



2018  
**MIDWEST GREEN FLEETS**  
**FORUM & EXPO**

# AGENDA

Updated 8/4/18



## Pre-Conference Training

**MONDAY, SEPTEMBER 24**

The Ohio State University Center for Automotive Research  
930 Kinnear Road, Columbus, OH 43212

12:30 - 4:30 PM

**REGISTRATION OPEN**

12:30 PM

**Welcome & Overview**

1:00 PM

**The Advanced Technology Toolbox: What Transportation Professionals Need to Know Today about NGVs, Propane, Efficiency, Biofuels, Hydrogen, and Plug-in Electric**

*Over the past 10-15 years, vehicle technologies and fuel sources have changed significantly and the pace of change continues to accelerate. Staying on top and ahead of change is critical for fleet leaders and technicians. A panel of industry experts will cover the essentials of what you need to know across a spectrum of advanced fuel sources such as biofuels, propane, natural gas, hydrogen and vehicle technologies such as electric and efficiency. Join in the dialogue during this packed three-hour session!*

2:45 PM

**LUNCH**

3:00 PM

**The Formula for Success: Analysis and Planning to Select the Best Options to Develop Your Fleet Plan**

*With a growing list of fuel and technology options, how do you access each one and figure out what really makes sense for your fleet's unique drive and duty cycles and budget? When you factor in sustainable operations as a priority for some companies and governments, it can be difficult to figure out what makes sense and to develop plans to accomplish their unique goals. Learn how to tackle these challenges as well as how to put a framework for analysis and planning in action for your organization.*

3:45 PM

**Ignite Your Opportunities: Available Incentives & Best Practices for Competitive Grant & Funding Applications**

*Incentives are great and can make a difference in being able to implement new vehicle technologies. However, actually tapping into these resources successfully can be daunting, given various requirements and criteria. Then, there are the strings attached that can trip up an organization even after it has secured an award. During this 45-minute session, Clean Fuels Ohio's Andrew Conley, Program Director, and Megan Stein, Grants Manager, will walk through the basics of this process and what it takes to be competitive. They will also discuss how to manage the typical requirements after an award is made.*

4:30 PM

**END OF PRE-CONFERENCE TRAINING**

5:00 – 8:00 PM

**EXHIBITOR SET-UP AT THE MARRIOTT COLUMBUS UNIVERSITY AREA**

# Day 1: Forum & Expo

**TUESDAY, SEPTEMBER 25**

**The Marriott Columbus University Area**

**3100 Olentangy River Road, Columbus, OH 43202**

Attendees may select from **three (3) breakout sessions** from the Electrification, Advanced Mobility and Alternative Fuels tracks which will take place twice each day on September 25 and 26.

**7:00 AM – 5:30 PM**

## **REGISTRATION & EXPO**

**8:15 AM**

### **Welcome**

### **Opening Plenary**

- Michael Stevens, Chief Innovation Officer, City of Columbus, Ohio
- Doug McCollough, Chief Information Officer, City of Dublin, Ohio
- Asim Z. Haque, Chairman and Chief Executive Officer, Public Utilities Commission of Ohio (PUCO)
- Mark Smith, Technology Integration Program Manager, U.S. Department of Energy

**9:45 AM**

### **BREAK**

**10:00 AM**

### **Breakout Sessions 1**

#### ***Electrification Track***

#### **Full Speed Ahead: Best Practices, Policies and Program Models for EV Charging**

*Over just the past few months, we have begun to see progress in Midwestern states on utility EV programs. AEP Ohio has stepped into a leadership role and many other utilities are taking positive steps. Utility regulators increasingly view utility EV programs within a broader, long-term context of grid modernization that will benefit all customers. We're also seeing creation of local and state-level model policies to overcome market barriers. Learn what's happening within the utility sector and among other policy actors. Understand emerging best practices with utility EV programs, regulator and utility policy, and additional policy adoption at the state and local levels. Take away the critical steps that must occur to ensure that the system can take advantage of EVs as flexible load to provide benefits to the grid and all utility customers.*

Panelists:

