



**Caley Johnson**

National Renewable Energy Laboratory (NREL)

**2012 Clean Cities Leadership Retreat**

September 25-27, 2012

Estes Park, CO

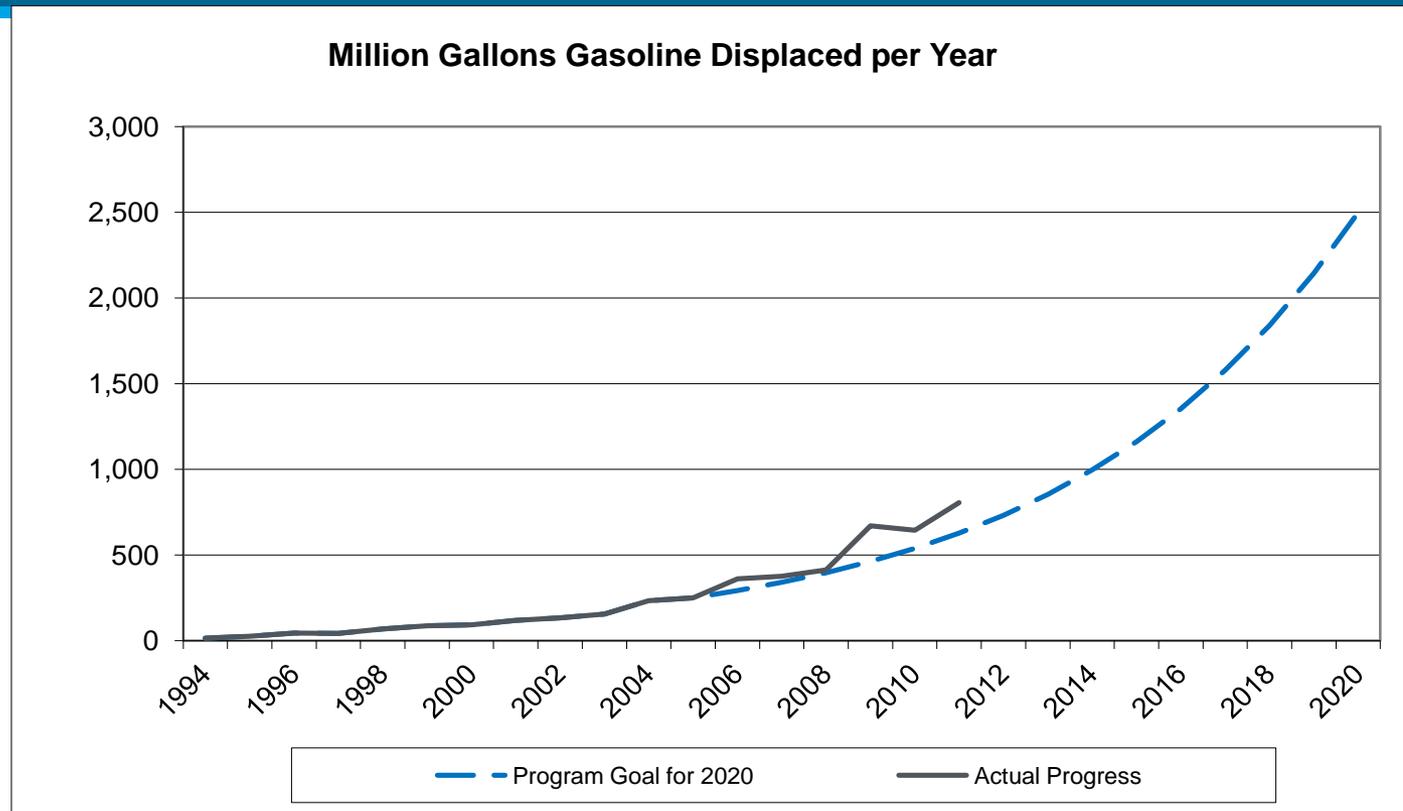
# Agenda



1. You are awesome
2. Next year you'll be awesome-er

