

U.S. DEPARTMENT of ENERGY

# ALTERNATIVE FUEL NEWS

An Official Publication of the Clean Cities Network and the Alternative Fuels Data Center

From the Office of Energy Efficiency and Renewable Energy

## *SPECIAL CLEAN CITIES CONFERENCE ISSUE*





Dear Clean Cities Stakeholders:

Summer is nearly over, but it wasn't that long ago when I stood among the more than 700 friends and supporters of Clean Cities at the Fifth National Conference and Expo in Louisville, Kentucky. It was an action-packed few days, complete with panel presentations, table talk sessions, exhibits, and ride and drives—with a little taste of Louisville's unique flavor in between. I would like to personally extend my thanks to Melissa Howell and the Kentucky Clean Fuels Coalition, as well as the city of Louisville, for their help and support in making the Fifth National Clean Cities Conference an unparalleled success. I think everyone left Louisville richer in contacts and friendships, and with a wealth of information to help propel the alternative fuel industry forward. You'll find all the excitement from our days in Louisville in this special conference issue. Please take a look.

Although the Clean Cities Conference has drawn to a close, the momentum for the program is stronger than ever. As the summer ends and we look forward to fall, we will welcome four new coalitions to the Clean Cities network, each representing a different region of the country. We will head first to the southwest, for the designation of the Metropolitan Tucson Clean Cities Coalition. Next it's Northeast Ohio, for a designation that is expected to include Secretary of Energy Bill Richardson. We will then move on to Manhattan...Kansas, that is, for the designation of the "Little Apple." And Florida is our final destination, where we will celebrate the designation of the Florida Space Coast, in a ceremony that is also likely to feature Secretary Richardson. Stay tuned to AFN for details on each of these important designation events.

As usual, enjoy the issue. It's not too soon to begin thinking about how we will celebrate this year's successes at the year 2000 National Clean Cities Conference in San Diego.

Sincerely,

**Shelley Launey, Director**

National Clean Cities Program  
Office of Transportation Technologies  
Energy Efficiency and Renewable Energy

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**The Office of Energy Efficiency and Renewable Energy**

**Cover Photos:**

DOE's Dan Reicher (John Nation/PIX 07857) and Honda Insight (American Honda Motor Co/PIX 07324)

**Inside Photos:**

Except where noted, all inside photos courtesy of John Nation





PIX 07872



PIX 07879

# Alternative Fuels Race Through Louisville During the 5th National Clean Cities Conference

Boo-a-vull. Luh-vul.

Lewisville. Looeyville.

Anyway you say it, the 5th National Clean Cities Conference was a hit. It could have been the big welcome banners the Clean Cities participants saw when they stepped into the Louisville International Airport. It could have been the graceful elegance and southern hospitality of the host hotel, the Seelbach Hilton. And it could have been the sheer excitement and anticipation in the air as everyone awaited the start of the Fifth National Clean Cities Conference and Exposition. But as more than 700 conference attendees descended on the streets of Louisville, Kentucky, it was plain to see that everyone was ready for an action-packed week of Clean Cities activities.

The Kentucky Clean Fuels Coalition and the city of Louisville played perfect hosts, providing attendees with a sample of the unique Louisville experience. Clean Cities coordinators mingled as they cruised along the Ohio River at the DaimlerChrysler riverboat reception. Clean Cities stakeholders cheered their favorite steeds to the

Many thanks to the sponsors and supporters of the Fifth National Clean Cities Conference and Exposition!

### Sponsors

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- Commonwealth Wine and Spirits
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- Louisville International Airport
- Air Surrey

### Extra! Extra! Clean Cities Makes the National News!

Highlighting its five year evolution, the Clean Cities Program was featured in a nationwide newspaper. A special full-page environmental advertisement sponsored by Ford Motor Company was printed in the Monday, May 24th edition of *USA Today*. It provided readers across the country with information about Clean Cities and the benefits of AFV use, and also showcased the 1999 Clean Cities National Partners.

Pictured at top of page clockwise from top: General Motors billboard along I-65 in Louisville; Hybrid electric buses shuttle attendees to and from the Louisville Slugger Museum reception; Ford CNG Expedition parked on the dock alongside the riverboat, Belle of Louisville.



PIX 07868

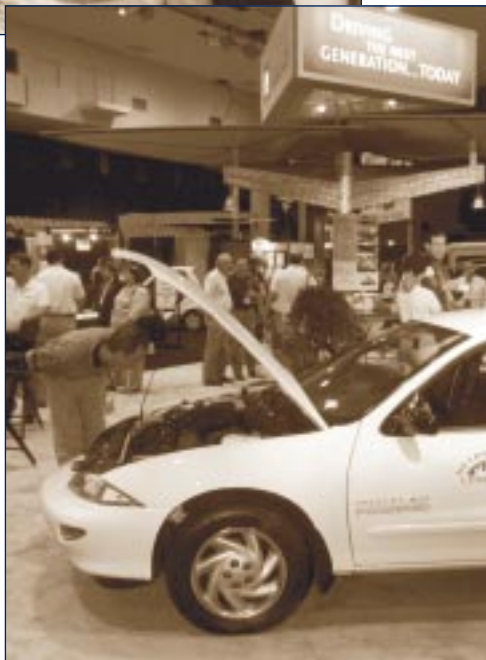
finish at Churchill Downs, then celebrated their victories at the Kentucky Derby Museum reception, sponsored by the Ford Motor Company. Everyone sampled “A Taste of Kentucky” at the U.S. Postal Service reception held at the Louisville Gardens. And General Motors “kept the dream alive” (if only for a few hours) with a reception at the Louisville Slugger Museum and a special visit from baseball great, Kirk Gibson.

The conference officially started, appropriately, with the “Call to the Post” from the official Kentucky Derby and

Churchill Downs Bugler, dressed in the traditional black riding hat and long red coat. The keynotes, panel presentations, and table talk sessions that followed provided conference attendees with a look back at the successes of the first 5 years of the Clean Cities Program, and a preview of the opportunities ahead, as Clean Cities coalitions “race to new markets” in the new millennium. Just a couple of blocks away from the Seelbach Hilton was the Louisville Gardens Arena, which housed the Clean Cities conference exhibits. Attendees passed through the doors of the gardens into an alternative fuel information extravaganza—from automakers and equipment manufacturers to fuel suppliers and industry resources.

Keeping with *Alternative Fuel News* conference coverage tradition, we’ve captured some of the conference highlights in the following “top ten” list (in no particular order).

Pictured left to right at the DaimlerChrysler riverboat reception are Clean Cities coordinators Mark Miller (Evansville), Melissa Howell (Central Kentucky Clean Cities), Dave Zwiesler (CICCA), and Judy Craig (Tri-State).



