



# Clean Cities

## Education & Outreach Activities

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**June 8, 2010**

This presentation does not contain any proprietary,  
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Project ID: TI002

- **TIMELINE**

- Start: September 2009
- End: September 2011
- 25% Complete

- **BUDGET**

- Total Project Funding for 3 Projects:
  - \$3,819,787
    - DOE: \$3,601,852  
(cost share not required)
    - RFA: \$217,935
- Fully Funded in FY09
- FY10 Funding = N/A

- **BARRIERS ADDRESSED**

- Availability of Alternative Fuel Vehicles
- Availability of Alternative Fuel Infrastructure
- Consumer Reluctance to Purchase New Technologies
- Lack of Technical Experience with New Fuels and Vehicle Technologies

- **PARTNERS**

- National Alternative Fuels Training Consortium (NAFTC)  
**\$1,600,000**
- North Carolina State University (NCSU)  
**\$401,852**
- Renewable Fuels Association (RFA)  
**\$1,817,935**  
**(1.6M DOE + \$217,935 Cost Share)**

- Objectives
  - Projects that will raise awareness and foster a greater understanding of alternative fuels and advanced technology vehicles through a targeted education and outreach effort
  - Projects that will contribute to an increased alternative fuels market and decrease the nation's dependence on petroleum
  - Projects that provide the necessary specialized training and education to ensure that alternative fuel and advanced technology vehicles and their related fueling equipment are installed, maintained and operated in a safe and proper manner
  - Projects that conduct tailored technical education/outreach to any particular target audience including potential end-users, fleet managers, vehicle and refueling station maintenance technicians, retailers, safety or code officials, state and local government representatives or students
  - Development of educational information and materials to establish a Clean Cities learning program

- Four Subtopic Areas:
  - Biodiesel
  - Ethanol
  - Natural Gas and Propane
  - Fuel Economy and Idle Reduction
  
- Additional Requirements:
  - Partnerships with Clean Cities Coalitions
  - Ability to hold at least one on-site workshop per DOE Clean Cities region per year (two years total)
  - Inclusion of a training evaluation mechanism
  - Inclusion of a tracking component

# **National Alternative Fuels Training Consortium (NAFTC) Clean Cities Learning Program**

**Principal Investigator:**

**Al Ebron**

**West Virginia University**

**National Alternative Fuels Training Consortium**

- Goals and Objectives:
  1. First Responder Safety Training
  2. Petroleum Reduction Technologies Curricula
  3. Clean Cities Learning Program Marketing and Communications
  4. National Alternative Fuel Vehicle (AFV) Day Odyssey
  
- Key Project Elements:
  - 40 workshops with Clean Cities coalitions and NAFTA National Training Centers
    - 24 First Responder Workshops
    - 16 Petroleum Reduction Technology Workshops
  - 8 webinars
    - 1 First Responder Webinar
    - 7 Petroleum Reduction Technology Webinars
  - Odyssey Day

- **Year 1**

- Milestone 1: Conduct Project Kick-off Meetings
- Milestone 2: Completion of Marketing and Communications Plan
- Milestone 3: Completion of First Responder Safety Training Curriculum Development
- Milestone 4: First Responder Safety Training Webinar Conducted
- Milestone 5: Completion of *Clean Cities Learning Program* Toolbox Materials

- **Year 2**

- Milestone 6: Completion of Petroleum Reduction Technologies Curriculum Development
- Milestone 7: Conduct of Odyssey 2010
- Milestone 8: Petroleum Reduction Technologies Webinars Conducted
- Milestone 9: 2010 National Alternative Fuel Vehicle Day Odyssey Program Report
- Milestone 10: Completion of First Responder Safety Training
- Milestone 11: Completion of Petroleum Reduction Technologies Training

