



APPALACHIAN

CLEAN TRANSPORTATION FORUM

PROGRAM | NOVEMBER 17-18, 2020



PROGRAM OVERVIEW

DAY ONE: NOVEMBER 17 | PAGES 4-5

Session 1

10:00a - 11:30a - Time to ACT: Setting the Stage for Rural Mobility

Session 2

1:00p - 2:30p Introduction to ACT and ROADMAP Projects

Session 3

3:00pm - 4:30p Rural Transportation Policy Models, Priorities and Outlook

DAY TWO: NOVEMBER 18 | PAGES 6-7

Session 4

10:00a - 11:30a Mobility Management Innovations

Session 5

1:00p - 2:30p - Incentives for Electrification

Session 6

3:00 - 4:30p Virtual Ride and Drive

MEET OUR PRESENTERS | PAGES 8-13

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ACT FORUM PROJECT PARTNERS



DAY ONE: NOVEMBER 17

Session 1: Time to ACT: Setting the Stage for Rural Mobility

10:00am - 11:30am | [Join Session Here](#)

Rural places present unique challenges and opportunities for mobility in the age of advanced vehicle technologies. Transitioning vehicles and fleets to emissions-free, automated and connected operations is a monumental process; this opening discussion broadly examines what potential exists for these transformative changes, and what models for success can be drawn from work that is already taking place.

Moderator: Michael Lachman, Streetkeys, LTD

Panelists:

- Lisa Leckrone, Perry County Job & Family Services Mobility Manager
- Jon-Paul D'Aversa, Senior Energy Planner, Mid Ohio Regional Planning Council
- Alleyn Harned, Executive Director, Virginia Clean Cities Coalition
- Bret Allphin, Development Director, Buckeye Hills Regional Council
- Andrew Hillman, Executive Sales Manager, Blink Charging

Session 2: Introduction to ROADMAP and ACT (PAC Meeting)

1:00pm - 2:30pm | [Join Session Here](#)

Rural communities are disproportionately impacted by current gaps in the transportation system, which limit access to opportunities such as healthcare, jobs, and social services. There is also a high concentration of poor, elderly, and zero-vehicle households in rural areas. Current mobility gaps plaguing rural communities include: insufficient rural public transit operations; insufficient countywide affordable services; limited non-emergency medical transportation (NEMT) providers available to the public; and limited weekend, early morning and late-night services.

The R.O.A.D.M.A.P. project aims to better understand how advanced vehicle technologies function in these rural settings, and to enhance awareness of innovative solutions with the potential to fill transportation gaps sustainably. This session introduces R.O.A.D.M.A.P through a panel discussion with the project team. It serves as the first Project Advisory Committee meeting, and is open to all ACT Forum participants.

Moderator: Sarah Conley-Ballew, Sustainable Energy Solutions
Program Director, Rural Action

Panelists:

- Andrew Conley, Consulting Services Director, Clean Fuels Ohio
- Mohit Mandokhot, R&D Engineer, Transportation Research Center
- Luke Stedke, Managing Director of Communications and Policy, DriveOhio
- Carolyn Conley, Director of Transportation, HAPCAP

Session 3: Rural Transportation Policy Models, Priorities and Outlook 3:00pm - 4:30pm | [Join Session Here](#)

Opportunities for local governments to facilitate policy solutions for advanced technology vehicles in a rural environment are more pressing than ever before. Learn about priorities, both current and potential, for impactful policy solutions to stimulate EV adoption in rural places.

Moderator: Tyler Ferhman, Clean Fuels Ohio, Policy Director

Panelists:

- Carol Davey, Southeast Ohio Director, Ohio Environmental Council
- Joe Florida, Executive Director, Power a Clean Future Ohio
- Mat Roberts, Marketing Director, Southeast Ohio Public Energy Council



DAY TWO: NOVEMBER 18

Session 4: Mobility Management Innovations

10:00am - 11:30am | [Join Session Here](#)

Learn how transportation service providers have transitioned to electric vehicles and improved telematics systems across Ohio. Best practices in mass transit and deployment of EVSE charging infrastructure makes widespread adoption possible, both for transportation service providers and individual motorists alike.