PIX 08073

A conference attendee examines one of the natural gas vehicles on display in the Exhibit Hall at the Gardens of Louisville.

## The Gracious Hosts

What’s it like to host a Clean Cities conference? According to Melissa Howell, Executive Director of the Kentucky Clean Fuels Coalition/Central Kentucky Clean Cities Program, it takes a lot of time and hard work, but it’s well worth it. “I had no idea (when I first found out in September of 1998 that we had been selected to host the conference), how much work, how much fun, and how much success would result.”

Here are just a few of the outcomes:

- Increased visibility for the Kentucky Clean Fuels Coalition/Central Kentucky Clean Cities Program. The alternative fuels effort in Kentucky was showcased in the media as a result of the conference (ten video hits, a radio spot, and ten local and regional news articles).
- Increased Kentucky Clean Fuels Coalition membership. The conference and additional press coverage opened doors to new projects. For example, in the wake of excitement after the conference, Yellow Cab in Louisville—previously apprehensive about making the AFV choice—now plans to purchase 25 dedicated CNG Crown Victorias.
- Formed new partnerships. The automakers were extremely pleased with the success of the conference, and Ford has selected Louisville as one of the recipients of two propane-powered Excursion vehicles to be used on a trial basis. Howell is also working in partnership with General Motors to develop new marketing strategies for alternative fuels and AFVs.

PIX 07869



*“Working with the people at DOE was a team effort every step of the way.”—*

**Melissa Howell,**  
Executive Director,  
Kentucky Clean Fuels  
Coalition/Central Kentucky  
Clean Cities Program

## Clean Cities Conference Keynotes

What better way to start the Fifth National Clean Cities Conference than with a live performance of "Call to the Post," from the official Kentucky Derby and Churchill Downs bugler? Immediately following was a warm "Welcome to Kentucky," address by the Executive Director of the Kentucky Clean Fuels Coalition and Central Kentucky Clean Cities Coordinator, Melissa Howell. Howell introduced the founder of the coalition, Lieutenant Governor Stephen Henry, who presented Kentucky Colonel awards to DOE's Dan Reicher and Shelley Launey, and Kentucky Admiral Awards to DOE's Tom Gross and Colonel George Edwards, Garrison Commander, Fort Knox, who served as one of the keynote speakers. The Lt. Governor proudly acknowledged two important state leaders: the Mayor of Louisville, David Armstrong, and the Judge of Jefferson County, Rebecca Jackson. Lt. Governor Henry and Judge Jackson proclaimed the first 1999 Clean Cities Conference Day in Jefferson County and Louisville. Further, they hinted at their intention to move toward a 100% alternatively fueled fleet for the state of Kentucky. As Lt. Governor Henry said, "If the vehicles are there, we will buy them."

Next, the new director of the National Clean Cities Program, Shelley Launey, took the stage to welcome attendees to the conference. Launey gave an overview of the 1998 Clean Cities designations, and introduced a keynote presenter, Donald Rheem. Rheem, Senior Vice President in ICF Consulting Group's communications practice, had the audience check under their seats to see if they had one of the surprise candy bars. Very few in the room of more than 700 were lucky recipients of the chocolate. Using this exercise, Rheem dramatized how only one in hundreds would ever get his or her story published. In fact, he continued, reporters' interest must be grabbed quickly—with just a few seconds available, it is critical that the delivery of a precise, prepared, and consistent message be created among the more than 70 Clean Cities Coalitions nationwide.

Bernard Bulkin, BP Amoco's Vice President of Environmental Affairs, shared his message that "personal

mobility can be consistent with Clean Cities."

Even though environmental improvements have been made, issues such as ozone alert days, more vehicle miles traveled, and global climate change remain. Bulkin suggested that "we do better with what we have," specifically

referring to tightening emission standards for current vehicles and using the AFVs currently available. In the true spirit of Clean Cities, Bulkin closed by saying, "effecting change is more about partnerships than technology."

Following Bulkin was Colonel George Edwards, Garrison Commander, Fort Knox. Edwards showed a video depicting the quality of life for family members of the military. Edwards' objective at Fort Knox is making military life the best it can be—which includes keeping the air clean by using AFVs. He stressed the concept of "total quality management" to reach this objective, which includes building the fort's fleet of compressed natural

gas (CNG) vehicles, as well as the infrastructure to support them. Implementing the objective also entails an active role in the Central Kentucky Clean Cities Coalition. Part of the plan to achieve Edwards' total quality management goal is to get leaders to publicly commit to the programs, and to maintain balance between progress and change.

Dan Reicher, Assistant Secretary for DOE's Office of Energy Efficiency and Renewable Energy, urged the conference attendees to "keep challenging yourself, and stay the course," specifically referencing last year's challenge of 100% niche market success. Reicher then presented a special Clean Cities National Partner Award to Martin Zimmerman, Ford Motor Company's Vice President of Government Affairs. In his acceptance remarks, Zimmerman pointed out that Ford has 12 different AFV models—the largest and most extensive AFV portfolio offered by any original equipment manufacturer. By next year, Ford will offer 15 different AFV models, including the F-Series pickup trucks, which will be low-emission vehicles. Zimmerman also noted that Ford is committed

Top: DOE's Shelley Launey receives Kentucky Colonel awards to DOE's Dan Reicher and Shelley Launey, and Kentucky Admiral Awards to DOE's Tom Gross and Colonel George Edwards, Garrison Commander, Fort Knox, who served as one of the keynote speakers. The Lt. Governor proudly acknowledged two important state leaders: the Mayor of Louisville, David Armstrong, and the Judge of Jefferson County, Rebecca Jackson. Lt. Governor Henry and Judge Jackson proclaimed the first 1999 Clean Cities Conference Day in Jefferson County and Louisville. Further, they hinted at their intention to move toward a 100% alternatively fueled fleet for the state of Kentucky. As Lt. Governor Henry said, "If the vehicles are there, we will buy them."



Top: Bernard J Bulkin, Vice President of Environmental Affairs, BP Amoco; Bottom: Colonel George Edwards, Garrison Commander, Fort Knox



PIX 07860

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PIX 07863

PIX 07867

to increasing infrastructure, and through the Ford “CNG Challenge,” the company has committed \$3 million to support marketing efforts, CNG vehicle purchases, and fuel use in several selected cities.

To close this packed agenda of dynamic presenters, U.S. Representative Anne Northrup (R-Kentucky) shared a few words. The Kentucky Congresswoman emphasized that “change is difficult,” and that there must be a balance between transportation use and air quality. She expressed her hope that DOE will receive increased funds that allow research to be elevated to a higher level. In closing, Northrup said, “Americans must buy into the Clean Cities Program—we can’t impose what they are not ready for.”



