

Converting Interest into  
Implementation: A step by step  
Guide to **YOUR** NGV Success

By Jill Egbert and Elizabeth  
Munger

# Who are we? Let us introduce ourselves.

- Elizabeth Munger-  
The Green Group/  
American Honda
- Jill Egbert – Pacific  
Gas and Electric  
Company/Chair,  
Sacramento Clean  
Cities Coalition



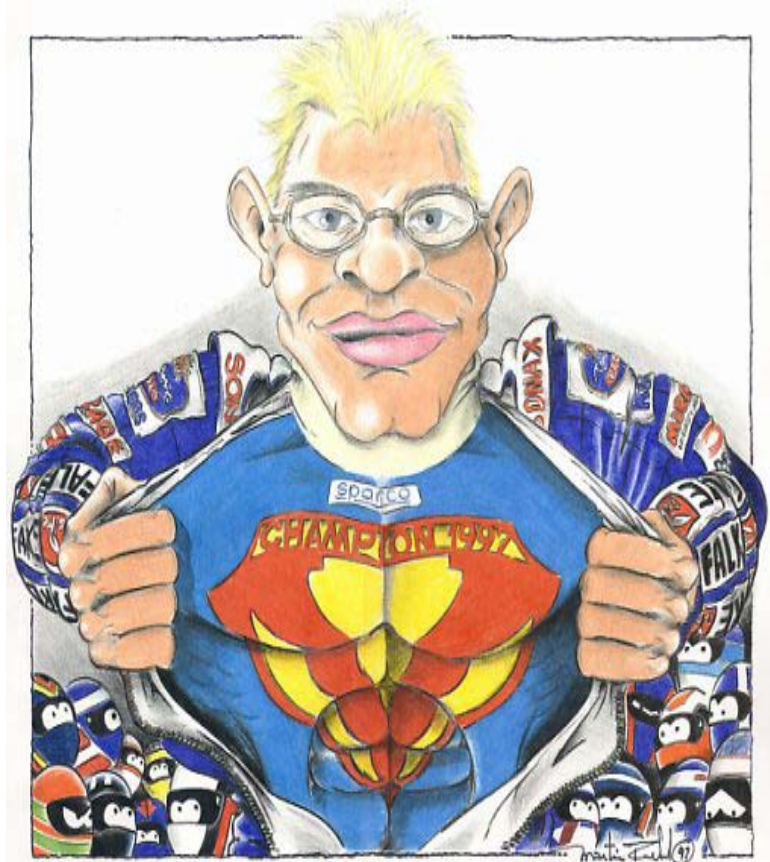
# Overview

- Workshop goals
- Format – workshop I and II
- Agendas



# The 3 most common reasons good intentions don't necessarily result in good programs

- Don't have a committed champion!
- Don't have a plan!
- Unrealistic expectations!



# Why do you want to start a NGV program?

- Air quality
- Meet local, state, federal mandates
- Comply with city resolutions
- Lower fuel price
- Fuel diversity
- Technology edge
- Favorable publicity

# What tools are there to help you?

- We are!
- NG Vehicle manufacturers/gas company representatives
- Air quality districts/ state energy offices
- Clean Cities Coalitions
- Fuel providers
- Incentive programs
- Grant opportunities



# Understanding the different “drivers” of team members

- They want to be the first!
- Public Relations opportunities
- Lower costs
- Energy security
- Commitment to the environment
- Mandates/policies



# Assembling the support team

- Who has something you need for your project?
  - Technology users (drivers, fleet manager)
  - Policy makers
  - Technical assistance: vehicle, fuel and fueling station
  - Air quality agencies/State energy office
  - Potential funders
  - Legislators

# Q & A

- **Your turn**
- **Stay tuned we have only just begun!**



Converting Interest into  
Implementation: A step by step  
guide to **YOUR** NGV Success

Workshop II

By Jill Egbert and  
Elizabeth Munger

Using “grass-roots” networking and legwork to promote “buy-in” to ensure management support

- Fleet Manager
- Board or staffs
- Air quality District/State Energy Office
- Council of Governments
- Champion on the City Council
- Environmental groups

# How to obtain “other people’s money” OPM

- It is the next step in networking and legwork.
- Educate yourself on the funding opportunities available to you: CMAQ, DOE, local AQ funds, VALE
- The “How” is- you apply for every grant available to you or find others to help or do it for you. In a lot of cases vehicle/engine manufacturers, gas company representatives and Clean Cities Coordinators can help you.

