/year rate?

Answer: _____. It is important the each AFV fleet manager/administrator recognize how that number relates to them—a quick review of the *percentages* shown for their fleet in the table will reveal how many they will probably need to contribute annually to fulfill this coalition goal. It is the collective expectation that we will continue to bring other community citizens/companies on-board, which might reduce this individual Co. burden somewhat, but it will also increase or baseline number, so just use this as a benchmark value to work from!

6. Highlights of Information from the 9th National Clean Cities Conference, Palm Springs, CA: From discussions with DOE/Clean Cities folks and others attending the national Clean Cities conference, as well as just being there, the following information is relayed.

- ▶ Electric vehicles news: Drove three different NEVs (a B.I.G. Man, a GEM, and a Dynasty Motorcar). All have limitations, but seemed to do the basic job well. None had any moving seats and you have to turn off the turn signals (not automated), however, most offer or plan to offer a variety of styles (pick-up beds versus four- or two-seaters), do have simple amenities like cup holders, stowage space, and offer other options you can add for prices ranging from \$8,000 to \$13,000.
- ▶ Hydrogen news: Sunline!! Offering CNG, LNG, hydrogen and Hythane (80% CNG-20% H₂) all in one location, Sunline is truly leading the industry in developing advanced alternative/American fueling options. The H₂ produced onsite comes from a combination of steam reformed CNG (85% of total) and the electrolysis of water from renewably produced electricity (onsite solar; 15%). The percentages are a pretty good mix considering what some people expect the long-term limitations of renewables to be. See the brochures from Sunline that will be distributed to H₂ Economy WC members.
- ▶ Natural gas news:
 - FuelMaker will continue its programs that provide discounts to entities that purchase FuelMaker equipment and some vehicles (either Ford or Honda; must purchase the AFVs and infrastructure at the same time). See the FuelMaker information Jonathan brought back from the conference for more information.
 - FuelMaker’s “Phill,” the home-based slow-fill device, will finally be available at the end of this year for \$1,995. Takes about 8 hours to fill a regular-sized CNG vehicle. (With good sales in the first year or two, they hope that cost will decrease to \$995!) This is a significant event for us as we will now be able to tackle an entirely different segment of the population that has been left out thus far in our effort: the individual. So much of our effort is focused on private businesses and municipal/county fleets that we’re missing a potentially significant part of the population: the person who recognizes that they can make a difference at home, on their own, without public infrastructure. IMPORTANT – we need to figure out how much home-filling will cost, and what the tax situation will be there—how will road tax be levied, or will it? (I don’t think it will—no tax fuel!)
 - FuelMaker’s small-sized public infrastructure units, relatively new, are selling for approximately \$100,000, with an estimated \$20,000-\$30,000 installation cost. That puts the total cost to develop public CNG infrastructure (with no other significant cost affecters present) at ~\$125,000. This may seem like a lot but this is pretty darn inexpensive for CNG infrastructure.

- ▶ Propane news: Perhaps most significant at the conference is an opportunity that **CleanFuelsUSA** has put together for propane distribution. Basically, wherever you will install a CleanFuelsUSA propane pump (cost around \$13,000 – cheap!!), they will setup a system whereby the local Clean Cities coalition will receive **\$0.025/gallon of propane sold!** It was specifically designed to be a fundraising mechanism for Clean Cities coalitions. This makes me think of SCUD first, and the opportunity this brings to Sevier County and the ETCFC (but also AmeriGas and Suburban to the extent they're ready to be active!). I would like to see SCUD, Sevier County folks and Jonathan put our heads together to begin laying the groundwork for 1 or more propane workshops where we can show people the bi-fuel Ford F-150 and provide economic information on “making the switch.” *This is a great opportunity to really create a win-win-win situation through increasing sales of new Ford AFVs (the goal with the greatest push right now at the national level that obviously also help us put more AFVs on the road in East TN), helping Sevier County move to greater AFV use (bolstering their already significant effort), help SCUD on the propane side of their effort and put more publicly accessible alternative fuel stations out! Let's create a successful model event that we can replicate in other areas of East TN!*
- ▶ GSA Auctions: Attended a live AFV GSA auction. Saw vehicles with Kelly Blue Book values of \$4,000 to \$8,000 go for about \$1,500-\$2,500 less than the KBB value! There is a GSA auction site in Chattanooga where you can periodically bid on used, GSA AFVs! You can see what they are offering before going to the auction through an online porthole (<http://www.chattaa.com>) that shows available AFVs; can also hunt for specific AFVs, as well as get directions and look at the sales schedules.
- ▶ Met and spoke with Joe Darling, the director of the Equip. Mgmt. Div. Of the New York DOT. He was a critical component and main proponent of advancing CNG use across New York state and in the state's fleet. He is open to the idea of coming to TN to speak to officials about the why, how, what, when and where of their moving to cleaner alternative fuels and building significant infrastructure across the state. **THIS IS SOMETHING WE NEED TO CAREFULLY CONSIDER!** I will discuss this with the TN Alt Fuels Task Force to see what they think of trying to bring him here to talk to Governor Bredesen if possible about why this project was important and how they made it a success.