U.S. Representative Anne Northrup (R-Kentucky)

PIX 07862

Although his physical presence was missed, **SECRETARY OF ENERGY BILL RICHARDSON** was able to address Clean Cities Conference attendees via video from Washington, D.C. The Secretary welcomed the 72 Clean Cities coalitions and their prospective partners. Referring to Clean Cities as “innovative and forward thinking organizations,” he applauded their efforts to promote the use of AFVs. He continued by saying the coalitions’ “strong commitment to using and promoting alternative fuels is paving the way for further integration of alternative fuels into the marketplace, creating a cleaner environment and stronger economy in numerous communities across the country.” The Secretary assured the audience that under his leadership, DOE would continue to support the efforts of Clean Cities, and the expansion of alternative fuels.

**DAN REICHER’S** “Stay the Course” keynote speech began by acknowledging Ford Motor Company and General Motors for their advertisements of Clean Cities and clean vehicles. Ford published a full page advertorial in *USA Today* covering the Clean Cities Program and its National Partner Award winners. General Motors placed a billboard along the highway leading from the airport to the hotel, announcing to all of Louisville that “Clean, Green, Driving Machines” are here!

Reicher presented the National Partner Awards (see page 7 for National Partner Awards) and gave an update on the status of the Clean Cities Program. “The fiscal year 2000 budget request has increased for Clean Cities,” he said, and continued to note further progress in the number of AFVs on the roads. There are 34,000 AFVs in the federal fleet, and DOE will acquire 700 more in 1999. The U.S. Postal Service (USPS) has 6,000 natural gas vehicles and 10,000 E85 vehicles. In addition, a new “Federal AFV User Program” is being implemented, which targets six cities: San Francisco, Salt Lake, Albuquerque, Denver, Minneapolis/St. Paul, and the Melbourne-Titusville-Kennedy Space Center area in Florida. The program is designed to increase federal fleet AFV acquisitions in each selected area in an effort to increase local public refueling station throughput and foster further AFV market development.

Congress has made further progress on alternative fuel legislation. Reicher specifically noted two bills that were introduced by Senator John Rockefeller (D-WV), and Representative Sherwood Boehlert (R-NY). The Rockefeller bill (S 1003) would boost the use of AFVs through tax-based incentives, and would help alternative fuels compete in the fuel market. The Boehlert bill, referred to as the Airport Air Quality Improvement Act,

would direct the Secretary of Transportation to promote the use of low-emission vehicles at airports, and encourage infrastructure development to accommodate those vehicles. This bill has been incorporated into the larger Aviation Investment and Reform Act (AIR-21), sponsored by Senator Harry Reid (D-NV).

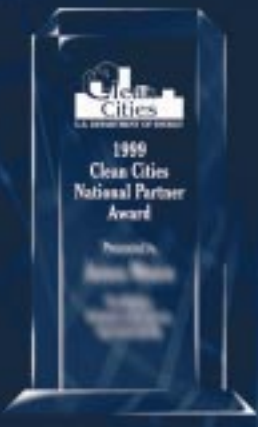
Reicher noted that it's time to evaluate EPart's 30% oil displacement goal by 2010. As part of this evaluation, it's important to determine if DOE's proposed public and private fleet rulemaking (watch for the official announcement) is necessary to meet EPart requirements. According to Reicher, DOE faces the following questions related to the proposed rulemaking:

- Will the light-duty AFV market survive without the private and local government fleets?
- Can we meet the oil displacement goals without including private and local government fleets?
- Can we draft a rule that is practical and flexible?
- Can we ensure AFVs will actually use alternative fuels?

Stay tuned to *AFN* for additional information on the proposed rule.

Reicher also provided a glimpse of the future direction of the Clean Cities Program. He said that although Clean Cities coalitions should continue to develop the market for AFVs, they should also start thinking ahead to promoting advanced technology vehicles.

PIX 07867



## 2 Clean Cities National Partner Awards

Another hallmark of the National Clean Cities Conference is the presentation of the National Partner Awards, which recognize outstanding alternative fuel and vehicle contributions made by companies, organizations, cities, states—and this year, for the first time—very special individuals. National Partners are not only celebrated at the conference, but are also ceremoniously inducted into the “Clean Cities Hall of Fame,” which was established in 1997.

### 1999 Clean Cities National Partners

#### Ford Motor Company

Ford offers the largest line of AFVs, which includes 12 models of cars and trucks powered by electricity, ethanol, natural gas, and propane. Ford also offers incentive money for infrastructure development, funding for fleet manager workshops, and has announced a \$3 million program to support the CNG marketing efforts of 12 Clean Cities coalitions.

#### H.E. Butt Grocery Company

H.E. Butt (H.E.B.) is one of the largest private supermarket chains in the nation, and a shining example of a successful niche market fleet. The company remains an active member of the Greater Houston Clean Cities Coalition, and so far, has converted 18 of its 60-vehicle fleet in Houston to liquefied natural gas. Once complete, these conversions will prevent the release of 69,000 pounds of pollution each year. H.E.B. is also expanding its efforts in Houston by becoming an active member in two other Texas Clean Cities—the Alamo Area Coalition in San Antonio, and Greater Coastal Bend Coalition in the Corpus Christi area.

#### New York State Energy Research and Development Authority (NYSERDA)

NYSERDA champions the development of alternative transportation products and AFV deployment throughout New York; provides technical information through its Clean Cities Sharing Network, a knowledge and exchange forum for nearly 400 Clean Cities stakeholders; and supports legislation, which has included New York's Clean Water/Clean Air Bond Act. Passed in 1996, the Act resulted in \$55 million designated for clean fuel projects, including an incentive program for alternative fuel buses that NYSERDA now manages.



DOE's David Leiter presents Clean Cities National Partner Award to Ruth Horton of the New York State Energy Research and Development Authority.

#### Pierce Transit

Pierce Transit is a long-standing alternative fuels advocate and an exemplary niche market fleet. The Tacoma, Washington-based fleet was one of the first public transportation fleets in the nation to convert—in 1986—to alternative fuels. At present, 117 of Pierce Transit's 172 peak-pull buses (those which operate during the heaviest hours of the day) run exclusively on CNG. Plans call for the entire fleet to operate on alternative fuels by 2003. As a Puget Sound Clean Cities stakeholder, Pierce Transit promotes its environmentally friendly buses through outreach and colorful bus designs that denote the CNG buses as “Clean Machines.”

#### Southern Company and its subsidiary, Georgia Power

Southern Company has taken extraordinary measures to promote the use of electric vehicles (EVs) in its home state of Georgia. Its subsidiary, Georgia Power, a stakeholder in Clean Cities-Atlanta Coalition, has loaned EVs to more than 100 companies in an effort to familiarize decision-makers with AFV technology and encourage them to incorporate EVs into their fleets. Georgia Power also offers a reduced-cost EV leasing program to its employees. All of these efforts are increasing the number of EVs on the road and propelling the Peachtree state to the forefront in EV market development.

