

Annual Operating Plan

Maine Clean Communities (MC²)
October 1, 2009 to September 30, 2010

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Coalition Description:

1. General information

- Designation date:1997
- Geography: Maine Clean Communities covers the State of Maine
- Funding sources: MC² receives its funding from federal grants and industry sponsorships

2. Mission & Vision Statement

- Mission: To reduce Maine's dependence on imported petroleum in the transportation sector and improve air quality through the development of alternative fuel infrastructure, deployment of clean fuel vehicles and fuel-efficient technologies.
- Vision Statement: A state transportation system that operates on a diverse mix of reliable, clean and renewable energy resources that help promote economic prosperity, improved air quality, human health and mobility and sustainable energy independence.

3. Structure

- Maine Clean Communities is housed within the Greater Portland Council of Governments (COG).
- The MC² Coordinator is accountable to the COG Board, which is the official governing body.
- The COG Board is comprised of elected and appointed local officials from COG member municipalities. The COG Steering and Executive Committees meet regularly, and a General Assembly of the Board is held once a year to conduct official business and elect new officers. The Board has a chair who generally serves for two years. The vice chair is the presumptive following chair.
- MC² stakeholders meet every other month.

4. Strategic Plan

- MC² has a strategic plan (see attachment A), developed by staff and approved by stakeholders.

5. Key Coalition Personnel

- Steven Linnell, Coordinator and Senior Transportation Planner.

Steve Linnell (M.S. Resource Management and Administration, Antioch University) has worked with Maine Clean Communities for 12 years, since its inception. He currently devotes approximately 10 hours a week to the Coalition.

As the Coordinator of Maine Clean Communities, Steve's responsibilities include coordinating and documenting MC² activities, coordinating meetings, and the other responsibilities spelled out in the Clean Cities Memorandum of Understanding (MOU) with the Department of Energy.

At the Greater Portland Council of Governments (GPCOG), Steve also works on transportation and land use planning in the Greater Portland Area.

- Rebecca R. Lambert, Planner.

Rebecca Lambert (M.S. Natural Resources, University of Vermont) joined GPCOG and Maine Clean Communities in August, 2009. She currently devotes approximately 15 hours a week to the coalition.

Rebecca Lambert's responsibility is to assist the Coordinator in fulfilling the duties spelled out in the MOU

At GPCOG, Rebecca's other responsibilities include transit planning, and working with ICLEI and Clean Air Cool Planet to conduct energy and greenhouse gas inventories.

Alternative Fuel and Advanced Vehicle Technology Market Analysis

1. Infrastructure

- One CNG fast fill station (government fleet access only)
- Several propane fueling stations (public and private)
- Several biodiesel fueling stations (public and private)
- E10 available throughout the state.

2. Fleets using alternative fuels

- 13 Greater Portland METRO Transit Buses run on CNG
- 3+ Portland School Buses use CNG
- 30 Island Explorer Buses on Mount Desert Island use LPG
- Many large fleets, including the City of Portland, Safe Handling, Oakhurst and Poland Spring, use biodiesel blends
- Several smaller fleets, including the town of Scarborough, use propane
- Many fleets with small vehicles, including the State Government, use hybrids

3. Obstacles to the expansion of alternative fuels and advanced vehicle technology

- Due to the low population density, EPCACT and the Clean Air Act mandates do not apply in the State of Maine. There are therefore no fleets looking to comply with those mandates. While biodiesel has caught on more easily than other alternatives (due to the low commitment in terms of vehicle acquisition), its use is highly dependent on price and perceived limitations in cold weather.
- State policies focus on efficiency and weatherization in electricity and buildings. The State has not prioritized transportation. Municipalities and commercial fleet owners are interested in pursuing alternative fuels and advanced vehicle technology as long as there is little or no cost and low perceived risk. While petroleum reduction is commonly discussed, implementation remains challenging.
- Limited funding prevents the Coordinator and staff from doing many of the things that are necessary to "make things happen."

Goals and Objectives:

1. Fleet adoptions

- Short Term
 - With Maine Clean Communities support, The Greater Portland Transit District (METRO) has switched 13 of its buses to run on Compressed Natural Gas (CNG). As METRO replaces the second half of its fleet,

MC² will continue to work with it in order to encourage and assist with continued purchasing of CNG vehicles.

- With other regional Coalitions, MC² applied for stimulus funds to support stakeholder purchases of AFVs. Though MC² did not receive stimulus funding, it will continue to seek support for the following AFVs:
 - Four propane school buses for Bonny Eagle High School, MSAD #6
 - One propane truck for the Town of Scarborough
 - Three hybrid school buses for the City of Portland
 - Two hybrid bucket trucks for Lucas Tree
- Long Term
 - MC² will continue to assist interested parties including taxi companies, local governments, school districts, public transportation providers and utility companies, etc., in choosing and funding alternative fuel vehicle and advanced vehicle technology purchases. Please see the attached strategic plan for more details.

