



U.S. Department of Energy  
Energy Efficiency  
and Renewable Energy



# Silicon Valley Clean Cities Coalition

## Recent Accomplishments, Future Goals, & Other Items



Western Region Clean Cities Coordinator Peer Exchange  
Diamond Bar, CA  
June 24-26, 2008



## Coalition Status and Sustainability

- **Current Status**

- *Very* part-time coordinator, from Breathe California of the Bay Area

- **Membership Strategies**

- Will strategize, form recruitment plan
- Creative alliance with Breathe California— collaboration on mission, 501(c)3, large volunteer base



## Coalition Status and Sustainability

- **Membership Structure**
  - Recent changes to dues structure:
    - Student \$25
    - Individual \$50
    - Small Business/Nonprofit/Gov't. \$150
    - Medium Business \$300
    - Large Corporation \$1,500



## Coalition Status and Sustainability

### **Steps to Become Self-Sustaining (Plans)**

1. Get larger percentage of budget from dues
2. Sell sponsorships for events/programs
3. Obtain grants
4. Make personal visits to request major support from corporations
5. Special Event- Green Car Show



## Significant/Noteworthy Vehicle Projects

November, 2007 through April, 2008:

Provided Outreach to San Jose International Airport Ground Transportation Operators (GOTs) to convert their conventional fueled vehicles to CNG vehicles. This resulted in 10 “new” CNG vehicles operating at the Airport.



## Significant/Noteworthy Coalition Outreach Activity

- April 22nd, 2008 from 8AM to 4 PM
- Silicon Valley Clean Cities Board and Breathe California volunteers
- Display booth, electric cars on display (charged by solar), and education for 5,000 at CISCO Systems in San Jose (1 of the top 3 “Green” leaders in the valley and 1 of largest corporate fleets)
- Education: Clean Transportation and Health



# Significant/Not eworthy Coalition Outreach Activity

- Benefit: Major exposure, including television





## Significant/Noteworthy Coalition Education Activity

July 27, 2007- *Green Fleets* Conference

- To provide area fleet managers with the knowledge, tools and financial incentive information to enable them to increase their alternative vehicle fleets
- 58 attendees at half-day event
- Speakers from the DOE, Plug in Partners, SJ's Electronic Transportation Development Center, the SJ International Airport and fleet managers from the City, County of Santa Clara, PG&E, and Specialty Solid Waste & Recycling.



## Support Services

- **Our coalition finds valuable:**
  - Monthly Coalition Calls: board member attends
  - NREL / NETL Webcasts: look forward to
  - Training: great variety

**Appreciate personal support getting started**

## 2007 Annual Survey Recap

- Will do in July



## Lessons Learned

- **Need constant communication among board, members, partners, and coordinator**
- **Need to do constant outreach for coalition-building**



## Goals for 2008 & Beyond

In addition to above:

- To partner with another Clean Cities Coalition in East Bay, San Francisco, or Central Coast area for activities, meetings, and events.



## Areas of Common Interest

- We would want to collaborate with other coalitions on **all** of the following:
  - Funding opportunities    -Fleet Projects
  - Infrastructure                -Niche Markets

Contact: Margo Sidener, 408-998-5865

[margo@lungsrus.org](mailto:margo@lungsrus.org)