7. Highlights from the Tennessee Valley Corridor Summit, Huntsville, AL:

- ▶ It was amazing to hear so much “energy independence” and “national security” talk and presentation in this Summit! It really felt like the ETCFC had a strong connection to the entire group's desires and goals. And to that end, I met many people – from hybrid Humvee builders (Keith Buckner of IDT PEI) to marketing gurus (Frank Baia of ZZB International). John Mark Bardsfield attended on behalf of Hydrocore *and* the ETCFC, and he should be commended for his efforts to further our cause (including talking the talk and wearing his Clean Cities pin everyday!).
- ▶ One person at the conference was Eileen Collins, the Commander expected to lead the next space shuttle mission to the International Space Station (ISS). She would have left months ago for the ISS had it not been for the Columbia disaster, and it was invigorating to hear her commitment to continuing the U.S.'s space exploration efforts.
- ▶ The **Clean Fuels Initiative** had a meeting Thursday morning in what turned out to be a packed room of about 40 people from a wide variety of businesses. Zach Wamp (TN-3rd district), Lincoln Davis (TN-4th district) and Bud Cramer (AL-5th district) led the discussion, clarifying the goals of the effort which were to work on the following items at the same time if possible: jobs, manufacturing ability, cleaner air, energy independence and education and training. I was able to speak about our effort and relay some information to the group about how TN is behind the times in helping with energy independence and needs to move forward! While we may not be the leaders in advancing economic development, it is part of what we ultimately need to do within the AFV arena, so hopefully we will become an integral part of the Clean Fuels Initiative and be looked upon as a team player that will lead as best we can on the expanding AFV front! Discussion also included partnerships, appropriations, forming a coalition, a FreedomCAR submission, setting targets for the effort, and developing a plan and framework for implementation.
- ▶ Perhaps the most electrifying news on the electric vehicle front is that a company, **Palo Verde ETS Inc.**, will be moving to Chattanooga in the near future. They manufacture the Hummingbird electric vehicle, and plan to build that and other low-speed electrics (NEVs) there! I was able to meet and speak with **David Rush**, the President and CEO, who is the original designer of the vehicle that preceded the Ford Th!nk NEV line-up! (Jim Frierson—did I get that right?) He was happy to hear from many of his employees that they were excited about moving to East TN!

- ▶ I was also able to meet and speak briefly with Cicely Simpson, Legislative Director for Lincoln Davis, and Brandi McBride, Legislative Assistant, for Lincoln, and talk about the ETCFC's effort. They are one group of several legislative staffers that I hope to continue discussions of our activities with in the very near future!