#### Tulsa Public Schools

Tulsa Public Schools has been championing alternative fuels since 1988 and, as an active member of the Tulsa Clean Cities Coalition, has steadily built its alternative fuel fleet. Last year, the school district purchased 104 new AFVs, bringing its AFV fleet to a total of 190 vehicles. The Tulsa Public Schools' CNG fleet, which now includes 147 school buses in addition to maintenance and driver education vehicles, represents one of the nation's largest alternative fuel fleets. The school district's crew of 32 certified AFV technicians maintains all of Tulsa's AFVs.

## Yellow Cab Company

Yellow Cab Company, another successful niche market fleet, is a participating member of the Capital Clean Cities of Connecticut Coalition (designated June 21, 1999). Through its partnership with Connecticut Natural Gas and Manchester Honda, Yellow Cab has purchased 31 natural gas-powered Honda Civic GXs. Not only do the new vehicles significantly reduce emissions, compared to the gasoline vehicles they replaced, but their "AFV choice" is also saving the company money on fuel and maintenance costs and setting an example for other fleets to follow.

### Past National Partners Winners

This year's National Partners will join the following award winners from previous years in the Clean Cities Hall of Fame:

- American Honda Motor Company
- Ford Motor Company
- General Motors
- Governors' Ethanol Coalition
- New York City Clean-Fuel Taxi Program
- The state of California
- Supershuttle
- United Parcel Service
- U.S. Department of Defense
- U.S. General Services Administration
- U.S. Postal Service

## Jim Moore

Under the leadership of Jim Moore, the Lone Star Energy Company has led the development of the alternative fuels market in Texas, specifically in the Dallas/Fort Worth Area. Moore, who retired as President of the Alternative Fuels Division at Lone Star, has been instrumental in developing and commercializing a natural gas refueling infrastructure that supports CNG and LNG applications for both public and private sector customers. Lone Star, either directly or through partnerships, has designed, built, and continues to operate 30 refueling stations. The company has also converted more than 4,000 vehicles to natural gas.

"My advice to [Clean Cities stakeholders] is to keep on keeping on. You're on the side of angels."

— Jim Moore



DOE's David Leiter presents Clean Cities National Partner Award to Jim Moore (Now retired) of Lone Star Energy.

PIX 07877

## 3 Automakers Share the Stage

Thomas Foltz, President, Clean Fuels Strategies, chaired the automakers' panel, "Meeting the Transportation Challenges for the New Millennium." After a short debate over the correct pronunciation of the word "niche," (referring to specific markets ideally suited for AFVs), Foltz introduced the first speaker, Stephen Ellis, from American Honda Corporation. Ellis discussed several of Honda's AFV efforts, including the CNG Civic GX demonstration program, the Budget EV Rental Car partnership, Clean Cities coordinator training, Yellow Cab Company CNG expansion, and a partnership with FuelMaker, Inc.



Honda Insight, hybrid electric vehicle



Automakers' Panel - Pictured left to right: Steve Ellis, American Honda; Mark Perry, Nissan North America; Mark Warren, GM; Moderator Tommy Foltz, Clean Fuels Strategies; Mike Clement, DaimlerChrysler; Ed LaRocque, Toyota Motor Sales, USA, Inc.; Larry Robin, Ford Motor Company

Ellis teased the audience with hints of a rollout for the new Honda, previously code-named "VV," which has since been officially named "Insight." On the last day in the exposition hall during the Honda-sponsored lunch reception, the shiny hybrid-electric car was unveiled. View the Insight at <http://www.hondahybrid.com>.

Next, Mike Clement of DaimlerChrysler gave an overview of DaimlerChrysler's AFV offerings. Clement specifically mentioned the vehicles that come with an AFV

PIX 05776



## Ride and Drive

Conference attendees hit the streets of Louisville behind the wheel of the AFV of their choice, and this year, there were more choices than ever before. Vehicles available for test drives included the Nissan Altra EV, Toyota's hybrid-electric Prius and RAV4 EV, Honda CNG Civic GX, a CNG Ford Expedition Checker cab, DaimlerChrysler's CNG Dodge Ram van, GM's EV1, and more. The EV1 was in high demand among the test drivers—the waiting list spanned the entire day.

In a first time Clean Cities appearance, Planet Electric showcased several of its zippy recreational vehicles. EVs available to test-drive included a Ford Model T replica, a top-of-the-line golf cart available through the Sharper Image catalog, and the "Raptor," a high-performance utility vehicle. The golf cart has a range of 60 miles, and a top speed of 40 miles per hour.

PIX 08072



Alternative Fuel Hotline's Meredith Willey tests out the Nissan Altra at the Ride and Drive

GM EV-1 parked outside the Louisville Slugger Museum



PIX 07858

option. The E85 flexible-fuel minivans are the best-selling AFVs on the road today. The CNG vans and wagons all meet super ultra low-emission vehicle standards. And the electric minivans (available only in California and New York in limited quantities) are becoming more viable because the range has increased and the battery cost is gradually decreasing.

Larry Robin of Ford Motor Company presented an impressive list of AFV offerings—the longest list of any original equipment manufacturer—which includes 12 different light-duty vehicle models in a variety of fuel types. Robin also noted Ford's 30 years of experience in the alternative fuel business. The new propane-powered Ford Excursion, which seats nine people, on display in front of the Kentucky Derby Museum, was a hot topic during the week.

Mark Warren spoke of the General Motors (GM) AFV Program, and shared GM's broad range of alternative fuel accomplishments, which include natural gas, propane, and electric vehicles. Warren expressed that teamwork is important to make alternative fuels successful, saying that the Clean Cities coordinators need a team and, "you're in the driver's seat."

"This is the year of the coming-out party," added Mark Perry of Nissan, referring to the Nissan Altra four-passenger wagon vehicle that runs on lithium ion batteries. The Altra recharges using the inductive charging system, and has a range of 80-85 miles. Nissan employees and utility customers currently drive 30 Altras in California, and by the end of calendar year 2000, another 100 will be in place.

Ed LaRocque pointed out that Toyota's largest U.S. manufacturing plant is right here in Kentucky. He also announced that the RAV4 was the top-selling EV in 1998. More than 400 EVs have been leased since November 1997. The CNG Camry, which was on display in the exhibition

hall, will be available later in 1999. And don't forget the hybrid-electric Prius, which will also be available soon in the United States.

PIX 07881



PIX 07883



PIX 07884



PIX 07885



Clockwise from top left: Steve Ellis, American Honda; Larry Robin, Ford Motor Company; Mark Perry, Nissan North America; Ed LaRocque, Toyota Motor Sales, USA, Inc.

