Governor Tomblin’s Energy Summit

2014 National AFV Day Odyssey Event
To educate the nation about alternative fuel and advanced technology vehicles through program management, curriculum development, training implementation and outreach and education activities leading to the decrease of U.S. dependence on foreign oil and the improvement of air quality.

- Program of West Virginia University, headquartered in Morgantown, WV
- Founded in 1992
- Only nationwide curricula development and training organization that focuses on alternative fuel and advanced technology vehicles
What we do at the NAFTC

- Curriculum Development
- Training
- Outreach & Education
- Program Management
State-of-the-Art /Award Winning Curriculum

- Over 25 courses and workshops
  - Available on all types of alternative fuel and advanced technology vehicles
  - Customizable to meet needs and requirements of the audience
Training

- Classroom study
- Lab activities
- Hands-on shop applications
Training Audiences

- Instructors (Train-the-Trainer)
- Pre-service and In-service Technicians
- Fleet Managers
- Government and Industry Representatives
- First Responders
- Students
- Consumers
- Automotive Recyclers and Towing Personnel
- Others
Outreach and Education

- The NAFTC also attends, exhibits, and presents at numerous conferences and meetings
- And conducts National AFV Day Odyssey, its premier outreach event.
What is Odyssey?

- Odyssey is a nationwide, biennial outreach event developed to provide education about and promote the use of alternative fuel and advanced technology vehicles.
What is Odyssey?

- Touted as a “one-day” event, Odyssey has grown to include events over the course of several weeks.
What is Odyssey?

• LARGEST nationwide alternative fuel and advanced technology vehicle awareness event.
# History of Odyssey

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
<th>Attendees</th>
<th>Media Reach</th>
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<tbody>
<tr>
<td>2002</td>
<td>51</td>
<td>17,000</td>
<td>Over 17,000</td>
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<td>2004</td>
<td>54</td>
<td>24,000</td>
<td>Nearly 24,000,000</td>
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<td>2006</td>
<td>60</td>
<td>40,000</td>
<td>Over 30,000,000</td>
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<tr>
<td>2008</td>
<td>90</td>
<td>Nearly 200,000</td>
<td>Over 50,000,000</td>
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<td>2010</td>
<td>131</td>
<td>Over 230,000</td>
<td>Over 98,000,000</td>
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<tr>
<td>2012</td>
<td>152</td>
<td>Over 250,000</td>
<td>Over 200,000,000</td>
</tr>
</tbody>
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What is Odyssey?

• Primary goal is to raise awareness about the benefits of alternative fuel and advanced technology vehicles

• Through the conduct of the 2002-2012 events, AFV awareness was provided to more than 400 million individuals through event attendance and media

• The 2014 event will put us way in excess of one-half billion individuals reached.
Opportunity to Provide Education to All Ages
Odyssey Impact

Available on website – www.afvdayodyssey.org
Odyssey Impact

Odyssey 2012 was the most successful event to date, celebrating a Decade of Difference. The event has made a significant impact in alternative fuel and advanced technology vehicle education, not only in the U.S., but also worldwide.

1,663 Like-minded companies/organizations joined together to participate in conduct of:
- Governmental Support
  - 1 Congress
  - 23 Governors
  - 3000 local offices

152 Odyssey events

Attends who completed surveys:
- 250,000

Attendee surveys indicate:
- 80.5% will include AFVs in test drives before making next personal automobile purchase.
- 84.8% will consider purchasing an AFV for personal use.
- 88.7% support expanding the availability of local AFV options.

Around the world:
- National AFV Day Odyssey's message was spread around the world to 55 countries.

207,966,369 reached:
- 41,884,361
- 82,196,069
- 26,223,561
- 223,125
2014 Odyssey Goals

- Recruit more than 100 sites across the U.S.
- Attract more than 200,000 attendees
- Reach more than 100 million individuals through media outlets

Preliminary results indicate we have surpassed all goals!
2014 Events

107 Events Total

37 States

Two International Events
  – South Africa
  – Mexico
2014 National Partners

Clean Cities
U.S. Department of Energy

Smithsonian Institution

AMERICORPS

National Park Service

GREATER WASHINGTON REGION
Clean Cities Coalition

West Virginia University
2014 National Sponsors

PROPLANE
CLEAN AMERICAN ENERGY

HONDA
The Power of Dreams
Odyssey Event Sponsor/Partner:

Dinner Sponsors: Noble Energy and ANGA
2014 Kickoff Event

- National Kickoff Event took place on the National Mall in Washington, DC on October 17th.
Event included a speaker line up of industry and government representatives.
Kickoff Event

Vendors displayed vehicles and informational tables.
Kickoff Event
Kickoff Event
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