Moderator: Katie Ott-Zehnder, Vice President, HNTB Corporation

Panelists:

- Morgan Kauffman, CEO & Owner, Columbus Yellow Cab
- Aslyne Rodriguez, Director of Government Affairs, Central Ohio Transit Authority (COTA)
- Michael Smucker, Regional Sales Manager - Midwest, Greenlots

Session 5: Incentives for Electrification

Time: 1:00pm - 2:30pm | [Join Session Here](#)

There are a variety of incentives that can provide leverage for Appalachian progress towards electric mobility, with partnerships among owners, fleets, dealers, utilities, vendors, and public officials possible. Learn more about what programs are available in the region, how to participate, facilitate and spread the word, and what new incentives could be on the horizon in the future.

Moderator: Andrew Conley, Consulting Services Director, Clean Fuels Ohio

Panelists:

- Nate Shadoin, Business Development Manager, Mike Albert Leasing
- Mark Berndt, Director, Business Development & Special Projects Manager, AEP Ohio
- Jimmy Smith, Account Executive, Chargepoint

Session 6: Virtual Ride and Drive with Drive Electric Ohio

3:00pm - 4:30pm | [Join Session Here](#)

In this session, we will be joining Marie McConnell, Clean Fuels Ohio Outreach and Organizing Manager with Drive Electric Ohio on a virtual visit to an Ohio auto dealership to learn more about shopping for an EV. Then, we'll take a virtual ride in a Columbus Yellow Cab all-electric taxi, part of a 200-vehicle Tesla fleet that has transformed this business's operations. Finally, we will take a virtual drive around Athens County with Tesla owner Ben Lachman, to see how the autonomous driving system performs on some scenic country roads.

3 part series:

- Dealership visit (20 minutes)
- Ride and Drive with CYC (20 minutes)
- Rural Roads with Ben Lachman (video)



MEET OUR PRESENTERS

Session 1: Time to ACT: Setting the Stage for Rural Mobility

Michael Lachman, Founder, StreetKeys Ltd

gridlach@streetkeys.net

A lifelong resident of Appalachian Ohio, Michael Lachman started Streetkeys Ltd in 2018 to offer an array of services related to clean and active transportation, with a focus on small urban and rural areas. He is currently assisting Rural Action's R.O.A.D.M.A.P. initiative, coordinating project activities. Prior to Streetkeys, Michael spent nearly seven years as planner and administrator for HAPCAP's Athens Public Transit (APT) program, growing that system's rural ridership to one of the largest in the state of Ohio. He led projects that added fleet telematics, customer trip planning, and solar-powered bus shelters to APT's toolkit; he was also active in the formation of the Athens E.V. Cruisers club. Michael holds an M.S. in Environmental Studies with a focus on transportation and climate change mitigation.

Alleyn Harned, Executive Director of Virginia Clean Cities (VCC)

aharned@vaccleancities.org

Alleyn Harned is the Executive Director of Virginia Clean Cities (VCC), a member of the U.S. Department of Energy-affiliated Clean Cities Coalitions program. With Virginia Clean Cities, Harned leads the Virginia Clean Cities coalition's collaborative effort to assist stakeholders and the Commonwealth in programs to improve air quality, and increase American energy security and economic opportunity through the increased use of alternative fuels and vehicles. Operating since 1996, Virginia Clean Cities has successfully managed tens of millions of dollars of federal, state, and stakeholder vehicle and infrastructure programs from offices on the James Madison campus in Harrisonburg VA. Examples of past projects were the nation's largest propane autogas vehicle deployment project, which covered 13 states, the Richmond Electric Vehicle initiative, which facilitated vehicles, and a Virginia DC and Maryland ethanol deployment project which installed the first ethanol stations in the mid-Atlantic region. Alleyn's theory of change involves incremental collaborative team leadership and drafted the nation's only successful dual-state station deployment project for the 2015 USDA Biofuels Implementation Partnership.