# 4

## All Ears Tuned to the Heavy-Duty Panel

The Tuesday morning plenary session kicked off with a question posed by medium- and heavy-duty vehicle panel moderator, Cliff Gladstein, President of Gladstein and Associates, "How can our industry focus on what maximizes reduced emissions and petroleum displacement?" The answer was quite clear to the panel members—all enthusiastic users of alternative fuel trucks and buses, who were eager to share their experiences. The first presenter was Michael Moynahan, Transportation Systems Manager for H.E.B. Grocery Company based in Houston, Texas. Moynahan said alternative fuels have a positive impact on the environment and air quality, but that patience is required because this is an emerging industry. His drivers, who were won over by the increased power and reduced noise level in the cab, have supported the success of Moynahan's heavy-duty truck fleet. Moynahan strongly encouraged developing relationships with the drivers to gain first-hand knowledge of the vehicles' performance when running on alternative fuels.

Michael Andre, Supervisor of Transportation, Lower Merion School District, Pennsylvania, shared his experiences with the 94 CNG school buses in the school district, and announced they recently drove their one-millionth mile. Andre shared five lessons learned that he believes are key to success: 1) strong leadership, 2) a focused objective, 3) the commitment of the entire organization (personnel that believe in the program), 4) vehicle investment (based on commitment of manufacturer), and 5) fueling (quality, not cost). According to Andre, "the bus drivers supported the program from the beginning and are the biggest advocates of the CNG buses because the buses are clean, quiet, and non-intrusive."

David Clark, Manager, Vehicle Maintenance Operations and Programs for the USPS, spoke about the USPS AFVs, which total more than 18,000 vehicles. The fleet has had success trying new technologies, decreasing emissions,



facilitating infrastructure requirements, and meeting EPA and CAAA requirements. Clark stated that USPS projects significant AFV purchases in the future, which will help the agency to meet its mission: "to deliver mail on time, all the time!"

Traffic in the metropolitan Washington, D.C. area is among the worst in the nation—second only to that in Los Angeles. That's one of the reasons why Branco Vlacich, Fleet Services Coordinator for Montgomery County, Maryland, made the alternative fuel choice. Vlacich noted the benefits of using CNG to power the county's vehicles, which include buses: high-occupancy vehicle (HOV) lane access, ready availability of fuel, increased vehicle life expectancy, and cost. He also noted the many future opportunities on the horizon for CNG, such as federal and state tax deductions, partnerships, manufacturer incentives, and more.



Branco Vlacich, Fleet Services Coordinator, Montgomery County, Maryland

PIX 07878

## 5 Excitement at the Table Talks Filled the Ballroom

For the second year in a row, the table talk sessions were a huge success. What are table talks? It's a simple concept that has proven to be successful and beneficial for conference attendees. Table talks were introduced at last year's Clean Cities Conference to give attendees the opportunity to interact personally with experts in different areas of the alternative fuel arena. If you were curious about how to become a Clean Cities Coalition, you could attend the table talk entitled, "From the Ground Up! Starting your own Clean Cities Coalition." Twenty-six table talks on the first day and 18 on day two covered issues from airports to national parks, buses to bikes, and



everything in between. The high energy levels and inquiring minds that filled the Seelbach Hilton Grand Ballroom reflected the importance of the issues being discussed.

Exceptional interest was paid to sessions on fuel cells, publicity 101, transit buses, and EPart. Greg Dolan, American Methanol Institute, and Patrick Davis, U.S. Department of Energy, teamed up to lead the table talk entitled "Fuel Cells: Looking Beyond the Internal Combustion Engine." They were bombarded with questions regarding fuel cell technology development, infrastructure needs, and potential barriers to the fuel cell technology.

The table talk, "Publicity 101: How to get your Partnership in the News," was filled with people wanting to know how to make their Clean Cities stories newsworthy. Coordinators seek to publicize the program effectively,



Shannon Richardson/PIX 07880

The table talk, "Publicity 101: How to get your Partnership in the News" was one of the more well attended sessions.

but many do not have the necessary tools. Donald Rheem, ICF Consulting Group, hosted this discussion by sharing some insight from his years of experience as a reporter and journalist. Rheem gave helpful tips on how to develop a message that catches the interest of the media, and how to get that message out quickly and effectively (see keynote presentations, p. 5).

DOE's Ken Katz led the "EPart Update" table talk, and answered many questions about the upcoming municipal and private fleet rulemaking. This table talk also included discussions on the Interim Final Rule on the biodiesel fuel use credit that was published in May. This rule establishes procedures for fleets to obtain credits for specified quantities of biodiesel fuel usage. From there, the discussions turned to a Final Rule for the P-Series fuels, which adds the three specific P-Series blends (pure regular, pure premium, and pure cold weather) to the regulatory definition of "alternative fuel."

The CNG transit bus table talk, facilitated by Branco Vlacich and James Rippeon of the Montgomery County government in Maryland, also drew a lively crowd. The two expanded on Vlacich's earlier panel presentation, fielding questions and discussing challenges, costs, and expansion planning associated with operating CNG-powered buses.

These are just a small sample of the 2-day, action-packed sessions. The ballroom was vibrant with intense and lively discussions running the gamut on alternative fuels. Next year we'll be looking for additional topics. For more details on the table talks, visit the Clean Cities Web site for summaries and conference proceedings at <http://www.ccites.doe.gov>.

## 6

### Town Hall Meeting

The big white box sat on the registration desk decorated with nothing but a big black "?". Conference attendees dropped their questions into the box, questions that would be submitted for the first Clean Cities Town Hall Meeting. The meeting was hosted by DOE's David Leiter, Principal Deputy Assistant Secretary for Energy Efficiency and Renewable Energy, and David Rodgers, Director of the Office of Technology Utilization. The "town hall" forum presented an open question-and-answer venue that allowed



members of the audience to actively engage in dialogue with the DOE representatives. The two Davids fielded questions on AFV legislation and regulations, DOE's fiscal year 2000 budget request, funding for AFV projects, status of the P-Series as an alternative fuel, B20, Tier II emissions standards, hybrid vehicles, and much more.

David Leiter started the discussion with an update on the various pieces of alternative fuel legislation that have been introduced in the 106th Congress. He specifically mentioned Representative Boehlert's Airport Improvement Act, and Rockefeller's tax incentive package for alternative fuels and vehicles. David Rodgers presented a regulatory update on EPart requirements, recent announcements on biodiesel and P-Series fuels, and the municipal and private fleet rule under development. Audience questions included the Department of Transportation's final guidance on the clean fuel formula grant program, federal agencies' use of alternative fuel to power bi-fuel vehicles, Clean Cities Coordinator funding, measures of success for the Clean Cities Program, EV charging infrastructure, emission credits under EPart, and the official status of hybrid electric vehicles as AFVs under EPart. The town hall meeting was a useful "vehicle" for promoting conversations between DOE and the Clean Cities Conference attendees.

