



# Local Government Stakeholder Engagement Guide

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## *Northwest Alternative Transportation Fuels Readiness*

This script assists project partners with engaging local government stakeholders and collecting information for improving alternative transportation fuels adoption.

The goals of this stakeholder outreach are to:

1. **Captivate** – Address why a stakeholder should care (Current challenges/Future Benefits)
2. **Rationalize** – Identify and address key expected questions from stakeholders
3. **Pledge** – Outline next steps for the stakeholders to adopt alternative transportation fuels

### Conversation Prompts:

- Describe why you are contacting that particular stakeholder
  - Describe that agencies in the Siskiyou - Trinity - Del Norte - Humboldt - Mendocino County region have developed a strategic plan for adoption of alternative transportation fuels to address current transportation fuel challenges.
- Provide a brief description of alternative transportation fuels to *captivate* the stakeholder
  - Outline the challenges of current transportation fuels and the future benefits of alternative transportation fuels.
- Determine how stakeholder could fit in project: ask questions that will allow you to determine if they would be a relevant contributor for one or more regional alt transportation fuel goals.
  - For example: Ask if they would be interested in receiving more information on transportation funding opportunities, training materials, and regional alt fuel goals.
  - Ask if you can contact them again in the future to update them on alt fuels
  - Obtain contact information.
  - Discuss availability and potential interest level

### Demographic Considerations:

- Conservative versus Progressive Political viewpoints
  - Discuss demographic understandings in stakeholder engagement.
  - Conservative stakeholders:
    - Prefer local initiatives over State and Federal Mandates
    - Prefer discussion of economic security incentives such as local energy production in contrast to volatile oil imports.
    - Prefer discussion of potential for local fuel production which keeps more money in the local economy
  - Progressive Stakeholders:
    - In addition to the conservative discussion points

- Prefer local initiatives but are more agreeable to State and Federal Mandates under the current administrations.
- Prefer environmental and air quality incentives

## Topic-Specific Assistance

### *Planning*

- General Plans, Transportation Plans, etc
  - Land use, zoning, multi-modal travel, signage, etc
  - Refer local government stakeholders to reference and pull language from existing readiness plans for the region:
    - Northwest Alternative Transportation Fuels Readiness Plan
    - [Upstate Plug-in Electric Vehicle Readiness Plan](#)
    - [North Coast Plug-in Electric Vehicle Readiness Plan](#)
- Climate Action Plans
  - [White House Example](#)
  - [Center for Climate and Energy Solutions Example](#)

### *Permitting*

All alternative fuel regulations, codes, and jurisdictions with enforcement authority in the state of California are listed in the Cal/EPA Fuels Guidance Document, Version 1.0 (2011). This document contains information specific to every type of alternative fuel, contacts for each agency with oversight, and provides standards and requirements for fuel use, labeling, dispensing, vapor recovery and other aspects of AF use.

- Common Building Codes Applicable to Alt Fuels:
  - [The California Building Standards Code, Title 24, California Code of Regulations \(CCR\),](#)
  - [Title 24, CCR, California Fire Code Chapter 43,](#)
  - [The National Fire Protection Assoc. \(NFPA\) 52 Vehicular Gaseous Fuel Systems Code,](#)
  - [NFPA 70 National Electrical Code,](#)
  - [NFPA 30A code for Motor Fuel Dispensing Facilities and Repair Garages,](#)
  - [NFPA 57, 59A codes for Liquefied Natural Gas Vehicular Fuel Systems,](#)
  - [NFPA 50A, 50B codes for Hydrogen Fuel,](#)
  - [The International Fire Code,](#) and
  - [Health and Safety Code.](#)

### *Federal, State, and Municipal Fleets*

- [Alt Fuels Fleet Toolkit](#)
- [Federal Fleet Management Guidance](#)
- [Tool for researching fleet vehicle criteria](#)
- [Alternative Fuels Incentives](#)

## ***Specific Incentive Programs and Tools for Government Stakeholders:***

### **The Air Quality Improvement Program (AQIP),**

Established by the California Alternative and Renewable Fuel, Vehicle Technology, Clean Air, and Carbon Reduction Act of 2007 (Assembly Bill (AB) 118, Statutes of 2007, Chapter 750), AQIP is a voluntary incentive program administered by the Air Resources Board to fund clean vehicle and equipment projects, research on biofuels production and the air quality impacts of alternative fuels, and workforce training. The AQIP Guidelines and annual Funding Plans guide ARB's implementation of the AQIP.

- **Hybrid Truck and Bus Voucher Program**
  - AQIP background, working group information and regulatory text
  - Program administrator page with list of eligible vehicles / application forms
- **Zero-Emission Vehicle and Plug-In Hybrid Light-Duty Vehicle Rebate Project**
  - AQIP background, working group information and regulatory text
  - Program administrator page with list of eligible vehicles / application forms (Clean Vehicle Rebate Project)

### **HOV Lane Access**

California law allows single-occupant use of High Occupancy Vehicle (HOVs) lanes by certain qualifying clean alternative fuel vehicles. Use of these lanes with a single occupant requires a Clean Air Vehicle Sticker issued by the California Department of Motor Vehicles (DMV).

### **Historical Programs**

- ***Alternative Fuel Incentive Program (AFIP) 2007-2009***

The Alternative Fuel Incentive Program (AFIP), established by Assembly Bill (AB) 1811, required the California Air Resources Board (ARB) to develop a joint plan with the California Energy Commission to spend \$25 million for the purposes of incentivizing the use and production of alternative fuels. This program has ended.
- ***ZIP I, ZIP II and Fleet ZIP 2001-2004***

The Zero Emission Vehicle Incentive Programs (ZIP I, ZIP II and Fleet ZIP) were administered by the California Air Resources Board (Board or ARB) in conjunction with the State Energy Resources Conservation and Development Commission (California Energy Commission or CEC).
- ***Lawn and Garden Equipment Replacement Project***

The purpose of the Air Quality Improvement Program (AQIP) Lawn and Garden Equipment Replacement (LGER) Project was to encourage further development and deployment of cordless zero-emission lawn and garden equipment. The availability of incentive funding helped bring a variety of residential and commercial cordless zero-emission equipment to the market.
- ***Zero-Emission All-Terrain Agricultural Work Vehicle Rebate Project***

The \$1.1 million Zero-Emission Agricultural UTV Rebate Project accelerated the use of zero-emission work vehicles for use in California agricultural operations, by providing rebates for the purchase of new, eligible all terrain and utility vehicles on a first come, first serve basis.