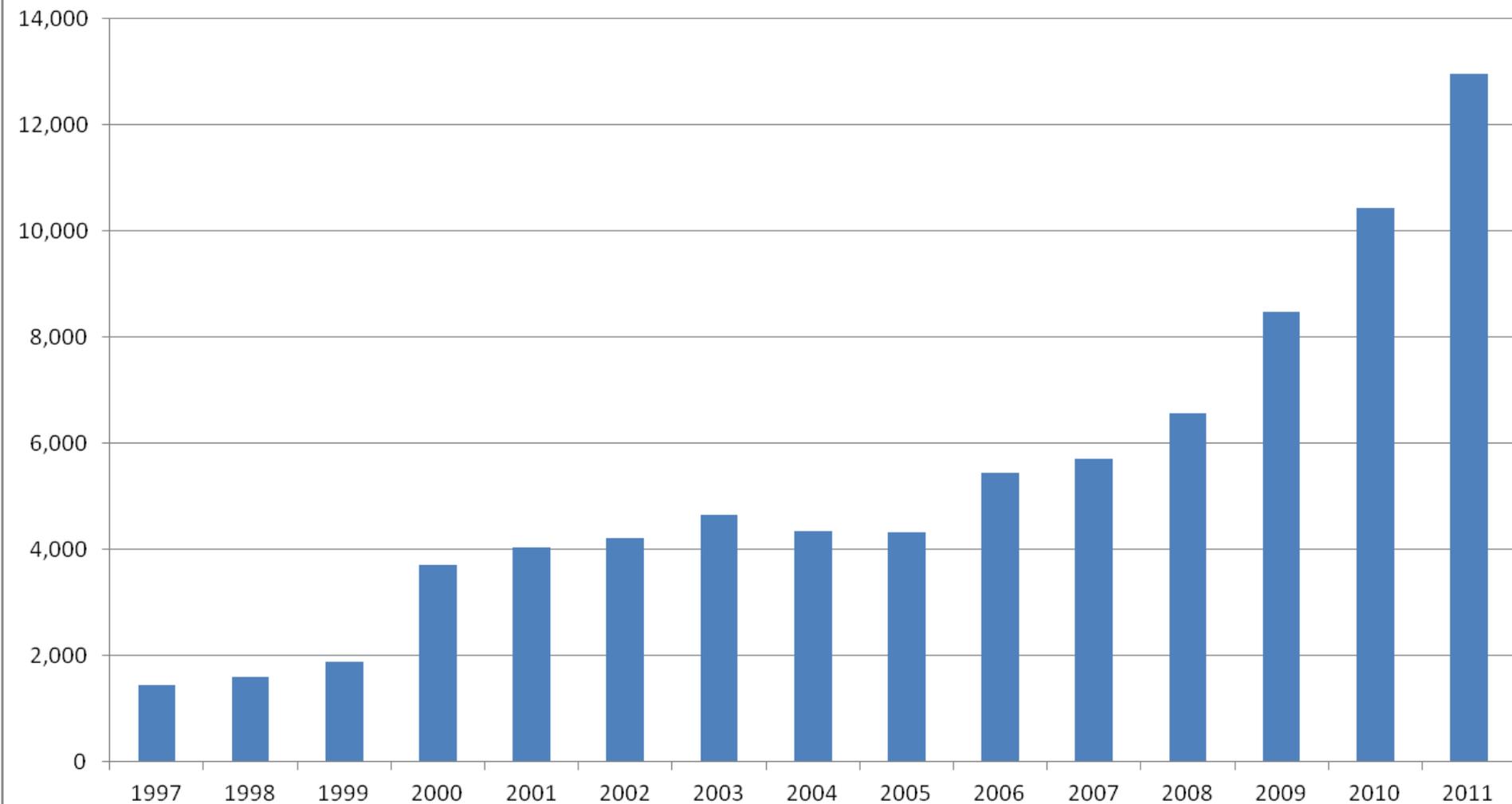


1. Increased petroleum reduction and stakeholders
2. Improved data accuracy, quality, and transparency
3. Utilized new data checks and new guidance
4. Stayed on top of things by reading the interactive help pop-ups
5. Compiling a unique data source



