

AGENDA

for the 15th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, July 10, 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 20 minutes of Coordinator information on recent coalition events and issues and on getting to designation,
 - ▶ about 10 minutes for Joey Atkins of MXI to discuss their synthetic ethanol production/product,
 - ▶ about 1 hour and 20 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 (6/12/03),
 - ▶ Summary of Brochure Partner effort—where, who and how much,
 - ▶ An article written by the Triangle Clean Cities Coalition Coordinator Anne Tazewell “Turning the Key on Better Fuels,”
 - ▶ ETCFC Press Release contact information sheet,
 - ▶ An article on part of the state fleet (from *The Daily Times*, Monday, July 7),
 - ▶ Some notes from the most recent *AltFuels Advisor* (July '03), and
 - ▶ A summary of alt fuel notes from the *Alternative Fuels Today* (May through early July '03) emails.
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 Program Plan.** Where do we stand? Below is the Table of Contents from the Program Plan. That in bold is completed (minus updating based on any needed changes from the last 6-10 months); that in italics is partially completed. Although there is much to do, as long as the main contacts for all of our already participating stakeholders will be available to discuss (in the next month) their organization's participation and how it fit into the coalition's goals, we should be able to get a first draft by end of August.

Chapter I: Introduction and Local Background

- A. U.S. Clean Cities Program and the Alternative Fuels**
- B. Clean Air Act and Energy Policy Act Requirements**
- C. Tennessee/East Tennessee Overview**
- D. Tennessee's Attainment/Nonattainment History**
- E. Alternative Fuel Vehicles (AFVs) and Infrastructure - Background and Current Situation**

- F. **East Tennessee Clean Fuels Coalition - History, Formation and Development**
- G. *Current Activities Including Local AFV Market Overview*
- H. National, State and Local Laws and Incentives
- I. Grants and Funding
- J. AFV Market Development Strategies

Chapter II: Coalition Goals and Objectives

- A. *Develop Relationships with and Recruit New Members to the ETCFC*
- B. *Increase AFV Acquisitions In Existing and New Fleet Markets*
- C. *Increase Alternative Fuel Usage Among Existing AFV Owners*
- D. *Develop Alternative Refueling Infrastructure*
- E. *Develop Clean Fuel Corridors along I-40, I-75 and I-81*
- F. *Secure Grant Funding for the ETCFC Related Projects*
- G. *Advance State and Local Legislation and Policies*
- H. *Increase Public Awareness of AFVs and their Advantages*
- I. *Establish and Strengthen the Long-term Viability of the ETCFC*

Chapter III: Organization and Planning for the ETCFC

- A. Timeline of Activities
- B. ETCFC Coordinator Position
- C. Organizational Structure
- D. Future Organizational Plan for the ETCFC
- E. Monitoring and Reporting of Progress

List of Tables and Figures

Appendices

1. **ETCFC Organizational Structure**
2. General Membership for 2001-2003
3. **List of Committee Members for 2001-2003**

5. **Recent events/information:**

- ▶ June 18, 2003 - Met with SACE to deliver a brochure stand to them (they are already a nonprofit member, so not worrying about the \$20). Spent some time catching up with them on activities.
- ▶ June 20, 2003 – Presented to the TN Propane Gas Association on alt fuels and opportunities for propane expansion in East TN (Park Vista Hotel in Gatlinburg).
- ▶ June 23, 2003 – Follow-up meeting with Michael Brody of B-97.5 and Oldies stations [95.7 and 106.7] (after initial meeting on 6/6/03 to discuss opportunities to work together on alt fuels). Obtained proposal from them on ways to get our message out to their audience through traffic sponsorship on one or both stations and through their media events (of which there are several). Discussed options for what message would be used and how to get that across to the two stations different audiences. See more information on this in the E+M breakout discussion material later in this agenda.
- ▶ June 23, 2003 – Met with Richard Molsbee and Dr. Ronald Sternfels about their business (Plasma Gasification Consultants -- H2 production primarily from waste sources) and about opportunities for collaboration.
- ▶ June 25, 2003 – Met with Ron Sweeney, Nancy Marshall, Valerie Powell and Don Watson of CARTA. What can I say about—great people. Ron expressed interest in putting this meeting together to talk, and it was a great discussion. CARTA is interested in taking a more proactive role in helping us expand alternative fuels use there, as possibly another alt fuel user as well as being a catalyst to bring others on-board. We are putting some first stage plans in place to start reviewing what fleets and potential partners may exist for certain project ideas. I really look forward to working with Ron and Co. at CARTA!
- ▶ June 25, 2003 – Met with Doug Gordon and Co. (about 10 people in all) to discuss state taxes on alt fuels, and ways we could work together to advance alt fuels. Presented a quick-n-dirty background of the

ETCFC and answered their questions about certain fuels and issues. Plan to get back together with them in the near future after we preview what some other states are doing with alt fuels legislation.

