



The ETCFC – Rumble in Vol Country

June 24, 2009

2009 Eastern States CC Peer Exchange



Jonathan Overly, Executive Director
East Tennessee Clean Fuels Coalition



Coalition Status & Sustainability

- Current Status – As its always been: full time, full bore
- Membership Structure / Strategies
 - Describe process – Ask Everybody; sell them on supporting us! *“Unite and conquer”*
 - '03 - \$34.5k '04 - \$25k '05 - \$34.0k
 - '06 - \$27.4k '07 - \$42.3k '08 - \$34.8k

(some variations; hard to separate)
- Steps to Become Self-Sustaining
 - More consistent support from state
 - Better outreach on fuels/vehicles WITH partners, get them to become funders
 - Asking for larger amounts from our big donors
 - More board help (must build better board)

Significant, Successful Projects & Activities

- Fueling infrastructure projects *(also, lots work w/ no results)*
 - No funding – Calloway, Benton
 - Federal funding – Weigel’s, McNutt, Sweetwater
 - State funding – Rogers, Pilot (↑)
- Coalition outreach activities
 - Run for Clean Air – 499 registrants (up from 420 in '08)
 - *TN Clean Fuels Advisor; SE Fuels Fix (partnerships)*
 - Meetings – have 24 each year *(essential to our work)*
 - Moving emails to Constant Contact
- Vehicle projects – Current, major focus shift: biofuels to AFVs (what you know and who you know both apply)
- Portfolio activities – Want to really kick-start Idle Red.; have some funding avenues we are following up on

Lessons Learned

- New or creative ideas toward coalition goals
 - Poke people in the eye to get their attention
 - Call/mail all your past members supporters and ask for their support *again* & include a moving donor/client/volunteer profile
 - Form a regional anti-idling effort/group/list
- Activities that didn't turn out as anticipated
 - Clean Fuels Schools – slow start; may ramp up
 - “Some people, you just can't change...” (i.e., dufus)
 - Multiple proposals to SEO (“road to nowhere”)

Goals for 2009 & Beyond

Near-term Goals

- Don't die (*bloating and rigor/livor mortis suck*)
- Consistency in direct membership communications
- Get funded to start focused work on Idle Red.
- Actually show some growth in alt fuels use
- Ramp up data collection effort (*have to pester them*)

Great Current Partnerships/Partners

- Pilot, C-stores, Alstom, Eastman, My SE homies!

Great Future Partnerships/Partners

- American Alternative Fuel, TPGA; UT Biofuels Institute; Merry Maids - TruGreen?; Southern Alliance for Clean Energy?

Run for Clean Air 2009 - Pictures



1st \$10k Run sponsor – Alstom Power



Biodiesel stations in TN - Pictures

TDOT funding
– Rogers Oil, Bulls Gap



Biodiesel stations in TN - Pictures

Clean Cities/DOE funding – Sweetwater Valley Oil, Athens

