

AGENDA

for the 17th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, September 18, 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
 - ▶ about 30 minutes of Coordinator information on recent coalition events/issues including designation,
 - ▶ about 1 hour and 30 minutes to breakout into Working Committees (*please sit with your WC!*).
 - ▶ Additionally, I'll be sitting separately during the WC discussions and will meet 1-on-1 with representatives of each stakeholder to review their participation as is written into the Program Plan thus far.

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (8/14/03, if we're lucky),
- ▶ The most recent edition of *Alternative Fuel News* (V7, #2),
- ▶ The AFVs and Infrastructure Summary Charts for our region, and
- ▶ Several articles on AFVs and fuels from multiple sources.

One additional note will be made (not a handout):

- ▶ A note from an article from *Condé Nast Traveler* ("Planet Dubai") on switching their economy from oil to tourism.

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. New Activities for all Coalition Stakeholders for Fall 2003:

- ▶ Every currently participating organization bring one (1) new stakeholder into the fold in the next month. Let's shoot for doing this for just one month, then evaluate our progress. For this expansion effort, let's **focus on new stakeholders that are fleet owners** (they can be current AFV owners or not). Can we do this? We are only as strong as our weakest link, so let's see if everybody can come up with just one new stakeholder. If we do, we will effectively double our participation in one month, which is very significant. Aim for doing whatever is necessary to get them to show interest in beginning to use an alt fuel or attend meetings.
- ▶ Maintain or increase or collective funds raised from membership dues. **We need to hear from each dues-paying member from 2003 as to whether or not they believe they can continue as a member at the same level in 2004.** We have already had several members pay for 2004 (partners – TVA-Gold, McNutt Oil-Gold, Fun Buggies-Associate, Wilbur Smith-Associate, Ted Buel-Supporting). Who already knows about their potential membership for next year? Who does not and needs to speak with someone else about this? We can receive funds through about mid-2004 and count them toward 2004's calendar year dues.

5. Recent events/information:

- ▶ August 15 – Attended and participated the **Tennessee Ozone EAC Advisory Committee** meeting in Nashville. This meeting was the beginning of the creation of a discussion group that will provide oversight to all the counties in Tennessee that are currently dealing with the EAC process and the potential for nonattainment for the 8-hour ozone standard.
- ▶ August 18-20 – Contacted Gary Mayes and Tony DeLucia in Tri-Cities area about assisting with getting **Tri-Cities district meetings** started. Have distributed a list of the people that should be invited to both and will work with them to get at least one meeting going before the end of the year.
- ▶ August 20 – Held the **2nd bimonthly Chattanooga District** meeting of the ETCFC. Had about 10 in attendance and had good forward progress is moving to solidify some commitments to participate through attendance and using alt fuels. Mark Penland and Pete Gale rode down with me to help get that district jump-started.
- ▶ August 20 – Attended the TN Valley Corridor **Clean Transportation Initiative** meeting at NTRC which kicked off the more official beginning of work and activities within that group.
- ▶ August 20 – Met with Phillip May and Kelly Vaughn to discuss using **biodiesel in Knox county's fleet**. Had a good meeting and are looking into the possibility of fueling Knox county's 22 dump trucks with B20 before year's end.
- ▶ August 25 – Participated in the second meeting of the **Regional Clean Air Coalition**, a spin-off from the <9 Counties. 1 Vision.> effort. Group is forming to work to educate regional citizens about the multiple ways cleaner air can be achieved, and then move those folks to choosing actions they can take. I will be participating to educate folks to alternative fuels' benefits.
- ▶ September 2 – Met and spoke with Don Ault of **First Capitol Carriages**. Don has been involved in the community for many years and already operates a horse-drive carriage service for Knoxville. He is planning to expand into providing service in between certain hotels and event locations and wants to utilize an alternative fuel to propel that new service vehicle.
- ▶ September 3 – Made contact with the Vice President of Knox County's **School Bus Contractors Association**, Ann Milsaps. Will meet with Ann and Todd Hensley (President) and perhaps some others on the 19th of September to begin discussing the opportunity to use alt fuels in Knox county's school bus fleet.
- ▶ August 15 - Sept. 5 – **Completed the first draft of the ETCFC Program Plan**. Discussed with many stakeholders before-hand their organization's involvement; will still be discussing over the next few weeks many others involvement as is noted in the Plan. Will make changes per these discussions then send the next revision to the State Energy Office for their review (end of Sept.). Will subsequently be sent to David Dunagan in Atlanta (our regional Clean Cities program manager) for his review (first of Oct.) before finally submitting to the Clean Cities program in Washington DC in late October for our official review (will go to Barbara Wolfe there).
- ▶ September 5 – Met with Pete Gale to discuss things we can do to help move biodiesel. Discussed reaching out to Blount Countians to begin, perhaps with a biodiesel interest meeting (there is already a handful of connections we can reach out to – farmers, city and county fleets, fire and police departments, current McNutt Oil customers). Once we have a couple of vehicles running on the fuel in Blount County, want to see about getting an announcement article in the Daily Times. Also, Pete wishes to ask the following question of you (since he is not here today): **“does anyone have any ideas for a site for a cardlock? Or does anyone have any ideas for other fuels that could be handled at a cardlock site for them?”**
- ▶ September 8-10 – Attended the Atlanta and Chicago regional offices' (combined) **Clean Cities coordinators annual meeting**. Listened to presentations from coordinators from about 25 different coalitions, in addition to seeing several presentations on AFVs, fuels or related activities; their stories are included in the notebook that I have from the meeting. See me to review if you'd like. I presented first over lunch sponsored by ATTI (whom we thanked and mentioned several times over in addition to explaining at the start who they are and what they do), which provided a more relaxed forum for presenting our collective activities. From the almost 30-minute presentation of our work, got some great feedback on the overall effort and the presentation of information. Other important news learned at the meeting... we **did not get the SEP biodiesel grants** we applied for.

