

SOUTHEAST LOUISIANA CLEAN FUEL PARTNERSHIP



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South Central / Northwest Region
Clean Cities Coordinator Peer Exchange

Santa Fe, NM

April 8-10, 2008

Presentation Outline

- ❖ New Clean Fuel Partnership
- ❖ Program Structure
- ❖ Get to Know Us
- ❖ What We've Been Up To
- ❖ Alternatives Fuel Markets
- ❖ Driving Forward...
- ❖ Designation



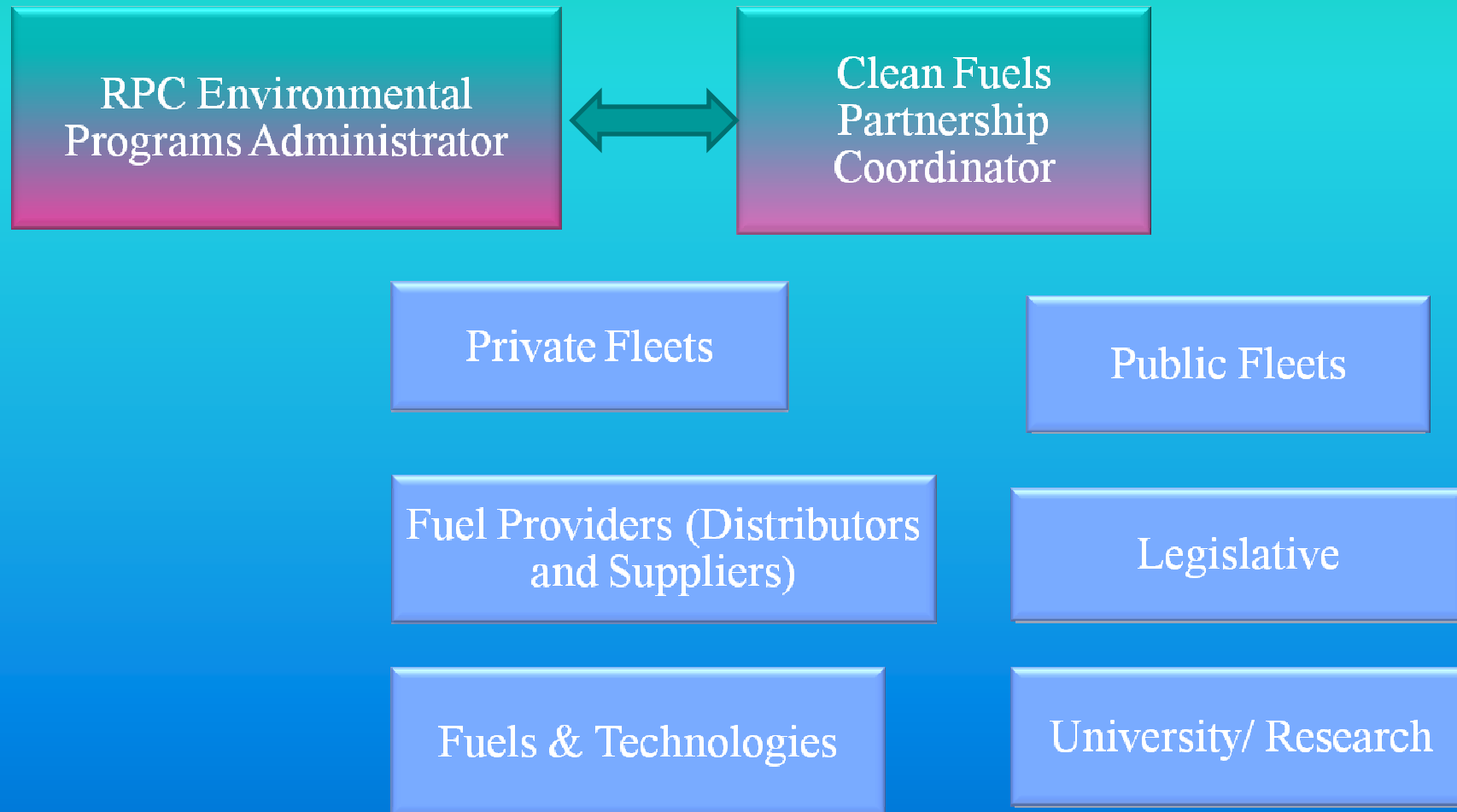
Formation of Clean Cities Program:

