

AGENDA

for the 18th Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, October 9, 2003

Where: The Sevierville Civic Center

Lunch: To be sponsored by Ebus -- *Thanks!*

1. Brief overview of what is to be covered today. Meeting time will consist of
 - ▶ about 35 minutes of information on recent coalition events/issues including designation, and
 - ▶ about 10 minutes for a brief overview from Vision Consulting on the biodiesel production facility idea, and
 - ▶ about 1 hour and 15 minutes to breakout into Working Committees (please sit with your WC!).

The handouts include this agenda and

- ▶ The meeting notes from the last meeting (9/18/03),
- ▶ Notes from the most recent edition of *AltFuel News*,
- ▶ Example bumper sticker designs for the ETCFC (need at least 2—one for AFVs, one for non-AFVs), and
- ▶ Several articles on AFVs and fuels from multiple sources.

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. **Monthly Kudos (attending meetings, project steps, financial assistance):** Ted Buel (ppl.), Bryon Fortner (ppl.), Jerry Hickman (AFV), Barry Greenberg (AFV + event), Carla York (sponsor), Kelly Vaughn (pre-AFV), Ed Baldwin (event), Randy + Buster (event), Mark Downing (event + testing)
 5. **New Activities for all Coalition Stakeholders for Fall 2003:**
 - ▶ *Did anyone come up with one (1) new stakeholder?* 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.

6. Recent events/information:

- ▶ September 11-17 – Crafted, reviewed and released **first ETCFC press release**. Topic was biodiesel.
- ▶ September 15-29 – Worked to gain participation from multiple ETCFC'ers for the **Fall 2003 TN Valley Corridor meeting** in Chattanooga (Oct. 6 and 7). To include an AFV and advanced technology cavalcade and display. Mark Downing, SCUD, KAT, Fun Buggies, ORNL and ATTI all providing vehicles, in addition to the ~10 other vehicles that Jim Frierson has assembled from around the U.S.!
- ▶ September 17 – Attended and participated in the 1st **Regional Clean Air Coalition (RCAC)** meeting, which was held at Ijams Nature Center in south Knoxville. About 40 people attended, including one county mayor; about 8 of the 12 participating counties were represented. Listened to presentations from several folks about air quality, the Early Action Compact process and what the counties in central East TN have done so far, before splitting into 3 groups to discuss how to help the counties develop educational materials and foster actions that will reduce ozone formation. The three subgroups within the RCAC are 1) Education and Academia, 2) Industry and Business and 3) Government. I participated in the government subgroup discussion.
- ▶ September 18 – Had breakfast with Mike Gardner to learn more about the **“liquid spark plug”** system he is helping advance. A bi-fuel system that utilizes a combination of diesel and LNG in a combustion engine to produce emissions-reducing power for heavy-duty vehicles. LNG is used as major power source, but diesel's lower ignition temperature sets off the combustion in the cylinders (engine's combustion chamber). If low on LNG, can simply run on the diesel until the driver can get to more LNG.
- ▶ September 19 – Established contact with **Denso in Maryville** – Mike Fontinell. Hoping to have a chance to present to several personnel at Denso on the ETCFC opportunity, and look for ways they can participate.
- ▶ September 19 – Completed forms sent to Kelly Ginsberg to finalize the **funding assistance from Ford through National Clean Cities, Inc. (NCCI)** for the 3 entities in Sevier County that have recently purchased Ford AFVs (Gatlinburg, SUC and Sevierville).
- ▶ September 19 – Created first **bumper sticker** designs for East TN AFVs. Need to also create for non-AFVs. E+M committee needs to review and make suggestions for other ideas/slogans/designs that could be used for bumper stickers.
- ▶ September 22 – Made contact with **Kirsten Oswald, an intern for the ETCFC** through the Mike McKinney's program at UTK (Mike is the professorial leader of SPEAK, Students Promoting Environmental Action in Knoxville). Kirsten began working on expanding our fleets database, but is also working on several other tasks (e.g., researching PM-2.5 impacts of biodiesel).
- ▶ September 26 – Completed first ad and article for Hellbender (is 1st of 6 ad+article combination that will be published in Hellbender over the next year). Should come out in latter October.
- ▶ September 24 – *Met* with the vice president of Knox County's **School Bus Contractors Association**, Ann Milsaps, and the secretary Marsha Joiner. Discussed the ETCFC and several alternative fuels. Simplest option for their fleet may be biodiesel as B20, so discussed the steps needed to enable them to use B20 (1-cost assistance and 2-easy availability). They provided the name of one particular card-lock owner (Regal Petroleum) who has a site they frequent off of Dutchtown Road. Left the lunch meeting and drove directly to the card-lock to see for myself. Met a worker there and got the name and number of the owners, Steve and Scott Smith. Called them, found out their main location is on Proctor St., practically across the street from TDEC's Knoxville office. Went and spoke with Steve Smith, and saw the Proctor St. card-lock. They and their father own and run the operations, which are not behind a locked gate, have 24-hour access, and although they don't advertise it, anyone can fill-up there with a credit card. Made an appt. to call back and found out they aren't interested in participating or helping out. Guess this falls back to McNutt Oil as an opportunity -- ☹.
- ▶ September 29 – Met with Izaak Walton league representative to discuss potential opportunities for synergy. Their focus is mainly on water issues (quality and quantity).
- ▶ Most of September and early October – **Completed second draft of the ETCFC Program Plan**. Made changes per stakeholder discussions and comments. Sent to State Energy Office for their review at end of September. Received comments and made changes. Hard-copy will be overnighted to David Dunagan in Atlanta for his review by October 10 (will include completed Program Plan Review checklist).

