2012 NC Mobile CARE Awards
April 20, 2012

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. Organized by the NC Solar Center/NC State University and sponsored by the NC Dept of Transportation, the Mobile CARE initiative brings together three state agencies with overlapping interests in air quality and energy to recognize the achievements of those who are making a difference in North Carolina. For the 6th annual awards, communication leaders from The NC Department of Transportation, NC Department of Environment and Natural Resources Division of Air Quality and the NC Department of Commerce State Energy Office evaluated over two dozen nominations to recommend an impressive group of four.

Candidates were sought in Individual, Fleet, Fuel/Tech Provider and Policy/Organization categories. Some of the criteria the judges used to make their decision included:

- Expanding educational opportunities
- Conducting outreach
- Changing policies
- Length of involvement in fuel/vehicle activities
- Perceived business risk related to involvement
- Leadership in and uniqueness of strategies employed

2012 Awardees

**INDIVIDUAL: Jeff Barghout**

Jeff Barghout is a pioneer in the alternative fuel arena. Before joining Advanced Energy in 2008, Jeff worked for the Southern Research Institute as deputy director of the Green House Gas Technology Center. There he was responsible for managing third party verifications of transportation and energy technologies. He has also worked for RTI International where he led teams to develop testing protocols to evaluate product claims, technology performance and recommendations for improvement. Jeff has provided technology assessment and commercialization services to notable clients such as NASA.
Currently as director of transportation initiatives, Jeff helps Advanced Energy meet its goal of revolutionizing the transportation industry through electric vehicles. He is responsible for a variety of programs as well as managing independent assessments and validations for new technologies. A sampling of his skills and responsibilities include working with industry partners to form coalitions and programs, overseeing market research and providing critical analysis. Jeff has been one of the primary individuals responsible for the success of electric transportation in North Carolina. He spearheaded the NC Get Ready Initiative, piloted in the Triangle area and supported by a consortium of cities, government officials, industry leaders and not-for-profit organizations.

Jeff also led an effort to apply for and receive funding from the NC Department of Commerce State Energy Office to provide a $5,000 stipend for 40 employees in the Triangle to purchase LEAFs for personal use. The effort not only facilitated getting more electric vehicles on the road in the region, but it will also be a valuable data collection tool for characterizing driver behavior. As a result of Jeff's leadership, the Triangle region and North Carolina as a whole has been recognized as a national leader in electric transportation. For example, the Department of Energy has recently written a case study on Raleigh, NC to demonstrate its success in plug in electric vehicle readiness. By securing several grants and helping with the deployment of charging stations and vehicles, Jeff’s collaborative spirit and vision is benefiting North Carolina in multiple ways. Learn more at: www.advancedenergy.org/transportation/

**FLEET: Iredell County Sherriff’s Office**

The Iredell County Sheriff’s Office (ICSO) has converted 29 out of 200 Ford Crown Victoria cruisers in their fleet to run on clean-burning, domestically produced propane (LPG) autogas using a bi-fuel system that can operate on either gasoline or propane. The first 13 LPG vehicles were deployed in August 2011, with grant funding from the NC Solar Center and cost share provided by Drug Interdiction Funds. The success of these initial vehicles spurred the sheriff’s office to convert an additional 13 vehicles to LPG solely by utilizing their confiscated drug money. Recently another three propane vehicle conversions were conducted with funds provided through the Solar Center.
bringing a total of 29 LPG bi-fuel vehicles. Twenty Iredell County LPG cruisers are currently in service, with the remaining nine new conversions expected to hit the road by summer 2012. In partnership with Alliance Autogas, ICSO also installed a LPG fueling station and a fuel management system.

Running fleet vehicles on LPG goes hand-in-hand with the Sheriff Office’s mission to clean up the community, including cleaner air, and create a better environment for future generations in Iredell County. Captain Mike Phillips estimates each fleet vehicle drives between 40-50,000 miles per year, getting 12-15 mpg on LPG, so the LPG vehicles displace about 87,000 gallons of gasoline annually. Moreover, ICSO is realizing up to a 40% fuel cost savings from the vehicles operating on LPG. ICSO is serving as a leader in their community and for other North Carolina fleets by demonstrating how to reduce harmful transportation emissions at the same time as helping their bottom line!