The *NEW* Southeast Louisiana Clean Fuel Partnership

- Reinvigorated the Program in September 2007
 - New Name: Southeast Louisiana Clean Fuels Partnership
 - New Coordinator
Employed by the Regional Planning Commission
 - New Organization Structure
 - Funded *primarily* through grant from Louisiana Dept. of Natural Resources (State Energy Office) and Membership Dues



Partnership Leadership: Steering Committee



Partnership Leadership: Steering Committee

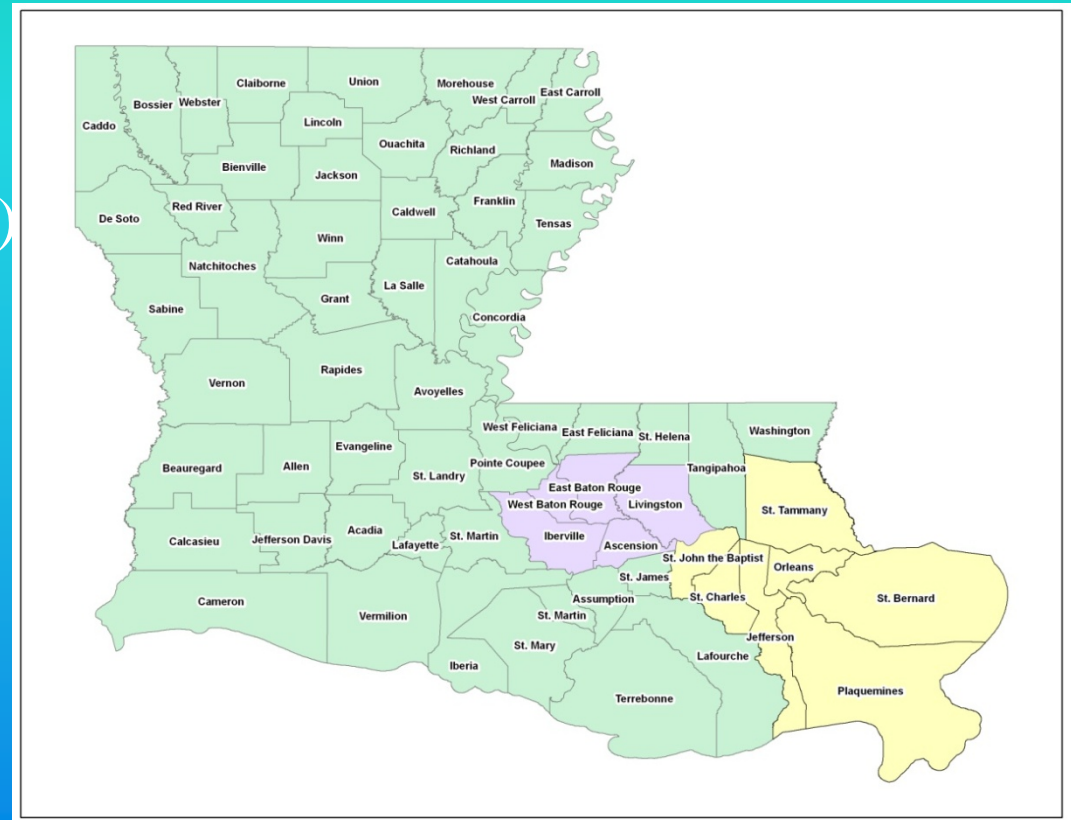
Why a Steering Committee Structure?

- Better utilize the expertise of the members
- Allow for greater and more meaningful involvement
- Eliminate the need for committees to meet only for the sake of meeting
- Ensures that members' time is well spent.



Get to Know Us: Partnership Area

- Seven parishes (counties):
 - Jefferson,
 - Orleans (City of New Orleans)
 - Plaquemines,
 - St. Bernard,
 - St. Charles,
 - St. John the Baptist, and
 - St. Tammany
- Population: 1.1 million
- Air Quality Attainment Status:
In attainment since 2005



Parishes Served by the Southeast Louisiana Clean Fuel Partnership

*Coordinator's office is located in the City of New Orleans/ Orleans Parish.

Parishes Served by the Greater Baton Rouge Clean Cities Coalition

*Coordinator's office is located in Baton Rouge

Get to Know Us: Our Stakeholders

Regional Transit Authority

Jefferson Parish Transit

Salathe Oil Company

Entergy

Atmos Energy

Neenan Diesel

Retif Oil & Fuel

Tulane University

Kern Studios

City of New Orleans

Jefferson Parish

Jefferson Sheriff's Dept.

