

AGENDA

for the 23rd Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, March 11, 2004; Executive Committee meets at 10am

Where: The UT Conference Center Building in downtown Knoxville

Lunch: Provided by Famous Dave's; requesting \$10 per person to cover the cost of lunch.

1. Meeting time today will consist of
 - ▶ 40 minutes of information on recent and future coalition events and issues,
 - ▶ 30 minutes of information from stakeholders on their projects and proposals, and
 - ▶ 50 minutes to breakout into Working Committees (please sit with your WC!).
2. 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 (#3 is DONE; now we need to plan our designation ceremony/MOU signing event – how about sometime in May?)
3. **Introductions** around the room – name and business/affiliation
 4. **Membership/fund raising for 2004 Calendar Year:**

If possible, need to aim to get as much '04 funding as possible before July 1, 2004!

 - ▶ *Already received funds:* EERC (\$5,000), ORNL (\$4,000), **KUB (\$2,000!), McNutt Oil (\$1,000), TVA (\$1,000) – total of \$13,000.**
 - ▶ *We've heard from, but no \$ yet:* Sevier Transportation Board (\$4,000), Sevier County Utility District (\$2,000), AmeriGas Propane (\$2,000), KAT (\$1,000), Knox County (\$500), + several smaller contributors – **total of approximately \$10,000.**
 - ▶ *We haven't heard from:* ATTI (\$20,000); Ted Russell Ford (\$4,000), Eastman (\$2,000), CARTA (\$1,000), IdleAire (\$500), and some others – **total of almost \$43,000.**
 - ▶ *Who we've heard from but won't receive from for 2004:* Congressman Duncan's office, Senator Alexander's office, Senator Frist's office, Congressman Davis' office.
 5. **Thank Brooke & KUB! They moved up from a Gold (\$1,000) to a Platinum (\$2,000) Partner !**
Platinum sponsor's company name added to each page of Website, under Founding Partners' logos. Also, KUB Connections information on our events – Thanks Brian Headrick!
 6. **Presentation of checks** – to SCUD and Cities of Gatlinburg and Sevierville! NCCI program rebate came through in January.
 7. **Adopt-a-Bus program** – John May came over from Nashville on February 24 and we went and spoke with Dr. Jack Parton, Director of the Sevier County School District. We want to create a spin-off of the federal funded program where local dollars are put together to cover incremental costs in school buses. These can be for B20 annual cost for a bus, or for other costs including but not limited to propane bus incremental cost or retrofit devices for diesel buses. The Sevier example cost offset is expected to be used to cover the purchase of oxidation catalyts (about \$1-2,000 per bus).

8. **Clean Cities National Conference** – May 2-5. Are any fleet managers interested in attending?

