

Organizing a Clean Cities Coalition

Triad Mobile CARE....

....Piedmont Crescent Clean Transportation Coalition



February 1, 2012
10am – 12pm
Forsyth County Office of
Environmental Assistance and
Protection

Clean Cities Coalitions

Sponsored by the DOE's Office of Energy Efficiency and Renewable Energy's Vehicle Technologies program



- Mission is to:

Advance the energy, economic, and environmental security of the U.S. by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption in the transportation sector.

- Benefits of participating:

- ❖ Provides a framework for businesses and governments to work together as a coalition to enhance markets
- ❖ Coordinate activities, identify mutual interests, develop regional economic opportunities, and improve air quality
- ❖ Strengthens market for alt fuels, advanced vehicle technologies (job creation, commercial opportunities, infrastructure development, drives market demand)
- ❖ Improves alt fuel awareness among fleets, elected officials, and the general public
- ❖ Improves access to clean transportation funding

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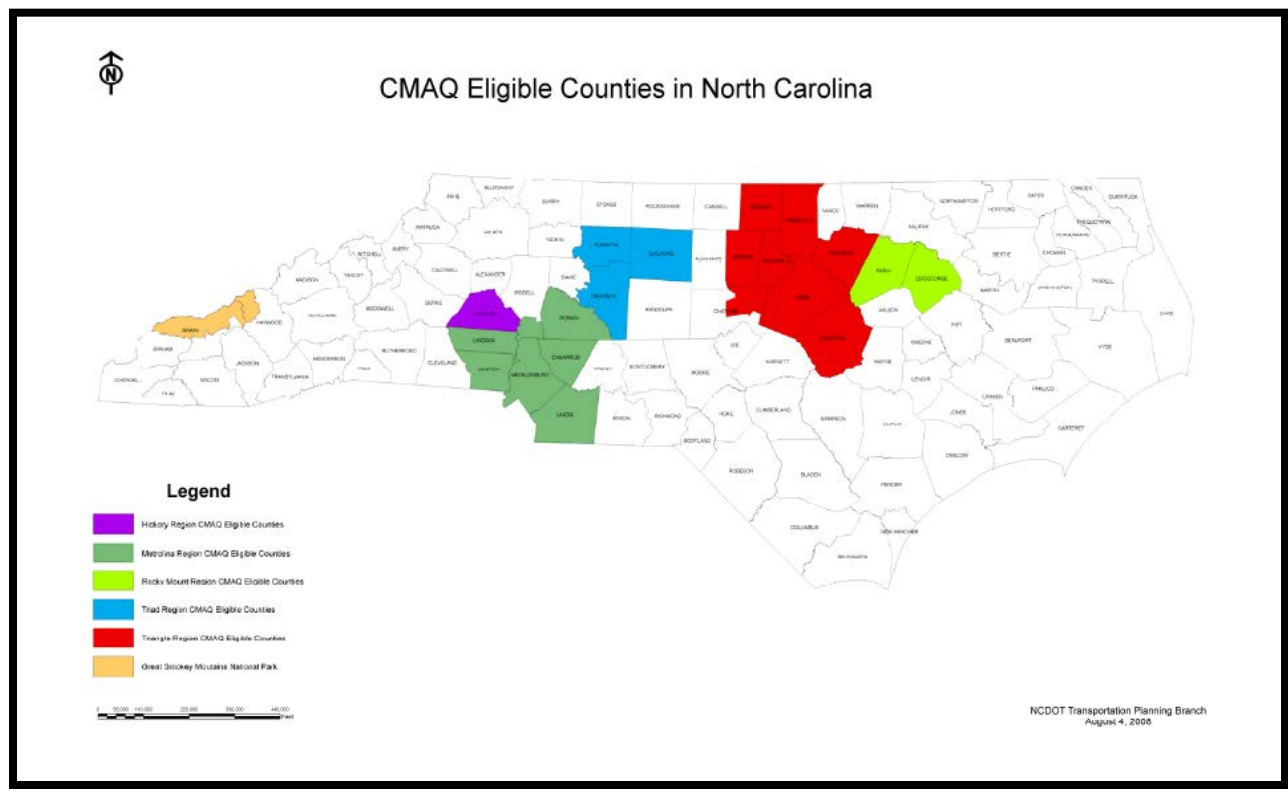
Coalitions Support:

- ❖ Alternative Fuels – biodiesel, electricity, ethanol, natural gas, propane
- ❖ Fuel Economy Improvement Technology and Programs
- ❖ Idle Reduction Technology and Programs
- ❖ Hybrid Electric and Plug In Electric Vehicles

NC Air Quality Non-Attainment Areas

Cabarrus, Catawba,
*Chatham, **Davidson**, **Davie**,
Durham, **Edgecombe**,
Forsyth, **Franklin**, Gaston,
Granville, **Guilford**, *
Haywood, *Iredell, Johnston,
Lincoln, Mecklenburg, **Nash**,
Orange, **Person**, Rowan,
*Swain, Union, Wake

* *Represents partial counties.*



CFAT eligible counties could change in 2013 if new air quality standards are adopted based on new health data

