

CaFCP Quarterly Update Jul 2009-Sep 2009

Background

The California Fuel Cell Partnership is a unique collaborative of auto manufacturers, energy companies, fuel cell technology companies, and government agencies, including SCAQMD. This report summarizes CaFCP activity in or related to Southern California for the period July 2009-September 2009.

From 2008-2012, CaFCP will focus on building the foundations for the commercialization of hydrogen fuel cell vehicles:

1. Establish and maintain a common vision for the market transition in California
2. Identify hydrogen fuel needs by year and location
3. Provide a forum to match fueling station partners
4. Facilitate an ongoing dialogue to determine future hydrogen fueling stations
5. Maintain an accurate database of existing and planned stations in California
6. Prepare communities in California by educating local officials, including fire professionals about hydrogen and fuel cell vehicles

The following activities are examples of work toward achieving these goals.

Public Events and Conferences

South Pasadena Clean Air Car Show July 26

(Right) At the 3rd annual Clean Air Car Show in South Pasadena, CaFCP provided curious on-goers information on fuel cell vehicles and hydrogen.



2009 Chino Corn Feed Run

(Right) CaFCP teamed up with the South Coast Air Quality Management District in Chino in providing test drives of Toyota's fuel cell vehicle for event attendees.



Mobility 21 Conference (Los Angeles, CA) Sept. 21

Chris White moderated the closing session, a panel about fuel cell and plug-in electric vehicles.

CaFCP member GM's Shad Balch with Mayor of Los Angeles Antonio Villaraigosa



Green Connect Forum (August 2-4, 2009): CaFCP participated as a sponsor at the Green Connect Forum in Pasadena, CA.

Emergency Responder Training

Emergency responder training and fire community outreach is an important aspect of the goal to support member fleets and stations. Workshops given by CaFCP and by our members include:

- The Continuing Challenge Haz Mat Conference- Sacramento, CA-Sept. 8-9 (Jennifer Hamilton)
- Oakland Fire Department- August 26-28 (Chevron, Hyundai, UTC, AC Transit)
- Fire Rescue International Conference (support DOE/HAMMER)-Dallas, TX, August 27-31

Upcoming Events/Workshops:

- Orange County Fire Authority- November 2-4
- Fire Trainers Symposium, Fresno, CA-November 17
 - Rollout of the Ca State Fire Training F-STEP course in Alternative Fueled Vehicles, including CaFCP's material on hydrogen and FCV's
- Beverly Hills Fire Department- December 15-18

Additionally, Jennifer recently was added as a liaison for the SAE Fuel Cell Safety Workgroup, where emergency responder safety information is a major topic.

The Continuing Challenge Haz Mat Workshop, Sept. 8-9, 2009

This is the CaFCP's fifth consecutive year participating in the Continuing Challenge. Haz Mat teams from around the US and the world attend this annual conference. Jennifer Hamilton presented at the booth with an FCV and props, and had a class at maximum capacity.



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Date	Southern California Training	Northern California Training	Out of State	Total
Q1 2009	30	22		52
Q2 2009	71		13	84
Q3 2009		260	250	510
Q4 2009				

Technical Program Updates

CaFCP has several technical programs with teams that meet regularly to work on interoperability issues such as hydrogen quality, fueling systems, station testing and public access. This work helps achieve the goal of enabling a California fueling infrastructure.

CaFCP Bus Team

The CaFCP Bus Team's Bus Fueling Testing project team will officially start working with the SAE J2601 working group on the development and inclusion of hydrogen bus fueling standards in SAE codes and standards, starting at the November 17, 2009 SAE meeting.

At the ARB Board meeting on July 23 in San Diego, the Board decided to delay the ZBus Regulation zero emission bus purchase requirement by California transit agencies larger than 200 buses. ARB staff will have to write recommendations including a new time line by the end of 2010.

The next Bus Team meeting is planned for November 2009 in Southern California. The final location and date will be announced.

Infrastructure Development

CaFCP Action Plan (CHAP)

CaFCP staff continue their outreach activities to local officials and leaders in each of the four Los Angeles area priority communities in support of the "Hydrogen Fuel Cell Vehicle and Station Deployment Plan"(aka Action Plan). As part of these efforts, and to spur local grassroots activity for hydrogen projects, CaFCP in collaboration with the NFCRC has released a whitepaper titled "Community Hydrogen Action Plan (CHAP): Building Grassroots Hydrogen Communities." The whitepaper outlines a six step process which communities can follow to help enable hydrogen projects and create a foundation for future hydrogen success. The next step is to engage local priority communities regarding how the CHAP process might fit into their environmental activities.