- ▶ July 3, 2003 – Spoke with Don Lindsey again (of AAA East TN). He provided info on rates to advertise in *Going Places*, the AAA magazine which has part national content, part regional content. The version that comes to East TN is partly filled with regional content. He provided reduced pricing for us for the 3x/yr and 6x/yr rates. See the E+M section for those specific rates.
- ▶ Ethanol: A little over a month ago, 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 ("synthetic" ethanol)**. 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 July monthly meeting to learn about our effort. Current product is 95% ethanol, 5% water, but expects to add another processing system to produce 100% ethanol in the near future. Current cost of ethanol (w/5% water) is expected to be around \$0.40-0.45/gal, before taxes and shipping! They expect the cost of the 100% synthetic ethanol to be around \$0.70-0.75/gal! Let's offer him an opportunity to briefly tell us more about MXI and their product.
- ▶ Education & Marketing: David Doane contacted **Steve Crabtree at WVL** and they will begin running the first ETCFC PSA this weekend. Our coverage won't be all that great (the 30 second spot, running about three times per week between midnight and 5am weekdays and midnight and noon weekends), but it's exposure! As any new people begin to contact us or come to meetings, we'll ask where they heard about us to keep track of which E+M effort is having the best effect. Now we just need to get them on 10 other stations and cable in East TN!
- ▶ Looks like we've got an ETCFC vehicle! (for a little while...): During a discussion with John Powell of ATTI on our combined effort push to move alt fuel vehicles forward in the Chattanooga area, the discussion of an **ETCFC vehicle** came up. John noted that he would be glad to offer one of their hybrids for our use in the near term, to which I gleefully responded "THANKS"! It is a **Honda Civic Hybrid**, and will carry the ETCFC logo and founding partners names, as well as perhaps be fitted with some more information if possible. It will be at the meeting on Thursday, July 10! **THANK YOU ATTI!**

6. **Biodiesel Discussion**: McNutt Oil is getting much closer to being ready to be a B20 distributor in East TN! (*Thank You Pete and Claire McNutt!!*) To that end, we're providing some information on cost to start a discussion about the pros and cons of biodiesel's price and diesel's price. Using *pretax* dollars, the below table shows how the price of diesel effects the cost of B20, based on a biodiesel (B100) cost of \$2.20/gallon (of which 20% is \$0.44):

Diesel Base Price	80% of Diesel Cost	20% of biodiesel Cost	Total Cost for B20 (80% diesel + 20% biodiesel)	Cost Diff. – diesel to B20
\$0.65	\$0.52	\$0.44	\$0.96	\$0.31
\$0.75	\$0.60	\$0.44	\$1.04	\$0.29
\$0.85	\$0.68	\$0.44	\$1.12	\$0.27
\$0.95	\$0.76	\$0.44	\$1.20	\$0.25
\$1.05	\$0.84	\$0.44	\$1.28	\$0.23
\$1.15	\$0.92	\$0.44	\$1.36	\$0.21
\$1.25	\$1.00	\$0.44	\$1.44	\$0.19
\$1.35	\$1.08	\$0.44	\$1.52	\$0.17

7. **To tackle in the next month**:
- ▶ TACKLE the PROGRAM PLAN.
 - ▶ Continue previous efforts to gain private fleet members!
 - ▶ Continue previous efforts to get the contacts for press releases finished and press releases started!
 - ▶ Contact Bill Evans about WATE showing the ETCFC PSA.

8. **Update from stakeholders:** McNutt Oil, KAT, City of Sevierville, City of Gatlinburg, ORNL, CARTA, Ted Russell Ford, Eastman, DOE Region 4, others.
9. **Future meeting dates:** Below are the dates and locations setup for the rest of 2003, most of which are on 2nd Thursdays (all are from 11am – 1pm). I'm open to switching locations on any of those dates if someone sees a good opportunity to bring local/regional folks in!
 - ▶ August 14 – Copper Cellar Cumberland Ave., Knoxville
 - ▶ September 18 [3rd Thursday – on the 2nd Thursday (11th), I'll be at the combined Atlanta Regional Office (ARO)/Chicago Regional Office (CRO) Clean Cities coordinators' meeting in Nashville!]
 - ▶ October 9 – **Open!** Would Tri-cities, Chattanooga or Sevierville be interested in hosting an ETCFC meeting on this date?
 - ▶ November 13 – Copper Cellar Cumberland Ave., Knoxville
 - ▶ December 11 – Copper Cellar Cumberland Ave., Knoxville

10. 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 *if at all possible*.