# NAFTC PROJECT ACCOMPLISHMENTS & PROGRESS



- Task 1.0: Project Management and Planning
  - Project Kick-off Calls were conducted with the lead NAFTC National Training Centers (12/9/09), Clean Cities Coalitions (12/17/09), and Industry Partners (1/14/10)
- Task 2.0: Curriculum Development – First Responder Safety Training
  - Curricula for the First Responder Safety Training materials have been started and are on track for completion in Q3.
- Task 4.0 Delivery of Training – First Responder Safety Training Workshops
  - Awareness Workshops and a sample Train-the-Trainer workshop are scheduled for Clean Cities Coordinators during the upcoming regional meetings.
  - NAFTC National Training Center (NTC) instructors will receive full training of both Awareness and Train-the-Trainer workshops July 15 – 16, 2010 as part of a special NAFTC professional development meeting in Sanford, Florida
  - End User workshops are currently being scheduled between Clean Cities Coalitions and NAFTC National Training Center partners
- Task 6.0: Marketing – Clean Cities Learning Program
  - This is well underway, with no anticipated problems.
- Task 7.0: National Alternative Fuel Vehicle (AFV) Day Odyssey.
  - AFV Day Odyssey planning has been started and is well underway. 51 sites have been recruited. First preference has been given to Clean Cities Coalitions and NAFTC National Training Centers, in regards to funding opportunities available through this grant. Odyssey Site Coordinator Notebooks are in process of being updated for 2010 information and work is on track for the October 15, 2010 national event.



- Project Partners
  - NAFTA (lead)
  - NAFTA National Training Centers
- Clean Cities Coalition Workshop Hosts
  - Central New York Clean Cities
  - Connecticut Clean Cities
  - Greater Indiana Clean Cities
  - Middle Tennessee Clean Cities
  - Alabama Clean Fuels Coalition
  - Utah Clean Cities
  - Puget Sound Clean Cities
  - East Texas Clean Cities
  - Dallas – Ft. Worth Clean Cities
  - Las Vegas Clean Cities
  - Sacramento Clean Cities



# North Carolina State University

## Clean Transportation Education Project (CTEP)

**Principal Investigator:**

**Anne Tazewell**

**North Carolina Solar Center**

**North Carolina State University**

- Project Objective:
  - To increase the use of alternative fuels, advanced transportation technologies and conservation practices by conducting outreach and developing and delivering a series of workshops across the United States. A primary goal is to develop workshop presentations and handout materials that provide Clean Cities Coalitions and stakeholders with the tools to make decisions and take action to implement petroleum reduction strategies.
    - Phase 1:
      - Establish Project Management
      - Develop workshop content
      - Develop media and evaluation metrics
    - Phase 2
      - Conduct workshops Year 1
      - Conduct workshops Year 2
      - Evaluation and reporting
- Key Project Elements:
  - 48 workshops with Clean Cities coalitions
  - Regional Clean Cities structure employed to support workshops

MILESTONE	QUANTITATIVE RESULT
PHASE I	
Management Team Meetings	~6 meetings, ~1 per month
Develop Workshop Content	4 content area workshops
Develop Media Plan	1 each: Letter to the Editor template Media alert template Press release templates Save the date email template
Develop Evaluation Rubric	1 for each content area (4)
PHASE II	
Conduct Workshops Year 1	~18 workshops
Evaluate Workshops Year 1	~900 evaluations
Conduct Workshops Year 2	~30 workshops
Evaluate Workshops Year 2	~1500 evaluations

# NCSU PROJECT ACCOMPLISHMENTS & PROGRESS



- Subcontracts were finalized between NC State University (NCSU) and 6 regional coordinators and Wake Technical Community College (WTCC).
- Workshop presentations were developed by educational partners WTCC and the North Carolina Solar Center (NCSC) in three subject areas:
  - Fuel Economy/Idle Reduction
  - Compressed Natural Gas
  - Biodiesel
- Four workshop handouts were developed by the NCSC:
  - Fuel Economy: Fleet Policies
  - Idle Reduction: Technology and Practices
  - Biodiesel
  - CNG / LPG
- Media releases and workshop signage recognizing project partners were also developed for the workshops
- 3 Workshops were conducted:
  - Fuel Economy/Idle Reduction (Tulsa Clean Cities)
  - Compressed Natural Gas (Central New York)
  - Biodiesel (South Carolina)

- Project Partners
  - NCSU (Lead)
  - Wake Tech Community College
- Clean Cities Coalition Workshop Hosts
  - 48 Workshops over 2 year project period
    - 4 workshops per Clean Cities Region per year (see supplemental slides for locations)



# Alternative Fuel Trade Alliance Clean Cities Education Project

Principal Investigator:

Robert White

Renewable Fuels Association (RFA)

