

# The Fuel Cell Industrial Vehicle Jobs Act (H.R. 1659)



## **A MODEL PARTNERSHIP AMONG LOCAL LEADERS**

**SIMPLE, SMART REFORM  
TO PROMOTE  
JOB GROWTH**



# Biography

- U.S. Congress (NY-21)
- Budget and Science Committees
- Educated as an Engineer at SUNY Clarkson
- New York Assembly 20+ years
- Chair of Energy Committee
- President and CEO of NYSERDA



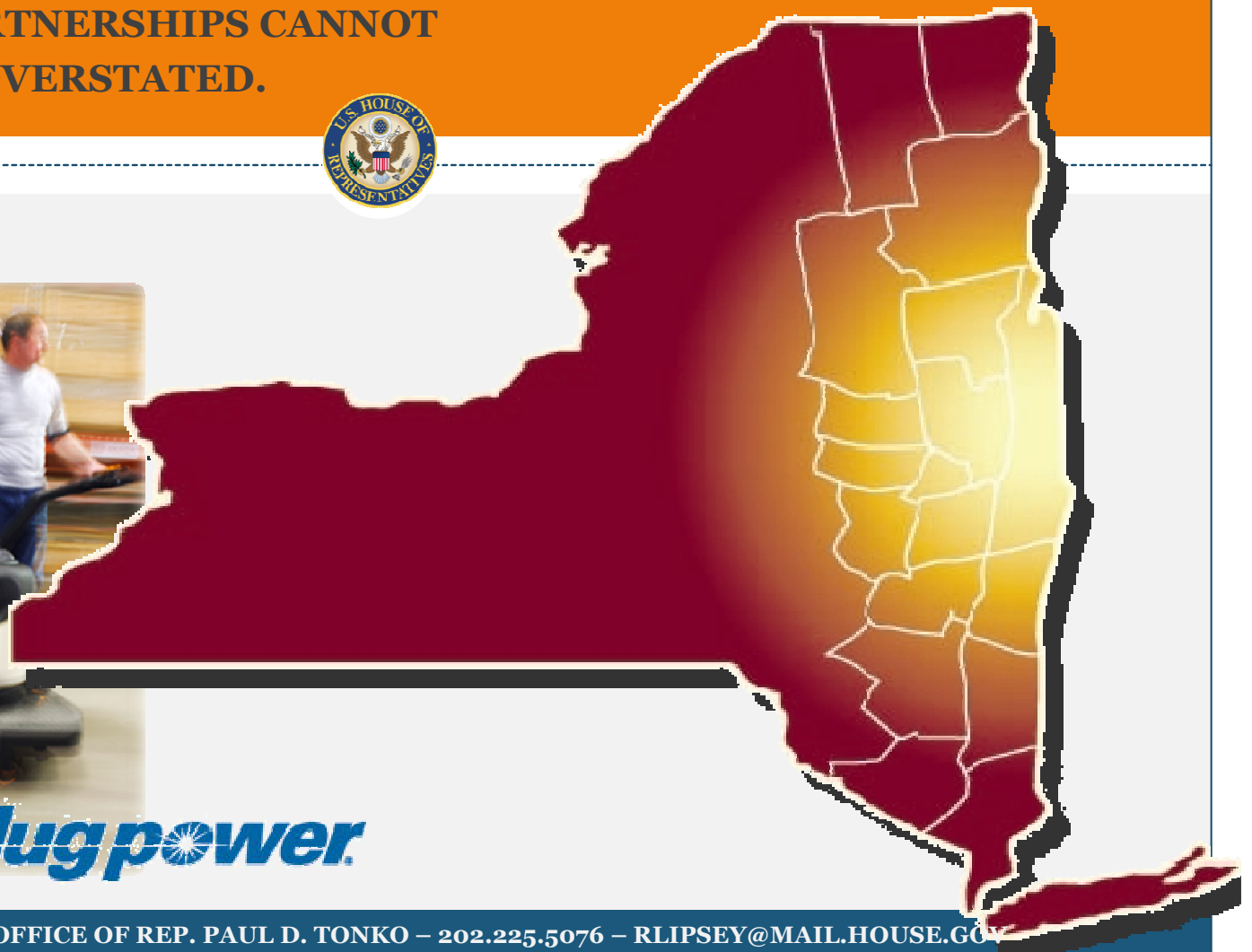
**Rep. Paul D. Tonko**  
New York's 21<sup>st</sup> Congressional District

# New York's Tech Valley

THE IMPORTANCE OF BUILDING  
STRONG PARTNERSHIPS CANNOT  
BE OVERSTATED.



