



# 2014 Clean Cities Coordinator Training and Vehicle Technology Deployment Workshop

Meeting Purpose: To help coordinators better understand DOE policies and procedures related to deployment activities. To facilitate the sharing of best practices and lessons learned from practical experiences gained when introducing alternative fuel and advanced technology vehicles across the country. To review DOE and National Laboratory projects, tools and information resources. To enhance program effectiveness in communities. To build partnerships that can leverage public and private sector funding. To allow attendees the opportunity to provide constructive feedback related to projects and on-going activities.

## Monday, December 8, 2014

Travel day with optional afternoon tours on the NREL campus. Tour participants must sign up in advance and plan to arrive at the NREL campus no later than 20 minutes prior to their scheduled tour in order to complete the visitor registration and badging process with NREL Security.

1:30 – 3:00 p.m.	Tours of the Vehicle Testing and Integration Facility (VTIF) and the Integrated Biorefinery Research Facility (IBRF)	Tony Markel/Rich Boland, NREL
<p><i>At NREL's Vehicle Testing and Integration Facility (VTIF), researchers collaborate with automakers, charging station manufacturers, utilities and fleet operators to assess charging, communication, and control technology and modify plug-in electric vehicles to play an active role in building and grid management.</i></p> <p><i>NREL's Integrated Biorefinery Research Facility (IBRF) enables researchers and industry partners to develop, test, evaluate and demonstrate processes for the production of bio-based products and fuels – all with a focus on reducing performance risk and improving the commercial viability of new processes.</i></p>		
2:00 – 3:30 p.m.	Tours of the Energy Systems Integration Facility (ESIF) and the Science and Technology Facility (STF)	Jim Bosch, NREL
<p><i>NREL's Energy Systems Integration Facility (ESIF) houses research to overcome the challenges related to the interconnection of distributed energy systems and the integration of renewable energy technologies into the electric grid.</i></p> <p><i>NREL's Science and Technology Facility (S&amp;TF) houses nine laboratories for advanced materials synthesis, analysis, characterization and support, as well as a process development and integration laboratory. The laboratories are designed to accelerate renewable energy process and manufacturing research for both near-term technologies, such as thin-film solar cells, and next-generation technologies, such as organic and nanostructured solar cells.</i></p>		

## Tuesday, December 9, 2014

7:00 am – 4:00 pm	Registration Desk Open – <i>Outside San Juan</i>	
6:30 – 7:15 a.m.	<p><b>Security and Meeting Check-in (Sheraton Denver West Lobby)</b></p> <p><i>NREL Security will be in the lobby of the Sheraton Denver West from 6:30 – 7:30 a.m. to facilitate rapid check-in for our group. Please bring your government-issued photo ID to the hotel lobby by 7:15 a.m. in order to be issued your ID badge for the meeting.</i></p>	
7:00 – 7:30 a.m.	<p><b>Shuttles Depart from Sheraton Denver West Lobby</b></p> <p><i>Last Bus Departs for NREL RSF at 7:30 a.m.</i></p>	
7:00 – 8:00 a.m.	<p>Arrivals</p> <p><i>Meeting attendees not staying at the Sheraton Denver West will need to check in with Security at NREL. Please arrive no later than 7:30 a.m. and bring your government-issued photo ID in order to be issued your ID badge for the meeting.</i></p>	
8:00 – 8:15 a.m.	<b>Meeting Welcome and Safety/Security Orientation</b>	Wendy Dafoe, NREL
8:15 – 8:30 a.m.	<p><b>Research Support Facility (RSF) Overview</b></p> <p><i>Learn about the energy-saving design features of the RSF so that you can be on the lookout for them as you explore the building in the coming days.</i></p>	Shanti Pless, NREL
8:30 – 9:00 a.m.	<b>Ice Breaker</b>	Erin Russell-Story, DOE Wendy Dafoe, NREL
9:00 – 9:45 a.m.	<p><b>DOE Update #1</b></p> <p><i>Clean Cities “State of the Union” address, Introduction of Meeting Themes (Niche Market focus areas, Strategic Planning, Proficiency with Tools, Communication Skill Building), vision and goals, Federal budget basics and impact on program.</i></p>	Dennis Smith, DOE
9:45 – 10:00 a.m.	MORNING BREAK	
10:00 – 10:30 a.m.	<p><b>DOE Update #2</b></p> <p><i>Program history; How Clean Cities fits into DOE’s overall Vehicle Technology Office deployment program; coalition basics; review of the Coalition Designation process and understanding roles and responsibilities of critical partners (DOE, coordinators, and stakeholders).</i></p>	Dennis Smith, DOE
10:30 – 11:15 a.m.	<p><b>Re-designation Lessons Learned and Process Updates</b></p> <p><i>Hear some of the valuable insights gained during re-designation interviews. Also introduce changes to the re-designation process going forward based on the outcomes of the last three years of re-designations.</i></p>	Linda Bluestein, DOE Ellen Bourbon, NWT
11:15 - 12:45 p.m.	LUNCH ON YOUR OWN IN NREL CAFÉ	
12:45 – 1:00 p.m.	<b>Recognition of 2014 Clean Cities Hall of Fame Inductees</b>	Dennis Smith, DOE Linda Bluestein, DOE
1:00-1:15 p.m.	<b>Recognition of 2014 Benjamin Watson Inspirational Award Recipient</b>	Coordinator Council
1:15 – 1:35 p.m.	<p><b>Coalition Strategic Planning</b></p> <p><i>Learn how to create a useful annual operating plan including developing SMART coalition objectives and strategic tactics to achieve success</i></p>	Brett Aristegui, DOE Trish Cozart, NREL Wendy Dafoe, NREL

