



## Centralina Clean Fuels Coalition Action Plan – 2006

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**Clean Cities Mission:** The mission of the Centralina Clean Fuels Coalition is to advance the Greater Charlotte region's economic, environmental, and energy security by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption.

**CCFC Focus for 2006:** The CCFC will promote business development in order to make alternative fuels and related clean transportation technologies (i.e.- hybrids, fuel blends, fuel economy, and idle reduction) more available to both fleets and the general public.

### Background:

- The CCFC remains “fuel neutral” and assists stakeholders in the Clean Cities network with viable projects, technical assistance, and value-added partnerships where possible
- The CCFC Core Stakeholder Group (CSG) is the “steering committee” that guides the overall coalition
- Working groups of stakeholders may be formed from time to time to focus on a single fuel or vehicle project for a set time period.
  - Projects will be designed so that working group members are matched with activities that best complement and assist them with their own goals, mandates, or duties.

### **ACTION STEPS:**

#### Stakeholder Assistance

- Guide CCFC activities through bi-monthly CSG meetings
- Develop and implement a bio-diesel pilot program (by June 2006)
  - Involve key stakeholders with program design and project review
- Design and implement a web-based mapping application of publicly available alternative fueling locations
- Hold workshops on key topics
  - Ethanol education through network of GM dealers (“Think Green, Go Yellow”)
  - Try and Drive Day (scheduled for May 19)
  - Grant writing workshops
  - Bio-diesel—education, availability, etc. (Coordinate with Peter Cremer, et. al.)
  - Fuel Production and Distribution Workshop (proposed)
- Attend up to 5 regional and national conferences (staff and any interested stakeholders)
- Initiate and develop a niche focus on refuse haulers
  - Key resources on website, seek grants,

## Outreach

- ❑ Conduct, compile, and distribute fuel and vehicle survey (staff, annually)
- ❑ Reconcile and update CCFC contact database
- ❑ Publish and distribute a quarterly newsletter
- ❑ Monthly update emails (mini newsletter)
- ❑ Continue to update and improve website
  - Provide results of recently completed survey
  - Develop specific pages for biofuels, fuel economy, and idle reduction
- ❑ Continue to work and improve relationships with the media
  - A minimum of 4 articles, radio appearances, or similar spots
- ❑ Have table at 4 or more Events for public awareness
  - Bonnie Raitt Concert (Mike Keziah), Earthdays (CCPC, Charlotte/Mecklenburg, and UNCC)
- ❑ Fleet outreach
  - Try and Drive Day (scheduled for May 19) will have fleet manager only activities
  - Bio-diesel out reach program
  - Develop 1-page "Fleet Analysis" to help all parties best understand a given fleet's needs and potential solutions
  - Also provide short checklists and plans for fleet managers through website
  - Participate in Odyssey day 2006 (October 2006)
  - Hybrid payback research and reporting (Summer 2006)

## Coalition Opportunities

- ❑ Improve and expand Partnerships and Clean Corridors
  - Potential CMAQ funding in conjunction with NC Solar Center and Triangle Clean Cities
  - Mapping of fuel locations on web will cross regional and state boundaries
  - Hold bi-monthly calls with other coordinators statewide
  - Participate in Southeast Regional Alternative Fuels Task Force
- ❑ Coordinate with Air Quality Agencies where common goals exist
  - Try and Drive Day (scheduled for May 19) will have fleet education component co-sponsored with Mecklenburg Co. Air Quality
  - NC Air Awareness, Sierra Club, Earth Day activities also relate
- ❑ Investigate additional funding sources
  - Fee-based grant writing service?
  - Access to online, secure database—small amount of dues could include this
- ❑ Develop by-laws for the CCFC (Staff, May 2006 draft for CSG)
- ❑ Bi-Annual Legislative Caucus (Stakeholders, Spring 2007)
- ❑ Research and provide guidance on specifications for outsourcing and using alternative technologies (Staff and Mike Keziah, Summer 2006)