 **plug power**



RACHEL LIPSEY – OFFICE OF REP. PAUL D. TONKO – 202.225.5076 – [RLIPSEY@MAIL.HOUSE.GOV](mailto:RLIPSEY@MAIL.HOUSE.GOV)



## Material What? Why?!

- 1. Large scale and commercially viable** *BTI – Fuel Cells 2000 Reports (Coca Cola, Fed Ex, Sysco, Walmart)*
- 2. U.S. global leader** *Double exports by 2015*
- 3. Economic ripple effect** *1.3 to 1 job growth ratio*
- 4. Struggling Industry Impact** *Auto parts manufacturers*
- 5. Highly efficient** *Ex. shift productivity*
- 6. Clean energy technology** *Carbon emissions down 70-90% compared to traditional models*



## Background: Fuel Cell Forklifts (a.k.a. material handling equipment)

# From Idea to Implementation: A 5-Step Guide to Policymaking



**STEP 1: PROBLEM**

**STEP 2: PARTNERS**

**STEP 3: PROPOSAL**

**STEP 4: PROMOTION**

**STEP 5: PERSISTENCE!!**

# Step 1: Identify Your Problem



## Your Plan

**JOB CREATION?  
JOB PROTECTION?  
EXPORT PROMOTION?  
NEW INDUSTRIES?  
RESEARCH AND DEVELOPMENT?  
TRAINING/RETRAINING?  
HIGHER EFFICIENCIES?**



**KNOW THYSELF:**

**LOOK AT WHAT YOU HAVE  
AND WHAT YOU WANT TO  
DETERMINE WHAT YOU NEED.**

## H.R. 1659 Example

### Internal Revenue Code

- (c) Qualified Fuel Cell Property; Qualified Microturbine Property- For purposes of this section-- (1) QUALIFIED FUEL CELL PROPERTY- (A) IN GENERAL- The term 'qualified fuel cell property' means a fuel cell power plant which-- (i) has a nameplate capacity of at least 0.5 kilowatt of electricity using an electrochemical process, and (ii) has an electricity-only generation efficiency greater than 30 percent. (B) LIMITATION- In the case of qualified fuel cell property placed in service during the taxable year, the credit otherwise determined under subsection (a) for such year with respect to such property shall not exceed an amount equal to \$500 for each 0.5 kilowatt of capacity of such property. (C) FUEL CELL POWER PLANT- The term 'fuel cell power plant' means an integrated system comprised of a fuel cell stack assembly and associated balance of plant components which converts a fuel into electricity using electrochemical means. (D) SPECIAL RULE- The first sentence of the matter in subsection (a)(3) which follows subparagraph (D) thereof shall not apply to qualified fuel cell property which is used predominantly in the trade or business of the furnishing or sale of telephone service, telegraph service by means of domestic telegraph operations, or other telegraph services (other than international telegraph services). (E) TERMINATION- The term 'qualified fuel cell property' shall not include any property for any period after December 31, 2008.

# Step 2: Reach Out to Your Partners



## Your Plan

## H.R. 1659 Example

### PLACES TO LOOK

1. INDUSTRY PARTNERS
2. POLICY MAKERS
3. EDUCATORS/TRAINERS
4. ASSOCIATIONS / ORGANIZATIONS
5. INDEPENDENT EXPERTS



**BRAINSTORM BEFORE**  
**YOU BARNSTORM: USE**  
**YOUR COALITION TO**  
**FLESH OUT YOUR IDEAS**

POLICYMAKERS  
(Broadly Defined)

FORKLIFT OEMs

FUEL CELL COs

H<sub>2</sub> SUPPLIERS

PARTS SUPPLIERS

AUTO

CUSTOMERS



Advanced Hydrogen Solutions



Above. And beyond.®



# Step 3: Build Your Proposal

(i.e. Your Solution)



## Your Plan

## H.R. 1659 Example

### THINK STRATEGICALLY

#### ENDS

WHAT IS YOUR GOAL?

#### MEANS

WHAT TOOLS DO YOU HAVE?