<b>Coalition Strategic Planning Working Group Breakouts</b>		
<b>Breakout Group</b>	<b>Facilitators</b>	<b>Room</b>
1:35 – 2:35 p.m.	Red Mike Scarpino, DOT Samantha Bingham, Chicago Area Clean Cities Scott DeWees, Western Washington Clean Cities Stephanie Weisenbach, Iowa Clean Cities	<i>Gunnison x326</i>
	Yellow Brett Aristegui, DOE Jason Wager, Centralina Clean Fuels Coalition Bill Eaker, Land of Sky Clean Vehicles Coalition Lacey Jane Wolfe, Triangle Clean Cities	<i>North Platte x 424</i>
	Green Kay Kelly, NREL Melissa Guise, Central Coast Clean Cities Tyler Svitak, Denver Clean Cities Lisa Thurstin, Twin Cities Clean Cities	<i>Lunch Room x144</i>
	Blue Trish Cozart, NREL Ellen Bourbon, NWT David Keefe, Genesee Region Clean Communities Dolores Rebollo, Granite State Clean Cities	<i>San Juan x344</i>
	Orange Wendy Dafoe, NREL Beth Baird, Treasure Valley Clean Cities Robin Erickson, Utah Clean Cities Kevin Herdler, St. Louis Clean Cities	<i>Huerfano x324</i>
2:35 – 2:45 p.m.	<b>Coalition Strategic Planning Activity Wrap-Up</b>	Brett Aristegui, DOE Trish Cozart, NREL Wendy Dafoe, NREL
2:45 – 3:00 p.m.	<b>Awards and Recognition</b>	Linda Bluestein, DOE
3:00 – 3:15 p.m.	<b>AFTERNOON BREAK</b>	
3:15 – 3:30 p.m.	<b>Group Photo</b>	Dennis Schroeder, NREL
3:30 – 4:30 p.m.	<b>Clean Cities Program and Resource Table Talks in NREL Café</b> <i>Meet with DOE and Lab staff to learn the latest information about initiatives that support your coalition.</i> <ul style="list-style-type: none"> <li>• National Clean Fleet Partnership, Mark Smith, DOE</li> <li>• Clean Cities National Parks Initiative, Andrew Hudgins, NREL</li> <li>• Workplace Charging Challenge, Sarah Oleksak, DOE</li> <li>• Clean Cities University Workforce Development Program, Amanda McAlpin, ANL</li> <li>• Green Racing, Natalie Committee, NWT</li> <li>• AFLEET Tool Demos, Andy Burnham, ANL</li> <li>• Clean Cities University Demo, Erik Nelsen, NREL</li> </ul>	
4:30 – 5:30 p.m.	<b>Tiger Teams</b> <i>Learn how NREL's Tiger Teams have provided assistance to fleets requesting assistance with alternative fuels and vehicles in various applications.</i>	John Gonzales, NREL Kay Kelly, NREL Rob Adams, Marathon Technical Services
5 : 3 0 p . m .	<b>Shuttles Depart for Hotel</b> <i>Last bus departs NREL at 5:45 p.m.</i>	