- ▶ Latter September – Contacted several fleets about **biodiesel use** (e.g., Shred-It! [thanks to David Doane], Knox County School Bus Contractors Assoc., several entities in Blount County). Have further discussed with Pete Gale things we can do to help move biodiesel forward. Hoping to have a Blount County Biodiesel Interest Meeting in November (19th or 20th), reaching out to farmers, city and county fleets, fire and police departments and other potential Blount County customers.
 - ▶ October 2 – Met with Joe Swann, mayor of Maryville, to discuss several things, among them alternative fuels. Will hopefully have expanded participation from Maryville at the Biodiesel Interest Meeting for Blount County in November.
 - ▶ October 3 – Paid NCCI dues (\$200) for fiscal year 2002-2003 (looked back and realized we had never paid them for last year’s membership). Will need to pay for fiscal year 2003-2004 dues in the next ~6 months. Dues will be increased to \$500/year—still definitely worth membership.
 - ▶ October 3 – Made contact with **City of Oak Ridge** about their participation in the ETCFC. Have economic development director’s (Frank Robinson) contact info and will contact him soon about joining the group.
 - ▶ October 6 – **Tennessee Valley Corridor meeting in Chattanooga**. Excellent meeting! Participated in the AFV and advanced technology cavalcade (SCUD, KAT, Fun Buggies – Thank You!), attended several meetings discussing ways to advance mobile technology in the corridor, got to speak with Lamar Alexander himself about our effort! Others that were contacted: Bob Corker (mayor of Chatt.), Tom Dugan (leader at CARTA), Joe Hultquist (Knoxville City Council member), Mr. Hill (Cumberland County Mayor). One other important announcement was the establishment of the \$12.5 million Southern Appalachian Venture Capital Fund (SAF; “... fund that provides equity for early-stage and growth companies in TN, KY, and the Appalachian counties of AL, GA and MS.”).
 - ▶ Education & Marketing: Changing radio spots with **B97.5 and Oldies** (95.7 + 106.7) to discuss biodiesel in East TN; will change again in later October. Will have an article and ad in next edition of the AAA magazine, *Going Places*. **Hellbender** articles/ads should start in late 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 one of KAT’s dedicated propane vans (ATTI will have their Honda Civic Hybrid on display including the attached magnets).
7. **Funding Opportunity with the State:** I still need to create the summary list from the ideas I’ve received from all of you. I hope to have that list compiled and onto the state by mid-October.
8. **IMPORTANT! → Future ETCFC Events:**
- ▶ **Friday, April 2, 2004: AFV Day Odyssey!** A national event that debuted in 2002 and was skipped in 2003 will return in 2004. The event is meant to bring national and local attention to alternative fuels and AFVs via holding events across the U.S. that showcase these to local/regional citizenry. Media attention is a critical part of the success of the event. About 60 organizations held events in 2002, which varied from Ride-n-Drives to conferences to workshops. I’d like to hold a monster gathering of AFVs in the region and find a large, centralized venue and utilize media coverage both before and during to bring attention to our work and the opportunities that are out there for other fleets. Perhaps most importantly as a first step, mark this down on your calendars and plan for 1 or more of your AFVs to be in use that day! Also, for those that could be driven by visitors, let’s go ahead and figure out what we need to do address liability. Here’s a list of AFVs that would really benefit us to showcase at the Odyssey, broken out by fuel or technology:
 - Biodiesel: CARTA Hybrid on B20, perhaps 1-2 medium duty examples (KUB?, Sevierville?), 1 light-duty example (???)
 - Electricity: CARTA Electric Bus, Alcoa Police GEM, Fun Buggies GEMs (3 if possible)
 - Ethanol: ORNL Taurus, UTK or Knoxville TDEC office Stratus (?), another light-duty vehicle (Tahoe?)
 - Hybrid: ATTI Honda Civic Hybrid and 2004 Prius
 - Natural gas: Gatlinburg and Sevierville Crown Victorias, KUB service vehicle, Sevierville bi-fuel F-150
 - Propane: KAT hybrid bus (for show), KAT dedicated van (running service?), SCUD bi-fuel F-150, ...
 - ▶ **Saturday, April 24, 2004: EarthDay!** This event will be very much like last year except we need better participation to bring better media coverage for all (potential viewers and AFV users) and direct information