Partnerships Are Important



Funding from the NC Department of Transportation will support a 2013-2015 round of Clean Fuels and Advanced Technologies projects, additional subcontracts with:

Piedmont Triad COG



Forsyth County



Upper Coastal Plain COG



Kerr-Tar COG



Stakeholders are:

- Fleet managers
- Vehicle technicians
- Purchasing agents
- Planners
- Public servants (solid waste, police, etc.)
- Elected officials
- Concerned citizens
- Educators
- Alternative fuel providers
- Alt fuel infrastructure providers
- Vehicle manufacturers, retailers
- Advanced transportation technology providers

Key qualities:

- Public AND private sectors
- Balance of interests
- Comprehensive, inclusive (*who are we missing???*)

Ground Already Covered

- “Mobile CARE Partners” meetings in Triad (Greensboro & Winston Salem) and Upper Coastal Plain (Tarboro, Wilson, Rocky Mount; & Kerr-Tar Region (Oxford)), 2008-present
- Purpose: convene stakeholders, share information, learn from featured speakers
- Intended schedule: one meeting per quarter
- Attendance: ranged from 5-30
- Meetings hosted by: PTRC, Kerr-Tar COG, Forsyth County Environmental Affairs, Volvo, Biofuels Center, Granville County, Wilson Tech

Ground Already Covered

Who's been attending

- AmeriGas
- Biofuels Center
- Duke Energy
- Progress Energy
- Forsyth County
- Davidson County
- City of Greensboro
- City of Winston Salem
- City of High Point
- Town of Kernersville
- PART
- Piedmont Natural Gas
- Red Birch Energy
- Triad Air Awareness
- Volvo Group North America
- Whites International Trucks
- Winston-Salem State University

And Many Others

Ground Already Covered

Mobile CARE to Clean Cities

- **Signed MOU between NCSC and COGs with 3 existing coalitions**
 - Agreeing to establishing 4th coalition
 - Recognizing that a specific part of 4th coalition may break away and establish their own regional coalition
 - Leaving can not result in de-designation for the remaining area

- **Mobile Care meetings, 2010-2011**
 - Discussed basic requirements for coalition (survey fleets to get baseline of AFVs, develop program plan, etc.)
 - Gauged interest in joining the coalition effort

Ground Already Covered

Mobile CARE to Clean Cities

- December 2010, facilitated discussion with 3 existing coalitions and NCSC: working more effectively across the state, possibility of creating a 4th coalition
- December 2011, kick-off meeting with core group of stakeholders and DOE: feasibility of a 4th Coalition; potential name, geographic coverage, general structure
- Most popular name: Piedmont Crescent Clean Transportation Coalition
- Tentative Geographic coverage: 9 “CFAT” Counties

4th Coalition Steering Committee

- NC Solar Center/NCSU
- Piedmont Triad Regional Council
- Piedmont Natural Gas
- Progress Energy
- State Energy Division, Department of Commerce
- Trans Tech Energy
- Triangle Biofuels
- Upper Coastal Plains Council of Governments
- Alliance Autogas
- City of Winston-Salem
- AG & Extension Service/NCSU
- Biofuels Center of North Carolina
- Division of Air Quality, NCDENR
- Duke Energy
- ElectriCities
- General Electric
- Kerr-Tar Council of Governments
- NC Cooperative Extension
- NC Department of Administration
- NC Department of Transportation
- NC Petroleum and Convenience Marketers Association
- Triangle Clean Cities Coalition

Tentative Timeline/Tasks

1. Organize the coalition

- Assemble the steering committee (Complete)
- Set steering committee meeting schedule (Complete)
- Pick a name (Draft selected, awaiting final confirmation)
- Set guiding principles, mission/vision
- Agree on coalition structure, communication, meeting strategy
 - **Regional meeting schedule, agendas**
 - Inter-coalition coordination
 - Workgroups?
 - Leadership (under discussion)
 - Plan/schedule for communicating between meetings

Major tasks based on DOE *draft* Clean Cities Designation Guide, April 2011

Tentative Tasks: Year 1

2. Grow the coalition
 - Develop recruitment plan for general members/stakeholders *(who's been missing???)*
 - **Implement recruitment plan**

3. **Assess the market for alternative fuels (baseline)**
 - **ID survey recipients**
 - Develop or adapt vehicle/fuel use survey
 - Roll out survey
 - Aggregate/ analyze results

Tasks / Timeline Year 2

4. Draft and revise the 3-year program plan
 - Set coalition goals
 - Set action steps
 - Organize into draft 3-year plan

5. Present program plan to DOE, stakeholders, public
 - Submit draft to DOE
 - Negotiate, revise, finalize the plan
 - Prepare and test DOE webinar presentation (designation interview)
 - Hold webinar (designation interview)
 - Plan and conduct designation MOU signing celebration

2012 Meeting Schedule to Consider

- Triad Regional – quarterly, alternating between Winston-Salem and Greensboro (2nd Wed of every 3rd month 10:00-12:00)
 - 6/13/12, Greensboro
 - 9/12/12, Winston-Salem
 - 12/12/12, Greensboro

NCSC

Contact Information

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Clean Transportation Program

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