



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



# *Yellowstone-Teton Clean Energy Coalition*

## **Recent Accomplishments & Future Goals**

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



## Coalition Status and Sustainability

- **Current Status**

- Part-time contracted work by the coordinator for the 501 © 3. Work out of a home office where the coalition's records are kept.
- -Depending on the work at hand and financial resources available, work hours per week vary from 0-40. Average about 15-20 hours per week, not all billed.
- -This situation works OK for me, but is not a practical expectation should the position need to be filled. It also is not supportive of 'growing' our coalition's work.



## \* Membership Structure / Strategies

—We do not have a ‘formal’ membership structure. It has been a challenge to persuade agencies, businesses and individuals to financially support an effort that has most people confused at this point. A small handful of local governments and DOE have been our most consistent financial supporters.

—We suggest Leadership, Advocate and Partner levels of stakeholder support but have minimal response (Leadership: \$1000 and up, Advocates: \$100-\$1000, Partners: \$30-\$99). Who can blame stakeholders who do not see tangible, short term returns for themselves?



## •Steps Toward Sustainability

- Participate in annual “Fun Run” for local non-profits. Funds raised are matched approx. 50%. Raises visibility.
- Seek and develop local partnerships. Currently have a grant from the Conservation District for production of written materials, an ad campaign and an alternative fuel workshop. Improve federal agency participation- Yellowstone and Grand Teton remain shining examples.
- Maintain existing partners and relationships, especially local governments.
- Attend to board strength, depth, skills and diversity.



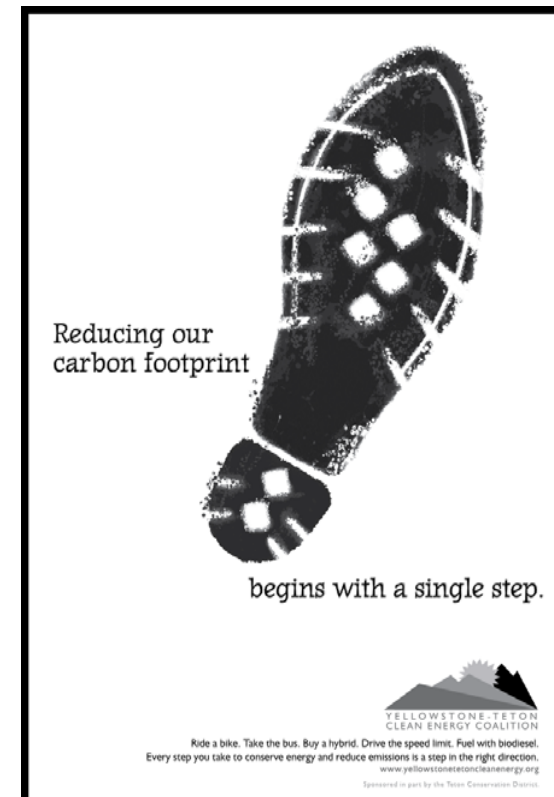
## Significant/Noteworthy Vehicle Projects

- Plug-in hybrid resolution from town and county.
- Participating on jointly appointed board and action team to craft local government “Green Fleet” policy.
- More links in creating a regional transit system.
- Small steps have been made, but continuing lack of infrastructure has dampened progress.



## Significant/Noteworthy Coalition Outreach Activities

- Ad campaign has been developed and will launch in May through the remainder of the year.
- Working on another update of our “Primer”.
- newsletters, website and displays.
- Forums and workshops.





## Lessons Learned

- Given the characteristics of our coalition area-geographical isolation, dispersed population, cold climate (we still have several feet of snow on the ground!), encompassing portions of 3 states in the northern Rockies (we have LCV ratings that make us 3 out of 5 of the lowest ratings for House scores related to environmental issues including energy) we have come to realize that working with **PARTNERS** is essential to making any progress.



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- A new relationship with our Conservation District has infused energy into our work and enabled project implementation.
- Fellow coordinator Beth Baird and I are attempting to collaborate in order to bring informational programs and policy ideas to the Idaho.
- We convened a ‘distributor’s subcommittee’ to better understand the challenges faced by fuel providers...for example, on March 26th the price of B100 was \$6.00/gallon, vs \$4/gal.for petroleum diesel, causing some serious heartburn for biodiesel users and creating disincentive. Their insight helps us better understand market conditions and disruptions and informs our response.
- DOE remains a valued partner and mentor as do the National Parks.



## Goals for 2008 & Beyond

- Continue to work on developing fueling infrastructure
- Resolve resistance to BD by local fleet manager
- Work with NAFTC to provide alt fuel and first responder training.
- Find homes for 3 CNG buses and a CNG station
- Meet with you in Big Sky in September !



## Important, if Difficult, Lessons Learned

It takes a long time to reach the tipping point for shifting public opinion and perceptions...especially with conflicting news stories and volatile markets.

- Rural settings are not always well suited to Clean Cities programs or grant opportunities.

It is hard to get ‘the horse to drink’, even when you lead him to water!