



# The Ohio Advanced Transportation Partnership (OATP)

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# OVERVIEW

## Timeline

- Start: February 1, 2010
- Finish: December 31, 2013
- 43% Complete

## Budget

- Total Project – \$29,316,451
- DOE Share – \$11,041,500
  - Partner Contribution - \$ 18,274,951

## Barriers

- Increased demand of AFVs vs. OEM availability
- Insufficient competition among vendors in industry = higher prices
- Recession
- Federal Requirements

## Partners

Clean Fuels Ohio is managing The Ohio Advanced Transportation Partnership, comprised of 43 partners. Partners include representatives from government, private and non-profit fleets.

# Clean Energy Liquefied Natural Gas (LNG) Infrastructure in Seville, OH



# OBJECTIVES

- OATP will create new jobs as well as save existing ones.
- OATP will facilitate sustainable alternative fuel market in the region
  - Network of stations support future AFV use
  - Critical mass of AFVs support network of stations
  - Assist development of alternative fuel station corridor connectivity
- OATP will include media events, public education campaigns, workshops and training for drivers, station operators, and first responders.
- OATP will serve as a secure investment for Ohio's alternative fueling infrastructure development and alternative vehicle deployment.
- OATP will educate fleets, government officials, and the general public on the benefits of alternative fuels.
- OATP will reduce petroleum use, save energy, improve air quality, and increase energy security.

# Estimated Reductions

NOx	PM	VOCs	CO2	Petroleum Use	GHGs
					
57,745.9 pounds	679.2 pounds	7,212.8 pounds	103,278.76 pounds	875,927 gallons / year	1,939,994.70 pounds

Based on Argonne National Laboratory models

# OATP Project Details

OATP brings to Ohio the deployment of alternative fuel vehicles, construction of fueling and charging facilities, and public education campaigns, which represent significant investments in Ohio's transportation future.

The 292 alternative fuel vehicles include:

- 114 Compressed Natural Gas (CNG) vehicles
- 140 Propane Autogas vehicles
- 23 Hybrid Electric vehicles
- 5 Dedicated Electric vehicles
- 10 Liquefied Natural Gas (LNG) vehicles

The 57 unique fueling locations include:

- 42 locations for electric vehicle charging
- 6 CNG stations
- 1 LNG station
- 1 Renewable Natural Gas (RNG) station
- 7 Propane Autogas fueling sites

- 50 marketing activities, media events, training and public education events

# APPROACH

<b>Month/Year</b>	<b>Milestone</b>
<b>April 2012</b>	<b>Execute all contracts including new subgrantees</b>
<b>April 2012</b>	<b>Reallocate funds to subgrantees as a result of RFP issued March 2012</b>
<b>May 2012</b>	<b>All NEPA EQs submitted and approved</b>
<b>May 2012</b>	<b>Vehicle ordering 75% complete</b>
<b>June 2012</b>	<b>Fueling infrastructure 65% complete</b>
<b>June 2012</b>	<b>Vehicle ordering 100% complete</b>
<b>July 2012</b>	<b>Vehicle deployment 90% complete</b>
<b>September 2012</b>	<b>Completion of training activities</b>
<b>October 2012</b>	<b>Vehicle deployment 100% complete</b>
<b>October 2012</b>	<b>Fueling infrastructure 100% complete</b>
<b>December 2012</b>	<b>Completion of outreach/education activities</b>

# APPROACH

## Marketing Campaign

- **Clean Fuels Ohio awarded a regional marketing firm \$150,000 to develop a six-step marketing strategy and execute strategy:**
  - **Step One - Kick off/planning meeting**
  - **Step Two – Branding Workshop**
  - **Step Three – Benchmarking Research**
  - **Step Four – Marketing Plan/Strategy Development**
  - **Step Five – Creative Development**
  - **Step Six – Measurement/Metrics**
  
- **DELIVERABLES:**
  - **Outline key brand tenets, brand messages, brand platform and brand promise**
  - **Benchmarking research report outlining key findings**
  - **Marketing Plan with various plans and strategies**
  - **Creative concept for advertising campaign, designed tactical elements**
  - **Media Buy book with all insertion orders, buy detail sheets and summaries**
  - **Ongoing social media monitoring reports**
  - **Post-buy analysis outlining paid media results**

