



1<sup>st</sup> Annual

# NC Mobile CARE Awards

April 18, 2007

## Our Judges

Andrew Sawyer  
PIO, Dept of Transportation

Tom Mather  
PIO, Division of Air Quality

Sunny Nelson  
PIO, State Energy Office

Vicki Chandler  
Division of Air Quality

Cynthia Mosley  
State Energy Office

## Award Winners

Individual Category:  
**DAVID RONCO**

Fleet Category:  
**CITY OF CONOVER**

Fleet Category:  
**COCA COLA  
BOTTLING CO.  
CONSOLIDATED**

Marketing Category:  
**RAY THOMAS  
PETROLEUM INC.**

Policy Category:  
**SEN. CHARLIE  
ALBERTSON  
and  
SEN. JANET COWELL**

### Background:

The NC Mobile Clean Air Renewable Energy (CARE) awards have been created to recognize outstanding individuals and organizational efforts at reducing transportation related emissions. Through the Mobile CARE initiative, three state agencies with overlapping interests in air quality and energy, have come together to honor the achievements of those who are making a difference in North Carolina. The NC Department of Transportation, NC Department of Environment and Natural Resources Division of Air Quality and the NC Department of Administration State Energy Office have joined together to sponsor these awards to demonstrate the importance of actions taken to improve air quality.

This year candidates in four categories, Individual, Marketer, Policy and Fleet were sought. After evaluating more than 25 nominations, the judges narrowed the winners to an impressive group of six. Some of the criterion the judges used to make their decision included:

- expanding educational opportunities
- conducting outreach
- changing policies
- length of involvement in fuel/vehicle activities
- perceived risk related to involvement
- diversity of strategies/technologies employed.

## 2007 Awardees

### INDIVIDUAL: David Ronco

David Ronco is a true pioneer in the alternative fuel arena. His involvement began in 1992 when he worked on propane vehicle conversions while teaching at the community college level. In 1995, he began volunteering with the Triangle Electric Auto Association which led to further service with the EV Challenge- a high school program where students convert gasoline vehicles to operate solely on electricity. In 2001, he joined Wake Technical Community College to teach courses on alternative fuels and help Wake Tech gain membership to the National Alternative Fuels Training Consortium (NAFTC). Through NAFTC he helped provide alternative fuel training to over 2,000 technicians from industry, academia, and government sectors. David also has been actively involved with the Triangle Clean Cities Coalition, serving on the Steering Committee. In addition to teaching

AFV101, David has edited an instructor's manual with chapters on electric, hybrid electric and fuel cell vehicle technology. Currently retired from teaching, Dave is now involved with plug-in hybrid conversions.

### **FLEET : Coca Cola Bottling Company Consolidated**

Coca Cola Bottling Co. Consolidated is the nation's second largest bottling company. Headquartered in Charlotte, the company has been serving a growing base of customers throughout the Southeast for over 100 years. Being in the public's eye, Coca Cola Bottling has looked for ways to serve as an example to others and to reduce emissions on the manufacturing side of the business. Recently they have realized that adding fuel efficient, low emission vehicles to their fleet would also lessen the company's environmental impact. The company's fleet of 2,500 light duty vehicles travel approximately 40 million miles annually,



Hope Barnhardt, Gerry Beattie, and Bo Calloway with one of the many Coca-Cola Bottling Co. Toyota Prius.

so the less fuel they burn the more they help the environment and improve Coca-Cola's bottom line. Beginning in 2004, they began ordering Toyota Prius hybrid vehicles, and to date have taken delivery of close to 400 cars. In addition, they have plans to purchase 200 more in 2007. Director of Fleet Assets, Bo Calloway, has calculated fuel costs at 100,000 miles for the Prius to be about \$4000 as compared to over \$11,000 dollars for the Chevy Astro, using a \$2.00 average price per gallon of gasoline. In addition, the resale value for a 100,000 mile Prius is far higher at \$10,000 than Coca Cola Bottling's other fleet vehicles. The Prius also has far few emissions than the average light duty vehicle on the road today. The Chevy Astro van when run 100,000 miles will emit 105,700 lbs of CO<sub>2</sub>, a primary greenhouse gas, into the environment. The Prius will only emit 35,250 lbs. Overall, Calloway and Coca-Cola Bottling are seeing their total cost of ownership to be less for the Prius than their other fleet car showing them and now hopefully others that "being green is saving gold".