- More projects, bigger projects
- More thorough getting data from your stakeholders
  - Re-designation process served as inspiration
  - You included more alt fuel sold by stations you helped

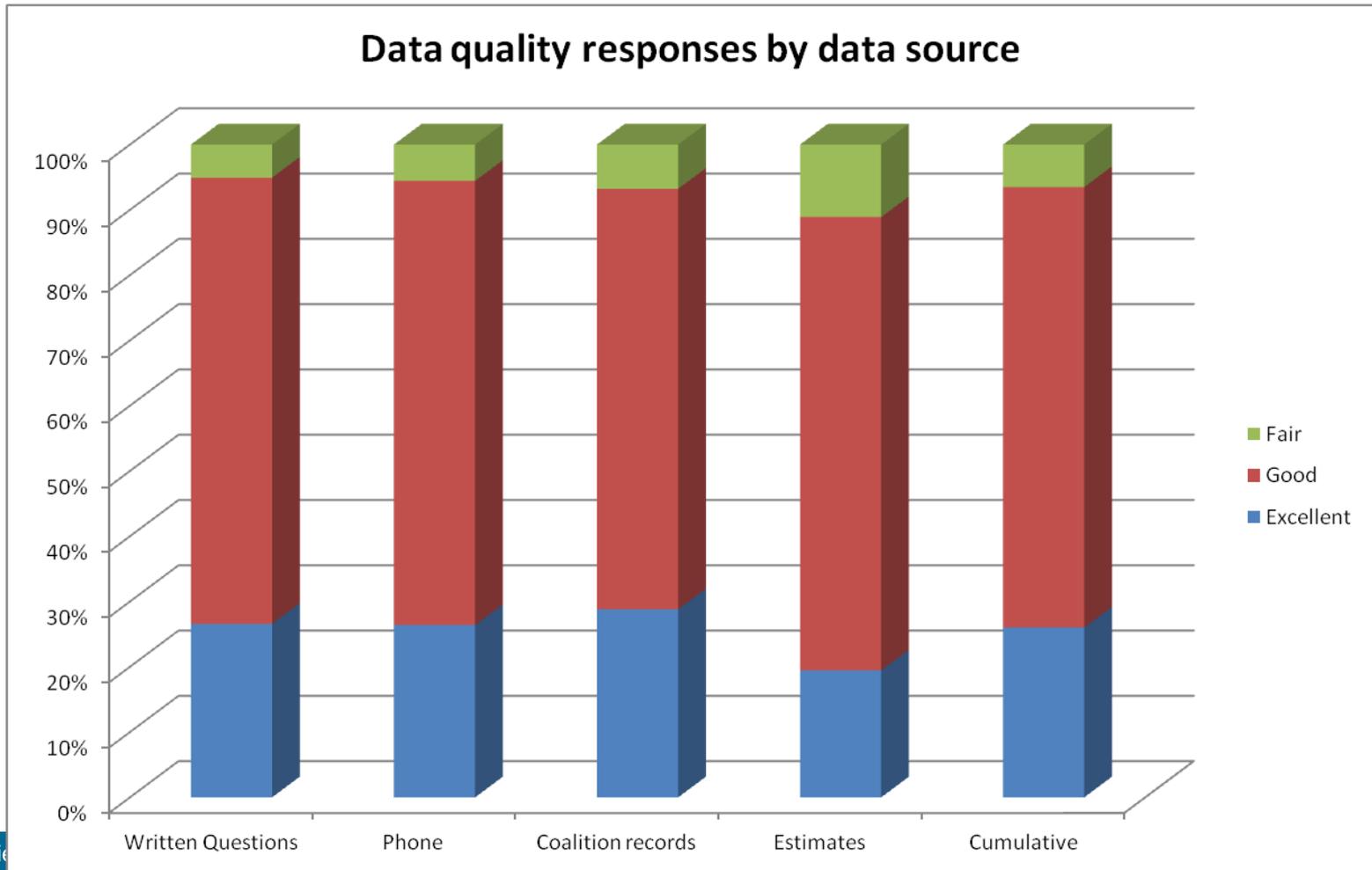
## Clean Cities Stakeholders



# Improved data accuracy, quality, and transparency



- Better notes
- More confidence in data (no poor data!)



