

VA Department of Mines, Minerals and Energy

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Project ID #ARRAVT065

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This presentation does not contain any proprietary, confidential, or otherwise restricted information

Timeline

- December 7, 2009
- December 6, 2013
- Less than 50% Complete

Partners

- Project Lead: DMME, Division of Energy
- Project Manager: Virginia Clean Cities at James Madison University
- Strategic Partners:
 - Alliance Autogas
 - Municipalities & Private Transportation Companies
 - Clean Cities Coalitions
 - MSM Communications

Barriers & Risks

Barriers

Lack of Familiarity about Propane Autogas as an Alternative Engine Fuel

Top Risks

- Quality Control
- Improper Training & Education
- Service & Performance of Conversion System
- Inadequate Communication

Budget

- Total Project Funding
 - \$8,605,100
 - \$10,449,184

Project Objectives

- Convert more than 1,000 vehicles to propane autogas as a means to reduce U.S. dependence on imported petroleum, increase fuel economy and improve emissions.
- Install propane fueling infrastructure that supports project vehicle and general public refueling.
- Ensure that converted vehicles use propane autogas fuel to the greatest extent possible and collect quantitative and qualitative data to document the success of the program.

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Project Objectives

Create and retain jobs in the areas of:

- construction of fueling facilities
- the training of conversion center and fleet technicians
- the procurement and distribution of propane autogas
- the administration of the integrated program of Alliance AutoGas.
- marketing and communications specialization for alternative fuels and propane autogas fuel

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Project Objectives

Provide appropriate education and promotion for individuals associated with this project and those in the larger community.

- Create immediate and sustainable interest in propane autogas for fleet applications from Maryland to Florida to Mississippi. Recognize and promote participating fleets.
- Change the way fleet operations as well as the public view propane vehicles and alternative fuels in general from a difficult logistical challenge to a logical business decision with direct, positive economic impacts. Address ability to utilize existing fleet vehicles, and educate about fuel cost savings and tax credits available.

Approach

Month/Year	Project Milestone
May-11	Both public and private web-sites launched for project
	Vehicle conversions begin 2nd Phase, with initial beta test at start
Jun-11	Full scale conversion begins and comprehensive conversion schedule coordinated
	Fleet infrastructure for original fleets now operational
Jul-11	Completion of equipment order
	Begin full scale advertising and PR campaign with press releases, media pitching, events
Aug-11	35% vehicle deployment; periodic audits for quality control and best practices
Sep-11	Final equipment order inventory and audit
	Complete production of fueling station leave behind / wayfinding signage
Nov-11	Schedule propane road shows in nine state area with Clean Cities partners
	100% infrastructure development complete
	Project success stories video production and case studies development
Dec-11	Production of road show materials
	95% vehicle deployment
Mar-12	Vehicle performance audit and maintenance assessment
	Phase 2 of video success stories, case studies
Mar-12	100% completion of training activities for first responders and vehicle operators
	Road show events begin
May-12	Finalize best practices for vehicle conversions
Sep-13	100% propane road shows complete
Nov-13	100% outreach/education activities completed

2010 Technical Accomplishments & Progress (Previous Year Activities Summary)

Month/Year	Project Milestone	Progress To-Date as of December 31, 2010
May-10	All Conversion Center NEPA EQs submitted and approved	All Conversion Center NEPA EQs submitted and approved
	91% conversion equipment ordered	67% Conversion Equipment ordered
Jun-10	All Infrastructure NEPA EQs submitted and approved	Site preparation complete for 75% of original infrastructure locations; with 90% of original fleet Infrastructure NEPA's submitted
	100% conversion centers certified	7 fleets with 16 refueling facilities operational
Jul-10	Full marketing plan complete	8 of 9 conversion centers certified
	50% web presence developed (not to include final online reporting)	Marketing strategy and marketing plan complete
Aug-10	100% sub-recipient agreements executed	On-line reporting launched, 75% web presence developed
Oct-10	25% vehicle deployment	Sub-recipient agreements signed with 27 of 31 sub-recipients; only new fleet agreements remaining
	25% infrastructure development complete	10% of conversions completed, but schedule delayed while installation process reviewed and revised.
Nov-10	50% vehicle deployment	Partner revisions to installation process and revisions to manuals, process; technical consultation.
	50% infrastructure development complete	Education and outreach strategy under development
	100% web presence developed including online reporting	
Dec-10	75% vehicle deployment	
	75% infrastructure development complete	
Jan-11	91% vehicle deployment	
	100% infrastructure development complete	
Feb-11	100% completion of training activities for first responders and vehicle operators	
	100% conversion equipment ordered	
May-11	100% vehicle deployment	
Sep-13	100% propane road shows complete	
Nov-13	100% outreach/education activities completed	

