



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



Florida Gold Coast Clean Cities Coalition

Recent Accomplishments & Future Goals

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2009 Clean Cities Eastern States Coordinator Peer Exchange

Pittsburgh, PA

June 23-25, 2009



Coalition Status and Sustainability

- Current Status
 - Part time
- Membership Structure / Strategies
 - Member Recruitment
 - Word of mouth and direct mailing
 - Used 2008/09 Energy Price Escalation and Stimulus Response to recruit new members
 - Established a professional assistance contract
 - Due Structure
 - Stratified by fleet size \$1,000 per 200 vehicles
 - Non-fleet business rate \$1,000
 - Non-profit \$500
 - Individual \$50
 - Student rates \$25



Coalition Status and Sustainability

Steps to Become Self-Sustaining

Reorganized, Refocused, Restructured

- Developed Committee Structure
- Appointed 4 strong committee chairs the direction of the Coalition
Chairperson Patti Asseff, Commissioner, City of Hollywood
 - ❑ Vehicle/Infrastructure - Keith Gruetzmacher, TECO Energy
 - ❑ Education/Outreach - Maribel Feliciano, Manager, Broward County
Division of Environmental Quality
 - ❑ Legislative – Jeff Engel , Bitter Blue Lawn and Garden
 - ❑ Development Committee – Jeff Greene, WiseGas



Education and Outreach

Committee example of next year's work program

- Two major outreach events a year
- Expand Educational programs for K-12 and colleges
 - Broward College Civic Engagement Project
- Develop Training programs for fleets
- Create Junior Clean Cities Program
- Fire Marshall Education & Safety Education
- Create Coalition Column in Sun-sentinel
- Create a Speakers Bureau



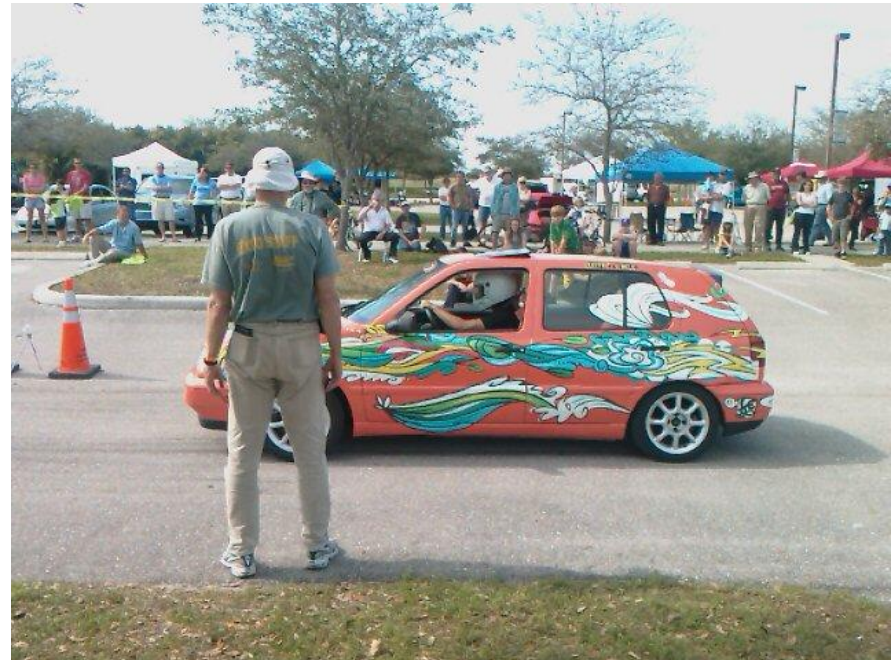
Significant/Noteworthy Projects & Activities

Successful Coalition Outreach Activities Hybrid Electric Plug-in at Foreign Affairs



Beach Battery

Burn-Out





Significant/Noteworthy Projects & Activities

Successful vehicle projects

- ❑ South Florida Regional Transportation Authority
 - Tri Rail moved to B20 for their fuel .
- ❑ Broward County Transit, and Palm Tran both purchased hybrid electric vehicles.



Significant/Noteworthy Projects & Activities

Fuel Infrastructure Project

Established the State Road 7/US 441 Green Corridor Plan which calls for:

- E-85/B-20 stations spaced roughly 3 miles apart
- Public CNG Station one per county along this corridor Miami-Dade, Broward and Palm Beach County
- Charging stations strategically located at high intensity developments
- Tech school for F1 Certification
- Other energy related non-fuel improvements along the corridor.⁷



Significant/Noteworthy Projects & Activities

Infrastructure Development Planning

- Introduced alternative fuel infrastructure, equipment and operations into development agreements with large new land developments as part of the mitigation of traffic impacts and greenhouse gas emissions.



Introduced 9 E-85 Stations in South Florida in past 12 months





Significant/Noteworthy Projects & Activities

Successful Fueling Infrastructure Projects

❑ BIG NEWS: 2000th E-85 station in the Nation was added on May 28, 2009 Davies, Florida near Fort Lauderdale.





Significant/Noteworthy Projects & Activities

Successful Coalition Outreach Activities

- Cosponsored the Battery Beach Burn-out at Florida Atlantic University, Jupiter Florida
- Participated in several lecture series including:

- “Is South Florida Post Petroleum Ready?” Florida Atlantic University, Fort Lauderdale, Florida
- Minority Business Enterprise Annual Conference - Davie, Florida
- MIT Enterprise Forum of South Florida at Nova Southeastern University - Energy and Entrepreneurship



Lessons Learned

Nothing Enters A Closed Hand

- Introduced “Partners” as a premium level stakeholder
 - Raised 32k since implementation in February 2009
 - graduated scale for partner fees.
 - still seeking our first emerald level partner.
 - Added 30 due paying “Partners” since February 2009

Office Depot, Florida Power and Light, Palm Tran, City of Miami, City of South Miami, Enerfuel, Foreign Affairs Auto, Palm Beach County Schools, Waste Management, Palmetto Ford, Tampa Electric Company, TECO, City of Miami Gardens, Florida Electric Auto Association, Fuel Stop, Fuel Shop, Bitter Blue, Sun Biodiesel, Alternative Fuel Management, Waste Services of Florida, Miami-Dade County Commission, Miami-Dade Metropolitan Planning Organization, Pride, Choice Waste Services



Goals for 2009 & Beyond

- Continue to raise funding - meet our internal goal
- Establish more partnerships with MPOs, cities, climate change committees, universities
- Co-sponsor Green regional event in South Florida in November at John Lloyd State Park in Hollywood, Florida
- Cosponsor Ride and Drive event across Florida, 2010
- Host EPAct outreach event in Hollywood – Fall 2009
- Continue working on Niche Markets – complete Niche Market Plan for Solid Waste, Marine and Taxi Cabs in 2009
- Support the development of other Clean Coalitions in the State of Florida - two is not enough!!!