## Wednesday, December 10, 2014

7:00 am – 4:00 pm	Registration Desk Open – <i>Outside San Juan</i>																			
7:00 – 7:30 a.m.	<b>Shuttles Depart from Sheraton Denver West Lobby</b> <i>Last Bus Departs for NREL RSF at 7:30 a.m.</i>																			
7:15 – 8:00 a.m.	Arrivals																			
8:00 – 8:10 a.m.	<b>Agenda Overview and Morning Announcements</b>																			
8:10 – 8:25 a.m.	<b>Alternative Fuel Price Report</b> <i>Introduce the new Alternative Fuel Price Report online data entry tool.</i>	Trish Cozart, NREL Ellen Bourbon, NWT																		
8:25 – 10:00 a.m.	<b>Niche Market Panel</b> <i>Representatives from niche markets provide insight into how coalitions can better partner with various niche market industries.</i>	Mark Smith, DOE Tim Ozinga, Ozinga Bros Jerry Johnson, Cummins Westport Robert McGuire, Alpha Baking Brian Carney, Roush CleanTech																		
10:00 – 10:15 a.m.	MORNING BREAK																			
10:15 – 11:00 a.m.	<b>AFV Safety and Fuel Experiences</b> <i>Increase your knowledge about various safety considerations for alternative fuels and vehicles and what lessons we can learn from incident reports of recent accidents involving AFVs.</i>	John Gonzales, NREL Rob Adams, Marathon Technical Services																		
11:00 – 11:15 a.m.	<b>Awards and Recognition</b>	Sarah Olexsak, DOE																		
11:15 – 12:45 p.m.	LUNCH WITH YOUR REGION in NREL CAFÉ																			
12:45 – 1:00 p.m.	<b>Awards and Recognition</b>	Neil Kirschner, DOE Darren Stevenson, DOE																		
1:00 – 1:15 p.m.	<b>DOE Update #3</b> <i>Clean Cities Strategic Planning Process – recap of the last 5-year strategic plan and upcoming workshop to gather input for setting future program direction</i>	Linda Bluestein, DOE																		
1:15 – 3:00 p.m.	<p><b>Breakouts by Organization Type</b> <i>Learn best practices from your peers on how to leverage the strengths and minimize the shortcomings of your organizational structure.</i></p> <table border="1"> <thead> <tr> <th>Breakout Group</th> <th>Coordinator Leader</th> <th>Room</th> </tr> </thead> <tbody> <tr> <td>City/County/State</td> <td>Steve Russell, Massachusetts Clean Cities</td> <td><i>Gunnison x326</i></td> </tr> <tr> <td>COG/MPO/RPC</td> <td>Rebecca Otte, Southeast Louisiana Clean Fuels Partnership</td> <td><i>Piedra x422</i></td> </tr> <tr> <td>Hosted in Nonprofit/University</td> <td>Kelly Gilbert, Kansas City Regional Clean Cities</td> <td><i>Huerfano x324</i></td> </tr> <tr> <td>Standalone Nonprofit East (NE, MA, SE Regions)</td> <td>Chuck Feinberg, New Jersey Clean Cities</td> <td><i>San Juan x344</i></td> </tr> <tr> <td>Standalone Nonprofit West (NW, NC, CA, SC Regions)</td> <td>Sheble McConnellogue and Maria Eisemann, Northern Colorado Clean Cities</td> <td><i>North Platte x424</i></td> </tr> </tbody> </table>		Breakout Group	Coordinator Leader	Room	City/County/State	Steve Russell, Massachusetts Clean Cities	<i>Gunnison x326</i>	COG/MPO/RPC	Rebecca Otte, Southeast Louisiana Clean Fuels Partnership	<i>Piedra x422</i>	Hosted in Nonprofit/University	Kelly Gilbert, Kansas City Regional Clean Cities	<i>Huerfano x324</i>	Standalone Nonprofit East (NE, MA, SE Regions)	Chuck Feinberg, New Jersey Clean Cities	<i>San Juan x344</i>	Standalone Nonprofit West (NW, NC, CA, SC Regions)	Sheble McConnellogue and Maria Eisemann, Northern Colorado Clean Cities	<i>North Platte x424</i>
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3:00 – 3:15 p.m.	AFTERNOON BREAK																			
3:15 – 4:00 p.m.	<b>Coalition Support Contract</b> <i>Outcomes of the support contract level of effort analysis and coaching on how coalitions can best allocate their resources to complete contract deliverables and coalition business</i>	Erin Russell-Story, DOE																		
4:00 – 4:45 p.m.	<b>Clean Cities Coordinator Council Updates</b> <i>Overview of the Coordinator Council activities and the new SharePoint site</i>	Coordinator Council Members																		