## DOE: Weathering the Storm Takes Teamwork

There were no bathrobes this year, but DOE's Deputy Assistant Secretary for Transportation Technologies, Tom Gross, was a hit with his impression of "The Thinker" in this year's conference opening video. The video, which premiered Monday morning, kicked off with a whirlwind tour of Louisville's most famous attractions, including a statue of the city's namesake, King Louis, and a replica of Rodin's famous bronze statue, "The Thinker." The statue then transposed to become Tom Gross, his head resting on his hand, deep in thought.

According to Gross, there's a lot to think about when it comes to alternative fuels. Our nation's oil imports continue to reach historic highs. The United States continues to send one billion dollars somewhere else for oil each week. Transportation accounts for a substantial portion of our country's air pollution, and by next year, the transportation sector will have become the fastest growing and single largest contributor of U.S. greenhouse gas emissions. But, Gross said, think about this: "We can help reduce pollution, reduce our dependency on foreign oil, and create our own economic opportunities by making the alternative fuel vehicle choice." It's an important message for everyone.

On Tuesday, Gross again took the stage with a multimedia presentation entitled, "Meeting the Transportation Challenges for the New Millennium: Full Speed Ahead." In it, he described the situation we face—our nation's growing petroleum consumption in the transportation sector, urban pollution problems, and the perceived threat of global climate change. The captivated audience experienced a demonstration of these concerns firsthand, as the lights dimmed, storm clouds gathered on the screen, and thunder rumbled in the distance. Gross continued painting a picture of rising U.S. dependence on petroleum, as world oil reserves are depleted and consolidated in OPEC

nations. As the sky grew darker and the thunder boomed, Gross took shelter in an ark, as he continued the analogy by saying that the alternative fuels industry is building an ark that will carry our nation to safety, should the impending storm strike. Next, the audience was transported to a woodshop. With the

sounds of hammers and saws behind him, Gross suggested that the raw materials for this ark are the technologies that Clean Cities stakeholders are working to develop and promote. He pointed out how the keel of the ark has been built through the successes of Clean Cities partnerships across the country. The continued efforts of coalitions throughout the Clean Cities network will guarantee safe passage through storm clouds we face in the future. "Partnerships are the key to our success," he said.

The conference also offered an opportunity for Clean Cities stakeholders to meet the program's newly appointed director, Shelley Launey. She made her Clean Cities Conference debut on opening day, with the welcoming remarks and introduction of special guests. On Tuesday afternoon she presented "Clean Cities Today and Tomorrow." Launey, who was also the very first Clean Cities Program Director, provided a unique perspective on the accomplishments of the program in the past 5 years. The number of Clean Cities continues to grow, as does public interest and the number of people exposed to the program and the benefits of AFV use. She reported on the availability of the Advancing the Choice tools derived from the Clean Cities Game Plan, specifically the Preferred Fleets Database and the AFV Fleet Buyer's Guide, and the new publications that are also at the fingertips of anyone interested in purchasing an AFV. Launey spoke to what lies ahead for Clean Cities as we look toward the new millennium. Most important will be a renewed focus on increasing the number of AFVs on the road in Clean Cities. And accompanying increased AFV use, of course, will be alternative refueling station development.

Other hot topics on the horizon for the Clean Cities Program, according to Launey, will be an effort to increase the use of AFVs in national parks, as well as in other niche markets. Clean Cities stakeholders can also look forward to the arrival of Clean Cities, Inc. (see funding workshop section, p. 14 for details). And 1999 will mark the formation of a new partnership with EPA to increase State Implementation Plan credits for AFVs, along with improved Clean Cities Coordinator surveys and designation guidelines. Launey unveiled the Clean Cities Memorandum of Understanding (MOU) renewal process, which will affect those cities with MOUs nearing expiration on their 5-year anniversary as a coalition. She also introduced the idea of bringing advanced technology, high-efficiency vehicles into the Clean Cities portfolio.



Shelley Launey, Clean Cities Director, speaking at the Kentucky Derby Museum Reception

## Clean Cities Coalition Awards

The Clean Cities Coalition awards pay special recognition to local programs that have excelled in a particular area of the Clean Cities arena, such as AFV acquisition, infrastructure development, stakeholder recruitment, or fundraising. The awards selection is based on the information collected from the annual Clean Cities coalition reports (an added incentive for on-time submission) and helps to showcase many of the successful efforts that other coalitions may wish to duplicate in their own communities. Marcy Rood, National Clean Cities Program Deputy Director, presented the 1999 Coalition awards during a special general session held Tuesday afternoon.

### 1999 CLEAN CITIES COALITION AWARD WINNERS

#### **Eager Beaver Award**—*best new Clean Cities program plan*

Capital District Clean Communities (Albany, NY area) Stakeholders from the Capital District coalition demonstrated a clear commitment to AFV market development with their detailed program plan, which earned designation approval quickly. The Capital District plan outlines specific stakeholder commitments to nearly double the current number of AFVs and to build a system of 17 additional refueling facilities to support vehicle purchases. The plan rests on a strong base of support, with stakeholders including the state of New York, local government, utility, and university fleets, as well as several niche market fleets already operating AFVs.

#### **Empire Award**—*awarded for successful new stakeholder recruitment*

#### **San Diego Regional Clean Cities Coalition**

Recruiting new stakeholders for a Clean Cities coalition is a little like building an empire to fortify current AFV market development efforts. In 1998, the San Diego Regional Clean Cities Coalition added 19 new stakeholders to its coalition.

#### **A Few Good Fleets Award**—*for the highest number of "niche market" fleets*

#### **Kansas City Regional Clean Cities Coalition**

In his now famous "Starbucks" speech presented at the Third Clean Cities Conference in Long Beach, DOE's Tom Gross described how all it takes are just "A Few Good Fleets" (niche market fleets) to jumpstart AFV market development. Kansas City Regional Clean Cities includes more than just a few of those good fleets, which include delivery companies, taxis, car rental companies, and shuttle services.

#### **Gold Star Award**—*for successful refueling/recharging infrastructure development*

#### **Los Angeles Clean Cities Coalition**

Another main objective of the Clean Cities Program is to build the refueling infrastructure necessary to support the growing number of AFVs. Under the Quick Charge L.A. Program, Los Angeles developed an extensive

network of 200 electric recharging sites.

#### **Legal Eagle Award**—*two awards for successful efforts to promote AFV legislation*

#### **Clean Cities—Atlanta**

The state of Georgia now issues special license plates to help distinguish AFVs from other vehicles and allow their use in HOV lanes, regardless of the number of passengers. In addition, thanks in part to the coalition's efforts, the state now provides a \$1,500 tax credit for AFVs that are certified low emission vehicles.