to and for attendees. Would like to see about 10 AFVs total, spanning all the alternative fuels. Would also like to see Education & Marketing committee approve ETCFC becoming an EarthDay sponsor. Once they have it prepared, I'll bring in the information that details what will be derived for certain levels of sponsorship.

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

- ▶ Get **Program Plan** comments from David Dunagan and send to Barb Wolfe in Washington!
- ▶ → **BUMPER STICKERS!** Group review of options and suggestions of alternatives. Important question: Would everyone who owns AFVs be willing to place these on them? How about on non-AFVs?
- ▶ Get 3rd Press Release out.
- ▶ Get project ideas to State Energy Office.
- ▶ Follow-up with Gary Mayes and Tony DeLucia on a first Tri-Cities District meeting (hopefully will be in November).
- ▶ Others activities that stakeholders will do?

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, others.

11. **Future meeting dates:** Below are the dates and locations setup for the rest of 2003 and 1st quarter of 2004, all of which are on 2nd Thursdays (and from 11am – 1pm). Does anyone see any problems with any of these dates?

- ▶ November 13, 2003 – Copper Cellar Cumberland Ave., Knoxville
- ▶ December 11, 2003 – Copper Cellar Cumberland Ave., Knoxville
- ▶ January 8, 2004 – Copper Cellar Cumberland Ave., Knoxville
- ▶ February 12, 2004 – Copper Cellar Cumberland Ave., Knoxville
- ▶ March 11, 2004 – Copper Cellar Cumberland Ave., Knoxville
- ▶ April 8, 2004 – Copper Cellar Cumberland Ave., Knoxville

12. **Working Committees**

Continuation of Working Committee (WC) discussions. Will possibly change the way Working Committee agendas are created based on a meeting of the Steering Committee before today's meeting.

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

I would like to see these items discussed/addressed. What else does the committee see as necessary work in the near term?

- ▶ Bumper Stickers. Carla provided the following cost information:
 - ✓ 3.5" x 8", 2 designs, 2 color, 1,200 total @ \$0.30 each for grand total of \$360. Examples provided are black and orange (2 color). I have sent an email to all Clean Cities coordinators asking for them to submit pictures of stickers they've used. What other design or slogan ideas do you all have?
- ▶ Newsletter. Looks like we'll have to plan on Winter 03-04 being the first newsletter. Jonathan will work on when he returns from Honeymoon.
- ▶ 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. Should we continue with this for another 6-month period next year?
 - ✓ **Magazine ad with AAA of East TN**. We will be in the October/November edition.
- ▶ 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! Kudos to Ted Buel who not only signed up himself, but got two other local people to join!
- ▶ 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 working 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?