St. Tammany Parish

Plaquemines Parish

St. Bernard Parish

St. John the Baptist Parish

St. Charles Parish

City of Covington

City of Slidell

New Orleans Int'l Airport

Airport Shuttle

St. Charles Parish Public Schools

Port of New Orleans

Audubon Nature Institute

LDOTD

Seabrook Marina

Sen. David Vitter

Sen. Mary Landrieu

Get to Know Us: Our Government Partners

LA Dept. of Natural Resources (State Energy Office)

LA Dept. of Transportation and Development

LA Dept. of Agriculture and Forestry

LA Dept. of Environmental Quality

US Dept. of Energy

US Environmental Protection Agency

Jefferson Parish Dept. of Environmental Affairs

City of New Orleans Mayor's Office of Environmental Affairs

Regional Planning Commission (the agency that houses the Partnership)

Sen. David Vitter

Sen. Mary Landrieu



Get to Know Us: Our Providers

FUEL:

- 🚗 Salathe Oil Company- Biodiesel
- 🚗 Atmos Energy- CNG
- 🚗 Amerigas- Propane
- 🚗 Entergy- Natural Gas



VEHICLES

- 🚗 Columbia Par Car- Electric
- 🚗 GM- Hybrids and E85
- 🚗 Dodge – Hybrids and E85



What has the Clean Fuel Partnership Done Lately?

- Two Quarterly Stakeholders Meetings
 - October 23, 2007
 - January 11, 2008
- Steering Committee Meetings
 - January 9, 2008
 - February 7, 2008
- State Clean Cities Conference in March 2008 with LDNR



What has the Clean Fuel Partnership Done Lately?

Meetings with Fleet Managers

- ➡ JeT (Jefferson Parish Transit)
- ➡ Metro Disposal
- ➡ RTA
- ➡ Jefferson Parish Sheriff's Office
- ➡ Plaquemines Parish Sheriff's Office
- ➡ Audubon Nature Institute
- ➡ Crescent City Connection- Mississippi River Ferries
- ➡ University of New Orleans
- ➡ Southern University of New Orleans
- ➡ Kern Studios



What has the Clean Fuel Partnership Done Lately?

Outreach

- Jefferson Parish Transit Press Conference
- Cable Access Show



Kern Studios Press Conference



KERN STUDIOS TO PULL CARNIVAL FLOATS WITH BIODIESEL

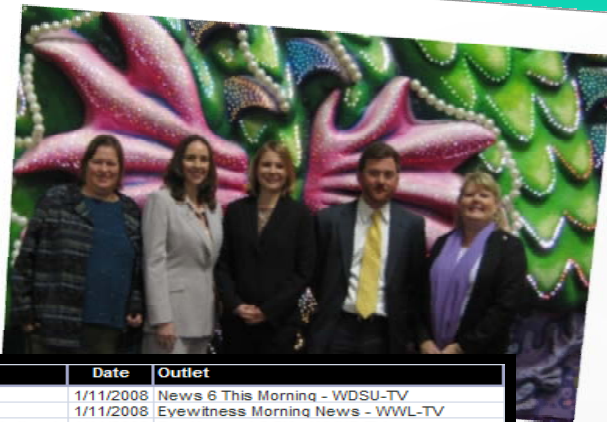


KREWES

REX
ZULU
ENDYMION
MUSES
ORPHEUS
BACCHUS
EVE
SHANGRI-LA
CAESAR
OLYMPIA
ALLA
BABYLON
D'ETAT
SELENE
AQUILA
NOMTOC
HERMES
TUCKS
THOTH

