



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



# Denver Metro Clean Cities Coalition

## Recent Accomplishments & Future Goals

Natalia Swalnick

South Central / Northwest Region  
Clean Cities Coordinator Peer Exchange  
Santa Fe, NM  
April 8-10, 2008



## Coalition Status and Sustainability

- Current Status
  - New coordinator hired in November 2007
  - Clean Cities Manager – 17.5 hours per week
  - Housed at the American Lung Association of Colorado
- Membership Structure / Strategies
  - More than 100 coalition members
  - Approximately \$16,000 in membership dues
- Steps to Become Self-Sustaining
  - Speak to Metro Mayor's Caucus for greater municipal involvement
  - Greater presence with fleet managers and fuel producers



## Significant/Noteworthy Vehicle Projects

- State fleet using more alternative fuel vehicles
  - Clean Cities Manager regularly attends State Fleet meetings to offer input into vehicle utilization
  - State fleet owned 91 hybrids in FY 05-06
  - State fleet will own 216 hybrids in FY 08-09
  - State fleet management is proactively addressing drivers' fears about losing vehicles in the face of VMT reduction



## Significant/Noteworthy Fueling Infrastructure Projects

### Governor's Biofuels Coalition

- Clean Cities manager serves as recorder for each meeting
- Plans for Clean Cities manager to present at a summer meeting
- As of 3/13 meeting, there are 56 E-85 stations operating in Colorado
- Ahead of pace for year-end goal, which is 72 operational E85 stations in Colorado
- Future goal is to make E85 visible, price competitive, and easily attainable for drivers



## Significant/Noteworthy Coalition Outreach Activities

- Plans for fall “Advancing the Choice” event
  - Possible sponsorship from Governor’s Biofuels Coalition
- Involvement with Colorado Governor’s “Greening of the Government” Initiative
  - Brown bag trainings with fleet drivers
  - Explain merits of alternative fuels and vehicles
  - Provide information about infrastructure
  - Alleviate concerns about effectiveness, sustainability, fuel vs. food and other arguments against Biofuels



## Significant/Noteworthy Expanded Portfolio Activities

- Infrastructure Development
  - 13 E85 stations existed in Colorado in 2006
  - 56 E85 stations are currently operational in Colorado
- Infrastructure Support
  - Attend new station openings to provide publicity and illustrate diversity of location in Colorado
  - Serve as resource for E85 and Biodiesel stations to raise awareness of alternative fuel and maximize station utilization



## Lessons Learned

- Positive aspects
  - Monthly electronic newsletter to maximize impact
  - Roving meetings to increase attendance
  - Widespread use and infrastructure exists in Colorado
- Challenges/Room for improvement
  - Need better results on annual survey in the future
  - Generate renewed engagement and involvement after gap in services due to turnover
  - Better education and relationships with average consumers as opposed to fleet managers



## Goals for 2008 & Beyond

- Greater stakeholder involvement
  - Tailor priorities to meet both the needs of membership and coalition goals
  - Contribution to new member newsletter to create dialogue and identify opportunities between meetings
- Anticipated new partnerships
  - Pilot program with rental car companies
  - Increased involvement with Metro Mayors Caucus
  - Off-road diesel reduction program with Caterpillar Equipment