Jon-Paul d'Aversa, AICP, Senior Energy Planner, Mid-Ohio Regional Planning Commission

jpdaversa@morpc.org

As the senior energy planner for the Mid-Ohio Regional Planning Commission, Jon-Paul d'Aversa designs and leads energy initiatives for 15 counties in Central Ohio. Through projects like the Franklin County Energy Study, the Local Government Energy Partnership, and the Clean Energy Acceleration Program, his work is focused on the intersection of equity, the economy, and the environment. With MORPC, Jon-Paul's work incorporates an additional focus on transportation issues. He led MORPC's role in the designation of an Alternative Fuel Corridor stretching from Cleveland to Cincinnati, has been assisting Smart Columbus' electrification initiatives, and has used his macroeconomic and social justice expertise to support the case for cleaner fuels in the transportation sector. In 2021, MORPC will be releasing a suite of new energy programming for members, furthering local government capacity to be good stewards of Central Ohio's future.

Bret Allphin, Development Director, Buckeye Hills Regional Council

bretallphin@buckeyehills.org

Bret Allphin is the Development Director for Buckeye Hills Regional Council and has been a part of their team since September 2001. Mr. Allphin has eleven years of experience in geographic information systems (GIS) with Buckeye Hills. His work includes extensive data creation, editing, cartography, software installation support, web based data delivery, remote sensing/ field data collection, as well as GIS project and staff management experience. He holds a Bachelors of Science degree in Political Science with a minor in Leadership Studies from Marietta College. Brett is a GIS Professional (GISP) and is an active member of Ohio's Chapter of URISA, a member of Hocking College's GIS Program Curriculum Board, and an organizing member of the Development District Association of Appalachia's annual GIS Conference.

Andrew Hillman, Executive Sales Manager, Blink Charging

Ashillman@blinkcharging.com

Andrew Hillman is an Executive Sales Manager with Blink a designer, manufacturer, owner and operator of EV charging stations both here in the US and abroad. Andrew consults with prospects and clients to develop and implement plans for adding EV charging infrastructure to meet the growing needs of EV drivers in Ohio, West Virginia, Virginia, Maryland and The District of Columbia. Blink's diverse product line-up boasts the most advanced equipment in the industry driving the industry forward through innovation and passion. Andrew has built a career centered around automotive and high tech industries combining his technical aptitude with a passion for the automotive industry. As an EV driver myself, I am aware of the challenges in finding a convenient location to charge and a charger that can provide enough power to get me back on the road as quickly as possible. The grant with Virginia Clean Cities and Blink provides an opportunity to build out the EV charging infrastructure and fill in gaps found in many rural areas of the states in my territory. I enjoy driving my Nissan Leaf to rural communities and speaking to private businesses and municipalities about bringing EV charging infrastructure to their communities and the associated benefits.

Lisa Leckrone, Mobility Manager, Perry County Job and Family Services

Melissa.Leckrone@jfs.ohio.gov

Lisa has a 38-year career as an employee of Perry County Job & Family Services. For 8 years, she has worked directly with public transportation, with just over 2 years as Perry County Mobility Manager.

Session 2: Introduction to ROADMAP and ACT (PAC Meeting)

Sarah Conley-Ballew, Sustainable Energy Program Director, Rural Action

sarah@ruralaction.org

Sarah Conley-Ballew serves as director of Sustainable Energy Solutions at Rural Action, a keystone nonprofit working to create a more just and sustainable economy in Appalachian Ohio. Her work focuses on catalyzing clean energy development in coal country through smart policy and planning. She was the founding director of UpGrade Ohio in 2015, successfully reducing energy use in Athens County by 3% over a two-year period, resulting in \$5M in collective savings. She was a SolSmart Advisor in 2017, preparing local governments for smart solar development. She has a Master of Public Administration from Ohio University's Voinovich School of Leadership and Public Affairs. Sarah lives in Athens County with her husband and three beautiful children and enjoys coffee, birdwatching, and playing in the mud.

Andrew Conley, Consulting Services Director, Clean Fuels Ohio

andrew@cleanfuelsohio.org

Andrew joined Clean Fuels Ohio in 2008 and is responsible for oversight of the organization's services and programs that serve fleet stakeholders. This includes consulting services for fleet analysis and planning, securing incentive funding, infrastructure development, training, and education. He also directs Ohio Green Fleets which is a program that evaluates, assists and certifies fleets based on sustainability metrics. During his tenure, he has secured tens of millions in dollars of funding for the organization's partners and has certified nearly 100 Ohio Green Fleets.

Mohit Mandokhot, R&D Engineer, Transportation Research Center Inc.

