

# Stakeholder Update



A Bi-Monthly Newsletter

July/August 2011

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## PLATINUM, DIAMOND, AND GOLD STRATEGIC PARTNERS



## Director's Message

As an organization, we follow the Ghandi maxim: "Be the Change." Personally, it has been the driving force behind my passion and dedication to changing the way people think about transportation. Over my 6 years with Virginia Clean Cities, I've had the pleasure of meeting thousands of incredible people that understand the energy challenges we face, the significance of transportation in the energy conversation and that a business as usual approach isn't going to work. Many of those people are you, our dedicated stakeholder partners and members.

Thus my decision to move on to tackle a new challenge as Eastern Region Fleet Sales Manager for ROUSH CleanTech is bittersweet. You have provided me with so many "ah hah" moments, have introduced so much joy into my life and have fueled me on days when I'm running on fumes. Your partnership and engagement has pushed me

and our coalition to continue evolving and striving for success.

While we spend nearly a million dollars a minute importing oil, Virginia stands as a leader in exploring and utilizing domestic fuels. Together, we displaced more than 7 million gallons of oil in Virginia last year, avoiding more than 40,000 tons of greenhouse gas emissions. Together, we have accomplished unprecedented results in AFV deployment in recent years, and continue to push for even greater success. And together, we are laying the foundation for the new energy economy.

In closing, as I was reflecting on what Clean Cities has meant to me, it is impossible for me to summarize my feelings in a couple short paragraphs. I'm humbled by how much I've been blessed with professionally and as a human being. The friendships I've gained, insight and knowledge I've been exposed to and the cooperative understanding that what we are doing is

much bigger than ourselves I've observed is astonishing.

Transformation requires stepping outside of our comfort zone, finding new ways to see and communicate, getting our hands dirty and believing we can change anything. I am confident that with the help of you, VCC will continue to transform the way people think about our transportation system and will be a key facilitator of that conversation. I look forward to participating and supporting the coalition in my new role.

Thank you for all that you have given me and all that you will continue to give Virginia Clean Cities!

Be the Change,

Chelsea Jenkins  
Executive Director



## Chesapeake Announces CNG Project

City Manager William E. Harrell announced on July 21 that Chesapeake will convert its fleet of solid waste collection trucks from diesel fuel to cleaner burning compressed natural gas (CNG). As part of the conversion, the City will construct a CNG refueling station for use by the solid waste fleet and the public. "This conversion is just one of many steps the City is taking based on City Council's Sustainability Initiatives to enhance our environmental stewardship," said City Manager Harrell. "We recognize that our resources, natural and economic, are finite, so when we find a project like this which enables us to extend both, we naturally want to make the most of the opportunity."

Municipalities or other fleet operators interested in accessing the Chesapeake CNG facility are asked to contact Chesapeake's Fleet Manager, George Hrichak, as soon as possible. "As we start the design process for the CNG station we want to ensure the station is expandable and has the capacity to meet our present and future fueling needs," Hrichak commented. "Taking into consideration the future fueling needs of the local public and private fleets is crucial to the success of the station." Hrichak may be reached at 382-3375, which is also where the public can call if they have questions about CNG use for Chesapeake vehicles.

## President Obama Announces New Fuel Standards

On July 29th, President Obama announced new standards to increase fuel efficiency and reduce greenhouse gas pollution for all new cars and trucks sold in the United States. The new standards would require new cars and trucks for model years 2017-2025 to have a minimum performance capability of 54.5 mpg and to reduce greenhouse gas emissions to 163 grams per mile.

The standards will likely save consumers an estimated \$1.7 trillion dollars in fuel costs over the life of their vehicles. Families will also benefit from an estimated \$8,200 in fuel savings over the lifetime of a new vehicle. The new standards will also reduce America's reliance on foreign oil. The standards program will save an estimated 12 billion barrels of oil, which is nearly four years worth of oil consumption at current levels. They will also significantly reduce carbon dioxide pollution.



## Governor McDonnell Announces PPEA

The Commonwealth of Virginia is seeking ideas from the public and private sector to replace state-owned vehicles with potentially cleaner, cheaper, domestic alternative fuel vehicles. It seeks to do so in a manner that does not result in significant additional cost to the Commonwealth, and intends to be budget neutral in the implementation of any strategy that may be negotiated and selected. With more than \$4.7 million spent annually by the state on imported fuel for the government vehicles, this is an opportunity to have a profound economic impact within Virginia.

