

Alternative Fuel Trade Alliance Clean Cities Education

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Renewable Fuels Association

5/11/11

Overview

Timeline:

- Start Date: 10/1/09
- End Date: 9/30/11
- Percent Complete: 75%

Budget:

- Total:
 - DOE Share:
 - Contractor Share:
- Funding Received FY10:
\$476,324
- Funding Received FY11:
\$312, 017

Barriers:

- Lack of Educated Trainers & Training Opportunities
- Regional Differences
- Mixed Messages
- Lack of Available, Objective, and Technically Accurate Information

Partners:

- Project Lead: Robert White
- PERC
- CVEF
- NBB

Objectives - Relevance

- Seek Clean Cities Coordinator input into its training program to improve overall effectiveness.
- 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.
- Train Coordinators on garnering earned media.
- Increase awareness of sustainability as it pertains to the stated technologies.
- Increase the availability of consumption of domestic alternative fuels

All of these will help decrease demand for petroleum and lower emissions, supporting the goals of Vehicle Technologies Program.

Approach - Milestones

Milestones Phase 1, Task 1	Progress Notes	Comments	% Complete
1.1: Sign PMP & Related Forms	Completed		100%
1.2: Hold Kick-Off Conference Call	Completed		100%
Milestones Phase 1, Task 2	Progress Notes	Comments	% Complete
2.1: Submit Questionnaire for Review	Completed	Included 62 overall questions on communication, resources and specific alternative fuels knowledge.	100%
2.2: Determine first 6 CCC Partners for Events	Completed	Included Indianapolis; Virginia; Alabama; Arizona; Colorado & New York, covering multiple regions.	100%
2.3: Submit & Receive Responses from Questionnaire	Completed	Responses used to tailor focus in activities, and fill voids in information and outreach.	100%
2.4: Determine Next 6 CCC Partners for Events	Completed	Included Texas; California; Washington; Florida, Missouri and New Jersey, covering every region in grant period.	100%
Milestones Phase 2, Task 3	Progress Notes	Comments	% Complete
3.1: Obtain Approval for First 10 Documents/ Presentations	Completed	Documents help fill voids in technical, unbiased information for easy use by CCCs.	100%
3.2: Obtain Approval for Next 10 Documents/ Presentations	In Progress	Documents will help fill final voids in technical, unbiased information.	25%

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Approach – Milestones, cont.

Milestones Phase 3, Task 4	Progress Notes	Comments	% Complete
4.1: Complete First 6 National or Regional Workshops	Completed	Workshops were conducted in Indianapolis, IN; Chantilly, VA; Hoover, AL; Casa Verde, AZ; Denver, CO & Albany, NY. One workshop was recorded & broadcast globally for maximum exposure. Workshops help train CCCs to be future trainers.	100%
4.2: Complete Second 6 National or Regional Workshops	3 of 6 Completed	Included Dallas, TX; San Diego, CA; Seattle, WA; Orlando, FL; Kansas City, MO and Trenton, NJ	50%
Milestones Phase 3, Task 5	Progress Notes	Comments	% Complete
5.1: Complete 10 webinars, one on each technology.	Completed	Some webinars were held in conjunction w/ monthly CCC scheduled webinars, others were planned individually. Webinars covered timely and technical information.	100%
5.2: Complete 10 additional webinars.	In Progress	Remaining webinars scheduled.	50%
Milestones Phase 3, Task 6	Progress Notes	Comments	% Complete
6.1: Identification of 15 Potential Targeted National Accounts	In Progress	CVEF is only partner involved, working with DOE staff to avoid duplication.	40%

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Approach – Milestones, cont.

Milestones Phase 3, Task 7	Progress Notes	Comments	% Complete
7.1.1.: Participation in 52 national and regional stakeholder events	In Progress	Participation in this many events minimizes opportunities for mixed messages, as consistency is built through repetition.	70%
7.2.1: CCCs participation in 8 or more national or regional stakeholder events	In Progress	Including CCCs in these national/regional events provides them more confidence and experience in discussing key issues for all fuels.	70%
Milestones Phase 3, Task 8	Progress Notes	Comments	% Complete
8.1: Produce & Archive 10 Video Feeds Online	In Progress	Helps with limiting mixed messages., provides additional training.	100%
8.2.1: Placement of 4 positive stories about CC Program	Completed	More than 10 stories were placed.	100%
8.2.2: Placement of an additional 4 positive stories	In Progress	Expect more than 20 stories to be placed before the end of the fiscal year.	75%
8.3.1: Add interested Coordinators to daily clips	Completed	This task was completed immediately to introduce CCCs to key industry information and keep them updated.	100%
8.3.2: Host & Video Media Training	Completed	Training was held for CCCs, DOE and Nat’l Lab Personnel	100%
8.4: Assess effectiveness of messaging by using opinion polling.	In Progress		25%

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Technical Accomplishments & Progress

- Alliance has conducted numerous educational efforts to “train the trainer” and further educate CCCs on specific fuel related matters to extend messaging of DOE and alt fuel industry. More work, time and funding is needed to reach everyone’s goals.
- Alliance has dealt with regional differences, mostly dealing with availability of only certain fuels. Workshops and webinars were tailored to geographic area where training was conducted and greater focus was made on this challenge when planning events.
- Alliance has attempted to limit any mixed messages on each of the alternative fuels, along with advanced technologies. Having the national trade associations for each fuel involved helps limit mixed messages and deliver education effectively. Papers, presentations and videos have been prepared for historical reference and continued usage.
- Alliance has and continues to compile accurate and timely technical information on key issues effecting the alternative fuel industry allowing CCCs to better react in a timely fashion in local areas.

Collaborations

- Alliance partners worked with NREL to assist with monthly CCC webinars when subjects were fuel specific and on National Partners Recognition Program.
- Alliance partners have worked with the following organizations to secure exhibiting and/or speaking opportunities at their national events:
 - National Association of Convenience Stores Show
 - Petroleum Equipment Institute Annual Conference
 - Petroleum Marketers Association of America
 - National Conference of Weights & Measures
 - National Green Industry Expo
 - National Golf Industry Show

Collaborations, cont.

- National Work Truck Show
- National Aviation Industry Show
- AFVi Conference
- Government Fleet Expo
- Fed Fleet Conference
- SE Diesel Collaborative Conference
- American Public Transportation Conference
- Nursery & Landscape Expo
- BusCon Conference
- TRSA Conference
- Fire Rescue International Conference
- Medtrade Conference & Expo

Proposed Future Work

- Alliance will accomplish the following during final months of grant period:
 - Submit additional fuel specific documents for approval.
 - Conduct a minimum of 10 additional joint and/or individual fuel specific workshops.
 - Conduct a minimum of 5 additional fuel specific webinars.
 - Finalize details of National Fleet Acct development to support DOE efforts.
 - Assist and participate in a minimum of 10 national/regional CCC events.
 - Assist CCCs with media outreach to support above and any other events requested to obtain exposure for program.
 - Finalize year with opinion polling.

Summary

- All milestones will be met during timeframe of grant, and in many cases, additional work will be done above that requested.
- First time all trade associations have worked together on joint education plan, has proven to be very successful.
- Successful training conducted in all regions supporting Clean Cities Program.
- Involvement in over 50 events supporting Clean Cities Program.
- Every Clean Cities Coordinators provided countless additional opportunities for further education to support their role as Coordinators.
- Clean Cities Coalitions are working with and utilizing available resources at record levels thanks to current funding.
- Exposure for Clean Cities Program and its Coalitions has expanded greatly due to this effort, which could lead to greater stakeholder involvement and hopefully additional funding, which will strengthen overall program.