MandokhotM@trcpg.com

Mr. Mandokhot is a R&D Engineer with Transportation Research Center. He has a Master's Degree in Engineering from The Ohio State University where he helped conduct industry grade research in the domain of vehicle systems. In his current role, Mohit serves as a technical lead in the execution of federal research work, on a project focused in the domain of Automated Vehicles and Infrastructure. He also leads the execution of an Automated Vehicle on-road deployment research program for the DOE sponsored ROADMAP project. Mohit has over 4.5 years of experience designing safety critical systems used in the Oil and Gas industry, and lends his safety focus to developing training programs for human drivers in ADS safety operator roles. In his free time, Mohit and his wife Radhika, love to explore the nation's vast parks and birdlife.

Luke Stedke, Managing Director of Communication and Policy - DriveOhio

Luke.Stedke@drive.ohio.gov

Luke Stedke currently serves as the Managing Director of Communications and Policy for DriveOhio focusing on communication strategy as well as partner and stakeholder relations. Luke works to develop and implement public policy that fosters the safe deployment of smart mobility technology on Ohio's roadways. Luke formerly served at the Capitol Square Review and Advisory Board as the Deputy Director for Communications, overseeing all agency communications and working closely with the Ohio General Assembly on a wide range of policy issues. Throughout Luke's career, he has collaborated with public agencies across both state and federal government. Luke earned his undergraduate degree in History from The Ohio State University, and his Master's degree in Public Administration from the Voinovich School of Public Policy at Ohio University.

Carolyn Conley, Director of Transportation, HAPCAP

carolyn.conley@hapcap.org

Carolyn Conley has worked with HAPCAP transportation since 2010. Carolyn is responsible for the administrative and operational oversight of five state and local transportation programs including GoBus, Athens Public Transit, Logan Public Transit, Athens On Demand Transit, and Athens Mobility Management. She works with a variety of state and community partners to provide safe, reliable, accessible, and affordable transportation to Southeast Ohio and beyond.

Session 3: Rural Transportation Policy Models, Priorities and Outlook

Tyler Ferhman, Policy Director, Clean Fuels Ohio

Tyler@cleanfuelsohio.org

Tyler Fehrman joined Clean Fuels Ohio in January of 2020 and serves as Policy Director - where he is responsible for identifying, developing, and executing Clean Fuels Ohio's policy initiatives and programs, as well as managing the government relations needs of the organization. Prior to joining Clean Fuels Ohio, Tyler worked at various state agencies and in the Office of the Governor – as well as in the private sector where he managed the House Bill 6 repeal campaign. Tyler's background includes government and public relations, advocacy, communications, and program management.

Carol Davey, Regional Director, Southeast Ohio, Ohio Environmental Council

cdavey@theoec.org

Carol Davey is a native of southeastern Ohio hailing from Cheshire. She cultivated her passion and knowledge for environmental and social justice work through her time at Berea College, where she majored in Peace and Social Justice Studies, and Political Communication, and Trinity College in Dublin Ireland, where she received a Masters in International Peace Studies. Upon returning to the US, she engaged in an Appalachian Transition Fellowship through the Highlander Research and Education Center. The fellowship focused on creating a locally focused green economy in the community of Athens County, Ohio and she then continued to work within the region on increasing energy efficiency community-wide through the innovative Empower Gas and Electric. Carol comes to the OEC with experience in launching dynamic and innovative programming aimed at elevating and protecting the Southeast Ohio region. Carol's hometown was bought and demolished in 2002 as part of a pollution and public health settlement, and she has returned to that community to work towards a tomorrow where homes and communities are not lost due to environmental injustices.

Joe Florida, Executive Director, Power a Clean Future Ohio

joe@poweracleanfuture.org

Joe Florida is the Executive Director of Power a Clean Future Ohio, a diverse coalition that works with local leaders in Ohio to develop community-driven carbon reduction strategies. Power a Clean Future Ohio empowers local governments by providing tools and resources to implement climate actions that are achievable, measurable, equitable, and economical. Joe previously worked as a Congressional staffer in the U.S. House of Representatives for the Committee on Science, Space, and Technology. He recently spent a year in Germany as a Robert Bosch Fellow, where he examined Germany's energy transition and consulted for the German Energy Agency and InnoEnergy. He is driven to help local communities across Ohio address climate change in big ways and small ways that make sense for them.