2. Infrastructure development

- Short Term
 - Maine Clean Communities will encourage and support the development of a second CNG fueling station in the Greater Portland Area. MC² has been in discussions with public and private waste haulers, as well as other interested parties, to develop a fueling station convenient to them. Ideally the station would be open to the public as well.
 - Maine Clean Communities will work to support the development of propane refilling stations in the Rangeley Area.
 - MC² will continue to work with Maine Bio-Fuel, Portland's new biodiesel producer, to help it get off the ground and increase both its product market and feedstock acquisition.
- Long Term
 - Develop a strategic plan to expand alternative fuel refueling infrastructure throughout the State. This will be accomplished by:
 - Surveying MC² stakeholders to determine expected fleet expansions and replacement schedule information, then using this information to determine the site specific refueling infrastructure, by size and fuel type, necessary to facilitate this expansion;
 - Working closely with the fuel suppliers and infrastructure installers to determine the best way to keep costs down; and,
 - Continually identifying funding sources, and helping to prepare applications for such funding, which can be used to assist in infrastructure development.
 - See attached strategic plan for more details.

3. Fuel Use/Displacement Efforts

- Short term
 - MC² will work with Vermont Clean Cities to host Eco-Driving workshops (possibly with municipal employees) that will teach eco-driving skills as well as showcase advanced vehicle technology.
 - MC² is working with ICLEI and Clean Air Cool Planet to conduct energy and greenhouse gas inventories in several municipalities as well as the Greater Portland region as a whole. This inventory will help identify potential areas for alternative fuel use and petroleum displacement.
- Long term
 - MC² will build on the conclusions of its energy inventories to find opportunities for alternative fuel use and displacement.

4. Education and Outreach Efforts

Events

- Short Term
 - MC² is organizing a ribbon cutting for Portland's first biodiesel production plant.
 - Maine Clean Communities will continue to host at least six stakeholder meetings a year, convening public transit agencies, school districts, municipal governments and fleet managers, among others, to discuss and promote alternative transportation.
 - As propane-use has recently increased in the region, MC² hopes to host an event to publicize its use and encourage others to consider this alternative fuel
 - In order to support the development of a second CNG filling station in the Greater Portland Area, Maine Clean Communities hopes to host an educational workshop on CNG, specifically oriented towards waste haulers.
 - As mentioned above, MC² will work with Vermont Clean Cities to host Eco-Driving workshops (possibly with municipal employees) that will teach eco-driving skills as well as showcase advanced vehicle technology.
 - MC² hopes to convene another Biodiesel Summit based on original summit in 2004.

Event Name	Target Date	Target Audience	Topics to be Addressed
Biodiesel Ribbon Cutting	October 15	Media, public, restaurant owners (for feedstock acquisition)	Local, closed-loop biodiesel production from WVO
Stakeholder Meetings	Every other month	Stakeholders, New fleets, Alternative fuel providers	Networking, funding, projects planning, legislation
Propane Workshop	TBD	Stakeholders Fleet Managers	Current users, product offerings, new technology and new supply
CNG Workshop	TBD	Waste Haulers	Advantages of CNG
Eco-Driving Workshop	TBD	Municipal employees, other	Efficient driving skills, alternative fuels and advanced vehicle technology
Biodiesel Summit	TBD	Providers and Distributers	What works, who's doing what, who stopped and why, what's new/next, how to get B20 into more fleets, how to get B20 retail

- Long Term
 - MC² will continue to host events and workshops to raise the profile of and educate Maine about alternative fuels and advanced vehicle technology.
- In addition to the events above, MC² will seek to educate the community through continuing to update and distribute "fact sheets" on energy security, safety, efficiency, emissions, availability, health, and cost, comparing conventional fuel vehicles to all the clean alternatives available in Maine. Fact sheets can be distributed by all stakeholders during events to educate the public on the positive effects of using AFVs.

Website

- Maine Clean Communities' website (http://www.gpcog.org/Transportation_and_Land_Use/Maine_Clean_Communities.php) currently includes contact information, upcoming events, and a link to the DOE Clean Cities website. It also highlights MC²'s past successes

and contains educational information on grants and incentives. In the past year, MC²'s website received 1,360 unique hits.

- Short Term
 - In the coming year, MC² will add a stakeholder recruitment application and alter the website to promote stakeholders and alternatively fueled fleets.
- Long Term
 - MC² has recently added an “announcements” section to the website. In the coming years, Maine Clean Communities will continue to update the announcements sections, as well as information pertaining to alternative fuel stations, stakeholder meetings, and alternative fuel incentives in Maine.