116 Tractors in 19 Parades over a 2-week Span
Running on Biodiesel!

Kern Studios Press Conference Nationwide News Coverage



Headline	Date	Outlet
Floats will be powered by biodiesel. I	1/11/2008	News 6 This Morning - WDSU-TV
Mardi gras will announce a new moo to use bio diesel fuel. H	1/11/2008	Eyewitness Morning News - WWL-TV
For the first time, kern studios will be hauling floats using tractors powered by biodiesel.	1/11/2008	Fox News at 5 PM - WVUE-TV
parades are switching to bio-diesel. Bio-diesel is a cleaner	1/11/2008	ABC 26 News at 5 PM - WGNO-TV
About 20- parades will use bio-diesel to run 120-tractors that pull the floats. E	1/11/2008	2 NEWS @ FIVE - WBRZ
this truck filled with bio-diesel made from soy bean	1/11/2008	NEWS @ SIX - WDSU
its tractors with a bio-diesel blend. Kern studios joins	1/11/2008	KGUN 9 News at 6 PM - KGUN-TV
orleans is filling with bio diesel fuel fuel. Mardi	1/11/2008	KCAL 9 News at 8 PM - KCAL-TV
will be fueld with bio-diesel made from soy bean	1/11/2008	News 6 at 10 PM - WDSU-TV
Floats will be pulled by tractors, fueled by biodiesel. T	1/11/2008	7News at 10 PM - KMGH-TV
powering it's floats with bio diesel fuel this year.	1/11/2008	KCAL 9 News 10 PM - KCAL-TV
its tractors with a biodiesel blend. They say, this	1/11/2008	TV-3 News 10 PM Weekend - KATC-TV
Some parades will use tractors fueled with bio-diesel. T	1/11/2008	2 NEWS @ TEN - WBRZ
Tractors and other vehicles that pull the floats in new orleans will switch to biodiesel. T	1/11/2008	News at 10:00pm - WEHT
their tractors with a biodiesel blend. The kern family	1/11/2008	WATE 6 News at 11 PM - WATE-TV
Most mardi gras floats will be powered by biodiesel fuel this year. I	1/11/2008	13 NEWS AT 11 PM - WOWK
Several of the big float sponsors have announced they're switching to biodiesel.	1/12/2008	WRAL News Saturday Morning - WRAL-TV
Tractors that will pull the floats will be filled with cleaner-burning bio-diesel. L	1/12/2008	Action News Weekend at 8 AM - KTNV-TV
THE FLOATS AND ACTIVITIES WILL BE PULLED BY TRUCKS RUNNING ON BIO DIESEL	1/12/2008	Channel 7 News at 11 PM - WSVN-TV
Returns this year, floats in the parade will be pulled by trucks that run on biodiesel.	1/12/2008	NBC 2 News Today Weekend - WBBH-TV
With bio-diesel. W	1/12/2008	CBS 58 News Saturday at 5 PM - WDJT-TV
Mardi gras is going green, and this year floats in the parade ~p~p~p~ by biodiesel. P	1/12/2008	10News Live at 5 PM - Saturday - KGTV-TV
This year, floats in the parade will be pulled by trucks that are fueled on biodiesel. T	1/12/2008	NEWS @ SIX - KLFY
A BIODIESEL BLEND WILL BE FUELING THE FLOATS THIS YEAR.	1/12/2008	WAVY News 10 at 6 PM - WAVY-TV
You can catch the eco-friendly floats until fat tuesday on february fifth. B	1/12/2008	Channel 3 News at 6 PM - WEAR-TV
A BIODIESEL BLEND WILL FUEL THE FLOATS IN THE PARADE THIS YEAR.	1/12/2008	Fox 42 News at 9 PM Weekend - KPTM-TV
A BIODIESEL BLEND IS BEING USED TO MOTOR THE FLOATS IN THE PARADES.	1/12/2008	Fox 4 News at 10 PM - WDAF-TV
Bio-diesel is great for the air and prevents smog. I	1/12/2008	Fox 25 Late Edition - KOKH-TV