In 2011, the General Assembly unanimously approved legislation proposed by the Governor, directing the establishment of a plan to replace state-owned vehicles that run on gasoline or diesel fuel, with vehicles that operate using alternative fuels. Alternative fuels include ethanol, propane, biodiesel, hydrogen and others as may be defined by alternative fuel providers or submitting entities.

The Commonwealth believes that resources available in the private sector can be leveraged through a public-private partnership to help the Commonwealth achieve its goal. If industry leaders in vehicle manufacturing, alternative fuel infrastructure, producers of alternative fuels and other alternative fuel experts partner with each other and with government, the Commonwealth hopes to be able to develop and implement a successful and cost-effective replacement strategy for state owned vehicles. Please partner with other parties, or contact Virginia Clean Cities if you would like assistance with this process.

View the PPEA at [PPEA-SOA 2011-07-22](http://PPEA-SOA 2011-07-22).

A Clean Cities TV video segment highlighting this announcement can be seen at [cleancities.tv](http://cleancities.tv).

## Alternative Fuels Signage

If your fueling station is publicly accessible, and provides compressed natural gas (CNG), E85, or LPG, you may be eligible for a supplemental message to showcase this alternate fuel. There are three options.

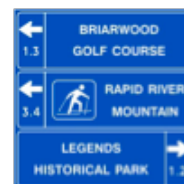
One option is the Logo highway direction sign under the "Gas" service. These signs are seen at each interstate exit at a base annual fee of \$1,000 or \$800 per direction, based on the average daily traffic count for your interchange. A supplemental message, such as CNG, E85, or LPG, may be included on the Logo business panel if part of the design of the panel. There is no additional annual fee for displaying the message beyond the \$1,000 or \$800, but you will have to order new Logo business panels to have the supplemental message added to an existing panel. That cost varies based on the number of colors in your design and the number of panels you are ordering.

Logo



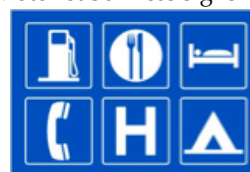
The second option is Tourist-Oriented Directional Signs (TODS) – this option is available for rural routes where no Logo background signs are displayed. They include text, distance information, and arrow and may include certain items like a gas symbol. The cost for this TODS option is \$450 per year, per sign with a \$100 initial application fee per sign.

TODS



The final option is the General Motorist Services signs. This signage does not have an annual fee, but the requesting business is responsible for the initial production and installation of the sign. That cost varies depending on the work needed. VDOT covers the maintenance costs associated with the General Motorist Services signs.

General Motorist



For more information, call Virginia Logos at 1-800-229-2809 or visit [www.virginialogos.com](http://www.virginialogos.com)

## Autogas Development Program Update

Thanks to a great collaborative effort from our Southeast Propane Autogas Development Program (SPADP or the Program) managing partners and much tested patience by our fleet and conversion center partners, Virginia Clean Cities is now reporting new bi-fuel propane vehicles on the road. The program has ramped up to a just under forty vehicle conversions per week throughout the Southeast. Aside from much preparation and planning to reach the primary and important milestone of vehicle conversions, the Program has reached several other milestones including: the release of two requests for proposals, adding more vehicles and partners to the program, and launching the marketing and outreach initiative as well as a robust training program. Funded by the American Recovery & Reinvestment Act and the U.S. Department of Energy Clean Cities, the grant program is converting more than 1,000 vehicles from gasoline to propane autogas and implementing more than 25 fueling stations across the Southeast. The Program is eliminating harmful vehicle emissions, reducing dependence on imported oil, and creating jobs.

An upcoming annual partner meeting will be held in conjunction with a propane road show set to take place in Atlanta in early November. If you are interested in hosting or partnering on one of our roadshows, please contact Jamison Walker at [jwalker@vacleancities.org](mailto:jwalker@vacleancities.org).

Our managing partners, fleets and conversion center partners share a common goal of making the largest autogas conversion program in the history of the United States a success story. We're excited to log miles and report propane consumption as we approach a rapid growth period within the Program.

