

**Core Stakeholder Meeting/Visioning Discussion**  
**Joseph Beth Bookseller**  
**March 26, 2008**



**ATTENDEES:**

Alan Giles  
Roger Cable  
Grady Truett  
Mike Keziah  
Dave Navey  
Larry Lane  
Johnny Wear  
Laura Mundell  
Sarah Niess  
Jason Wager  
Al Sharp

**Introductions**

Al Sharp, Executive Director of COG, joined the meeting as a facilitator to give Jason and Sarah a better opportunity to participate in the visioning discussion.

*Al asked each person why they were a part of this coalition:*

*Alan*

Alan's focus is on diesel emission reductions over the next year. Under the GRADE grant program, \$720K was given out for retrofits and repowers for off-road construction equipment at an average of \$8000 per ton of NOx removed. With the new ozone standard, region has a long hill to climb.

*Roger*

Currently retrofitting refuse trucks with DOCs; bought one hybrid last year and plan to purchase two more this year.

*Grady*

Project has been making biodiesel for buses. With good weather can do 500 gallons per day. Speaking with Gaston landfill to work with methane.

*Mike*

Everything up for replacement will be replaced with a hybrid or other alternative fuel vehicle. All pool vehicles are up for replacement for a total of 7 vehicles. Next want to take inventory to find out the number of FFVs in fleet.

*Dave*

Mechanic and works on alt fuel vehicles. Wanted to learn more about alt fuels and convince managers to pursue alt fuels as a business opportunity.

*Larry*

UNCC committed to being leaders in state in reducing use of petroleum and emissions. Right-sizing vehicles, FFVs, etc.

*Johnny*

Involved in air quality at COG; conference for fleets this year; also pursuing several grants for education on alternative fuels

*Laura*

Interest is on business side of renewable energy and capture opportunities for region

### **Discussion of Goals/Objectives**

*How did the coalition do this past year?*

*Larry and Alan* – Coalition assisted UNCC in getting the message about alternative fuels out to their audience; Both Larry and Alan noted the coalition's near completion of its 2007 action plan

*Dave (private sector)* – This coalition gave him the opportunity to learn a lot and share information with his management. Beginning to see positive responses to meet his personal goals and watch bottomline of employer. Attended work truck conference – opportunity to share info with group. Wants to start newsletter on website for maintenance council and link this website to CCFC's website.

*Mike* – A lot accomplished this past year. One program not completed was pursuing Charlotte vehicle for hire for alt fuel vehicles and hybrids. Taxis usually buy old Crown Vics – as more FFVs become available this could be an opportunity. National purchasing conference this summer in Charlotte – some opportunity for CCFC. July 25-Aug 2.

*Grady* – Earthfuels in SC hired him as a consultant for biodiesel plants. Real passion is schools and want to help to reduce emissions. One of biggest wastes is methane off landfills – opportunity to convert to methanol and reduce cost of biodiesel production.

*Roger* – Fuel costs have given opportunity to make positives for alternative fuels. Do hybrid vehicles reduce operating costs? Yes – not everyone knows this

*Laura* – NC does not do a good job providing incentives to alternative fuel effort.

### *What can the coalition do better?*

- Meetings for the larger stakeholder group
- Are we **visible** enough? – not with the community as a whole. Especially the business community. Opportunity to link up with other business groups
- Increase education/visibility through TV stations – could do a segment that might air on local/public station; link on from their websites; station maps
- Provide a clearinghouse of incentives (fed, state, local)
- See educators educated – higher ups at schools for example; Grady is on spec committee at State to see about running tailpipe at top of bus; put in context of student health issue
- Programs at colleges – a lot of interest; York Tech interested in having small biodiesel production system
- Speaker bureaus – having presentation ready and each speaker identified with a specialty

### *What do you want to see done in 2008?*

- Greater participation by stakeholders
- Expanding broader stakeholder group. Dave recently met with Hybrid Technologies who signed up as stakeholder. Having an open house and CCFC could set up a booth
- Monroe is having a pig in the park event – CCFC could set up display booth; also could set up kiosk at city hall with new brochures; share display board information/file
- Chamber of Commerce – for example work with Iredell Chamber on hybrid tech companies. Charlotte chamber has 8 meetings
- Core stakeholders v. stakeholder – roles identified (Core stakeholder serve as an advisory group to coalition; stakeholders have general interest in news/events)
  - Find out stakeholder's needs
  - Draw in by asking them to do things – representing the program, visit their group – link to larger public
  - Breaking stakeholders out by sections – subcategories/topical. Already have “vested interest” groups identified – fuels, vehicles, air quality, Infrastructure and then each stakeholder identified as public or private or non-profit.
    - Like to see more focus on producers/grants for infrastructure
    - Missing focus on educating public
    - Clean Cities program focused on fleets so not as much public outreach
    - Biggest bang for buck is fleet – easier to convert fleet with handful of decision makers v. converting individuals one at a time
    - Need to work on communication – working with media on projects completed to reach public. Send newsletter to media/local papers. Mecklenburg County sends top ten topics happening in County. Could send monthly top ten. Better to send one pager out to media and provide links for more information.

- CSG – stakeholders – public
- CMS is a big user of diesel – biodiesel as an initiative. Consider a pilot project at one garage.

### *Discussion of Activities*

#### How better engage Core Stakeholder Group (CSG)?

- Move meetings out from downtown Charlotte and have people host around the region to increase participation
- Additional CSG needed – who should we pursue? CMU, private fleets (Coke, UPS/Fedex, Lance), CPCC, EnviroGuard, waste management companies, Catawba College for the Environment, make Cynthia exaficio, add a fuel provider (leave a slot open and send out an email to CSG group for thoughts)

#### Hot Topics/areas for coalition to pursue

- Solid waste pickup; school buses
- Food v. fuel issue
- Biodiesel feedstock issues
- Dr. Hilger may speak at July meeting– videotape for other applications
- Legislators – contact to educate on coalition (17% of legislators in 9-county region)
- Inventory of tax incentives – Mike could speak on this topic (tax exempt entities getting benefit)
- Incentiving diesel vehicle replacement
- Carbon credits – sustainability – need more information about this topic to share with group
- Clearer picture of regulations of ethanol
- Niche fleets – add taxis/funding incentives; state limits on police use of alt fuels
- Credit unions/banks – incentives for auto loans for hybrids to expand to other banking institutions. Test with SunTrust, SECU (1% lower), BOA incentive for employees

#### Demonstration Project:

- Feasibility analysis of creating biodiesel from waste methane
- Jason and Sarah invite more input on possible demonstration projects to be included in grant to State Energy office

### **Recap**

**Next Meeting:** May 21, 2008