8. Other recent events/information:

- ▶ May 9, 2003 - Met with Belinda Boyd to discuss **advertising on the KAT propane shuttles**. Went over pictures of other buses with large-scale advertising on outside to review options then formulated an idea for what might work on the KAT buses. Discussed some ideas for the basis for what might work for those buses and this area in creating strong messaging on what KAT is doing. **ALSO**, the KAT propane buses were featured in an article in *Butane-Propane News* (May 2003) – “Propane KATs Prowling UT Campus.”!
- ▶ May 9, 2003 – Met with Don Lindsay of AAA of East TN with Mark Downing. Had fruitful discussion as Don wants to support alt fuels, and offered nice rate on advertising in the AAA magazine “Going Places.” E&M WC needs to review the info and discuss this opportunity!
- ▶ May 13, 2003 – Was to present to the Tennessee Propane Gas Association's East TN chapter on propane as an alt fuel—the reason's why it can work here, and what hurdles exist. Ended up with gout and had to go to emergency room for a steroid shot. Missed presentation, but was able to deliver presentation materials and Dave Deputy gave presentation for us.
- ▶ Ethanol: I was contacted by a gentleman in Abingdon, VA, Joey Atkins, about his company's (MXI) **production of ethanol from waste perfumes and other waste materials**. Discussed the process they use and the opportunity to sell recycled product-based E85 in East TN. Briefly informed him of E85 as fuel and some of its background. I also told him that if my guesstimates of the fuel-cycle impacts of their process were on-target, I'd like to see them become a retailer of E85 in East Tennessee! He wanted to learn more and expects to attend the June monthly meeting to learn about our effort. Let's offer him an opportunity to briefly tell us what ideas or opportunities MXI is open to.
- ▶ May 30, 2003 – Presented to Smoky Mountain Coalition (about 20 ppl.) at Unitarian Church; focused on alt fuels and air pollution solutions. Gained interest from Beth and Rem Edwards, who were added to the email list.
- ▶ June 2, 2003 – Presented to JIEE summer interns and their mentors about environmental decision making as an element of the ETCFC's progress in affecting change in East TN.
- ▶ June 4, 2003 – Presented to Seymour Rotary Club (7:15 am!) on the ETCFC.
- ▶ June 4, 2003 – Met with Brooke Sinclair to discuss **opportunities with KUB**, both for their fleet and for other CNG fleets. Sounds like KUB is taking some real steps to analyze their opportunity to contribute to our effort! **Thanks KUB!**
- ▶ June 5, 2003 – Met with 13 people from Chattanooga area (and some folks first met at the Huntsville Summit) to discuss **developing new alt fuel projects in Chattanooga**. Three people attended for TVA, including Dejim Lowe, Jim Cowart and John Richardson; Jim Frierson and Bob Honea attended for ATTI; they will all be critical components in developing successful projects in Chattanooga! Another person attending was Mike Pare from the Chattanooga Times Free Press (think *press release connection*). Meeting started as possible kick-off to continuing quarterly or bimonthly meetings in Chattanooga to advance alt fuels and hybrids there. Had a good discussion with overall good feedback and desire to assist with moving forward. I will meet with Ron Sweeney in the near future to start a discussion of some options to consider (he is also expecting to attend the 2003 Biodiesel Workshop).
- ▶ June 6, 2003 – Met with Michael Brody and Vance Dillard of **B-97.5**. Trying to see how we could work together to advance AFVs in East TN. Had an excellent lunch meeting and am hopeful that we can find a cost-effective partnership solution that will allow us to work collaboratively on energy independence and cleaner air for East TN.
- ▶ Met with Lillian Mashburn, Director of Federal Relations for UT. Discussed best actions for moving forward with federal legislators and their staff, and got some great information from Lillian on all things political in East TN and Washington.

9. **To tackle in the next month:**

- ▶ FIRST, complete the two letters to Arlene Garrison (reducing UT's overhead for the ETCFC).
- ▶ Work to gain the membership and commitments to retain or expand their AFV fleets of several private sector AFVs in East TN. Examples include Fun Buggies of Pigeon Forge, Suburban Propane and Cornerstone Propane.
- ▶ GET BACK TO THE PROGRAM PLAN. Once I get these two things moving forward, put a significant amount of time into getting a first draft of the plan completed. Members need to know that we need internal reviews of the plan before we send it out for three reviews: State Energy Office, DOE Region 4 office, and finally the national Clean Cities office and Barbara Wolfe, official reviewer of the plan. I would like to see us sending our draft to Nashville for the first review in early September!
- ▶ Follow-up on the biodiesel workshop actions/initiatives.
- ▶ Follow-up on the Chattanooga meeting actions/initiatives.
- ▶ Communicate with Lincoln Davis', Zach Wamp's and Jimmy Duncan's staffers on our work. Clarify overarching goals, how we plan to get there and how they can help Tennessee (which needs it!) and the ETCFC.
- ▶ Recommend to the TN Alt Fuels Task Force that we discuss having Joe Darling come speak to us and the governor, if we can arrange it, about the background research and decision to move to CNG use across the entire state fleet. With CNG infrastructure cost coming down, this could be an attractive option.