However, there is another chance for financial assistance in the wings. See item #7 below for more information.

- ▶ September 11 – Met with the **Chief of Police for Alcoa**, Wayne Chodak. They purchased a GEM NEV and have colored it nicely to add it to their police fleet. My understanding is that it will provide service much of the time in and around the Greenway in downtown Alcoa/Maryville, but will also serve in some other areas/capacities.
 - ▶ Education & Marketing: Changing radio spots with **B97.5 and Oldies** (95.7 + 106.7) to discuss biodiesel's coming to East TN! Will have an article and ad in next edition of the AAA magazine, **Going Places**. **Hellbender** articles/ads should start in October.
Also, have gathered a handful of folks and AFVs that will attend the October 6 and 7 **Tennessee Valley Corridor** conference in Chattanooga. Fun Buggies (GEM), SCUD (CNG bi-fuel F-150), Mark Downing (B20), ORNL/Dick Ziegler (E85 Taurus), and perhaps one or two more (hopefully ATTI will have their Honda Civic Hybrid on display including the attached magnets).
 - ▶ ETCFC vehicle: **Thank You Again ATTI!** Had the Honda civic Hybrid for about 6 weeks and showed it off at every possible opportunity. Returned the vehicle to ATTI on 9-5-03.
6. **Two questions:**
- ▶ Brooke Sinclair – Can you take Brian's place on the AFVs & Infrastructure WC?
 - ▶ Who will serve on the other committees?
7. **New Funding Opportunity!** There are no guarantees here, but while speaking with Cynthia Oliphant In Nashville last week, we discussed ways to get the state more involved in funding alt fuel projects. We discussed the EAC actions taking place and how the state (specifically TDOT and the State Energy Office) may be looking for things to do in the near future. To make a long story short, she suggested we come up with a list of projects that would help spur alt fuels as well as help with the EAC. I decided to start what I thought would be a good starter list (below). I'd like to see us come up with 15-20 different ideas that total to around \$100,000.
- ▶ TDOT & State Energy Office becoming Founding Partners.
 - ▶ Biodiesel: \$1,000-\$5,000 purchase cost offset, broken down by project and or by users within counties (e.g., Blount, Sevier, Knox, Hamilton, Anderson); School buses? Public transit? Municipal vehicles? Private fleets?
 - ▶ Electricity: purchase assistance in the GSMNP for two new GEMs (\$3,500 x 2, cost shared by the Park)
 - ▶ Ethanol: infrastructure cost assistance for developing first public station (state and another 1-2 user fleets to begin; \$5,000)
 - ▶ Natural gas: KUB & SCUD – how about AFV cost offset dollars to help move fleet owners to purchasing NGVs?
 - ▶ Propane: Half of infrastructure cost (\$6,500) to build public station, married to work with SCUD or AmeriGas to locate fleets interested in using the fuel, with another \$5,000 to help offset vehicle purchase cost for the main fleet we work with (intending to be \$1,000/AFV)
 - ▶ **OK folks – let's spend 10 minutes discussing some ideas that would fit what you want to work on!**
8. **Old Funding Opportunity for Knox Countians – CMAQ!** The Knoxville Regional MPC or TPO oversees the disbursement of CMAQ (Congestion, Mitigation and Air Quality) funds to interested county citizens. For those in Knox County, remember that this is another funding opportunity for you. For those outside Knox County, this may also become a funding opportunity for you in the near future if full nonattainment status occurs. Hopefully we can get an update from Jeff or Mike on what the plan is for those funds at the next meeting.
9. **To tackle in the next month:**
- ▶ Get Program Plan review completed and to Cynthia Oliphant and Terry Ellis at the State Energy Office.
 - ▶ Continue previous efforts to gain private (and other) fleet members! Have really succeeded on this front already by adding Fun Buggies, First Capitol Carriages, Schwan's and a few others.
 - ▶ Get first Press Release out.
 - ▶ Article and ad in *Hellbender*.
 - ▶ Article to *Clean Fuel Solutions*.
 - ▶ Get project ideas from #7 above to State Energy Office.

