



Centralina Clean Fuels Coalition Action Plan – 2007

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 remainder of 2007: 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.
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ACTION STEPS:

Stakeholder Assistance

- Guide CCFC activities through bi-monthly CSG meetings
- Develop and implement one or more demonstration projects to promote use of particular technology with fleets
 - Involve key stakeholders with program design and project review
 - Build on success of Biodiesel Pilot project
- Finalize 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
- Hold workshops on key topics
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 - Biodiesel Quality Workshops (first scheduled for August 15)
 - Fleet managers workshop (work with Mecklenburg County – Fall 2007)
 - Participate in Mobilizing NC spring event
 - Grant writing workshops (if necessary with next CFAT round)
- Continue to represent coalition at regional and national conferences (staff and any interested stakeholders)

- ❑ Initiate and further develop hybrid program with Charlotte's Vehicle for Hire group
- ❑ 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
- ❑ Initiate and develop a niche focus on refuse haulers (Keep? – how?)
 - 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
 - Continue to add "One Stop Solutions" to website, including propane conversions, tax credits, biodiesel etc.
 - Develop "Success Stories" section of site to feature recent projects of stakeholders. Create a template to be shared and used by partners across state
- ❑ Continue to work and improve relationships with the media
 - A minimum of 4 articles, radio appearances, or similar spots
 - Develop paper and electronic media kit
 - Implement Marketing and Publicity plan to raise awareness of coalition and key issues
- ❑ Have table at 4 or more Events for public awareness
 - John Mayer concert, Earthdays (CCPC, Charlotte/Mecklenburg, and UNCC), Mobilizing NC
- ❑ Continue and expand partnership with NC Bionetwork BioEd Center at Gaston College (workshops, courses, research)
- ❑ Clean Fuel Advanced Technology (CFAT)
 - Contact, schedule and meet with potential stakeholders to discuss technology options and possible funding sources
- ❑ Fleet outreach
 - Fleet Manager workshop
 - Promotion of biodiesel one-stop solution; success stories
 - Develop 1-page "Fleet Analysis" to help all parties best understand a given fleet's needs and potential solutions
 - Continue to distribute fuel factsheets and Technology Options documents
 - Also provide short checklists and plans for fleet managers through website. Allow stakeholders to submit fleet success stories
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 - Hybrid payback research and reporting

Coalition Opportunities

- Improve and expand Partnerships and Clean Corridors
 - Continue CFAT program with NC Solar Center and Triangle Clean Cities
 - Southeast Ethanol and Biodiesel Infrastructure Project grant
 - Mapping of fuel locations on web will cross regional and state boundaries
 - Hold bi-monthly calls with other coordinators statewide; participate in SE/Mid Atlantic Coordinator calls; alternate representative to the Clean Cities Coordinator Council
 - Participate in Southeast Regional Alternative Fuels Task Force and Southeast Diesel Collaborative
- Where possible and appropriate, tie regional initiatives into local efforts
- Coordinate with Centralina Economic Development Commission and other partners to assist possible producers in region. Other production related activities include:
 - 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
- 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
- Investigate additional funding sources
 - Assess implementation adopted fee schedule for stakeholders
 - Seek private partnerships for events, projects, etc. (i.e. GM Rewards)
 - Access to online, secure database—small amount of dues could include this
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- 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
- Research and provide guidance on specifications for outsourcing and using alternative technologies