9. **Recent events/information:**

- ▶ **Feb. 17 – Chattanooga District meeting.** Attended by Dr. Phil Kazamersky, Bob Colby, Mark Downing, Jerry Sanders, Tim Haney, Dejim Lowe, Jonathan and Denise Cumming. Talked about the two projects that we are focusing on for the Chatt. Area: 1) electric station car system for downtown Chattanooga and 2) biodiesel for the community (CARTA and schools!).
- ▶ **Feb. 18 –**
 - Through information found by David Doane, contacted Kevin Jeske at **Community TV (CTV)** in Knox county about airing event information on their station. Costs \$30 per year and are limited to about 3 event listings per month. Subsequently paid our fee and now have three events listed for March (March ETCFC meeting and Odyssey and Run).
 - Had **call with SEO and Steve Hortin** from Atlanta Reg. office of DOE to discuss our SEP submissions. Fairly good feedback, with the possible exception of the idle-reduction proposal (may have to cancel as they are focusing on mobile technologies). Communicated with other proposal teams about what we need to do for the submissions.
 - Got soft copies of national **Clean Cities program support letters** (house and senate) to offices of Frist, Alexander, Wamp, Duncan and Davis through, respectively, Allison Martin, Sharon Segner, Melissa Chapman, Don Walker and Cicely Simpson.
 - Contacted **Bo Perkinson**, mayor of Athens, about further discussing alt fuels use in McMinn and surrounding counties. Will eat lunch with him on Thursday, March 18 to start our work there.
 - Contacted **ORNL/NTRC** Ed Grostick and Fred Strohl about Race for Clean Air and the AFV Day Odyssey, and potential sponsorship or participation. Won't get direct sponsorship, but Fred is helping us get our information to ORNL employees and to setup a media advisory notice (different than a press release – to specifically remind them about event about 2 days before its occurrence).
 - Contacted **CityView Magazine** about placing information about the Odyssey and Run for Clean Air in their Viewpoints calendar or Viewpoints section. Spoke with Jordan Moore and found out they might be interested in also placing something in their "Rubbing Elbows" section which includes pictures. Emailed her info about both events to see what they come up with.
 - Got confirmation from **SCC radio** for their support for the Odyssey (day of). They are still seeing what they can do in the way of promoting it for 2 weeks before the event.
- ▶ **Feb. 20 –** Hand delivered request to Congressman Duncan's office for him to be **Grand Marshall or Keynote Speaker** at the Odyssey.
- ▶ **Feb. 23 –** Met with Bob Koppel, President, and Sheila Ware of **East TN Children's Hospital (ETCH)** to discuss collaboration and possibly getting letter of endorsement for our activities. ETCH can't become a member but is open to other ideas, perhaps a letter.
- ▶ **Feb. 25 –**
 - **Odyssey meeting** in Conf. Center Bldg. Met with Ron Sternfels, Dr. Butch Irick, Barry Greenberg, Tim Haney and John Mark Bardsfield to discuss the Odyssey. Decided to make event run from 8am to sunset to be able to bring a wider audience and greater number of people to the event. See agenda for more information.
 - Participated in a Southeast Alt Fuels Task Force (**SEAFTF**) **Steering Committee conference call**. Discussed getting back on-track with annual conference either late '04 or early '05. Infrastructure Committee (which we are participating on as well) will get back together to complete their 4-state infrastructure database and map (very close to complete, just need some info from SC and any updates from TN, GA and NC).
- ▶ **Feb. 26 –**
 - **Defended our two CMAQ proposals** – \$60k for coalition core costs and marketing funds and \$20k for B20 station in middle of West Knoxville. Overall impression is that we are on the cusp of receiving these funds; they just wanted to know more specifics about each project and how they do or don't depend on one another.

