

# Advancing Alternative Fuel Markets in Florida

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Project ID #  
TI052

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

# Overview



## Timeline

- Start: January 31, 2013
- End: January 30, 2015
- 75% Complete

## Budget

- Total Project Funding
  - DOE: \$500,000
  - Cost Share: \$0
- FY13 Funding: \$290,000
- FY14 Funding: \$210,000
- 70% Spent to Date  
(including encumbered funds)

## Barriers

- Barriers addressed
  - Lack of technical experience with new fuels and vehicle technologies
  - Maintenance of local coalition effectiveness
  - End user reluctance to purchase new technologies.

## Partners

- Project lead:
  - University of Central Florida – (Central Florida Clean Cities Coalition)
- Collaborators:
  - Southeast Florida Clean Cities (CC), Tampa Bay CC, and North Florida Clean Fuels Coalitions

## **Objectives:**

- The objective of this project is to target and remedy obstacles to alternative fuel vehicle adoption and use in Florida.
- Through the collaboration of Florida's designated and apprentice Clean Cities Coalitions (the Consortium), this project will work with stakeholders statewide to advance the use of alternative fuel vehicles (AFV) by focusing on policies, barrier reduction strategies, safety and training programs, and market development and outreach efforts.

## **Support of VTP Deployment Goals:**

- By 2020, to achieve a petroleum reduction of over 2.5 billion gallons per year through voluntary adoption of alternative fuel vehicles and infrastructure.
- To ease market introduction of alternative fuels and new electric drive vehicle technologies through voluntary efforts in partnership with local communities.
- To provide technical and educational assistance to support local communities and partnerships that promote better understanding of the benefits of these new technologies.

# Milestones



- Year 1
  - Establish Clean Cities Coalition Consortium, January 2013
  - Establish Strategic Agency/Organizational Relationships, March-September 2013
  - Conduct Literature Reviews, June-December 2013
  - Develop Stakeholder Working Groups, July 2013
  - Develop Stakeholder AFV Assessment Tool, September-October 2013
  - Coordinate Statewide AFV Expos, June-December 2013
  - Conduct Stakeholder Surveys, January 2014
  - Conduct Regional Networking Events, February-December 2013
  - Develop Safety and Training Strategy, April 2013-January 2014

# Milestones (continued)



- Year 2
  - Develop Fleet Recognition Program, February-June 2014
  - Continue Liaison with Strategic Agencies and Organizations, February-June 2014
  - Produce Online EV 101 Webinar, March 2014
  - Conduct First Responder Training, April 2014
  - Finalize Best Practices Document, May 2014
  - Conduct Stakeholder Focus Groups/Webinars May 2014
  - Compile Stakeholder Consensus of Barrier, Solutions, Implementation Strategies, July 2014

## **Task 1: Project Management/Administration**

- Provide overall management of the cost, schedule and scope of the project and provide status and progress reports to the Department.

## **Task 2: Policy Initiatives and Activities**

- Formalize a Clean Cities Coalition Consortium to coordinate and implement the activities to be conducted through this project.
- The Consortium will establish liaison with strategic statewide organizations that can influence the adoption of AFV.
- Identify AFV incentives, policies and best practices for implementation at the local, regional and state level.

## **Task 3: Barrier Reduction Initiatives and Activities**

- Coordinate statewide stakeholder engagement to determine barriers, solutions and implementation strategies for advancing AFVs.

## **Task 4: Safety and Training Initiatives and Activities**

- Conduct training for first responders, fleets, and code officials through classroom, online and train the trainer opportunities.

## **Task 5: Market Development/Outreach Initiatives and Activities**

- Provide coordinated statewide outreach activities for targeted audiences to increase awareness and understanding of AFVs.

# Accomplishments



- Solidified Clean Cities Consortium
- Established Relationships with the Florida Metropolitan Planning Organization Advisory Council, Florida League of Cities, Building Officials Association of Florida, Florida Office of Energy, Florida Chapter of National Association of Fleet Administrators
- Identified preliminary list of barriers through stakeholder surveys and meetings
- Served in leadership role with Drive Electric Florida, a statewide PEV stakeholder group convened to identify measures to advance the use of PEV in Florida
- Organized, promoted and hosted five AFV Expos throughout the state using a unified brand
- Conducted coordinated regional coalition networking events

# Accomplishments (continued)



- Developed criteria for Fleet Recognition Program
- Identified courses that would be offered to first responders and fleets on AFV
- Conducted CNG training with NAFTC
- Conducted initial first responder training and developed EV 101 Webinar
- Promoted and participated in infrastructure deployment events (CNG station ribbon cuttings, DC fast charging station dedications, etc.)
- Published articles about state's AFV efforts in Fuels Fix Ezine
- Served as speakers at local, regional and state AFV themed events
- Conducted meetings of technology working groups
- Hosted webinar featuring state energy office CNG/LPG rebate program
- Expanded fleet outreach efforts statewide



## Award Recipients:

- Central Florida (prime contractor)
- South Florida (subrecipient)
- Tampa Bay (subrecipient)
- North Florida (subrecipient)
- Emerald Coast (collaborator)

## Collective Expertise:

Planners, Transportation Professionals, Marketing/Public Relations, Legal, Facilitators, Dedicated Coordinators

- TECO
- OUC
- FPL
- Duke Energy
- JEA
- GM
- Nissan
- Florida Transportation Systems
- Roush
- Florida Office of Energy
- Florida Department of Transportation
- Local and Regional Transit Agencies
- NovaCharge
- Clean Energy
- Trillium CNG
- PSC CNG
- Amerigas
- Ferrellgas
- Florida Chapter, National Association of Fleet Administrators
- Florida League of Cities
- Florida Metropolitan Planning Organization
- Building Officials Association of Florida
- Select Florida cities and counties  
and the list keeps growing...

# Future Work



- Second Annual AFV Expo
- First Responder Training
- Fleet Outreach and Training
- Building Official Training
- Implement first responder “train the trainer”
- Facilitate NAFTC provider certification
- Implement Fleet Recognition Program
- Statewide Workshop focused on Barrier Assessment, Solutions and Implementation Strategies with published proceedings
- Publish and distribute incentives “best practices” report
- PEV Workplace Charging Initiative with Drive Electric Florida
- Expand collaborative relationships

# Summary



- Created a convening point for Florida active Clean Cities Coalitions
- Provide unified messaging and branding of Clean Cities activities on a statewide basis
- Built upon relative expertise and strengths of Coalition Coordinators and staff to provide comprehensive staffing
- Allowed collaboration with strategic groups with common goals
- Heightened awareness of Clean Cities mission and goals
- Provided a training model that is sustainable and replicable