4:45 – 5:00 p.m.	<b>Awards and Recognition</b>	Erin Russell-Story, DOE Dave Kirschner, DOE
5 : 0 0 p . m .	<b>Shuttles Depart for Hotel</b> <i>Last bus departs NREL at 5:15 p.m.</i>	

## Thursday, December 11, 2014

7:00 am – 4:00 pm	Registration Desk Open – <i>Outside San Juan</i>	
7:00 – 7:30 a.m.	<b>Shuttles Depart from Sheraton Denver West Lobby</b> <i>Last Bus Departs for NREL RSF at 7:30 a.m.</i>	
7:15 – 8:00 a.m.	Arrivals	
8:00 – 8:10 a.m.	<b>Agenda Overview and Morning Announcements</b>	
8:10 – 8:30 a.m.	<b>DOE Tools Update</b> <i>Making communities EV-Ready and encouraging use of the EV Scorecard.</i>	Linda Bluestein, DOE Mark Bentley, Alabama Clean Fuels Coalition Kay Kelly, NREL
8:30 – 9:00 a.m.	<b>NREL Tools and Resources Update</b> <i>API and Station Data, YouTube, Polk data and analysis</i>	Margo Melendez, NREL
9:00 – 9:45 a.m.	<b>State Policy Session</b> <i>Hear the latest news on Motor Fuel Taxation Issues; Excise tax paper; CNG Weights and Measures, Measurements and Sale of Electricity</i>	Alex Schroeder, NREL Mahesh Albuquerque, Colorado Division of Oil and Public Safety George Mitchell, NREL
9:45 – 10:00 a.m.	MORNING BREAK	
10:00 – 11:15 a.m.	<b>Project Management Lessons Learned and Best Practices Panel</b> <i>Outcomes from recent projects (ARRA, EV Community Readiness and AFV Implementation Initiatives) and lessons learned by project leaders.</i>	Samantha Bingham, Chicago Clean Cities Robin Erickson, Utah Clean Cities Steve Linnell, Maine Clean Communities Lisa Thurstin, Twin Cities Clean Cities
11:15 – 12:45p.m.	LUNCH ON YOUR OWN IN NREL CAFÉ	
12:45 – 1:00 p.m.	<b>Awards and Recognition</b>	Trev Hall, DOE
1:00 – 1:15 p.m.	<b>Communication and Outreach Training Introduction: Audience Analysis</b> <i>As you work to improve the communication efforts of your coalition, learn how to get insights into your audience, what their needs are and leverage appropriate communication tools and channels to reach them.</i>	Shannon Shea, DOE

<b>Communication Training Concurrent Sessions</b>			
Pick 2 of 4 Sessions			
	<b>Presentation</b>	<b>Presenter</b>	<b>Room</b>
1:15 – 2:30 p.m.	<b>Driving Attendance at Events</b> <i>How to improve turnout and get the right people to your events.</i>	Colleen Crowninshield, Tucson Clean Cities	<i>Beaver Creek X320-A</i>
	<b>Public Outreach: Using Innovative Communication Mediums to Heighten Awareness of Technologies and Fuels</b> <i>Using social media and other novel outreach channels to increase awareness of alternative fuels and your coalition.</i>	Jonathan Overly, East Tennessee Clean Fuels Coalition Carl Lisek, South Shore Clean Cities	<i>Beaver Creek X320-C</i>
	<b>Effectively Communicating with Stakeholders and Fleets through Newsletters</b> <i>How to create strong newsletter content and develop an attractive newsletter layout.</i>	Kelly Gilbert, Kansas City Regional Clean Cities Ann Shaneyfelt, Louisiana Clean Fuels	<i>Huerfano x324</i>
	<b>Building the Coalition Brand</b> <i>How a strong brand can help you build relationships and strengthen your membership base.</i>	Alleyn Harned, Virginia Clean Cities	<i>San Juan x344</i>
2:30 – 2:45 p.m.	AFTERNOON BREAK		
2:45 – 3:45 p.m.	<b>Website Training 2.0</b> <i>Get advanced insight into how to improve your coalition websites. This presentation builds on information presented at the 2012 Peer Exchange.</i>		Trish Cozart, NREL
3:45 - 4:00 p.m.	<b>Awards and Recognition</b>		Brett Aristegui, DOE
4:00 – 4:30 p.m.	<b>Meeting Wrap-Up and Q&amp;A</b>		Linda Bluestein, DOE Dennis Smith, DOE
4 : 3 0 p . m .	<b>Shuttles Depart for Hotel</b> <i>Last bus departs NREL at 4:45 p.m.</i>		