- **Met with Margie Nichols** – Margie is former WBIR news director and is now the director of communications and government relations for Bill Haslam. Ted Buel setup meeting and represented us well! Discussed the city’s participation on Run for Clean Air including sponsorship and mayor’s running, membership in coalition, and ultimately use of alt fuel in city’s fleet. Margie wants to setup another meeting between us and a few city folks to further explore using alt fuels. She was very helpful, and the city has already become a \$1,000 sponsor of the Run!
- **Run for Clean Air Meeting** – As this was the day it snowed feverishly in the AM, Ted and Jonathan were the only ones who showed up, but much was still accomplished.
- ▶ Feb 27 – **Met with Seviervillians** (Doug Bishop, Bryon Fortner, Jim Dennison – City Fleet Mgr.) on their two proposals through SEP grants.
- ▶ March 2 –
 - Jonathan was on the **Horne Radio Network’s morning show “Common Sense”** with Elliott Domans from 8-10 am. Got to discuss the basics of why alt fuels are necessary and our two upcoming events with Elliott and the listeners. Got great support from Elliott as he noted that ‘this may be the most common sense thing out there,’ and are hoping that we can continue to work together as the station president offered a 2-to-1 dollar match for any advertising we would do with them (he was impressed with our message as well).
 - **Called our legislators** to follow-up on our meetings in Washington 4 weeks ago.
 - **Reviewed the fiscal state of the coalition** with Mark Downing, Treasurer. Also reviewed how records are kept and are looking at a way to alter recordkeeping to allow for greater flexibility in reviewing expenditures.
- ▶ March 2-5 – Provided all documents to Carla for preparation of the **Run for Clean Air brochure**. 1,000 brochures will be delivered to us at the Thursday the 11th meeting!
- ▶ March 4 –
 - **Lunch with Ron Sternfels at Famous Dave’s** to see about their participation in the Odyssey.
 - **Met with Judy at Threds** about their costs and printing of the Run for Clean Air t-shirts. Should be spending about \$1,500 for the t-shirts (300) ranging all the size categories. We’ll do a white short-sleeve t-shirt with full-color logo on front and one-color logos of hosts and sponsors on back.
 - **Met with Brookstone about Segway for Odyssey**. Honor Reeves, manager, has received approval to display their Segway at the Odyssey, and allow test drives. Will probably have setup where people can test drive the Segway at certain intervals throughout the day. Riders will have to be 18 years of age, wear a helmet and sign a release before being able to ride the Segway, therefore we’ll probably need to setup a table and some chairs for signing releases.
 - Confirmed with **South Central Radio that their involvement for the Odyssey** will include 4-6 30-60 spots daily between 6am and midnight, Monday through Sunday. These will most likely be live spots (not prerecorded) and run on B-97.5 from March 20 through April 2. They will have a “flashing lights” van appearance from 8-10am with an MC who will hold prize drawings and have call-ins (basically to field questions from us our conference attendees). Deborah Cox is the contact with SCC.
- ▶ March 5 – Presented at the **Regional Environmental Conference** in Kingsport. Had about 15 folks listen in on the presentation which covered the basics about alt fuels and discussed specific projects that are taking place in East Tennessee.
- ▶ March 6 – **Met Bill Nolan** for lunch. Bill is trying to get an ethanol bill through the state legislature and wanted to discuss several things with regard to this bill. I provided him background information on the alt fuels and their life-cycle information, and we discussed how Pilot has been open to but seemingly not very interested in working with us to move alt fuels forward.
- ▶ March 8 –
 - Attended the **March Regional Clean Air Coalition meeting**, discussing the Run for Clean Air and other initiatives of the RCAC. Through discussion there, Mike Arms and others were trying to pick a date and location for Mike Ragsdale and other to make a public announcement about the beginning of a daily notification system for alerting central East Tennesseans to Air Quality Action Days (“Air Alert”). Are working to get Ragsdale and others to combine making comments about the Air Alert with making a few notes about the Odyssey and AFVs.

- Submitted our **annual fiscal data to NCCI** (via fax), noting our organization “had under \$25,000 of gross receipts during the period October 1, 2002 through September 30, 2003.” Our actual income for that period was \$24,523.09. I believe this will clear us of having to submit fiscal data to NCCI for FY03.

10. **IMPORTANT! → Future ETCFC Events:**

- ▶ **Friday, April 2, 2004: AFV Day Odyssey!** Review the information on the event and begin to distribute workload on preparing for the event. **Commitments are listed below:**
 - **Biodiesel:** Clinch River’s 2 B100 fire trucks, Blue Sky Biodiesel’s B100 Mercedes Benz, Mark Downing’s B100 Volvo, CARTA Hybrid on B20?, perhaps 1-2 light and medium duty examples (KUB?, Sevierville?, Jonathan?)
 - **Electricity:** Fun Buggies GEMs (3 if possible), CARTA Electric Bus, Alcoa Police GEM, Segways?
 - **Ethanol:** ORNL Taurus, UTK or Knoxville TDEC office Stratus?
 - **Hybrid:** ATTI Honda Civic Hybrid & 2004 Prius
 - **Natural gas:** Gatlinburg Crown Victoria, KUB service vehicle, Sevierville bi-fuel F-150
 - **Propane:** KAT hybrid bus, KAT dedicated van, SCUD bi-fuel F-150

Now we need to dig in and get this event really nailed down. We need to hold a separate meeting of people for this event, outside of the monthly meetings! **Who can meet and when can we setup a meeting in February???**

- ▶ **Saturday, April 10, 2004: Race for Clean Air!** We’re already holding separate meetings to take care of this event. If anyone wants to join in, please see Jonathan or Ted Buel to discuss.
- ▶ **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. I am continuing to hold discussions with the EarthFest committee to ensure we get all the assigned publicity. **The ETCFC has become a \$1,000 EarthFest Earth Day sponsor! There will be some good media coverage for the whole event.** We will discuss commitments to bring AFVs to this event at the April 8 meeting.