# California funding

- Congestion Mitigation Air Quality Money ( CMAQ)
- Air quality money
  - DMV 2766
  - Measure A- local sales tax
  - SECAT
  - Carl Moyer funds

Department of Energy

- Dealer rebates



# Example of using OPM

1 Ford F150	\$ 20,871
1 Aerial Truck	\$126,115
1 Patch Truck	\$131,660
1 Dodge Van	\$ 21,507
1 Honda Civic	\$ 21,742
2 Flat Beds	\$104,386
3 Service Vehicles	\$136,403
1 chevy Silverado – 4 wd	\$ 44,655
1 Crown Vic	\$ 27,000
<b>Total of 12 vehicles</b>	<b>\$634,339</b>

# Funds used

- CMAQ pays 88.53% of the total cost of the vehicle.
- COG pay 80% of the remaining 11.47%, they used State Transportation Improvement Program (STIP) dollars.
- City pays 20% of the 11.47%
- City used AQMD, Carl Moyer money, DOE, dealer rebates, city funds as their match.
- All based on timely completion of the project.

# What was the City's share of the cost?

- Approximately \$14,551 from their general fund!



# Texas funding

- Federal funds:
  - CMAQ (non-attainment areas)
  - VALE (non attainment airports)
  - Annual Clean Cities solicitation
- State funds
  - TERP (non and near non-attainment areas) Must meet \$7,000 per ton cost of NO<sub>x</sub> reduced
- Other sources
  - Honda/FuelMaker “bundle purchase” program

# Keeping all the wheels on the cart

- Keep in touch with all the players constantly.
- Communicate, communicate, communicate!
- Don't get discouraged if something doesn't happen as you planned, use a different angle.

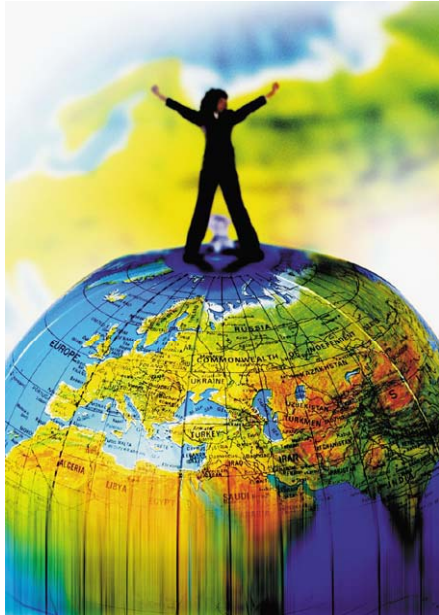


# Celebrating success!

- Tell the world about your achievement!
- Results in great PR for you!
- Involve kids, it is all about clean air for them to breathe.
- Include your support staff and the end users.



# Conclusion



- It can be done!
- Where there is a will there is a way!
- Be persistent and tenacious!
- Don't get discouraged. New technologies present new challenges
- Never say never!

# Resources

**American Gas Association**

**[www.aga.org](http://www.aga.org)**

**American Honda Civic GX**

**[www.civicgx.com](http://www.civicgx.com)**

**BAF Technologies**

**[www.baftechnologies.com](http://www.baftechnologies.com)**

**Baytech Corporation**

**[www.baytechcorp.com](http://www.baytechcorp.com)**

**California Air Resources Board**

**[www.arb.ca.gov/homepage.htm](http://www.arb.ca.gov/homepage.htm)**

**Clean Cities**

**[www.eere.energy.gov/cleancities/](http://www.eere.energy.gov/cleancities/)**

**Clean Vehicle Education Foundation**

**[www.cleanvehicle.org](http://www.cleanvehicle.org)**

**DRV Energy**

**[www.drvenergy.com](http://www.drvenergy.com)**

**Federal Aviation Administration's VALE program**

**[www.faa.gov/arp/environmental/VALE/Index.cfm](http://www.faa.gov/arp/environmental/VALE/Index.cfm)**

**General Motors [www.gm.com/automotive/innovations/altfuel/](http://www.gm.com/automotive/innovations/altfuel/)**

**Texas General Land Office**

**[www.glo.state.tx.us/altfuels/](http://www.glo.state.tx.us/altfuels/)**

**National Fire Protection Association**

**[www.nfpa.org/home/html](http://www.nfpa.org/home/html)**

**Natural Gas Vehicle Coalition**

**[www.ngvc.org](http://www.ngvc.org)**

**Pacific Gas and Electric Company**

**[www.pge.com/](http://www.pge.com/)**

# Q & A

- **Your turn!**