## VCC Sits Down With John Phillips of Phillips Energy

The Virginia Clean Cities Biodiesel Conference has become a popular annual event, with this year's conference being held on Friday September 9th, at James Madison University. In light of this upcoming event, we sat down with John Phillips, president of Phillips Energy Inc., to find out how he got his start in the biofuel industry, and asked him to share his thoughts on the current state of biofuels in Virginia.

Phillips Energy, Inc. is a family-owned full-energy service provider to commercial and residential customers in the upper Tidewater area of Virginia. In addition to providing a wide range of petroleum based fuel products to the public, Phillips also carries a variety of alternative fuels, which are primarily dispensed at the Phillips Energy fueling station located in Hayes, VA. The facility is the first privately owned station in the Commonwealth to dispense three different alternative fuels, and was partially funded through a Department of Energy Clean Cities program grant. This follows Phillips' first

foray into biofuels in 2003, when the company provided biodiesel for buses in the Gloucester school system.

John believes that developing, marketing and selling bio-fuels is an important way to lessen our nation's dependence on foreign oil, increase our national energy security, promote economic opportunity in Virginia, and help improve the quality of Virginia's environment. There is no doubting the environmental benefits of alternative fuels, but John has found that price is the major factor that dictates whether or not consumers will use bio-fuels. Biodiesel continues to sell well as long as the price remains at or below the price of regular diesel. When asked for his thoughts about the role of government in supporting alternative fuels, John praised the steps that Governor McDonnell has taken so far to encourage private industry in Virginia to create infrastructure-building partnerships with the public sector. He believes that Congress must continue with a tax credit for bio-fuels to help them gain a competitive price with petroleum, and support the growth of an alternative fuels infrastructure.

Regarding his success in the alternative fuel business, John believes that you must be willing to look outside the box and be flexible. "I would rather have tried and failed," he

## Virginia EV Opportunities

Of note, the electric vehicle off-peak charging rate was approved. Electric vehicle consumers installing a second EV specific meter can pay half of the cost of electricity to charge overnight – averaging perhaps 41-49 cents to charge up. Options for this trial will be offered to 750 participants in Virginia for the pilot program.

On the deployment front, on July 19th, Nissan announced that the 2012 Leaf will launch in Virginia, as well as our neighbors DC and MD. This great news! Registrations for the 2012 Leaf began on July 25th. This makes 2012 a launch year for the Nissan Leaf, the Chevy Volt, and the Plug-In Prius from Toyota in Virginia, with the 2012 Ford Focus launching in Richmond.

There is also available training and certificate programs for electric vehicles in Virginia. The first is a Career Studies Certificate in Electric Drive Vehicles at J Seargant Reynolds Community College. For more information about this program, please contact Lawrence K. Schwendeman (804) 523-5938 phone or visit [www.reynolds.edu](http://www.reynolds.edu).

The second significant training opportunity is the Hybrid Electric Vehicle Technology course at Northern Virginia Community College, Alexandria Campus. The course content summary and a flyer for the course is available at Virginia Clean Cities' Partner site, [virginiaev.org](http://virginiaev.org). If there are any questions that you may have about the course please feel free to contact Ernest Packer at 703-845-4622.

said, "versus failed to try." He has a willingness to partner and try new things and this spirit of experimentation is tempered by a firm understanding of his business. "(You) must do your homework and determine what fits your company and your philosophy. If you have a strong base, your customers will follow you if you have a good product and it makes sense to follow you financially", John says. His advice to others thinking about the biofuel business is to keep a close eye on legislative activity in Washington D.C., but not to let the grass grow under their own feet. He encourages folks in all aspects of the industry to pursue grants and work with non-governmental organizations that support bio-fuels when they can, encourage government support, and take advantage of tax credits.

John credits his overall business success to the fact that he is passionate about his work, and that he cares deeply about the local community. "(My) philosophy is to be there to serve people, support them (in their daily lives and) in their time of need and give back." It is a philosophy that works, as Phillips Energy has enjoyed strong customer support in Tidewater Virginia for over 65 years. Thanks to sound management, a willingness to be flexible in seeking new products, and a strong guiding philosophy, Phillips Energy is poised to continue its long history of success in the energy business.