Technical Accomplishments and Progress – CURRENT YEAR

Month/Year	Project Milestone	Progress To-Date as of May 12, 2011
May-11	Vehicle conversions begin 2nd Phase, with initial beta test at start	DOE approval of new project management plan
	Both public and private web-sites launched for project	Quality control measures documented and thorough training before conversions restart; all 9 conversion centers certified
Jun-11	Full scale conversion begins and comprehensive conversion schedule coordinated	Coordinate with fleets to schedule vehicle conversions
	Fleet infrastructure for original fleets now operational	Conversion process Phase 2 underway
Jul-11	Completion of equipment order	Fleet infrastructure for original fleets now operational
	Begin full scale advertising and PR campaign with press releases, media pitching, events	First group of 108 converted vehicles on the road
Aug-11	35% vehicle deployment; periodic audits for quality control and best practices	Data tracking and documentation system in place for all project partner groups
Sep-11	Final equipment order inventory and audit	Planning with conversion kits vendor for July order
	Complete production of fueling station leave behind / wayfinding signage	Regular communications with partners on project activity for support and information
Nov-11	Schedule propane road shows in nine state area with Clean Cities partners	Marketing, PR and advertising campaign implementation underway
	100% infrastructure development complete	Website launched, vehicle decals, signage, logo's produced and distributed
	Project success stories video production and case studies development	
Dec-11	Production of road show materials	
	95% vehicle deployment	
Mar-12	Vehicle performance audit and maintenance assessment	
	Phase 2 of video success stories, case studies	
Mar-12	100% completion of training activities for first responders and vehicle operators	
	Road show events begin	
May-12	Finalize best practices for vehicle conversions	
Sep-13	100% propane road shows complete	
Nov-13	100% outreach/education activities completed	

SOUTHEAST PROPANE AUTOGAS DEVELOPMENT PROGRAM ORGANIZATIONAL CHART



SPONSOR/FUNDING AGENCY

Department of Energy (DOE)

Primary Role: *Oversee project activities and ensure they are in accordance with negotiated terms and conditions, and meet DOE goals and objectives.*

PRIME AWARD RECIPIENT

Virginia Department of Mines, Minerals, and Energy (DMME)

Primary Role: *Award administrator and pass-through entity. Ensure compliance with ARRA, DOE and state terms & conditions.*

PROJECT MANAGER

Virginia Clean Cities (VCC) at James Madison University (JMU)

Primary Role: *Overall award and project manager. Ensures project is completed on-time, within budget, and exceeds expectations. Daily project monitor and liaison between sponsor agency (DOE) and project partners. Responsible for ensuring information and data is collected to comply with reporting duties. Identifies and mitigates risks.*

SUB-RECIPIENTS

FLEET PARTNERS

Primary Role: *Convert vehicles for propane usage*

- ABS Vans
- Blossman Gas
- Carroll County Sheriff's Office
- Cobb County
- Frederick County Sheriff's Office
- Greenville County
- Hopewell
- James Madison University
- Kingsport
- Lewis Pest Control
- Limousine Livery
- Muscogee County Sheriff's Office
- Newport News
- Old Dominion University
- Peninsula Propane
- Pickens County
- Red Top Cab
- Veolia Transportation
- Vestavia Hills

CLEAN CITIES COALITION PARTNERS

Primary Role: *Support education & outreach*

- Alabama Clean Cities
- Clean Cities Atlanta
- Mississippi Economic Development Partnership
- Palmetto State Clean Cities Coalition
- Tennessee Clean Fuels Coalition

CONVERSION CENTERS

- American Alternative Fuel
- Baker Equipment
- Brooks Chevrolet
- Bus Group
- Force 911
- German Motor Werks
- Greenville
- Light-N-Up
- Peninsula Propane

BLOSSMAN GAS / ALLIANCE AUTOGAS

Primary Role: *Support refueling infrastructure installation and maintenance.*

AMERICAN ALTERNATIVE FUEL

Primary Role: *Provide conversion equipment for vehicles (PRINS), support vehicle conversions, train technicians, and provide support to conversion centers.*

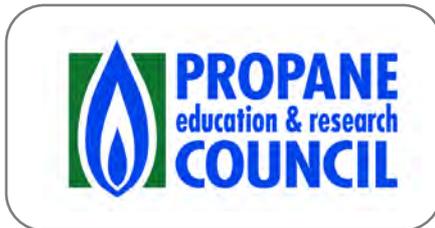
MSM COMMUNICATIONS

Primary Role: *Support marketing, education and outreach efforts.*

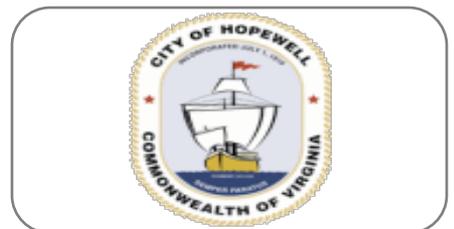
PROPANE EDUCATION AND RESEARCH COUNCIL

Primary Role: *Support education and training efforts.*

Partners and Collaborators



Partners and Collaborators



Partners and Collaborators



Planned Activities for 2011

May - December 2011

- Complete “beta test” for conversion resumption May 2011
- Complete equipment ordering July 2011
- Complete vehicle conversions with target completion (35% by August 2011; 95% by Dec 2011)
- Complete remaining NEPA actions for new fleet infrastructure
- Complete new fleet infrastructure development November 2011
- Marketing and PR Campaign underway with media releases, events
- Website and online reporting site launched April 2011
- Collaborate with Argonne on analysis of data collected



Summary

- This is the first comprehensive and coordinated southeast region propane autogas program in the nation and in our history
- Specific and comprehensive data will be collected on around 1,000 vehicles all being converted using the same system; variety of public and private fleets participating
- Team assembled brings unique ability to leverage program far beyond proposed objectives and market program through the southeast region in a variety of ways – media, internet, video, road show events
- Estimated that 12 million gallons of gasoline will be displaced and over 12,000 tons of air pollutants averted over the 4 years of the project
- Estimated that around 100 jobs will be created or retained throughout the 4 years of the project
- We are well positioned to spend 70% of funds within 18 months



The Whole Package!