Phil Jones, Executive Director, Alliance for Transportation Electrification, Moderator  
Joe Halso, Associate Attorney, Sierra Club  
Ryan Houk, Manager, Smart City Program Management, AEP Ohio  
Stephanie Seki, Senior Policy Analyst, Atlas Policy  
Brendan McEwen, Sustainability Manager, City of Richmond, British Columbia

#### ***Advanced Mobility Track***

#### **Driving Innovation: Benefits & Challenges of Advanced and Shared Mobility Models**

*Shared use and other innovations in mobility services holds enormous promise to increase access to mobility for all. New technologies are poised to further accelerate these trends while disrupting the automotive industry in ways not seen since popularization of personal vehicle travel. The overall impacts may save energy but they might dramatically increase energy demands and traffic. Choices we make today will impact the future in ways we likely can't imagine. Learn about these exciting and disruptive mobility models and technologies and what can be done to achieve benefits and avoid pitfalls.*

Panelists:

Mark Smith, Technology Integration Program Manager, U.S. Department of Energy, Moderator  
Creighton Randall, Principal Consultant, Mobility Development Partners  
Gustavo Ochiuzzo, Chief Executive Officer, Green Commuter  
Michael Peters, Chief Executive Officer, Sway Mobility/REV Cleveland

**Alternative Fuels Track**  
**Enhanced Efficiency: Top Line Performance...Bottom Line Results**

*Efficiency is an often misunderstood and underappreciated realm that combines use of common sense management and maintenance, proven technologies, new innovations such as telematics and advanced vehicle and engine design. Some fleets are maximizing use of these approaches and reaping bottom line rewards. Others have been slower to appreciate and embrace the wide range of opportunities. Come to learn about a variety of technologies and strategies and how a wide variety of leading fleets are implementing them. Gain insights into what will and in some cases won't work for your organization or company.*

Panelists:

Erin Gilchrist, Director of Fleet Operations, Safelite Autoglass, Moderator

**11:30 AM**

**BREAK, EXPO, RIDE & DRIVE**

**12:30 PM**

**LUNCH**  
**Ohio Gubernatorial Candidates: Mike DeWine and Rich Cordray (invited)**  
**Annual Ohio Green Fleets Awards (10th Anniversary)**

**2:00 PM**

**Breakout Sessions 2**  
**Electrification Track**  
**Removing Roadblocks: Eliminating Barriers & Accelerating Consumer Adoption**

*One of largest barriers to electric vehicle (EV) market growth is simply a lack of consumer awareness about the existence of high-quality EVs, and misconceptions about vehicle capabilities and/or affordability. Organizations in the Midwest and farther away are working hard to address these consumer awareness barriers by a combination of mass market and grassroots consumer education strategies. Learn what's happening and what we're learning about what tactics really move the needle on consumer adoption of EVs. Understand the role of that enthusiastic EV owners and users among individual consumers and fleets can play and how many are leveraging this enthusiasm. Hear about strategies that lead to progress in EV adoption or access to electrification among all consumers, regardless of income and geography.*

Panelists:

- Brendan Kelley, Director of Drive Electric Ohio, Clean Fuels Ohio, Moderator
- Sophie Shulman, Manager of Partnerships & Business Development, Electrify America, LLC
- Michael Arbuckle, Senior Manager of EV Sales & Marketing Strategy, Nissan North America
- Natalia Swalnick, Director of Electric Vehicle and Smart Mobility Programs, Electrification Coalition
- Lorrie Lisek, Executive Director, Wisconsin Clean Cities

**Advanced Mobility Track**  
**Shifting Gears: Advanced Trucking and Logistics Technologies**

*While advanced business models and technologies are disrupting personal mobility, the same is happening within the logistics industry. Seemingly futuristic technologies such as semi or fully autonomous vehicles, drones, advanced telematics and efficiency technologies, geo-fencing and more are progressing from the research lab to demonstration, then into the market. Some of these technologies are being deployed today, while others are either moving to a pre-commercial stage or are still many years off. Learn what's here or nearly here today, what's coming soon and what we may see long-term. Understand use cases and how they will evolve. Take away what you should be doing and preparing to do now, and what opportunities you should follow on the horizon.*

Panelists:

Adrian Burns, Director, Columbus Logistics Council, Moderator  
Mike Lammert, Senior Commercial Vehicle Technologies Engineer, National Renewable Energy Laboratory  
Stephen Burns, Founder & Chief Executive Officer, Workhorse

**Alternative Fuels Track**  
**Think You Know NGVs? New Developments in Natural Gas Vehicle Fleets and Industry**

*Developments in the NGV industry are creating greater reliability. Innovations such as renewable natural gas (RNG) and the near-zero NOx engine are creating far greater environmental impacts with the assurance of cost parity with diesel at a minimum with the likelihood of significant savings. For many fleets use of NGVs falls into the realm of a true no-brainer, but the challenge is understanding how to go about it the right way. Training and inspection remain essential priorities. Hear from a stellar line up of technical and industry experts and fleet users about these developments and strategies and best practices for a successful NGV program that nets benefits to your bottom line and sustainability efforts.*

Panelists:

- Stephe Yborra, Principal and Managing Director, Yborra & Associates, LLC, Moderator
- Rob Underhill, President and Chief Executive Officer, Simple-Fill
- Andres Carlos, National Account Manager, Clean Energy
- Marc Rowe, Regional Director of Business Development, Trillium CNG
- Joe Massey, Project Manager of Capital Projects, Central Ohio Transit Authority

**3:30 – 7:00 PM**

**EXPO, RIDE & DRIVE**

**5:00 – 7:00 PM**

**RECEPTION**  
**Clean Fuels Ohio Legislator of the Year Award**  
**Keynotes: Candidates for State Auditor of Ohio**

**9:30 AM - 4:00 PM**

**REGISTRATION OPEN**

**7:15 AM**

**BREAKFAST**  
**MEMA Awards**

**8:15 AM**

**Breakout Sessions 3**  
**Electrification Track**  
**Current Trends: Steps for Successful EV Charging Deployments**

*Development of EV charging stations at a wide range of sites is essential for consumers and fleets to purchase EVs. Charging is needed in public locations, including urban areas, retail and travel corridors and also at multi-unit dwellings and workplaces. All types of EV charging should be sited in anticipation of market need. Charging at workplaces and multi-unit residences must follow emerging best practices. Learn how much charging we need, what type and where it's needed, and understand best practices for these deployments to ensure sites hosts and EV owners benefit from this new infrastructure. Hear lessons learned from successful EV charging programs at all types of sites.*

Panelists:

- John Gartner, Director (Energy), Navigant Consulting, Inc., Moderator
- Eric Wood, Vehicle Systems Engineer, National Renewable Energy Laboratory
- Sophie Shulman, Manager of Partnerships & Business Development, Electrify America, LLC
- Jeffrey Lehman, PE, Customer Energy Solutions Lead, American Electric Power (AEP)

**Advanced Mobility Track**  
**Life in the Fast Lane: Ohio's Real World Advanced Mobility Leadership**

*Smart Columbus, the Route 33 Smart Corridor and ODOT's Drive Ohio initiative, and potentially others are vaulting Ohio to a national leadership position in advanced mobility for consumers and the logistics sector. Learn what's happening now, what's planned and what it means for the economy in Ohio and the Midwest, access to mobility and advancements in the logistics industry here and beyond. Understand the issues that policy-makers are addressing today and others that must be debated and resolved over time. Make connections that will help you initiate exciting projects in your community or within your company.*

Panelists:

- James Barna, Executive Director, DriveOhio, Moderator
- Brandi Braun, Deputy Chief Innovation Officer, City of Columbus, Ohio
- Michael Andrako, Director of Public Service, City of Marysville, Ohio
- Jason Stanford, Development Services Manager, Union County Economic Development Partnership
- Megan O'Callaghan, Public Works Director, City of Dublin, Ohio

### **Alternative Fuels Track** **The Victory Lap: The Biodiesel Business Case**

*Biodiesel is approaching the 20-year mark for commercial-scale deployment. Blended biodiesel remains the best and most flexible option in the Midwest for a true drop in replacement for conventional petroleum diesel. It continues to offer performance, lubricity, environmental and energy security benefits. Learn how this industry has matured and become integrated into the fuel supply system. Connect with suppliers who offer a consistently high-quality blended product. Understand how your fleet can implement biodiesel at cost parity with petroleum diesel while enjoying the performance and environmental benefits offered.*