#### **Chicago Area Clean Cities Coalition**

The coalition played an integral role in the approval of Illinois SB 1840, a bill that provides rebates for AFV buyers of up to \$4,000 per vehicle.

#### **Madison Avenue Award**—*for the most outstanding public outreach effort*

#### **Colorado Front Range Clean Cities Coalitions**

This year, the Denver, Colorado Springs, and Weld/Larimer/Rocky Mountain National Park Clean Cities Coalitions coordinated a joint public outreach effort that included a corridor newsletter; a market development plan; recruitment programs to increase stakeholder numbers; a monthly legislative ledger; an alternative fuel exposition and other AFV events; a corridor alternative refueling station map; ads at Denver International Airport; billboard signage; and local press coverage in local newspapers, magazines, and on television.

#### **Movers & Shakers Award**—*for the greatest increase in AFV numbers*

#### **Maricopa Association of Governments Clean Cities Program**

Increasing the number of AFVs on the road is the major priority for the Clean Cities Program. In 1998, Maricopa stakeholders added more than 1,000 AFVs to their fleets, including 826 CNG vehicles, 25 LPG vehicles, and 155 LNG transit buses.

#### **Rain Maker Award**—*for the most successful fund raising effort*

#### **Los Angeles Clean Cities Coalition**

One of the important benefits of Clean Cities is the partnerships fostered by the program that help to organize AFV efforts and effectively leverage funds from many different sources. In 1998, Los Angeles Clean Cities was awarded more than \$2.5 million in grant funding to support local AFV efforts.



DOE's Tom Gross presents Clean Cities Coalition "Madison Avenue" Award to Deb Kielian, Denver Clean Cities Coordinator and member of the Front Range Clean Cities Corridor.



## 9 Funding Workshop

Looking in on the fundraising workshop, no one would have guessed it was the third and final day of the conference. The room was packed with Clean Cities stakeholders, eager to learn how they could get their piece of the pie. And according to the panel of speakers, it's a big pie. Doug Howell, Transportation Director at the Environmental and Energy Study Institute, served as panel moderator. Following his introductory remarks and a brief, but enthusiastic discussion of the funding available for clean bus projects, he introduced the first speaker, Peter Wolk.

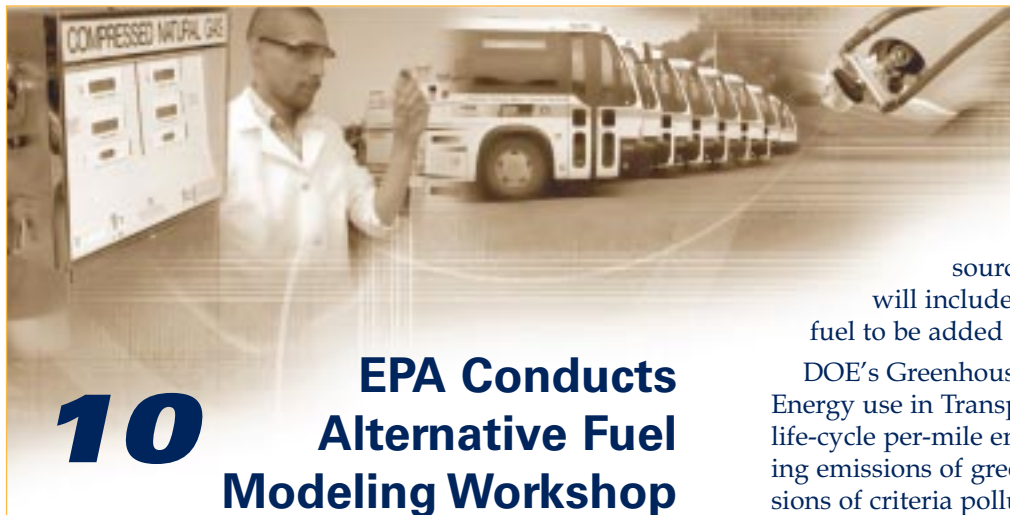
Wolk, Executive Director of the National Center for Nonprofit Law, unveiled a new way for Clean Cities coalitions to tap into the \$6 billion in foundation funding that is awarded annually to environmental, educational, and health-related organizations. It's called Clean Cities, Inc., and is a new national platform for Clean Cities funding opportunities. Before Clean Cities, Inc., coalitions seeking grant money from private foundations were required to incorporate and file for 501(c)(3) nonprofit status with the IRS. With the inception of Clean Cities, Inc., coalitions will not have to go through the process of applying for 501(c)(3) status with the IRS. "Clean Cities, Inc. provides immediate 501(c)(3) status for any coalition that follows the criteria to become a chapter," said Wolk. Any coalition that is incorporated may become a chapter of Clean Cities, Inc., and receive fundraising assistance. Affiliation with the national organization also gives chapter coalitions more credibility and fundraising ability, including eligibility for national funding not available to individual coalitions. And it's ready to go now. According to Wolk, "Clean Cities, Inc. is now recognized by the IRS as a 501(c)(3) organization and is poised and ready to start accepting coalitions as affiliates." For more information on Clean Cities, Inc., contact your DOE Regional Clean Cities contact.

So if your coalition decides to become a nonprofit, then what? That's what the next featured speaker, Erin Russell, took the podium to discuss. Russell, the Northeast Ohio Clean Cities Coordinator, provided an overview of the types of foundations that award grant money and the basic components of a grant proposal, as well as a few tips for successful proposal writing. "Make it as easy as possible for the foundation to give you money," she said. Ways to do this include clear identification of project goals and objectives, simple language, use of stakeholder connections, and use of leveraged or matching funds. Russell also provided a list of resources that coalitions will find helpful in researching foundations that award grant money to organizations like Clean Cities, including The Foundation Center. For more information on The Foundation Center, check out: <http://www.foundationcenter.org>.

The panel then turned to Congestion Mitigation and Air Quality (CMAQ) and the ways in which coalitions can work with local governments to apply for and receive funding. Mike Savonis, Team Leader, Air Quality Policy, U.S. Department of Transportation, first provided an overview of the CMAQ program, and described a few of the ways in which coalitions can "make the case for AFVs," including emphasizing the emissions benefits of AFVs and proposing projects using publicly owned equipment. He was followed by Dan Lefevers, Chair of the Chicago Area Clean Cities Coalition, who described how his coalition was awarded \$2 million in CMAQ funds for alternative refueling infrastructure development in Chicago. Lefevers relayed many helpful hints and lessons learned from his own experience with the CMAQ application process, including the importance of maintaining a focus on the project criteria, and specifically, air quality and the project's emissions benefits. Perhaps even more importantly, however, was the Chicago stakeholders' persistence. One of the keys to their success, according to Lefevers, was their continual letter writing, constant phone calls, organization of support, and work to ensure that all of the key players in the city were "on board" with their projects.