## Upcoming Webinars

VCC would like to bring your attention to some great educational opportunities in technology and propane autogas coming up! GreenRoad, a leader in driving performance and safety management, is offering a series of webinars with expert guidance on how to reduce fuel usage and idling in your fleet by tackling a major root cause – driving performance. Proven across 70,000 drivers worldwide, in all vehicle types and industries, GreenRoad transforms an organization's driving culture and delivers the best drivers on the road, dramatically reducing crashes, fuel consumption and emissions. Sign up at [www.greenroad.com](http://www.greenroad.com). Webinars are:

- *How to Improve Your Drivers' Performance in 60 Days or Less* -- 9/15 at 2 p.m.
- *Creating Clean Cities: How Your Drivers Can Dramatically Reduce Fuel and Emissions* – 9/29 at 2 p.m.
- *Why Driving Performance Matters to Your Bottom Line: "Green Driving ROI"* – 10/13 at 2 p.m.
- *Why Even Good Drivers Need Performance Management* – 10/27 at 2 p.m.

The Propane Education and Research Council (PERC) also offers their Third Thursday webinar series each month. These are free webinars focused on propane engine fuel. These webinars are always informative so mark your calendar for the third Thursday of each month at 11am Eastern Time! Further information on this webinar series can be found at [www.percthirdthursday.net](http://www.percthirdthursday.net).

## HRT Launches "The Tide" Light Rail System

The Hampton Roads Public Transportation Alliance (HRPTA) hosted a celebration on August 19th to mark the grand opening of the first light rail system in the Commonwealth, The Tide. Mayor Paul Fraim and HRT Chair Dr. Patricia Woodbury honored the efforts of The Hon. W. Randy Wright who spearheaded the concept and helped to bring light rail in Virginia to fruition.



VCC Director, Chelsea Jenkins, spoke at the reception and noted that the Tide is not only the first light rail system in Virginia, but is the 39th in the country and Norfolk is the smallest city in the US to be approved for light rail service. The Tide is a starter line extending 7.4 miles from Eastern Virginia Medical Center heading east adjacent to I-264 and ending at Newtown Road. Stops on the system will include Norfolk State University, Tidewater Community College (Norfolk Campus), Harbor Park, City Hall, MacArthur Center, and Sentara Norfolk General Hospital.

The HRPTA is a regional network of individuals and organizations dedicated to promoting a viable multi-modal transportation system supported by stable and reliable funding. For more information, visit [www.hrpta.com](http://www.hrpta.com).

## New Stakeholders



**General Motors** is an independent association established to ensure the integrity of vehicle tracking system providers in support of end users. Accredited Telematics Providers Association (ATPA) has established criteria to clearly separate the companies who "have what it takes" from those who are "jumping into the game to make a quick buck." ATPA thoroughly vets providers prior to granting them accreditation. There is not a limit to how many companies may be accredited, but they each must meet the same strict criteria.



**American Alternative Fuels** is a leader in municipalities adopting and welcoming clean transportation policies. The city is active in planning policies to reduce CO2 emissions, including an advanced mass transit plan. The city is also home to the Port of Virginia and the Norfolk Naval Base, both of which host significant clean transportation projects (Virginia GO Program at the port, and E85 fueling infrastructure at the naval base).



**Nutek** creates and markets bio based lubricants and other products for everyday, household needs. Nutek products are known as "The Cans With a Conscience". Their lubricant formulations provide greener chemistry with superior performance. Nutek uses American grown soy beans as a substantial component in all of their products.

If you are not a member and would like to consider membership, please visit our membership page at [www.vacleancities.org/get-involved/join-us/](http://www.vacleancities.org/get-involved/join-us/)

## Upcoming Events

- 9/7- [Ford Power of Choice Tour @ Roanoke Civic Center](#)
- 9/9- [Virginia Biodiesel Conference @ JMU](#)
- 9/15- [E85 Infrastructure Installation Options and Opportunities](#)
- 9/22- [Natural Gas Partnership Workshop](#)
- 9/23- [State Alternative Fleet Proposal Conference- Richmond](#)
- 10/17-19- [The Governor's 2nd Annual Conference on Energy](#)

## Contact Us

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