Learn more: [www.ncpga.org](http://www.ncpga.org)

### FUEL/ TECHNOLOGY PROVIDER: Holmes Oil Company

Holmes Oil, a Chapel Hill based company, currently operates 21 convenience stores; three of which sell biofuel blends. As a business leader in the alternative fuels arena, Edward Holmes, president of Holmes Oil, also served on the North Carolina Energy Policy Council during the Easley Administration. In 2004, Holmes was one of the first marketers to begin offering B20 to the motoring public at their 4401 Roxboro Rd (Northern Durham) Cruizer’s station. The company made the decision to offer the cleaner burning renewable fuel with no funding assistance. Later that year, Holmes Oil Company began selling E85 and biodiesel (B20) at 1914 Sedwick Rd, its RTP South West Durham location, becoming the first retailer in the region to sell both E85 and B20. With some funding assistance provided by the NC Solar Center’s Clean Fuels Advanced Technology project, in late 2010 Holmes Oil opened their third biofuels location, a new station in Pittsboro at Hwy. 15-501 and 64 bypass intersections. Holmes Oil is considering offering biofuels at other stations as planning and opportunities allow.

With their first E85 and B20 station, a large marketing effort was undertaken to attract flex fuel vehicle (FFV) owners, fleet operators and potential alternative fuel customers. An E85 Grand Opening was organized and held at the Durham location. Local and state officials, automobile dealerships with FFVs, area businesses and the general public attended the event. As a fuel provider, the risk and challenges associated with offering biofuels include alienating traditional diesel customers, “phase separation” with E85, “jelling” with biodiesel and subsequent liability for auto damage that can be caused by fuel going “bad”. This has not been a problem for Holmes Oil, as they have point of purchase materials on hand to insure quality control. Additional financial risks include lost opportunity costs, the inability to recoup the initial capital investment and ongoing lost profits as a result of cost disparities between alternative and traditional fuels. For example, B20 is always sold competitively to diesel prices, although at times biodiesel can be more expensive. Learn more at [www.holmesoil.com](http://www.holmesoil.com)
POLICY/ORGANIZATION: Catawba College Center for the Environment

The Center for the Environment at Catawba College serves as a leading example of how an organization dedicated to education and the environment can have a considerable impact in the air quality arena. The Center’s varied and innovative educational initiatives, facilitation of emission reduction programs and its intentional effort to help others replicate programs is particularly noteworthy.

The Center’s work with air quality education began in 2004 when the American Lung Association’s State of the Air Report listed the Charlotte-Gastonia-Salisbury metropolitan area (which includes Rowan and Cabarrus counties) 14th in the nation for the worst ozone pollution. The Center launched the current Campaign for Clean Air (CCA) in 2009 to educate citizens in Rowan and Cabarrus counties and the surrounding area about the region’s poor air quality and its impact on the public’s health, the local economy and citizens’ quality of life.

A multi-year grant from the NC Department of Transportation has allowed the Center to go significantly beyond its initial air quality efforts to include the following educational initiatives:

- creating a Campaign for Clean Air educational website and a Salisbury Post microsite, dedicated to air issues; developing a Campaign for Clean Air newsletter and hosting a Clean Air Lecture Series;
- playing a leadership role in mobile emission reduction programs implemented by multiple community groups;
- organizing and orchestrating a host of outreach events related to air quality; including
- promoting emission reduction with local government officials and industry groups;
- educating the public about alternative fuels and modes of transportation;
- developing model emission reduction programs that can be replicated by other communities and
- offering Gas Cap and No Idle Toolkits to help drivers reduce harmful emissions and save money.

Learn more at www.campaignforcleanair.org

Learn more about the NC Mobile CARE awards
visit: www.cleantransportation.org