10. **Update from stakeholders:** KAT, City of Sevierville, City of Gatlinburg, ORNL, CARTA, Ted Russell Ford, Eastman, DOE Region 4, others.

11. **Future meeting dates:** July 10th and August – 14th, both at the Copper Cellar.

12. **Future Event dates:** Biodiesel Workshop #2 – August in Kingsport? Get feedback from event presenters and Tri-Cities attendees on the potential and worthiness for such a workshop. Other possible workshop locations in Nashville, Chattanooga?

13. **Working Committees**

Continuation of Working Committee (WC) discussions. 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 handwritten summaries to Jonathan at the end of the meeting.**

AFVs & Infrastructure Working Committee Information

Co-chairs are Jeff McCarter and Brian Headrick. (Thanks Guys!)

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

It will probably take me until the next monthly meeting, but I will put together a summary of infrastructure for East TN to go with the AFV summary. Also, I'll prepare some maps that show intensity of certain alt fuel infrastructure and AFVs across the region. Hopefully this will aid the committee in their efforts.

Please proceed with discussing the items the group has already been working on to further the ETCFC's AFVs' count and infrastructure.

Education & Marketing Working Committee Information

Co-chairs are Tom Shannon and David Doane.

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. Remember, fleets are our target group in the near- to mid-term as they help us most efficiently move to greater numbers of AFVs and infrastructure.

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

In the following order, I would like to see these items addressed, as they will help with the points listed above:

- ▶ Develop process for getting out press releases. We’ve already got several names and emails for sending press releases to: Anna Garber (The Mountain Press), Mike Pare (Chatt. Times Free Press), Jay Kersting (WNOX-Citadel Communications), Thomas Fraser (The Hellbender). Help me gather contacts for the ALL the remaining TV and radio stations and cable companies so that we can create an email distribution list and (Jonathan) get in the habit of sending a press release out every time an event of significance happens that effects AFV growth in East TN! Am I on-target here folks—help me out! Here’s the start of a list of other media: News Sentinel, Metro Pulse, B-97.5/Oldies 95.7+106.7/94.3 Extreme, WUTC, WUOT, WATE, WBIR... Please help me develop a list of the entities (newspapers, radio stations, TV stations, cable Co. contacts) that need to be on our Press Release list.
- ▶ Video PSAs. Need to distribute!! Who can help? Have already given 2 of the 8 BetacamSP videos to Jim Frierson in Chattanooga. Need to give ~2 to Tri-Cities folks for distribution there, and save ~4 for central East TN. I’ll contact Bill Evans about WATE showing the spot.
- ▶ Magazine ad with AAA of East TN. Need to develop ad for including in their publication ASAP! See the pricing information provided to us by AAA and Don Lindsay. From the other prices I’ve seen and knowing their readership, this looks like a great advertising/marketing opportunity!
- ▶ Billboards. Need to get one going! Our connection right now is through Stuart Brabston—we need his input as to how to proceed. Who can contact him to talk about this?? Some billboard mock-ups have already been created. In addition, another idea recently came to mind: how about a simple picture of the back of a bus, with children in the bus and sooty black diesel exhaust coming out of the bus, with the slogan (“Be a part of the solution, not the pollution”) and the coalition title on it? (Title at the top, and slogan fitted to highlight the kids and emissions.)
- ▶ Radio Advertisements. Follow through with B-97.5 discussions, maybe get in-touch with WUOT next about underwriting opportunities.
- ▶ “Advancing the Choice” type events. Biodiesel Workshop summary –
- ▶ Advertising opportunities!
 - **Brochure-based Advertising Campaign** – Going well! Need new places!!
- ▶ 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.
 - Is Jonathan expected to be the only presenter?
- ▶ *What other opportunities does the group think needs to be worked on?*

Hydrogen Economy Working Committee Information

Co-chairs are Jack Barkenbus and John Mark Bardsfield.

For this committee, please review the Sunline transit agency brochure brought back from the Palm Springs Clean Cities National Conference. Also, let John Mark provide an overview of the hydrogen discussions held at the Huntsville Summit. Let this be starting information for continuing the discussion of starting a hydrogen economy in East TN.