

# **Refuel Colorado Fleet Coach job description: Southwest Colorado Territory**

## **General Program Background / Objective**

The Refuel Colorado program was launched by the Colorado Energy Office in April 2013 as a pilot program geared toward building self-sustaining alternative fuels markets within Colorado communities and regions. Fleet coaches were contracted by the State to develop the program and provide free technical assistance to fleets and other key stakeholders.

Refuel Energy Coaches will harness all relevant networks and knowledge available to them, in turn easing the barriers associated with a successful and robust transition to alternative fuels. The Energy Coaching Model will utilize a step-by-step process that results in alternative fuel adoption among Colorado fleets. By working hand-in-hand with fleet managers, local leadership, dealerships and fuel providers, Refuel Energy Coaches will identify fleets' potential savings through replacement of gasoline and diesel vehicles with state-incentivized alternative fuel vehicles (AFVs), focusing on compressed natural gas (CNG) and electricity as primary replacement fuels. Refuel Energy Coaches will provide in-depth fleet analyses detailing information on replacement AFVs, environmental benefits of switching to alternative fuels, potential grants and incentives, cost savings, and return on investment. Likewise, Refuel Energy Coaches will stand as professional consultants within each region for technical aspects of alternative fuels.

Refuel Energy Coaches will guide fleets in policy adoption, provide trainings, demonstrate economic development benefits of petroleum reduction, and also aid in community planning development. Refuel Energy Coaches will be the "boots on the ground" in connecting fleet operators and stakeholders with state grant in incentive programs. The Project Team will offer prior knowledge of ALT Fuels Colorado, Charge Ahead Colorado, and state tax credits, and will continuously be ambassadors for those programs throughout the entire state.

## **Refuel Energy Coach Responsibilities**

### Dealership Engagement

Refuel Energy Coaches will contribute to the development of information regarding AFV demand and potential for existing fleets. The coach will be a part of a team that will develop materials for distribution to dealerships, to educate them on existing incentives that can help sell vehicles, and participating in training opportunities where new information and materials will be developed and explained. Topics and deliverables include but are not limited to:

- 1) Popular alternative fuel vehicles to stock;
- 2) Incentives available for consumers and fleets; and
- 3) Materials that automobile dealerships can distribute to potential customers.

### Fleet Coaching

Fleet Energy Coaches will identify optimal opportunities for public and private fleets to build a stronger market share for AFVs in Colorado, targeting fleets that control high volumes of vehicles. The Refuel Energy Coach will guide fleet managers toward a commitment to alternative fuels. A list of activities and deliverables that the Refuel Energy Office will be required to complete include the following:

- 1) Engage fleet managers to upgrade fleets to AFVs and incorporate efficiency technologies where appropriate.
- 2) Speak to fleet managers about incentives and financial considerations; conduct life cycle fleet analyses; discuss vehicle maintenance considerations, infrastructure choices, installation, and appropriate fleet uses for specific alternative fuels; and be aware of CEO grant opportunities.
- 3) Interact with city councils, city and county managers, county commissioners, fleet managers, utilities, large employers, fuel providers, and other leading stakeholders to deploy AFVs.
- 4) Facilitate fleet fueling commitments, lead organizational meetings and events, prepare education and outreach materials, connect relevant stakeholders and conduct fleet analyses, in turn contributing to the number of Charge Ahead Colorado applicants for EVs and EVSE and ALT Fuels Colorado applicants for CNG fueling and vehicles.
- 5) Provide information to fleet on what their ideal alternative fuel application would be, connect fleet managers to the appropriate fueling technology and provide for optimal operations, identify the most appropriate fueling location for infrastructure.
- 6) Work with employers to educate them on installing EVSE that can be used to power fleets and to charge employees' personal vehicles. Recruit additional organizations to install workplace charging.
- 7) Disseminate information on the technical requirements of installing charging equipment to help employers plan installation that best suit their needs. Disseminate information on incentive programs for EVSE, including Charge Ahead Colorado and EV Wired Workplaces, and advise employers on choosing systems that qualify for these incentives.
- 8) Assist dealerships in better understanding the trend towards greater use of AFVs. Engage dealerships to grasp vehicle model needs of fleets and identify the AFV models produced by manufacturers that can meet those needs.
- 9) Develop customer-oriented printed materials about the advantages of AFVs, which will be stocked in the showrooms of participating auto dealers across Colorado.
- 10) Plan and host outreach events. Give presentations to key stakeholders.
- 11) Build community understanding of the benefits of AFVs through media engagement.

Salary is commensurate with experience.

### **Contact information**

For additional information or to apply, please contact Kurt Schneider at [kurt@fourcore.org](mailto:kurt@fourcore.org). Please provide a resume, cover letter, and three professional references.