The third and final segment of the fundraising workshop involved the DOE State Energy Program (SEP) Special Projects Grants. Kim Cresencia, San Diego Regional Clean Cities Coordinator, shared her experiences with the SEP process, and described how the San Diego coalition has been successful in receiving SEP funds to support projects like the Regional Transportation Center (see *AFN*, Vol. 3, No. 1 for more information). DOE's Ernie Rios, Clean Cities Program Manager for the State of California, followed Cresencia, and reiterated her tips for "staying short, sweet, and to the point," in SEP proposal writing. Rios also recommended a straightforward approach to answering questions, without any "fluff" that proposal reviewers must wade through to find specific information about the project.





# 10 EPA Conducts Alternative Fuel Modeling Workshop

It was a sunny day in Louisville when the Clean Cities Conference came to a close, but rather than pack up and leave for the airport, many attendees headed to another room in the Seelbach for the Environmental Protection Agency's (EPA) alternative fuels modeling workshop. The workshop was designed to identify the current vehicle emission modeling strategy, and gather feedback on how it can be improved. Improvements would require identifying data needs, and exchanging information and ideas that can be used for future modeling. The large turnout demonstrated the overwhelming interest in this issue.

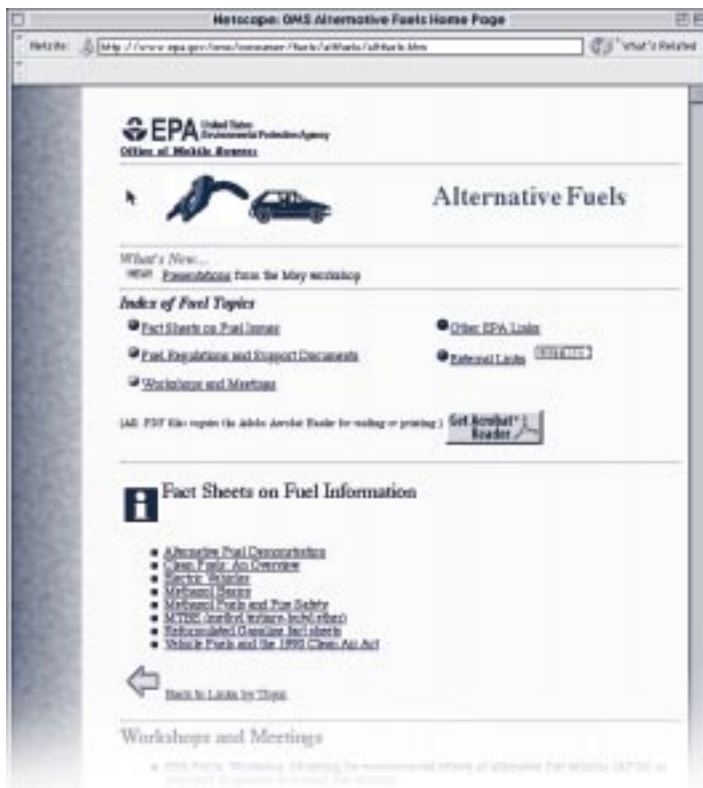
Three sessions were included in the workshop: (1) modeling the vehicle, (2) modeling life-cycle emissions from production of fuels, and (3) presentation of viewpoints. Several presentations were given by the workshop panel, which included representatives from U.S. EPA, U.S. DOE, Clean Cities coalitions, DOE's national laboratories, auto manufacturers, and other organizations. The presentations

covered the different models currently used to quantify vehicle emissions. EPA's MOBILE model calculates emission factors for highway mobile sources for gasoline and diesel, and soon it will include CNG, which is the first alternative fuel to be added to the model.

DOE's Greenhouse Gases, Regulated Emissions, and Energy use in Transportation (GREET) model estimates life-cycle per-mile energy use and emission rates, including emissions of greenhouse gases, energy use, and emissions of criteria pollutants. One purpose of the workshop was to learn from the audience what is missing between these two models, and what could be done to improve the data sources and obtain more accurate information.

David Rodgers, Director of DOE's Office of Technology Utilization, noted that although a lot of good emissions data have been learned about the alternative fuels industry, "we need to communicate that information to the people who can use the data." He strongly encouraged interaction between the Clean Cities network and the state air quality planners, so that those intending to use them properly understand the air quality models. Rodgers welcomed all the people who are working on alternative fuel issues and emissions issues to be part of the "Clean Cities family" by sharing the goals of promoting alternative fuels that benefit the environment.

In closing the 3-hour workshop, the audience had a brief opportunity to ask questions of the panel. Although there was limited time to address the complexity of this issue, it was expressed by Barry Garelick, EPA Environmental Protection Specialist, that the chain of communication should continue. Garelick welcomed all participants to contact him at 202-564-9028 or e-mail [garelick.barry@epa.gov](mailto:garelick.barry@epa.gov). For more information on EPA's alternative fuel work and upcoming projects, visit <http://www.epa.gov/oms/consumer/fuels/altfuels/altfuels.htm>.

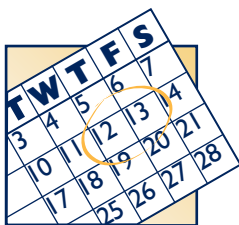


## Conference Wrap Up

Three-and-a-half action-packed days for Clean Cities in Kentucky—a celebration of successes from the past 5 years, and a look forward as the program forges ahead to the new millennium. The 1999 Fifth National Clean Cities Conference in Louisville was another astounding success. We look forward to seeing you in San Diego in May of 2000 for the Sixth National Clean Cities Conference!

**National Alternative Fuels and  
Clean Cities Hotline**

National Renewable Energy Laboratory  
1617 Cole Blvd., MS/1633  
Golden, CO 80401-3393



## Upcoming Conferences and Events

**NPGA 1999 Northeast Convention and Trade Show**

September 17–19, 1999

Toronto, Ontario, Canada

Contact: Susan Metcalf, 905-822-4111, ext. 515

**17th National Natural Gas Vehicle Conference and  
Exhibition**

October 3–5, 1999

Minneapolis, Minnesota

Contact: NGVC, 703-527-3022

**EVS16, 16th International Electric Vehicle Symposium**

October 13–16, 1999

Beijing China

Contact: China Electromechanical Society at  
+86 106853 3347

**Fuel Cell Conference**

October 25–28, 1999

Nevada

Contact: Desert Research Institute at 775-674-7043

**Border Energy Forum VI**

November 9–10, 1999

San Antonio, Texas

Contact: Texas General Land Office at 512-463-5039

**1999 North American EV & Infrastructure  
Conference and Exposition**

November 17–20, 1999

Atlanta, Georgia

Contact: Pam Turner, 650-365-2667



Armed with all the necessary paperwork, including his copy of AFN, DOE's Dan Reicher greets Ford's Martin Zimmerman