5. Organizational Growth Targets

Budget and Staff

- Maine Clean Communities recently hired an additional staff person to work 15 hours per week on Coalition activities. After 12 years with one part-time staff person, this represents significant growth.
- MC² could accomplish substantially more with an increased budget. MC² will continue to look for funding opportunities that could expand its budget in both the short and long term.

Board and/or Committee Member Recruitment

- As Maine Clean Communities is housed within the Greater Portland Council of Government, its board membership is tied to COG board membership. Please see the Coalition description, above.

Stakeholder/Fleet Recruitment

- Short Term
 - MC² will continue to recruit new stakeholders, identifying existing fleets that operate in the state through Internet searches, assistance from Maine's Department of Economic and Community Development, Maine Motor Transport and information from current stakeholders. Once new fleets have been identified, the fleet managers will be invited to attend MC² stakeholder meetings.
 - MC² hopes to increase the number of stakeholders by 10%.
 - In order to facilitate recruitment, MC² will add a stakeholder application to its website.
- Long Term
 - MC² will continue to recruit new stakeholders and continue to host bi-monthly meetings, keeping our current stakeholders engaged.

Territory Expansion Efforts

- MC² covers the entire state of Maine. Due to its structure and location, however, efforts have focused on Southern Maine, particularly the Greater Portland Area. MC² will continue to seek out potential projects and stakeholders in Northern Maine in both the short and long term.

Relationship Building with Key Partners

- MC² continues to work closely with State Government agencies, including Efficiency Maine, the Office of Energy Independence and Security, the Department of Transportation and the Department of Environmental Protection. MC² is increasingly reaching out to local governments to join as stakeholders, and is hopeful that at least one of Maine's major cities will join the coalition this year.

- MC² has a good working relationship with other regional Clean Cities Coalitions, especially Granite State and Vermont Clean Cities. MC² hopes to continue to build this relationship and further develop the spirit of collaboration in the coming year.
- In the long term, MC² would like to see State Government increase its focus on alternatively fueled transportation. To that end, MC² hopes to tighten its relationship with the Office of Energy Independence and Security as well as key legislative players.

Fundraising Efforts

- MC² anticipates continued support from the Metropolitan Planning Organization.
- Maine Clean Communities will continue to monitor available grants and seek funding to support its operations.
- Maine Clean Communities will continue to monitor available grants and seek funding to support the development of an additional CNG refilling station in the Greater Portland Area, as well as the purchase of AFVs for several of our stakeholders.
- In the long term, MC² is hopeful that State funders will give more attention to transportation energy, and that Federal funders will increase their focus on small rural states, which tend to be highly car dependent.

6. Legislation

- In both the short and long term, MC² will continue to monitor legislation, giving special attention to highway funding legislation that may arise. It is important that future highway tax legislation treats alternative fuels fairly, recognizing the benefits they can bring to the state of Maine.
- Over the short and long term, MC² hopes to work with legislators and the Office of Energy Independence and Security to help develop a legislative committee on Transportation Energy, similar to the Efficiency and Weatherization Committee.
- Much of the legislation supporting alternative fuels and alternative fuel vehicles in Maine has sunset. Given the right political climate, MC² will seek to reinstate this supportive legislation.

7. Travel Plan / Conference, Meeting, Training Attendance (DOE & Industry)

Conference/ Meeting Name	Date	Location
Clean Cities National Leadership Retreat	Nov '09	Tennessee
Clean Cities Regional Peer Exchange	June '10	TBD

8. Deliverables

Key Deliverable	Due Date	Description
Annual Survey Data Call to Stakeholders*	December '09	Begin Soliciting input from stakeholders on vehicle counts and petroleum reduction efforts for inclusion in the annual survey
Alternative Fuel Price Report Q1	January '10	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Input Annual Survey Information into DOE Database	February '10	Upload all coalition information into database by end of February deadline
Alternative Fuel Price Report Q2	April '10	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Coalition Success Story #1	April '10	Submit a one-paragraph description of a recent successful event, partnership or fleet contact.
Coalition Support Contract First Reporting Period Invoice	May '10	Submit invoice for first half of coalition support contract by the established deadline.

Alternative Fuel Price Report Q3	July '10	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Annual Operating Plan	September '10	Submit updated annual operating plan to Regional Manager in accordance with coalition support contract deadline.
Coalition Success Story #2	September '10	Submit a one-paragraph description of a recent successful event, partnership or fleet contact.
Alternative Fuel Price Report Q4	October '10	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Coalition Support Contract Final Reporting Period Invoice	October '10	Submit invoice for second half of coalition support contract by the established deadline.

* In order to collect annual survey data, we email our survey (attachment B) to both fleets known to use alternative fuels, as well as to other fleets that may be using alternative fuels. We then follow up by phone.