



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



Wisconsin Clean Cities – Southeast Area, Inc. 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

- Wisconsin Clean Cities, an early program founded in 1994, contracts with a paid Coordinator, and earned redesignation from DOE in 2006.

Steps to Become Self-Sustaining

- The organization continues to focus its resource development efforts on achieving a balanced funding mix.

Membership Structure/Strategies

- WCC-SEA began using a tiered membership structure in 2006. Recognition levels range from individual (\$35) to platinum – auto/engine manufacturers, alternative fuel companies & trade associations (\$2000) and diamond (\$5000).



Significant/Noteworthy Projects & Activities

- Wisconsin Fleet Training on Eco-Driving Project
- Plug-In Hybrid Electric Vehicle (PHEV) Demonstration Project
- Driving Toward 2020: The Sixth Annual Green Vehicles Workshop
- Driving Toward a Greener Fleet: A National AFV Day Odyssey Event
- Forward Wisconsin 2.0: Reducing Diesel Emissions for the Long Haul



Fleet Training on Eco-Driving Project

- Unique effort nationwide
- Partnership between Wisconsin Department of Natural Resources, Wisconsin Clean Cities and Milwaukee Area Technical College
- The City of Milwaukee Department of Public Works and Veolia Water Milwaukee received classroom instruction and behind-the-wheel training as the two selected fleets. The training module will be released in October.





PHEV Demonstration Project

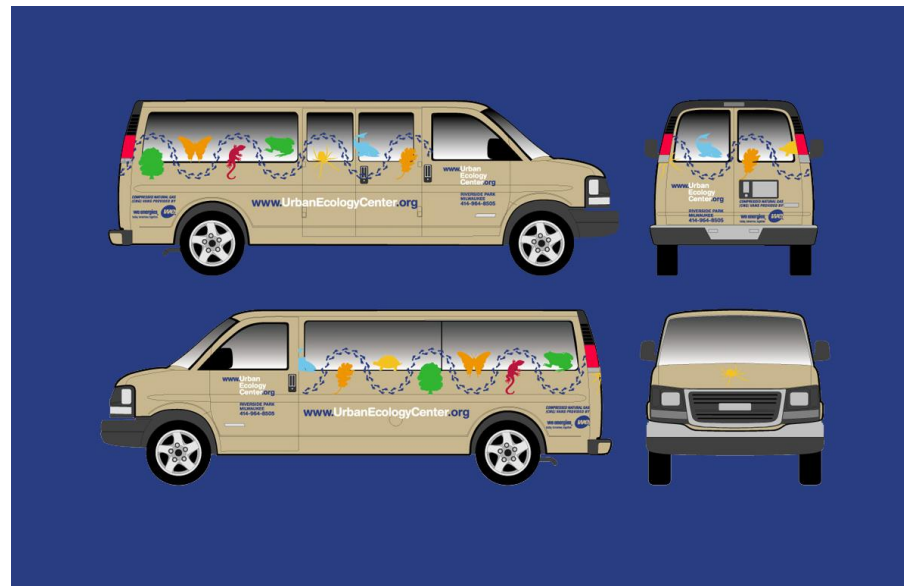
- Partnership between Wisconsin Clean Cities and We Energies
- Live installation of PHEV conversion kit took place at Hybridfest in Madison, WI, on July 21, 2008
- Cold weather, duty cycle and driving style significantly impact performance





Driving Toward 2020: The Sixth Annual Green Vehicles Workshop

- ❑ Milwaukee Area Technical College (MATC)'s Downtown Campus was again the site, on April 24, for the yearly Green Vehicles Workshop, co-ordinated by Wisconsin Clean Cities, MATC, the Milwaukee Hybrid Group and We Energies.





Driving Toward a Greener Fleet: A National AFV Day Odyssey Event

- Wisconsin Clean Cities held an Odyssey event 10/2/08 that included a luncheon with remarks from public officials, a Vehicle Expo, informational displays and a panel presentation.



Forward Wisconsin 2.0: Reducing Diesel Emissions for the Long Haul

- Collaborative effort with the Wisconsin Department of Natural Resources, the Environmental Protection Agency – Region 5 and the Wisconsin Clean Diesel Coalition
- Event, held 2/26/09, attracted over 100 attendees and built on a similar workshop conducted in 2005.

Lessons Learned...A Look Back to 2006

❑ *“To thrive – not merely survive – in the dynamic environment in which we operate, Clean Cities coalitions must become self-sustaining and band together in common cause. While DOE can and does support us with various resources, no other national organization aids us all. Transportation Energy Partnership, formerly National Clean Cities, is “down for the count” and the Clean Cities Industry Alliance never made it into the ring.*

Forming a new nonprofit corporation may be our best hope for achieving success at an individual coalition, regional and national level. An Alternative Fuels Alliance, powered by Clean Cities coalitions, with an assist from industry partners, could be the vehicle we seek to further the Clean Cities mission and breathe new life into the program. We are ninety strong. The time is ripe to exert our power for the greater good.”



Goals for 2009 & Beyond

- Continue cultivating ties with the Clean Cities Program, the Clean Cities Coordinator Council, Transportation Energy Partnership, the Lake Michigan Clean Cities Consortium, other Clean Cities coalitions, industry allies and community partners on common interests.
- Formally implement an annual planning process for 2010 and going forward.
- Keep on keepin' on.