AFVs & Infrastructure Working Committee Information

Co-chairs are Jeff McCarter and Brian Headrick.

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

I'd like to see the group start off this meeting discussing opportunities for projects that would get a fuel tax or otherwise rebate to B20 (or all alt fuel!) users in East TN! Let Pete Gale and Douglas Gordon provide any starter material to lead the discussion towards what might work for TN and who needs to do what to further this! A key contact in Nashville (other than David Pelton) is Alan Jones with TDEC. I believe he could provide us some good further insight into what might or might not work.

Otherwise, 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 and eyeballs effectively) 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 need to be 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 (see the press release contact sheet). 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.
- ▶ Line-up ideas for the press releases. Here's a couple of starters:
 1. **Biodiesel** – focus on the recent actions and two people: Mark Downing (first local individual user) and Pete Gale (potential first regional distributor).
 2. **ATTI and forward motion in Chattanooga** – With the start of bimonthly meetings and CARTA looking at other options for their fleet (biodiesel as B20), Chattanooga's on the move!
 3. **KAT's propane vans** – wait to see when they think they'll get the vinyls they hope to place on several of the vans; release a note about how they are contributing to the ETCFC effort, as well as several other tidbits about their usage and benefits (e.g., now the largest alt fuel fleet for any university in TN? [check on this], fuel efficiency savings).
 4. **Sevier Counties activities** – new AFVs in all 3 major cities, a city resolution in Sevierville and county support!
 5. **Closing the loop** – How biodiesel can help Tennessee farmers.
- ▶ Main, new advertising venues:
 - ✓ **Hellbender** Newspaper: full-page ad in each issue for 6 issues for 1 year (they distribute once every 2 months); cost will be \$100/issue or **\$600** total. This appears to be a great opportunity for us in trying to get our message to those in the community that already care about these issues, and in moving them to action. Thomas Fraser is our main contact (in addition to Wolf); he requests that we don't use the same ad every time—make it fresh! I'll go ahead and start putting together the first edition – let's focus on biodiesel!
 - ✓ **Oldies** (95.7/106.7) and **B97.5** radio stations: a traffic sponsorship spot aired 2-3 times per day, during the morning and afternoon driving times on both stations (2 days B97.5, 3 days on Oldies) for 6 months; cost \$1,700-**\$2,500** cash, plus Founding Partner membership in trade.
 - ✓ **Magazine ad with AAA of East TN.** Don Lindsey provided the following pricing for ads that can go in *Going Places*: \$350/run or issue for the 1/3 page ad, and \$180/run for the 1/6 page ad. With *Going Places* issuing bimonthly (once every two months), this breaks down like so:
 - 1/3 page size ad: 1 year's worth of ads (6 ads) = \$2,100; 6 month's worth of ads (3 ads) = \$1,050
 - 1/6 page size ad: 1 year's worth of ads (6 ads) = **\$1,080**; 6 month's worth of ads (3 ads) = \$540
 From the other prices I've seen, and knowing their readership, this looks like a great advertising/marketing opportunity! What do you all think—which one should we do?
 - ✓ Radio Show with WUOT. Have made contact with **Matt Shafer Powell**, News Director at WUOT, about being a part of their show. Expect to hear from him in the coming months about opportunities with WUOT to discuss alt fuels in Knoxville and East TN.
- ▶ Video PSAs. Need to distribute—who can take to whom? Dave Doane has one to WVLT in Knoxville; Jim Frierson has two in Chattanooga (has he given one to a station?). 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.
- ▶ Still need to talk with Stuart about getting a billboard in the works! 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.)
- ▶ Work on ramping up the individual memberships! What suggestions do you all have for attracting members and possibly participants through this effort? We can begin raising more money and possibly gain activists/supporters at the same time!
- ▶ Another writing opportunity: the **Tennessee Conservationist** magazine. Louise Zepp, Editor, contacted me about an article for the July/August 2004 magazine. About 1,500 words focusing on where alternative fuels are in Tennessee. It is a high-quality, glossy magazine, and they want previously unpublished color

photos for the issue. I'd like to have a **library of sharp, high-resolution color photos of all the regional AFV fleets** by then! I will weave references to each fleet into the article as best possible. Thus, I need your help in getting good, high-res., color photos of your fleet (need great background—clear, blue sky—and great setting!).

- ▶ 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.

Neither co-chair will be in attendance at this meeting, so this group can take-off with their own ideas for H2 projects that should be started in East TN. Know that there are several entities looking at producing H2 locally/regionally from different resources, so perhaps we need to focus on obtaining the vehicles! What contacts do we need to start working to begin discussions on being able to develop a proposal where we obtain vehicles for testing?