- ▶ Follow-up with Gary Mayes and Tony DeLucia on a first Tri-Cities District meeting!

10. **Update from stakeholders:** McNutt Oil, KAT, City of Sevierville, City of Gatlinburg, ORNL, CARTA, Ted Russell Ford, First Capitol Carriages, Fun Buggies, Knox County, City of Alcoa, Ebus (other successful Ebus installations?), others.

11. **Future meeting dates:** Below are the dates and locations setup for the rest of 2003, all of which are on 2nd Thursdays (and from 11am – 1pm). Can switch locations on any of those dates if someone sees a good opportunity to bring local/regional folks in!

- ▶ October 9 – Sevierville Civic Center, Sevierville
- ▶ November 13 – Copper Cellar Cumberland Ave., Knoxville
- ▶ December 11 – Copper Cellar Cumberland Ave., Knoxville

12. 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 as well as the information exchanged during their meeting time.

AFVs & Infrastructure Working Committee Information

Co-chairs are Jeff McCarter and (Brooke Sinclair).

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

What’s the current status of each fuel’s expansion in our region? What projects are moving forward (or not)? How are we matching potential for purchasing AFVs with the need for infrastructure nearby, that might also serve as clean Corridor infrastructure?

Education & Marketing Working Committee Information

Co-chairs are Jerry Sanders and David Doane.

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

Neither co-chair will be attending today, so you all will be on your own. In the following order, I would like to see these items discussed/addressed, as they will help with the points listed above:

- ▶ Contact list for item #4. Would it be helpful to create a list to see who invites whom into our fold?
- ▶ Bumper Stickers & Newsletter: hope to have a guesstimate of cost at the meeting from Carla on each of these. Plan to develop the first newsletter in October, perhaps for starting distribution in November (if we have the funds). Bumper sticker design – what should be there? It obviously has to be short-n-sweet!
- ▶ Press release system. Jerry Sanders and Jonathan added quite a few contacts to the press release contacts list. In addition, I’m working through a list being created in the EERC that will have email addresses of many other contacts outside East TN that we can send our press releases to.
- ▶ Ideas for the press releases. Which one of the following should our next press release be about?
 1. **Biodiesel** (again, but different focus?)– maybe focus on Mark and his work in moving ORNL to B20, or focus on the cost issues and ways to mitigate that.

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.
 6. **How inexpensive Propane can be** – Focus on the infrastructure, but round out the picture for potential fleets.
 7. **Station Car opportunities** – Once we've had a meeting about setting up a station car system in Knoxville or elsewhere, show how attractive this type of alt fuel setup can be.
- ▶ Main, new advertising venues:
 - ✓ **Hellbender** ad will start in October.
 - ✓ **Oldies** (95.7/106.7) and **B97.5** radio stations have started playing our 15-second traffic sponsorship spots.
 - ✓ **Magazine ad with AAA of East TN.** We will be in the October/November edition.
 - ▶ 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. Here's who has them thus far: Jim Frierson has two for Chattanooga (what stations? And are they in use?); Bill Evans with WATE (in Knoxville) has one in rotation; David Doane took one to Channel 8 (WVLT in Knoxville); Teresa Cantrell needs a VHS version.
 - ▶ 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!! There are several brochure holders at this meeting... who can take one somewhere, and where?
 - ▶ Educational Opportunities!
 - Speaker's Bureau: From the last meeting, the following people agreed to be in the Speaker's Bureau to help out with presentations: Teresa Cantrell, Ron Sternfels, Jerry Sanders and Jonathan Overly. **What are the key groups that we should focus on presenting to to advance our efforts?** Rotary, Kawanis, Shriners, Lion's, Mason's clubs? City or county governments? Fleet managers or managers meetings?
 - ▶ *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.

Group – where do we stand on putting together a proposal? Have we got any proposals already in the works? Can we get someone to review the DOE website to find the solicitation packet that either has been or is to be released for H2 projects and research?