#### WAYS

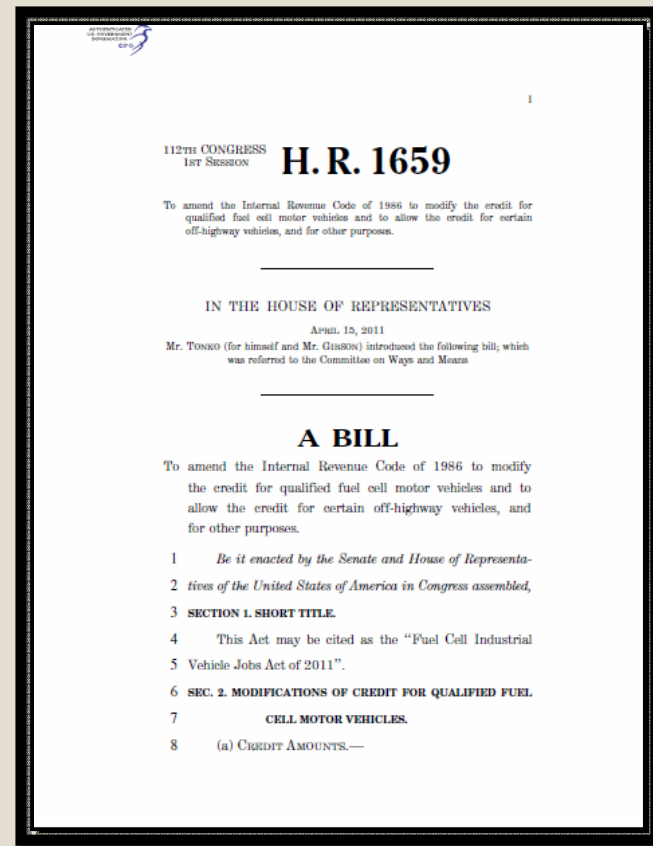
HOW CAN YOU LEVERAGE THOSE TOOLS TO ACCOMPLISH YOUR GOAL?



### TWO HEADS ARE BETTER

### THAN ONE:

USE YOUR COALITION, EVERY STEP OF THE WAY





# Step 4: Promote Your Cause



## Your Plan

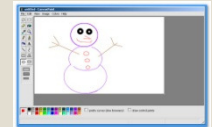
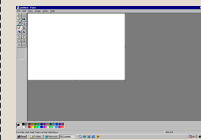
### ADVOCACY

KNOW YOUR AUDIENCE  
HAVE A SPECIFIC "ASK"  
ALLOW TIME FOR FEEDBACK  
BUT CHECK IN WITH REGULARITY



**DO NOT**  
**GIVE UP**

## H.R. 1659 Example

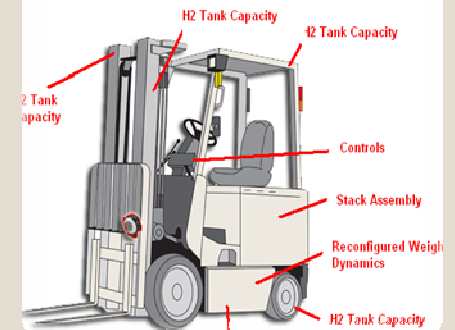


MS Paint® in...  
WHATEVER IT TAKES

Old Version -  
Unified Fuel Cell Power Source



New Version - Distributed Fuel Cell Power Source



AFTER TWO YEARS' WORTH OF MEETINGS,  
THIS IS ONE OF OUR MOST EFFECTIVE TOOLS.

# Step 5: Persist!



## Suggestions

## H.R. 1659 Example



### USE FEEDBACK TO

- ANALYZE YOUR PROBLEM
- BUILD YOUR COALITION
- PERFECT YOUR SOLUTION
- INFORM YOUR ADVOCACY

111TH CONGRESS  
2D SESSION

### H. R. 5174

To amend the Internal Revenue Code of 1986 to modify the credit for qualified fuel cell motor vehicles by maintaining the level of credit for vehicles placed in service after 2009 and by allowing the credit for certain off-highway vehicles.



112TH CONGRESS  
1ST SESSION

### H. R. 1659

To amend the Internal Revenue Code of 1986 to modify the credit for qualified fuel cell motor vehicles and to allow the credit for certain off-highway vehicles, and for other purposes.

# Thank You



**PLEASE DO NOT HESITATE TO REACH OUT TO OUR OFFICE FOR MORE INFORMATION ON H.R. 1659 AND HOW IT IMPACTS JOBS IN YOUR AREA.**

**RACHEL LIPSEY  
RESEARCH DIRECTOR  
OFFICE OF CONGRESSMAN PAUL D. TONKO**

**RLIPSEY@MAIL.HOUSE.GOV  
(202) 225-5076**