GOING GREEN THIS WEEKEND, BIODIESEL WILL FUEL THE FLOATS	1/12/2008	FOX 2 News - KTVI
THE FLOATS IN THE PARADE WILL BE FUELED WITH A BIODIESEL BLEND.	1/12/2008	Fox 13 News 9 PM - WHBQ-TV
A biodiesel blend will be fueling the floats in the parade this year. A	1/12/2008	Fox 6 News at 9 PM - WITI-TV
City officials say using biodiesel retues smog causing eat	1/12/2008	KCAL 9 News at 9 PM - KCAL-TV
by trucks fueled by biodiesel. City officials say using	1/12/2008	KCAL 9 News 10 PM - KCAL-TV
going green! A bio-diesel blend fueling the floats	1/12/2008	WRAL's 10 PM News on Fox 50 - WRAX-TV
will run on a biodiesel blend. The float's builders	1/12/2008	Fox 5 News at 10 PM - KVVU-TV
This year, floats in the parade will be pulled by trucks that are fueled on biodiesel. R	1/12/2008	Nightly News - WSMH
All 100 tractors which pull floats in the parade will be powered by bio- diesel fuel.	1/12/2008	News Channel 9 at 6 PM - WSYR-TV
It was announced today the floats in the parade will be fueled by a bio-diesel blend. T	1/12/2008	Fox 6 News at 10 PM - XETV-TV
be going green! a biodiesel blend will be fueling	1/12/2008	Fox 56 News at 10 PM - WOLF-TV
green this year! a biodiesel blend will be fueling	1/12/2008	Ten O'Clock News - KMPH-TV
A bio-diesel blend will fuel the floats in the parade this year. K	1/12/2008	Fox 43 News at 10 PM - WPMI-TV
This year a biodiesel blend will be fueling the floats in the parade. S	1/12/2008	Fox 21 Ten O'Clock News - WHNS-TV
SPONSORS FOR THE BIG FLOATS DECIDED TO MAKE THE MOVE TO BIODIESEL.	1/12/2008	KPTV Late News - KPTV
WILL BE FUELED WITH BIODIESEL MADE FROM SOY BEAN	1/12/2008	7NewsAt10 - WLVI
BE GOING GREEN! BIODIESEL BLEND IS FUELING THE	1/12/2008	WDKY 10pm Weekend News - WDKY
Trucks fueled on biodiesel will pull the floats in this year's parade. O	1/12/2008	CBS 47 On Your Side at 11 PM - KGPE-TV
FUEL APPLICANTS SAY THAT BIO-DIESEL REDUCES SMOG CAUSING EMISSIONS	1/12/2008	ChicagoLand TV (CLTV)
SOME TRACTORS THAT PULL THE CARNIVAL FLOATS - ARE FUELED WITH A	1/13/2008	Weekend 5 am - KMBC
BE FUELED BY A BIODIESEL BLEND THE KERN FAMILY	1/13/2008	WAVY News 10 Today 3 - WAVY
THIS YEAR, FLOATS IN THE PARADE WILL BE PULLED BY TRUCKS THAT ARE FUELED	1/13/2008	VHAS730am - VHAS
A BIODIESEL BLEND WILL FUEL THE FLOATS. T	1/13/2008	FOX 13 10 PM News - WTVT-TV
be going green! a biodiesel blend will be fueling	1/13/2008	Good Morning Show Weekend - WCTV-TV
GREEN! A BIODIESEL BLEND WILL BE FUELING THE	1/13/2008	Good Day Alabama at 7 AM - WBRC-TV
A BIODIESEL BLEND WILL BE FUELING THE FLOATS IN THE PARADE.	1/13/2008	FoxNewsAtEleven - WFTX
WILL USE A BIODIESEL FUEL BLEND, WHICH IS SUPPOSED	1/14/2008	FOX 6 NEWS DAYBREAK - WBRC
THE FLOATS RUN ON BIODIESEL YEAH, I DONT THINK	1/14/2008	WGN Morning News - WGN-TV
that are fueled on biodiesel. Richard angelico reports. Mardi	1/14/2008	MORNING NEWS - KSLA
that are fueled on biodiesel. (Mardi gras is without	1/14/2008	Morning - WPSD
You can catch the eco-friendly floats until fat tuesday on february fifth.	1/14/2008	3 In The Morning 5 AM - WEAR-TV
THEIR TRACTORS WITH A BIODIESEL BLEND. KERN STUDIOS-ONE	1/14/2008	KVUE @ 11AM - KVUE