# TECHNICAL ACCOMPLISHMENTS & PROGRESS

- **Vehicles**
  - 26 CNG vehicles deployed
  - 56 propane vehicles deployed
  - 10 LNG vehicles deployed
  - 20 hybrid electric vehicles deployed
  - 5 dedicated electric vehicles deployed
- **Usage as of 12/31/11**
  - 35,580 GGE of CNG
  - 146,311 Gallons of Propane Autogas
  - 1,127 GGE of LNG
  - 15,948 Gallons of Gas with HEVs
  - 83,250 kWh
- **Infrastructure**
  - Columbus Yellow Cab propane fueling station 100% complete
  - Cleveland Ace Taxi propane fueling station 100% Complete
  - Frito-Lay 3 propane fueling stations 100% complete
  - Frito-Lay charging location 100% complete
  - Plug-In electric vehicle charging stations 30% complete
  - Clean Energy 4 natural gas fueling stations 50% complete
  - Zanesville Energy renewable natural gas station 100% complete
  - City of Hamilton charging location 100% complete
  - Ansonia Local Schools CNG station 100% complete
  - Pike-Delta-York Schools LPG station 100% complete
  - City of Columbus CNG station 100% complete
  - Rumpke CNG station 100% complete
  - City of Dublin CNG station 50% complete
- **Media and marketing campaign to promote OATP underway**
- **Technical assistance to subgrantees for infrastructure locations 100% complete**
- **Natural gas station training for fire marshals and building inspectors complete in April 2012**

# Rumpke of Ohio Compressed Natural Gas Fueling Station



# COLLABORATIONS/PARTNERSHIPS

## The Ohio Advanced Transportation Partnership

### Private:

- 350Green
- Car Charging (Walgreens)
- Clean Energy
- Cleveland Ace Taxi Service
- Columbus Green Cabs
- Columbus Regional Airport Authority
- Dillon Transport
- Electrical Trades Center, The
- Friends Business Source
- Frito-Lay
- FMT Inc.
- Mayers Electric
- Melink
- North Coast Nissan
- Parking Company of America (Airport Fastpark)
- Peabody Landscape Group
- Rumpke of Ohio
- Scotts Miracle-Gro Company
- Sharp Community Resources (Bexley Beat)
- Vectren
- Vermont Energy Investment Corp.
- Zanesville Energy (quasar)

### Government:

- Capitol Square Review and Advisory Board
- City of Akron
- City of Bowling Green
- City of Centerville
- City of Cincinnati
- City of Columbus
- City of Dublin
- City of Hamilton
- City of Logan
- City of Loveland
- City of Powell
- Franklin County
- Franklin County Board of Developmental Disabilities

### Non-profit:

- Ansonia Local Schools
- Bowling Green State University
- Cleveland State University
- COSI
- Mid-Ohio Foodbank
- Ohio Agricultural Research and Development Center
- Ohio State University, The
- Pike-Delta-York Local Schools

# Frito-Lay Propane Fueling Infrastructure and Vehicles in Cleveland, OH



# **FUTURE WORK**

## **Activities for 2012 (Phase 3)**

- **Build on Preparatory Work from Phase 1 & 2**
- **Complete NEPA process for Vehicle and Infrastructure Projects**
- **Complete Vehicle Ordering**
  - **Target completion: June 2012**
- **Complete EV Charging Station Equipment Ordering**
  - **Target completion: September 2012**
- **Complete Station Grand Openings: Fall 2012**
- **Assist Partners with Media Events**
- **Partners will Complete Driver and Operator Training**
- **Hold Consortium Meetings, Workshops and Collaborative Sessions on Project Technologies**
- **Plan and Execute Marketing and Outreach Campaign**
- **Data Collection and Reporting**

# City of Columbus Compressed Natural Gas Fueling Infrastructure



# SUMMARY

Through the deployment of [292](#) alternative fuel and advanced technology vehicles and the construction of [57](#) fueling and charging locations, OATP will reduce petroleum use in the state of Ohio and thus reduce harmful emissions and improve air quality.

This project will serve as a catalyst to help transform Ohio's transportation sector to one that relies less on petroleum. OATP partners will share their success stories with other fleets across the state. These fleets may in turn decide to deploy alternative fuel vehicles, which will lead to additional job creation, petroleum use reduction, and a strengthening of our country's energy security.

# Ansonia Local Schools Compressed Natural Gas (CNG) Fueling Station and CNG Buses





*Clean Fuels Ohio strives to improve air quality and health, reduce environmental pollution, and strengthen Ohio's economy by increasing the use of clean, domestic fuels and energy-saving vehicles.*