# You utilized tougher checks and new guidance



- 3 checks- Regional Manager, NREL, and Headquarters (during re-designation)
- 75% cap for EPA-mandated fleets strongly enforced
- Biodiesel producers and B5 were a big red flag
- New guidance for percent contribution from Mass Transit VMT projects
  - Further clarification in a few slides
- You were very responsive to my calls



# You deciphered the interactive help



## Blend level \*

5 %

*B5 (and less) should not be counted unless it was a standalone project that the coalition was directly involved in or if your coalition was partially responsible for a B5 mandate. Do not report if B5 is replacing standard diesel fuel across the region due to broad regulations or renewable fuel standards that your coalition was not involved in.*

## Fuel \*

Looking for hybrids or plug-in hybrids? Those belong with the [fuel economy improvements](#).

## Is this project a fleet or fuel provider? \*

- Fleet
- Fuel provider

**Notice:** When adding fuel providers, be sure to subtract any fuel amounts you will be adding as separate fleet projects.

## Method \*

Mass transit

- I know how many gallons of fuel was saved by this project.
- I know the type of the vehicles taken off the road or used less.

## Percentage contribution from coalition \*

%

## Number of coordinators \*

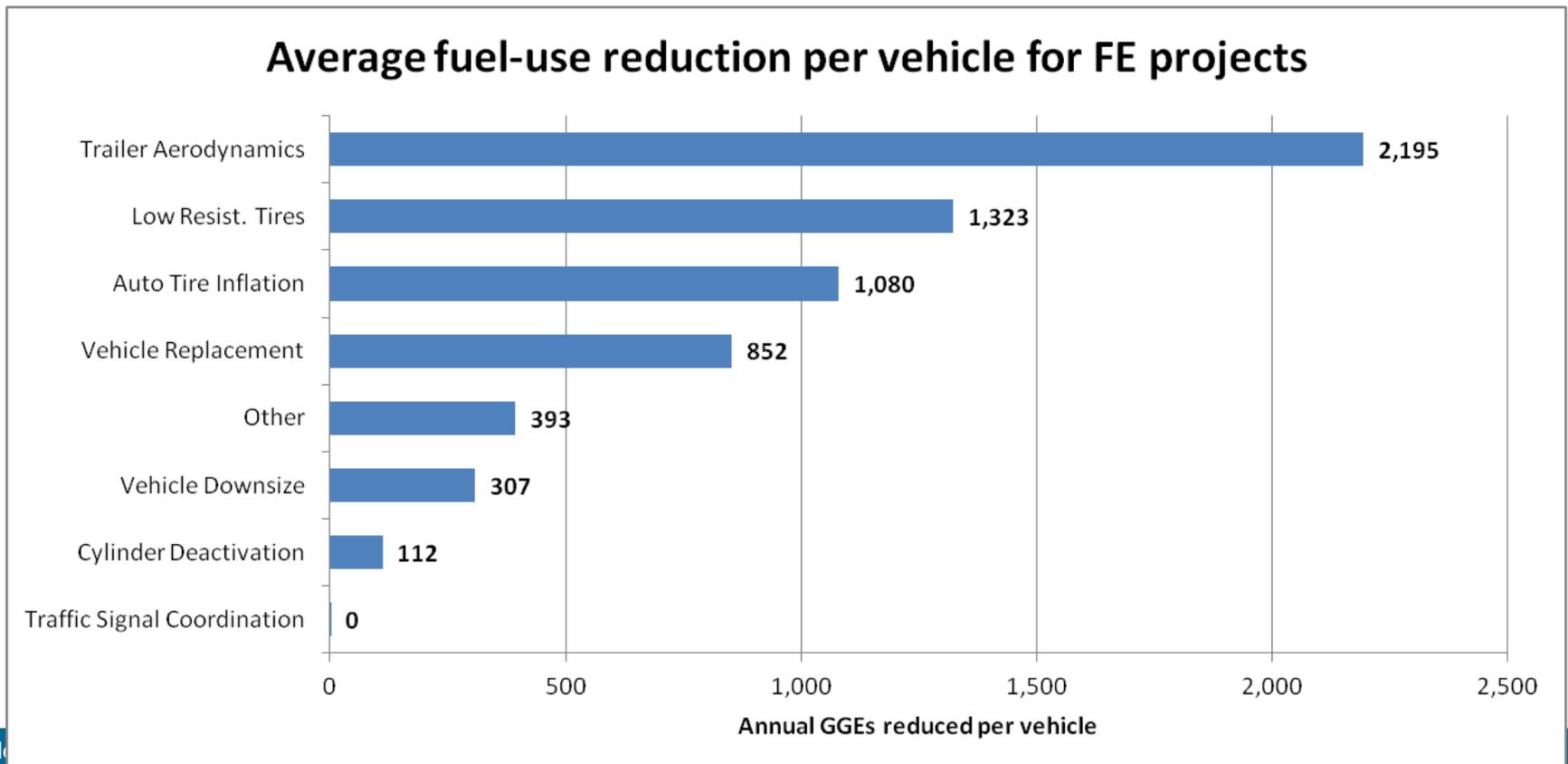
Only count official coordinators or co-coordinators. Do not include additional support staff.

