



Alternative Fuel
Information Series

Clean Cities Outstanding Coordinator: Kent Igleheart

July 2001

U.S. DEPARTMENT of ENERGY,
OFFICE of ENERGY EFFICIENCY and RENEWABLE ENERGY

Atlanta's Kent Igleheart Brings Home 2001 Outstanding Coordinator Award

Atlanta set the stage for future success in 1993 when it became the Clean Cities Program's first designated coalition. Kent Igleheart, its energetic full-time coordinator, along with a dedicated group of stakeholders, serve as a shining example of how to incorporate alternative fuels and vehicles into local markets. In recognition of his efforts, Igleheart received the U.S. Department of Energy's (DOE) Outstanding Clean Cities Coordinator Award at this year's National Clean Cities Conference in Philadelphia.

Putting AFVs on the Road

Strong stakeholder commitment plays a vital role in spurring the use of alternative fuels and vehicles in communities across the nation. Of the 105 stakeholders in the Atlanta area, about half are from private sector organizations. Many of these organizations have made great strides incorporating alternative fuel vehicles (AFVs) into their fleets.

To date, stakeholders in Atlanta's key niche markets operate more than 200 compressed natural gas (CNG) transit buses, 374 CNG postal delivery vehicles, and 71 CNG taxis. Georgia Power's fleet has some 300 electric vehicles. Looking to the future, Metropolitan Atlanta Transit Authority (MARTA); the Buckhead Shuttle; and Clayton, Gwinnett, and Cobb counties are committed to making the transition to 100% alternative fuel use in their buses.

In 2000, the number of AFVs in and around Atlanta grew to more than 3,400. To meet the increased fueling demand, the Clean Cities-Atlanta coalition facilitated the addition of seven CNG, two propane, and three biodiesel refueling stations, along with 66 electric recharging sites. Today Atlanta is home to nearly 200 AFV stations.



PIX 10061

Kent Igleheart of Atlanta was named Outstanding Coordinator for 2001 at the National Clean Cities Conference in Philadelphia. He also accepted the key to an AFV from John Freking of General Motors.

Partnering with the Community

In 1996, Igleheart and the Atlanta coalition used their local phone directory to create a database of likely AFV candidates, based on desirable characteristics such as high-mileage driving. Recognizing the potential of such a tool, DOE's Clean Cities Program used the Atlanta system as a model for its own Preferred Fleets Database, which now promotes the "Few Good Fleets" concept. The database also supports Advancing the AFV Choice events held across the nation. Igleheart has been a conscientious mentor to other coalitions. Working with coordinator Melissa Howell of Louisville, Ky., he won a DOE grant to conduct market development training for several of the newest Clean Cities coalitions.

Spreading the Clean Cities message is at the heart of the coalition's outreach efforts. Its Advancing the AFV Choice events regularly draw about 200 fleet managers, alternative fuel enthusiasts, and newcomers to learn

about alternative fuels and vehicles, air quality issues, funding opportunities, incentives, laws, and resources.

The coalition hosted the first International Shared Car Conference in April 2001, which brought together more than 125 people from around the world to explore the station and shared car concept. "Station cars could turn out to be the next big thing for alternative fuels," Igleheart said. "They're already popular in Europe and Canada where people can ride buses or trains to a central location and then use station cars to reach their final destinations."

An important aspect of building partnerships is active involvement in quality-of-life issues that affect the community. "We work with many local and national organizations like the Garden Club of Georgia, the American Lung Association, and the League of Conservation Voters, to name a few, that might not come to mind immediately when you think about alternative fuels," Igleheart said. "But time and again those folks come into play with funding opportunities or some other key piece that furthers our efforts." As an indication of the broader influence that Igleheart and the coalition have gained, he was recognized last year as a "40 Under 40 Rising Star" by *Georgia Trend* magazine. He plans to run for city council this fall in his hometown of Roswell, the second largest city in the metropolitan Atlanta area.

Gaining Support for AFV Projects

Fundraising is a vital component in any coalition's success. Clean Cities-Atlanta won the 2001 Clean Cities Rain Maker Award for securing more than \$8.5 million in 2000 for various AFV projects. This impressive figure included a \$7 million Congestion Mitigation and Air Quality (CMAQ) grant, along with \$1.4 million in matching funds, for AFVs and related infrastructure. (To date, the coalition has secured a total of \$11.2 million in CMAQ funding). This year Clean Cities-Atlanta also secured a \$100,000 State Energy Program grant and leveraged an additional \$750,000 for a station car project.

In addition to securing financial support, educating local lawmakers and gaining their support is key. Toward that effort, the coalition showcased state-of-the-art AFVs at two key events: the Southeastern Governors Summit and the Georgia Environmental Organization's legislative reception. In 2000, the coalition's legislative committee played a leading role in crafting new legislation in Georgia that increased the AFV tax credit from \$1,500 to \$2,500 and created a new \$2,500 tax credit for electric vehicle rechargers.

This year the committee supported legislation to increase the state's electric vehicle tax credit to \$5,000 and remove tax credit restrictions for fleets covered by the Clean Fuel Fleet Program.

Independence Pays Off

Clean Cities-Atlanta was one of the first coalitions to become a nonprofit and a chapter of National Clean Cities, Inc. (NCC). Igleheart chairs the NCC board of advisors. "Becoming a non-profit organization opened new avenues for additional funding. As a non-profit, we enjoy more freedom in terms of the types of grants we're eligible for," Igleheart said. "Our success in securing funds has allowed us to put a management contract in place that provides the equivalent of more than two full-time people to focus on fundraising, planning meetings and conferences, producing the coalition newsletter and Web site, and lots of other activities that simply wouldn't be possible otherwise."

The coalition's hard work and adventurous spirit hasn't gone unnoticed. In every year since its inception, at least one of the Clean Cities Coalition Awards has gone to Atlanta. The group has been honored for adding AFVs, supporting major AFV legislation, securing funding, and for its innovative fleet identification system. Finally, this year the coalition's tireless leader received the Outstanding Clean Cities Coordinator Award. Along with the award, Igleheart won his pick of the AFVs from General Motors for model year 2002.

Contact: Kent Igleheart
(404) 524-4400, kent@cleanearthaction.com
www.cleanearthaction.com

For more information:

- Call the Clean Cities Hotline at 1-800-CCITIES
- Visit the Clean Cities Web site at www.cities.doe.gov
- E-mail the Clean Cities Hotline at ccities@nrel.gov

Sponsored by the U.S. Department of Energy

Energy Efficiency and Renewable Energy
Office of Transportation Technologies

Prepared by
the National Renewable Energy Laboratory (NREL)
NREL is a U.S. Department of Energy National Laboratory
Operated by Midwest Research Institute • Battelle • Bechtel

NREL/FS-540-30708
July 2001

Printed with a renewable-source ink on paper containing
at least 50% wastepaper, including 20% postconsumer waste

Neither the United States government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States government or any agency thereof.

