

Centralina Clean Fuels Coalition Action Plan – 2008



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 2008: The CCFC will continue to conduct outreach, assist stakeholders and promote success stories 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.

(Italicized items are ongoing efforts required by coalition support grants)

ACTION STEPS:

Stakeholder Assistance

1. *Guide CCFC activities through bi-monthly CSG meetings*
2. Continue recruitment of new stakeholders and fill empty positions of CSG
3. Develop and implement one or more demonstration projects to promote use of particular technology/research
 - Continue to monitor efforts of UNCC biodiesel feasibility research. Upon project completion share report/findings through CSG, conferences, newsletter
 - Involve key stakeholders with program design and project review of next demonstration project
4. Continue upkeep of web-based mapping application of publicly available alternative fueling locations
 - Develop strategy to promote and advertise application around state
 - Provide support to SEAFTE in consideration of regional application
5. *Hold workshops on key topics*
 - Fleet managers workshop (work with Mecklenburg County – Fall 2008)
 - Participate in Mobilizing NC spring event
 - Ethanol workshop (July 2008)

6. Develop and keep current a catalog of stakeholder projects that can be referenced by stakeholders/interested parties and used to update Success Stories featured on the website
7. *Continue to represent coalition at regional and national conferences* – Annual Coordinator Retreat, AFVi
8. Initiate and develop a niche focus on refuse haulers, taxis
 - Key resources on incentives, funding
 - Potential of CNG for refuse haulers
 - Initiate and further develop hybrid program with Charlotte's Vehicle for Hire group
 - CNG/LPG refueling opportunities (for vehicles and mowers)
 - Coordinate more intentionally with landfills and recycling centers

Outreach

1. *Conduct, compile, and distribute fuel and vehicle survey (staff, annually)*
2. *Reconcile and update CCFC contact database*
3. *Publish and distribute a quarterly newsletter*
4. *Monthly update emails (mini newsletter)*
5. *Continue to update and improve website*
 - Develop tool to allow for users to submit a fuel station location
 - Reorganize fuels/technology page of website – more like one-stop pages for each technology (see below)
 - Continue to add "One Stop Solutions" to website, including propane conversions, tax credits, plug-in hybrids, carbon credits etc.
 - Add to "Success Stories" section of site to feature recent projects of stakeholders. Create a template to be shared and used by partners
 - Include podcasts/videos from workshops and events
6. *Continue to work and improve relationships with the media*
 - A minimum of 4 articles, radio appearances, or similar spots
 - If feasible, seek sponsorship opportunities (NPR) and fuel economy PSA
 - Develop paper and electronic media kit
 - Implement *Marketing and Publicity* plan to raise awareness of coalition and key issues
 - Send monthly headlines to media outlets to better publicize activities of coalition and stakeholders
 - Tap into relevant existing station programs (WSOC, public stations)
7. Have table at 4 or more Events for public awareness
 - Earthdays (CPCC, Charlotte/Mecklenburg, Cornelius, Indian Trail and UNCC), Mobilizing NC, NC Air Awareness Spring Business Training, reverb concert events
 - Coordinate one gas cap check with Mecklenburg County
 - Make display board available to stakeholders interested in tabling at local events

8. Develop general Clean Cities brochure and provide copies to stakeholders for town halls, events, info kiosks etc.
9. Seek opportunities to educate educators
10. Continue and expand partnership with local community colleges to develop workshops, courses, etc (NC Bionetwork BioEd Center at Gaston College, York Technical, CPCC)
 - o Investigate development of alternative fuel course or lecture at CPCC
11. Develop speakers bureau with stakeholders – have presentations on specific topics available
12. Clean Fuel Advanced Technology (CFAT)
 - o Contact, schedule and meet with potential stakeholders to discuss technology options and possible funding sources
13. Fleet outreach
 - o Develop 1-page “Fleet Analysis” to help all parties best understand a given fleet’s needs and potential solutions
 - o Develop a “clearinghouse” of incentives (federal, state and local)
 - o Also provide short checklists and plans for fleet managers through website. Allow stakeholders to submit fleet success stories
 - o Highlight hybrid payback analysis to fleets

Coalition Opportunities

1. Improve and expand Partnerships and Clean Corridors
 - o Continue CFAT program with NC Solar Center and Triangle Clean Cities
 - o Southeast Ethanol and Biodiesel Infrastructure Project grant
 - o Mapping of fuel locations on web will cross regional and state boundaries
 - o Hold bi-monthly calls with other coordinators statewide; participate in SE/Mid Atlantic Coordinator calls; alternate representative to the Clean Cities Coordinator Council
 - o Participate in Southeast Regional Alternative Fuels Task Force and Southeast Diesel Collaborative
 - o Seek opportunities to link up with business groups
 - o Participate with regional group to visit Austria to learn about how alternative fuels are working for them
2. Where possible and appropriate, tie regional initiatives into local efforts
3. Coordinate with Centralina COG’s CONNECT project, including volunteering for relevant cabinet position
4. Coordinate with Centralina Economic Development Commission and other partners to assist possible producers and distributors in region. Other production related activities include:
 - o Generate guidance documents for local producers that could be utilized state-wide

- Promote quality control and related issues for all biofuels – including coordinating with NC BioNetwork BioEd Center to share the biodiesel quality workshop video and transcript
 - Investigate new biodiesel production outlets for waste grease of local governments and utilities
 - Understand ethanol logistics and share to improve distribution in region (workshop)
5. Coordinate with Air Quality Agencies where common goals exist
- Fleet managers workshop cosponsored with Mecklenburg Air Quality
 - NC Air Awareness, Carolinas Clean Air Coalition, Sierra Club, Earth Day activities also relate
6. Investigate additional funding sources
- Assess implementation adopted fee schedule for stakeholders
 - Seek private partnerships for events, projects, etc. (i.e. GM Rewards)
 - Evaluate grant writing as a paid service
7. Educate stakeholders and legislators on beneficial legislative actions aimed at expanding use of alternative fuels and technologies in region.
- Seek stakeholder assistance where makes sense
 - Hold legislative breakfast to educate on key alternative fuel issues