

Green Fleet Management

Date: Wednesday, October 13, 2010, 08:30am – 11:30am
Location: Palo Alto, CA
Format: Panel discussion with moderator and 50 selected attendees

Program:

A “green fleet” is an easy concept to embrace in light of today’s environmental concerns and corporate responsibility expectations. Implementing and managing a green fleet, however, requires a thorough knowledge of available technologies, in-depth cost-benefit analyses, and more. Agrion invites you to an industry expert panel discussion on Green Fleet Management, providing you valuable insights and ideas on running the most cost-effective and environmentally conscious Green Fleet for your organization. Also included will be a brief summary on Agrion’s Green Fleet Management Conferences in Frankfurt and Paris.

08:30am: Reception, Networking and Continental Breakfast

08:50am: Welcome and Introduction

09:00am: Panel Discussion Begins

1. Overview & Update from Frankfurt and Paris

- ▶ Alternative fleet options: biofuel, electric, hybrid, natural gas. What are the benefits of each? The limitations?

2. Corporate Angle

- ▶ How does managing a green fleet impact the bottom line? Are they cost-effective and sustainable? What kind of ROIs can companies expect to see from upgrading to a green fleet? Will fuel savings outweigh upgrade costs?
- ▶ What financial, tax, and manufacturer incentives and programs are in place?
- ▶ Does a green fleet have a tangible effect on the well being of the company and greater community?
- ▶ Is managing a green fleet a strong selling point and a valuable addition to brand image? Can green fleet vehicles be an effective marketing tool?
- ▶ How cost and community-effective are employee incentive programs toward the purchase of hybrid or electric vehicles? Google, Bank of America, Clif Bar, etc. have programs in place. Should more companies follow suit?

3. Technical Angle

- ▶ What are the costs and hurdles associated with the infrastructure requirements for fueling/charging stations?
- ▶ Conversion: Is it more cost-effective and environmentally responsible to convert traditional gasoline or diesel-powered vehicles or replace them outright?
- ▶ What types of energy management systems would need to be put in place to manage the electricity required for an active electric fleet? Would this be disruptive or beneficial to the grid?
- ▶ What is the current status on Vehicle-to-Grid (V2G) technology? At this time, should its prospects be factored into green fleet management decisions?
- ▶ What are the most useful tools in the field of telematics, the use of technology to manage vehicle fleets?

4. Consumer Angle

- ▶ Are shared car systems such as ZipCar and City CarShare the first step to shared electric car fleets?
- ▶ Would they need to partner with a utility and charging spot network such as Better Place or Coulomb Technologies to handle the demand? What is the anticipated cost to the consumer for public charging?
- ▶ In addition to tax rebates, are there other financial incentives in place (free/reduced parking/tolls, manufacturer incentives, more?) for driving a green vehicle?
- ▶ Do fuel-smart driving practices and driver education have a significant impact on emissions reductions? What are some examples of these techniques?

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10:30am: End of Panel Discussion: Q&A, Networking

11:30am: End of Conference

Speakers:

CalStart, Michael Ippoliti, Director Clean Transportation Solutions Group

City CarShare, Rick Hutchinson, CEO

Coulomb Technologies, Inc., Scott Saffian, Sr. Vice President Sales

FieldLogix, Yukon Palmer, CEO

More TBA

Moderator:

Transportation Sustainability Research Center, UC Berkeley, Elliot Martin, Ph.D., Post-Doctoral Research Engineer

Registration:

Log in to www.agrion.org or create a new profile. Register directly in the section of the program.

Please contact jennifer.jackson@agrion.org for any further questions.