Mat Roberts, Director of Marketing, Southeast Ohio Public Energy Council (SOPEC)

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Mathew Roberts serves as the SOPEC Director of Marketing, coordinating and executing SOPEC's broad marketing and outreach strategy. Mat manages SOPEC's renewable energy programs and assists with special projects for member communities.

Session 4: Mobility Management Innovations

Katie Ott-Zehnder, Vice President, HNTB Corp.

kzehnder@hntb.com

Katherine Zehnder, PE, PTOE, AICP is a Vice President with HNTB Corporation, where she has worked for 20 years in a variety of roles including Ohio Practice Leader. She currently advises agencies across the US on transportation technology. In 2016, she led a consultant team hired by the City of Columbus to develop their two Smart City grant proposals. The city beat 77 other midsize cities to be awarded \$40m from the USDOT and \$10 from Paul G. Allen Philanthropies. Katie enjoys assisting clients solve their greatest challenges.

Morgan Kauffman, CEO & Owner, Columbus Yellow Cab

mkauffman@columbusyellowcab.com

Morgan Kauffman is an emerging mobility market entrepreneur. Leading, learning and challenging the status quo of legacy model transportation industries. He is currently exploring common sense initiatives to decarbonize cities through a shared network of green mobility assets. He currently is CEO/Owner of Columbus Yellow Cab and operates this 91 year old company his grandfather started as a living lab to catalyze innovation and culture.

Aslyne Rodriguez, Director of Government Affairs, Central Ohio Transit Authority

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Aslyne founded EmpowerBus, in 2017, with the mission to provide upward mobility for all by delivering dignified, reliable, and on-time transportation to and from work, education, and healthcare opportunities. She worked with companies like Abercrombie & Fitch, Worthington Industries, and the City of Columbus to make sure adults and children are able to access employment and life enhancing services. Like many business owners, the novel pandemic (COVID 19) forced Aslyne to reevaluate her ability to thrive through turbulent times. Ultimately, Aslyne closed EmpowerBus to find an opportunity at the Central Ohio Transportation Authority (COTA). She is currently the Director of Government Affairs at COTA, still fulfilling her mission to provide upward mobility for all.

Michael Smucker, Regional Sales Manager - Midwest, Greenlots

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Michael is a mission-driven business professional and the current Midwest Regional Sales Manager for Greenlots, an EV Charging Solutions provider. He is passionate about building strong relationships and looking for win-win solutions.

Session 5: Incentives for Electrification

Andrew Conley, Consulting Services Director, Clean Fuels Ohio

andrew@cleanfuelsohio.org

Andrew joined Clean Fuels Ohio in 2008 and is responsible for oversight of the organization's services and programs that serve fleet stakeholders. This includes consulting services for fleet analysis and planning, securing incentive funding, infrastructure development, training, and education. He also directs Ohio Green Fleets which is a program that evaluates, assists and certifies fleets based on sustainability metrics. During his tenure, he has secured tens of millions in dollars of funding for the organization's partners and has certified nearly 100 Ohio Green Fleets.

Nate Shadoin, Business Development Manager, Mike Albert Fleet Solutions

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Nate Shadoin is the subject matter expert for EV fleet financing at Mike Albert Fleet Solutions at the corporate headquarters in Cincinnati. He actively manages EV fleets in the car-share/ride-share, black car, taxi, van pool, subscription, and municipal industry segments. Nate previously worked for Zenith Motors, an EV conversion startup for passenger vans.

Mark Berndt, Director, Business Development & Special Projects Manager, AEP Ohio

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Mark Berndt is Director of Business Development for AEP Ohio. Mark oversees AEP Ohio's growth efforts in the areas of electric transportation, alternative energy and broader electrification efforts for the benefit of Ohio customers. Previously, he was Director of Strategic Initiatives for AEP, responsible for financial & strategic analysis of business opportunities across AEP's 11 states. Prior to joining AEP, Mark served in the U.S. Navy as a Surface Warfare Officer. He holds a bachelor's degree from the University of Notre Dame and a master's degree in business administration from The Ohio State University.





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