11. **Other Important Notes:**

- ▶ **SEP Submissions!!!** We’ve got four total submissions from ETCFC, McNutt Oil and City of Sevierville. See this Webpage to access the information on the categories and the specifics of each category: <http://eerc.ra.utk.edu/etcfc/2004-SEP.html> (you may have to cut-n-paste the link into your browser). The individual documents for each category are linked to in the table.
- ▶ **Alt fuel consumption data for 2003** – who’s got it? I’ve received this from only Sevierville thus far.
- ▶ **Attending the Odyssey and Run** – who’s coming and running or volunteering?
- ▶ **Brochures for Run for Clean Air** – where can you take some and either leave or distribute to interested people?

12. **Update from stakeholders:** McNutt Oil, KAT, City of Sevierville, City of Gatlinburg, ORNL, CARTA, Clinch River, Blue Sky Biodiesel, First Capitol Carriages, Fun Buggies, Knox County, City of Alcoa, Ebus, others.

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

- ▶ Host 2 events: Run for Clean Air and AFV Day Odyssey!
- ▶ **Hand-out bumper stickers!**
- ▶ Get 2003 AFV and fuel numbers together.
- ▶ Get several press releases out.
- ▶ **Complete first newsletter so that it’s ready for all three April events!**
- ▶ Complete Sertoma Club proposal!
- ▶ Follow-up with Gary Mayes and Tony DeLucia on a first Tri-Cities District meeting.
- ▶ Start making plans for our ½ year organizational review.
- ▶ Make necessary changes to the Bylaws (i.e., Exec. Cmte, Treasurer, Secretary)!

- ▶ **Change Steering Committee members for 2004-2005. We should begin tackling this at the April meeting.**

14. **Future meeting dates:** Below are the dates and locations setup for the 1st half of 2004, all of which are on 2nd Thursdays (and from 11am – 1pm).

- ▶ April 8, 2004 – Room 322, Conference Center Building (CCB), Knoxville
- ▶ May 13, 2004 - CCB, Knoxville
- ▶ June 10, 2004 - CCB, Knoxville
- ▶ July ??, 2004 – Maybe no meeting?

15. **Non-Working Committee/Entire Coalition Goals**

All coalition members are responsible for these coalition goals.

In the working committee (WC) breakouts in the last section, the applicable coalition goals for each WC are provided. Some of the coalition goals are not the responsibility of just one WC alone—they are the responsibility of all coalition members.

- 1) Secure Funding for the Coalition and Projects
- 2) Establish and Strengthen the Long-term Viability of the ETCFC
- 3) Advance State and Local Legislation and Policies

16. **Working Committees**

Continuation of WC discussions. These agendas will be developed just before the meeting by the Executive Committee (meeting at 10am). 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. At the bottom of this section are shown the Program Plan coalition goals that don't specifically fit into one of the main WCs. These goals are the responsibility of all coalition members.

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 and Alternative Fuel Usage by 17% Annually
- 2) Develop More Alternative Fueling/Refueling Infrastructure (think public *first*, then private)
- 3) Promote Incentives to Increasing Alternative Fuel Use
- 4) Develop Clean Fuel Corridors along I-40, I-75 and I-81

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) Recruit and Develop Relationships with New ETCFC Members
- 2) Promote Incentives to Increasing Alternative Fuel Use
- 3) Increase Public Awareness of Alternative Fuels and AFVs and their Advantages
- 4) Establish and Strengthen the Long-term Viability of the ETCFC

Expect this discussion to focus on the AFV Day Odyssey and the Run for Clean Air for this meeting!!

Hydrogen Economy Working Committee Information

Co-chairs are Jack Barkenbus and John Mark Bardsfield.

For this committee, the primary coalition connection is working to develop hydrogen projects in East Tennessee. A focus on mobile fuels cells or hydrogen projects is obviously germane, but stationary applications can also help as long as there is discussion along with those of the possibility of letting a stationary H2 project spur mobile use applications.