*Note: The percentage contribution is different for VMT projects done by transit agencies. Do not claim 100% credit for all the VMT reduced by a transit agency project even if they are a stakeholder. Instead, please consider the impact that your coalition had on retaining or increasing ridership (and therefore reducing VMT).*

# Compiling a unique data source



- The U.S. is the world's best test for a diversified deployment strategy
- It is tracked only through EIA AFV fleet/supplier survey and Clean Cities annual reports
- Clean Cities annual reports are much more thorough, detailed, nuanced



1. We're refining guidance and data checks
2. The survey can help new coordinators to be way awesome-er
3. Help us help you

## ***Percent Contribution Question:***

- Pre-2009: EPCa cap of 75%, otherwise totally up to you
- 2009: Simplified and standardized via the calculator
- 2011: Had to add exceptions for mass transit VMT projects
  - Based on increasing or retaining ridership
- 2012: Review panels for projects over 5 million GGEs and better define stakeholders

### Percent Contribution Calculator

Is the project partner a stakeholder of your coalition? 

Yes     No

Is the fuel user (as opposed to supplier) mandated by EPCa or other legislation to purchase alternative fuel or reduce fuel consumption?

Yes     No

*EPCa-mandated fleets include federal fleets, state fleets, and alternative fuel provider fleets (including electric or natural gas utilities).*

How influential was the coalition (coordinator and other stakeholders) in the implementation of this project?

Significantly     Modestly     Not Influential

Your Percent Contribution: 75%

## ***Review of projects over 5 million GGEs:***

- Low-level biodiesel
  - Must prove not mandated or commonplace (like E10)
- Biodiesel producers
  - Much better to report through fueling stations or fleets
  - Must prove not used in home heating oil, not double counting, and not being used in low-level blends where they are commonplace
- Cars reported through dealerships (don't report DMV registrations)
- Mass transit VMT reduction

Core stakeholders must meet *at least one* of the following criteria:

1. Active participant in coalition
2. Have signed an MOU
3. Has an interest or stake in coalition business and participates in at least some coalition business or activities
4. Directly partners with Clean Cities coalition
5. Contributes something to coalition monetary and/or non monetary (advice, in-kind)
6. Receives something from coalition (i.e., grant partners, anchor fleets regularly attends meetings, regularly attends webinars)
7. Regular or somewhat regular contact with Clean Cities coordinators
8. Contributes data towards the coalition annual report