### **FLEET: City of Conover**

In April 2005, the City of Conover took its first steps towards reducing emissions by adopting an Air Quality Awareness Action Plan. In addition to implementing idle reduction and employee flex time policies Conover has also transferred 100% of their city vehicle fleet to alternative fuel blends, which means all diesel vehicles run on B20 biodiesel and all gasoline vehicles run on E10 ethanol. With plans to increase use to a B50 (50% biodiesel) blend they have partnered with a local biodiesel producer-Foothills Bio-Energies and petroleum distributor-Bumgarner Oil, to implement a Regional Fuel Supply Model. Conover Mayor Bruce Eckard described the project as, "the first effort in our region to grow, refine, distribute and consume



Jimmy Clark (Public Works Director), Ron Brown (Fleet Supervisor), Mayor Bruce Eckard, and City Manager Donald Duncan at Conover's biodiesel conversion day.

biodiesel at the local level. It's Conover's desire to help improve air quality, lessen our nation's dependency on foreign oil and aid the American farmer". Not satisfied with keeping the good news to themselves, Conover is also very active in promoting biofuels education through bumper stickers, press releases, and newsletter articles. These outreach efforts have been successful in getting the cities of Hickory, Lenoir as well as Merchants Distributors, Inc on board the biofuels bandwagon. In short, the City serves as a shining example of what one fleet can do to bring about change

among themselves and inspire others to follow suit.

### **MARKETING: Thomas Petroleum Company.**

Thomas Petroleum Company (TPC) has been supplying petroleum fuels, home heat fuel, and off road fuel since 1984. Today, Ray Thomas, founder and President of Thomas Petroleum Company, has grown the once small business to a \$150 million business with over 145 wholesale customers, nearly 50 C-Store clients and ownership of nine C-Store units. Thomas Petroleum epitomizes leadership and courage in promoting alternative fuels in North Carolina. With no federal or state incentives to spur his move to biofuels, Ray Thomas "stuck his neck out" in 2005 and committed to marketing and distributing both ethanol and biodiesel blends when no other fuel retailers in North Carolina were willing to do so. He opened ethanol (E85) and biodiesel (B20) pumps at five of his own stations in Shelby and Charlotte, and encouraged several others stations to do the same, including Homers Truck Stop in Statesville, which offers E85 and six B20 pumps. Since the end of 2005, TPC has helped open additional E85 fueling centers in Southern Pines, Pinehurst, Hickory, and in Durham. With these additional sites, TPC is the only E85 ethanol fuel provider to the 12 public North Carolina fueling locations. Nine of those sites also sell B20 biodiesel as an alternative fuel. In addition to educating other station owners about the benefits of biofuels, Thomas Petroleum is also involved with NC Clean Cities Coalitions in Charlotte, Asheville and the Triangle. By providing "Tomorrow's Fuel – Here Today" TPC is ahead of the curve in the distribution of alternative fuels. By taking such a forward thinking approach, TPC is making a stand to reduce our nation's dependency on foreign oil, to help the economy of the American farmer, and to promote a cleaner environment for America.



Ray Thomas of Thomas Petroleum fills up a vehicle with ethanol fuel.

## **POLICY : Senators Charlie Albertson and Janet Cowell**



Left to Right : Steven Burke (NC Biotech Center), Billy Ray Hall (NC Rural Center), Sec. Norris Tolson (Dept of Revenue), and Senator Charlie Albertson at a Strategic Plan for Biofuels meeting.

As members of the NC Senate, Charlie Albertson and Janet Cowell have used their leadership position to support policy development in the area of alternative fuels and advanced transportation technologies. Their determination and teamwork in 2006 led to the passing of the 2005 Senate bill 2051 "Energy Independence Act" in the last days of the session. Two important initiatives came from the Energy Independence Act. The first initiative, the

Strategic Plan for Biofuels Leadership, brought together over 70 leaders from across the state representing industry, agriculture, academia and government which recently presented the report *Fueling North Carolina's Future: North Carolina's Strategic Plan for Biofuels Leadership*. Albertson explained, "North Carolina is thinking smartly about its land, economy and future. The biofuels strategic plan is good thinking at the right time. It will grow us new crops, new jobs, and new biofuels capabilities." The plan lays out nine bold strategies for the decade ahead. The first commits North Carolina to a measurable and significant goal: *By 2017, 10 percent of liquid fuels sold in North Carolina will come from biofuels grown and produced within the state.* The Energy Independence Act also called forth reporting requirements for the State's Petroleum Displacement Plan. For example, the requirement to displace 20% of the petroleum used by state fleet vehicles has already resulted in plans for the NC Department of Transportation to transition all 100 diesel fueling sites to B20 by the end of 2007. This legislative session Cowell, a 2<sup>nd</sup> term Senator representing Wake County is the primary sponsor on Senate bill 668 which requires state buildings to meet energy efficiency standards. Albertson, a musician and farmer representing Duplin, Sampson and Lenoir counties is continuing his leadership role in the alternative fuels arena by sponsoring Senate Bill 634 The NC GREEN Act, which will provides \$15 million dollars in funding for Biofuels and energy efficiency business development in North Carolina

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