Panelists:

- Tom Fontana, Director of Research & Education, Ohio Soybean Council, Moderator
- Page Thorson, Chief Executive Officer, Benchmark Biodiesel
- Beth Snoke, Director of Transportation & Traffic Management, The Ohio State University
- Rebecca Richardson, Regulatory & Education Specialist, MARC-IV Consulting, Inc.
- Bill Burns, Fleet & Facilities Maintenance Manager, Solid Waste Authority of Central Ohio

**9:45 AM**

### **BREAK**

**10:00 AM**

### **Breakout Sessions 4** **Electrification Track** **The Winners Circle: EV Deployment Case Studies from Fleet Leaders**

*The same factors that have caused EVs to advance technologically and begin to gain traction with consumers also have led to rapid progress with EVs for many types of fleets. Government and private fleets alike are successfully deploying or planning to deploy EVs in large quantities. The results are powerful, both in terms of sustainability and cost savings. Hear from a variety of fleets about their plans, successes and lessons learned so far. Take away lessons learned about charging infrastructure strategy, selection of use cases to reap financial benefits, and training programs for technicians and EV users.*

Panelists:

- Matt Stephens-Rich, Electric Vehicle Specialist Project Manager, Electrification Coalition, Moderator
- Robert McGuire, Vice President, Director of Logistics, Alpha Baking Company
- Kelly Reagan, Fleet Administrator, City of Columbus, Ohio
- Morgan Kauffman, Chief Executive Officer & Owner, Yellow Cab of Columbus
- Geoffrey Hobin, Capital Program Administrator, Transit Authority of River City (Louisville)

### **Advanced Mobility Track** **Driverless Disruptors: Autonomous Vehicle Research, Development & Market Impact**

*Autonomous vehicles are the greatest disruption in transportation since the invention of personal vehicle transportation. Technologies will have significant, positive implications for those whose circumstances restricts their mobility, along with the logistics and freight industry, many other fleet types and all consumers. It promises to significantly increase safety of our transportation system. Fully autonomous cars and trucks are still some years away but they are coming faster than anyone predicted just a few years ago. Semi-autonomous vehicles are arriving in some market segments now. Learn about these technologies, how they work, the traditional and new market players, and what this will mean for transportation, employment, safety, sustainability and other aspects of our lives. Understand what is being done and still must be done in the policy landscape. Learn how you can engage and benefit from this growing field.*

Panelists:

- Maryn Weimer, Senior Associate Director, The Ohio State University Center for Automotive Research, Moderator
- Gary Rogers, Vice President of Advanced Engineering, ROUSH Industries
- Tim Schock, Director of Business Development, North America, NAVYA
- Jim Barna, Executive Director, DriveOhio

**Alternative Fuels Track**

**The Autogas Advantage: Economic, Environmental & Performance Benefits**

*The advantages of propane autogas are increasingly apparent for many fleets from light duty up to class 7. Users of autogas vehicles appreciate the cost savings compared with gasoline and diesel, along with the safety record, ease of maintenance, environmental benefits, simple and inexpensive infrastructure, and more. You'll hear from multiple fleet users about their experiences and gain insights into how propane will perform in your fleet. Propane vehicle technology continue to develop and you'll hear and meet national industry insiders discuss advancements, along with opportunities for technician training, and strategies for securing long-term supply and locking in propane's considerable price advantage.*

Panelists:

- Frank Edwards, President, Ohio Propane Gas Association; General Manager, Linden's Propane, Moderator
- Michael Taylor, Director of Autogas Business Development, Propane Education & Research Council
- Andy Farquhar, Director, SCOT Sustainable Energy Solution (formerly with the Alabama Department of Corrections)
- Alan Poff, Government Affairs, Schwans (invited)

**11:30 AM – 3:00 PM**

**LUNCH, EXPO, RIDE & DRIVE**

**1:00 PM**

**RIDE & DRIVE – OPEN TO THE PUBLIC**

**3:00 PM**

**FORUM & EXPO CONCLUDES**