St. Charles Streetcar Re-opening



- ❖ Full route open by the end of 2008
- ❖ Canal Street, Carrollton Spur and Riverfront Lines already in Operation
- ❖ Historic Cars not damaged
- ❖ Restoration of the newer cars at the Carrollton Barn with the first one out this Spring



Growing the Alternative Fuel Market

- **Low hanging fruit: Biodiesel**
 - Salathe Oil Co. Actively Marketing Biodiesel
 - REG- New Biodiesel Plant in St. Charles Parish in 2008; projected 60 million gallons annually
- **Next up on the tree:**
 - **Ethanol:** Partnering with CleanFuelUSA for an E85 Station- Identified 3 Potential Station Sites
 - **Public Biodiesel Stations**
 - **Low-Speed Electric Vehicles:** Recently added to the State Bid List
 - **Electrification of Ports**
 - **CNG and Propane**



Current Alternative Fuel Vehicle Fleets

- Regional Transit Authority
- City of New Orleans
- Jefferson Parish Transit
- Kern Studios
- Tulane University
- Entergy
- Salathe Oil Company
- Carlo Ditta Concrete
- Barriere Construction
- Audubon Nature Institute
- Metro Disposal
- Seabrook Marine
- Organic Marketing
- State Vehicle Fleet
- General Services Administration



Current Alternative Fuel Vehicle Fleets

Niche Markets



- ❖ Mardi Gras Tractors
116 Tractors in 19 Parades



- ❖ Marine Vehicles and Support Equipment
- ❖ PGA Golf Courses

Growing the Alternative Fuel Market: Vehicles in 2013

- Projected 20% Annual Increase
- Growth in GSA and State Fleet Vehicles on Alternative Fuels
- Installation of Public E85 and Biodiesel Stations
- I-10 Alternative Fuel Corridor
- Road Map to Reinforce Commitments to Alternative Fuel
- Total of 2192 projected AFVs

Driving Forward...

- Continue Quarterly Stakeholder Meetings
- Additional Outreach Events and Press Conferences
- Develop Marketing Tool Kit
- Create Statewide Legislative Committee
 - Promote State Incentives
 - State Bid List: Add Alternative Fuels and Increase the Number and Diversity of AFVs
 - Educate Policymakers
 - Assist with Implementation



Driving Forward...

- Expand the Number of AFVs on the Road & Fueling Stations
 - Follow-up with Initial Fleet Contacts
 - Initial Focus on Biodiesel and E85
 - Expand the Number of Fleets in the Partnership
 - I-10 Clean Fuel Corridor Projects



Driving Forward...

- Stakeholder Recruitment
 - One-to-One Meetings with Fleets
 - Target Industry Associations
- Maintain Financial Self-Sufficiency/ Identify Grant Opportunities
 - National Biodiesel Board Grant for Transit Workshop
 - USDA Biodiesel Grant
 - USEPA Clean School Bus Grant
- Website: www.cleanfuelpartnership.org

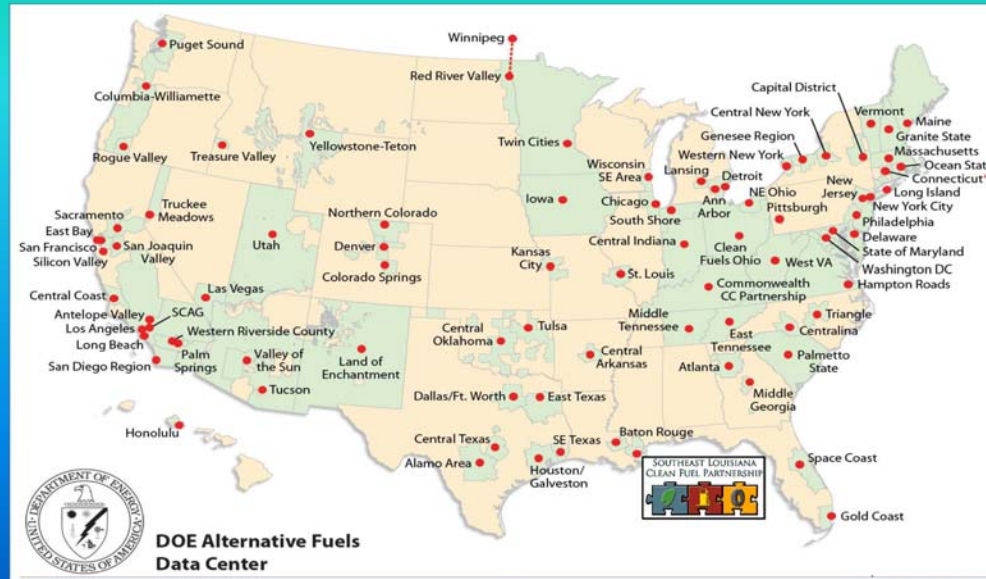


Designation

86th Clean Cities Coalition!

Wednesday, March 26, 2008 at Mardi Gras World
Ceremony held in conjunction with Louisiana Clean
Cities Conference in New Orleans

Clean Cities Coalition Nationwide Network



Thank you!

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Partnership Leadership: Steering Committee

How Does it Work?

- Coordinator organizes meetings around specific topics/ action steps
- Appropriate Steering Committee members invited to attend (all Steering Committee members are notified)
- Other SLCFP members with specific knowledge on the topic, as well as other resources identified by the Steering Committee, are invited to attend and provide input
- Steering Committee meets at least quarterly as a whole to discuss and provide feedback on the overall program