



# Northwest California Alternative Fuels Readiness Project



**The Northwest California Alternative Fuels Readiness Project is developing a readiness plan for the counties of Del Norte, Siskiyou, Humboldt, Trinity, and Mendocino.**

## Focus on the Future

- Create a roadmap for wise and effective alternative fuel infrastructure deployment.
- Identify activities that encourage regional alternative fuel vehicle adoption.
- Coordinate regional efforts that support the successful introduction of alternative fuel vehicles.
- Highlight training and first responder needs for safe deployment and adoption.
- Facilitate robust market development for alternative fuels.

## Promote Economic Development

To address multiple barriers to alternative transportation fuel adoption in the region, this project:

- Promotes the need for alternative fuel infrastructure;
- Encourages the use of locally processed fuels;
- Informs consumers about alternative fuels;
- Addresses permitting and regulatory hurdles with local and regional government agencies;
- Engages local and regional fleets about alternative fuel conversion opportunities.

## Project Partners

There is a cooperative effort between the Redwood Coast Energy Authority, the Schatz Energy Research Center at Humboldt State University, the Mendocino Council of Governments, the North Coast Unified Air Quality Management District, and the Siskiyou County Economic Development Council. Funding is provided by the California Energy Commission under grant number ARV-13-012.



Schatz Energy Research Center

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## Change More Than Just the Car You Drive

Through accelerated commercialization of alternative and renewable fuels, this project not only ensures the region meets its share of the State's low carbon fuel standard, but also improves air quality, encourages energy sustainability, and improves regional resilience to natural disasters.



## Align with State Goals

The State of California has set ambitious goals for adopting alternative fuels. Through the State Alternative Fuels Plan (AB 1007), current State policy is to:

- Transition away from petroleum consumption via AB 1076 and the *Reducing California's Petroleum Dependence* plan;
- Reduce greenhouse gas emissions through AB 32 and adoption of the low carbon fuel standard;
- Increase in-state biofuel production and use through the *Bioenergy Action Plan for California*;
- Improve air quality through state mandates set by the California Air Resources Board.

The Northwest California Alternative Fuels Readiness Project promotes State goals by assessing the opportunity to commercialize and adopt low carbon fuels in the unique setting of the Northwest Region. The project also integrates local needs and challenges into a strategic planning and outreach effort that effectively enhances the adoption of alternative fuels.

## Clean, Sustainable, and Secure

Fuels that are cleaner than gasoline or diesel can be sourced within the United States, and in our region, to facilitate a more secure energy future. Fuels under consideration are **electricity, natural gas and propane, hydrogen, and biofuels such as biodiesel and biogas.**

## Project Stakeholder Input Is Needed

Numerous stakeholders will have a voice in this project, including:

- Local governments
- Fuel producers and distributors
- Emergency responders
- Fleet operators
- Auto dealers
- Many others

## Stakeholder Outreach Timeline

- |   | 2014 | 2015                      | 2016 |
|---|------|---------------------------|------|
| • Assess alternative fuel infrastructure and deployment options (including an assessment of planning, permitting and deployment challenges) |      | April 2014 - August 2015  |      |
| • Analyze and recommend incentives to increase alternative fuel adoption  |      | May 2014 - June 2015      |      |
| • Develop strategic plan for alternative fuel market development  |      | August 2014 - June 2015   |      |
| • Cooperatively develop training materials for infrastructure owners, operators, managers, and emergency response teams                     |      | May 2015 - November 2015  |      |
| • Create outreach materials and strategies to communicate alternative fuel benefits   |      | July 2015 - December 2015 |      |
| • Develop and finalize a regional readiness plan  |      | July 2015 - October 2015  |      |

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