## ← Annual Report Dashboard

### 2012 ANNUAL REPORT

#### MAIN FUNCTIONS

➔ Annual Report Overview

Annual Reports

Submit Annual Report

#### GENERAL

Operating Information

Coalition Information

Outreach Activities

Grants

#### FUEL STATIONS

New Stations

#### VEHICLE & FUEL INVENTORY

Alternative Fuel & Vehicles

Off-Road Vehicles

#### FUEL ECONOMY

Fuel Economy Improvements

Vehicle Miles Traveled Reductions

#### IDLE REDUCTION

Truck Stop Electrification

Onboard Idle Reduction

Other Idle Reduction

Reporting tool is a great way to get your bearings

- Prospective projects
- All technology options

## AFVs

What market do these vehicles serve? \*

- Airport
- Corporate Fleet
- Government - Local
- Government - State
- National Parks
- Taxis
- USPS
- Utility
- General/Unknown

## Off-Road

Application \*

- Construction equipment
- Farm equipment
- Forklifts
- Landscaping equipment
- Mining equipment
- Planes
- Railroads
- Recreational equipment
- Ships
- Other

## Fuel Economy

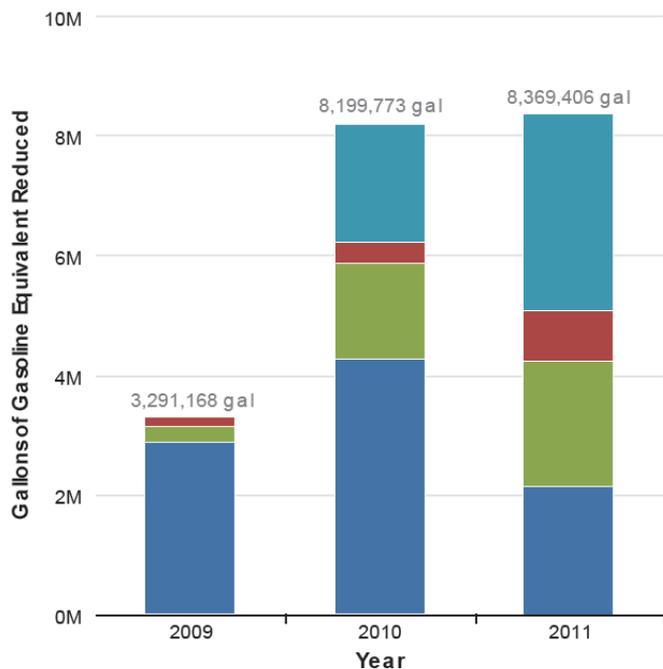
Method used to achieve improvement \*

- Cylinder deactivation
- Tires - Auto air inflation systems
- Tires - Low-rolling resistance
- Trailer aerodynamic packages
- Vehicle - Hybrid
- Vehicle - Hybrid, Plug-In
- Vehicle - More efficient
- Vehicle - Smaller
- Other