Real Time Station Status (SOSS)

The SOSS project continues to show progress, with a fourth station planning to participate in the program (Shell Torrance station—Spring 2010). Shell's West LA station has moved into a fully operational status and updates the CaFCP Fleet Services Page on a once per hour basis(<http://fleet.cafcp.org/stations.html>). The next step in the evolution of the SOSS program is the development of a mobile platform so that SOSS station information can be accessed quickly and efficiently from mobile handsets like the iPhone or Blackberry (information 'pull' by the user/FCV driver). The hardware and software changes to enable this platform transition are expected by the end of calendar 2009. Next steps are to consider creating an iPhone application for station status, as well as creating SMS text message sign up lists for each station so that users can be notified via SMS if a station status changes (information 'push' to the user/FCV driver).

Hydrogen Quality

MBS: Industry is currently in the fifth phase of the Mystery Black Stuff (accumulated black particulates at orifices and intersections) investigation. Results suggest composition is

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compressor oil, environmental dirt, and stainless steel. Phase IV identified swab medium with low background for collection. The fifth phase involves writing the sampling and extraction method into a draft standard.



HQSA: CaFCP, with additional support from GM, conducted a training seminar on SCAQMD's 70 MPa HQSA at GM's Burbank facility. The HQSA was then used to sample at Culver City and LAX stations.

Codes and Standards

CaFCP staff support multiple codes and standards efforts including ASTM, ASME, CSA, DMS, ISO, NIST, and SAE. The staff provides liaison reports to the standard development organizations ensuring collaboration as well as reporting back to the members.

ASTM: Seven hydrogen quality sampling and analysis standards sent to go to ballot.

NIST: The draft changes to HB44 and HB130 were presented to the Regional Weights and Measures.

SAE: J2601 being balloted at SAE. CaFCP staff supporting with collaboration and bus fueling data for second release of J2601.

Media Outreach, Legislative Outreach, Website Activity and Materials

Outreach activities and tools show how CaFCP works towards the goal of being a leading source of information. The media and outreach position was relocated to Southern California, providing greater outreach potential for the region.

Media

CaFCP Media outreach by the numbers. CaFCP strives to be credible sources of information for journalist interested in hydrogen and fuel cell vehicle activity in California.

Total: 56 hits

- Television: 14
- Radio: 5
- Print: 27
- Online (Blogs and other news dedicated websites): 10

- Interviews: 43% (% of contacts)
- Northern California: 10%
- Southern California: 13%

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- National: 39%
- International: 37%

CaFCP 2.0

In 2009, CaFCP's social media campaign actively utilized new media tools in Web logs(blogs), Facebook, Twitter, CaFCP's public website and our monthly subscriber newsletter

Facebook

CaFCP created a facebook entry to start the "Listening Phase" of our social media outreach. In the beginning we had 28 fans. From May- July, we took a soft spoken approach to our page. In July we saw an increase in numbers due to the posting of DOE budget information. At the end of July our number of Fans was 117, up from 58 at the beginning of the month.

The Facebook page can be a useful tool to gain awareness and promote upcoming CaFCP events. The first test was promoting the Santa Monica Alt Fuels. A number of conference attendees heard about the event through our Facebook page. The immediate goal is to increase page traffic and interaction. The longer-term goal is for fans to use it to share information and links with each other.

Twitter

- February 2, 2009 – Created Twitter Account
Just having a CaFCP account on Twitter, we generated 1 follower
- March 24, 2009 – CaFCP begins tweeting
After CaFCP began tweeting, we grew to 26 followers
- July 21, 2009 – CaFCP begins retweeting other Tweeters
After CaFCP began retweeting other users, our followers grew to 57 followers
- Today we have a total of 94 followers, 150 tweets, 38 retweets (other users retweeting CaFCP tweets)

CaFCP Monthly Newsletter

In the past the CaFCP monthly newsletter consisted of any upcoming CaFCP events. With the redesign, we have included more information such as:

- upcoming events
- fuel cell/hydrogen related news
- an FAQ
- a real life experience
- featured top story/stories for that month
- resource section (photo gallery link, teacher's resources, etc.) directing people to our public site
- Twitter and Facebook links

Legislative Outreach:

- Burbank – CaFCP Staff assisted SCAQMD in a town hall meeting for State Senator Carol Liu and constituents in the Burbank area

Upcoming Southern California Activities

- Governor's Global Summit Los Angeles (Oct 1)
- Alternative Energy and Transportation Expo Santa Monica (Oct 2-3)

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- Fuel Cell Seminar 2009, Palm Springs (Nov 16-20)