- Project Objectives
  1. Seek Clean Cities Coordinator input into its training program to improve its overall effectiveness
  2. Train coordinators and their stakeholders on a national and regional scale to improve or maintain their knowledge and expertise regarding alternative fuels and advanced vehicle technologies (specifically ethanol blends, biodiesel blends, gaseous fuels, hybrid/electric technologies and idle reduction strategies)
  3. Train coordinators on garnering earned media
  4. Increase awareness of sustainability as it pertains to the stated technologies
  5. Increase the availability of consumption of domestic alternative fuels
  
- Key Project Elements:
  - 18 workshops with Clean Cities Coalitions
  - 30 webinars
  - Participation in 52 Coalition Events
  - National/Regional Fleet Account Development
  - Media Outreach and Training



1. Project Management and Planning
2. Assessment - Determine Information & Resource Needs
3. Develop Base Messaging, Materials and Presentations
  - ~20 documents/presentations to be developed
4. Co-Host National/Regional Forums
  - ~18 workshops with coalitions (6 in 2009, 12 in 2010)
5. Clean Cities Coalition and Stakeholder Webinars
  - ~30 webinars (10 in 2009, 20 in 2010)
6. National/Regional Fleet Account Development
  - Identify ~15 national/regional fleets for partnership
  - Approach ~5 of these fleets
7. Stakeholder Outreach Activities
  - Alliance Participation in ~52 coalition events
  - Clean Cities Coalition Participation in ~8 National/Regional Events
8. Media Outreach and Coalition Media Training
  - Placement of ~8 positive stories about Clean Cities
  - Adding coordinators to daily news service feeds

# RFA PROJECT ACCOMPLISHMENTS & PROGRESS



- Task 1: Project Management & Planning - **Completed**
- Task 2: Assessment - **Completed**
- Task 3: Base Messaging, Materials & Presentations
  - All partners are preparing materials for review
  - Four presentations and numerous handouts have already received approval
- Task 4: Co-Host National/Regional Forums
  - Joint Educational Workshop #1 hosted 3/23/10 (Greater Indiana Clean Cities)
  - 5 Additional Joint Educational Workshops planned for FY2010
- Task 5: CCC and Stakeholder Webinars
  - Each partner is planning/hosting webinars to support this task (see supplemental slides for list)
- Task 6: CCC National/Regional Fleet Account Development
  - On-going work in cooperation with NREL and ICF efforts
- Task 7: Stakeholder Outreach Activities
  - Partners have participated in numerous Clean Cities events to date with many more planned (see supplemental slides for list)
- Task 8: Media Outreach & CCC Media Training
  - Training sessions planned for 2010 Clean Cities Regional Meetings

- Project Partners

- Renewable Fuels Association (lead)
- Clean Vehicle Education Foundation
- National Biodiesel Foundation
- Propane Education and Research Council



- Clean Cities Coalition Workshop Hosts (Year 1)

- Greater Indiana Clean Cities
- Virginia Clean Cities
- Alabama Clean Fuels Coalition
- Denver Metro Clean Cities
- Tucson Clean Cities
- TBD (Northeast or Western Region)



- Recipients will continue to hold workshops through September 2011
- In-depth training sessions on specific topics will occur at the 2010 Clean Cities Peer Exchange Meetings attended by all Coordinators
  - First Responder Safety Training (NAFTC)
  - Media Training (RFA)
- Curriculum and other education/outreach materials will be refined on an on-going basis to ensure accuracy and incorporate new information as it becomes available
- Additional Clean Cities University courses will be constructed using information developed as part of these awards

- The Clean Cities Program's first Education & Outreach Projects are off to a good start
  - **Relevance:**
    - Workshops address critical education and outreach needs for all areas of the Clean Cities portfolio
    - Clean Cities University Courses being constructed
  - **Approach:** In-person workshops, webinars, online training courses, printed materials
  - **Project Accomplishments/Progress:**
    - 4 topic-area workshops completed as of 4/30/2010
    - 26 additional topic-area workshops planned for FY10
    - Many other workshops and webinars planned for FY10
    - All Coordinators will receive media and first responder training at 2010 Regional Peer Exchanges
  - **Collaborations:** Numerous Clean Cities Coalition partners have been engaged through this effort
- Efforts will continue through September 2011