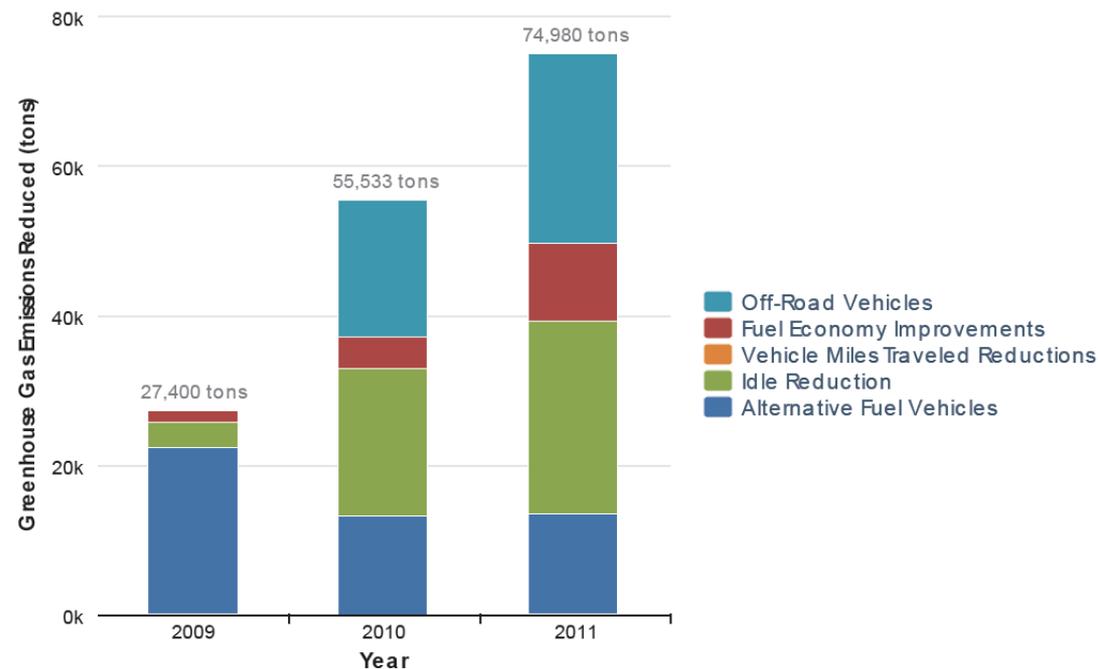
serve? \*

- Coalition annual reports
  - Do you use them?
  - Would you use an assessment of criteria pollutants?
  - How could they be more useful?
- Who uses separate guidance document vs. just exploring?
- Annual report training webinar on December 7<sup>th</sup> at 1pm EST

### Historical Gallons of Gasoline Equivalent Reduced



### Historical Greenhouse Gas Emissions Reduced



## Questions?

Annual report training webinar on December 7<sup>th</sup> at 1pm EST

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- Using the prepared Excel spreadsheet
  - Same questions as the online report
- Delete extra tabs so it is relevant to them!
- Why we currently don't make a stakeholder interface to the online annual report:
  - The buck stops with you

A large grid of empty cells, likely representing a spreadsheet or data table. The grid consists of approximately 20 columns and 15 rows of light blue lines on a white background.

- Innovations
  - Survey Monkey [www.surveymonkey.com](http://www.surveymonkey.com) (SCAG and Ohio)
    - Gold subscription is \$25 per month, and you can do it for just a couple of months.
    - Difficult to tailor to different types of stakeholders
    - Seems to get relatively low response rates
  - Google Forms
  - Maximizing response rates
    - Start with mailing service (such as “Vertical Response” or “Your Mailing List Provider”) then follow with individual reminder emails and calls.
    - Focus on big fleets, personal touch
    - Send them annual report to get them interested/invested
    - Keep them aware of your grant activity
    - Enter them in a raffle drawing (East Bay)
    - What else??

1. Organize outreach events into activity type/intended action combinations.
  - Example: “Literature distribution” and “reduce idle time”
2. Find customer conversion ratio for similar activities
  - Customer conversion ratios are the percentage of people that are contacted by a given advertisement that take the desired action of the advertisement
  - If there is no good proxy for an outreach event, adjustments are made according to the Ostrow model of add effectiveness
3. [number of people contacted] X [customer conversion factor]= number of people that took the intended action
4. This number is then plugged into model that calculates petroleum reduction
  - Details are documented in Appendix A of the 2009 and 2010 Clean Cities Annual Reports

# Customer conversion ratios used for outreach events



Activity type	Purchase new AFV	Use alt fuel in existing vehicle	Use biodiesel blends in diesel	Purchase more efficient car	Operate vehicle more efficiently	Purchase HEV	Reduce idling	Idle reduction HDV (equip)	Reduce vehicle miles travelled
Advancing the Choice	2.0%	6.0%	6.0%	5.0%	7.0%	2.0%	5.0%	4.0%	8.0%
Advertisement	0.6%	5.5%	5.5%	2.0%	10.0%	2.0%	10.0%	3.0%	4.0%
Conference	2.0%	6.0%	6.0%	5.0%	7.0%	2.0%	5.0%	4.0%	8.0%
Literature Distribution	2.0%	3.0%	3.0%	2.5%	3.0%	2.5%	3.0%	2.5%	5.0%
Media Event	0.6%	4.0%	5.0%	2.0%	6.0%	2.0%	8.0%	3.0%	3.0%
Meeting - Other	2.0%	7.0%	6.0%	5.0%	7.0%	2.0%	5.0%	4.0%	8.0%
Website	2.0%	4.0%	3.0%	3.0%	4.0%	3.0%	3.0%	1.0%	3.0%