



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



Pittsburgh Region Recent Accomplishments & Future Goals

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Recent Accomplishments

- Super Bowl Winners
- Stanley Cup Winners
- Most live-able city in US according to the Economist
- Housing prices stable, Unemployment decreasing
- And for the diehards...
 - Biodiesel Mandate – 2% in '10
 - 5% and 10% to follow based on ability to produce in-state
 - Marcellus Shale NG – Regional Competitive Advantage
 - Governor pushing for ultra-cheap CNG based regional fleets



Coalition Status and Sustainability

- Part-time Coordinator/Exec. Dir.
- 80 members
 - \$500 – for profit, \$250 – 501c3, \$100 individual
 - Recruitment is piecemeal based on capacity
- Path to sustainability & growth
 - Write a strategic plan
 - Shift focus away from ‘we’ll get you money’ to...



Q3. What strategic directions can we take to overcome our obstacles to to achieve the vision we described?

Document progress and information (qualitative and quantitative)	Define, develop, and promote products	Establish relationships with local leaders	Work the plan	Identify opportunities based on customer needs	Group and promote current resources	Collaborate with existing institutions to emerge technology in SWPA
Log contacts	Establish education program for schools/orgs with special expert guests	Set up meetings with local leaders to intro them to PRCC	Investigate our area and know what is already here	Survey stakeholder needs	Promote biodiesel use directly and build on stations that exist	Be an incubator for PA alt fuels and technologies
Work with already developed and proven resources	Create a newsletter for members	Work with local governments	Identify possibilities, choose, then narrow scope	Survey local fleets to assess their needs		Partner with universities to conduct research
Develop and maintain FAQ	Define brand/logo		Secure funding for organization and projects	Keep focus on customer		PGH Tech Council alliance
Bring our stakeholders into the equation	Develop the website to include info/ contacts for alt fuels and assistance		Identify building block funding and develop business plan	Develop criteria for a project we would go after		Identify partners for infrastructure projects
Encourage members to use us	Bring in speakers for members/general public		Tie action items to realistic date and execute	Develop membership directory		
	Create factsheets and brochures for alt fuels			Establish working groups for membership		
	Develop membership directory					



Significant/Noteworthy Projects & Activities

- Vehicle projects
 - Focus on implementations that don't require new vehicles or that can easily phase in new vehicles
- Fueling infrastructure
 - 3 x 20K gal variable blend biodiesel tank – AFIG
- Outreach activities
 - NGV America - -Stephe Yborra event
 - Marcellus Shale event in Oct



Lessons Learned

- Slow and steady will sustain.
- Press is good, substance is better.
- Without a vision, our efforts are scattershot.



Goals for 2009 & Beyond

Leading clearinghouse for information and education on alt fuels/ fleets	Setting the regional agenda for alternative fuels and energy	Developing and implementing alternative fuel infrastructure projects in SW PA	Collaborating with the public and private sectors as an advocate	Functioning organization with staff and diverse funding
Regional clearinghouse for clean fuel techs	Not just transportation focus	Several 'signature' projects underway and/or complete	Publicly recognized as a leader for clean air in community	Well funded with 3-4 staff and 4x membership
Go to org for alt fuel info	Leading the area in new initiatives	Secured funding for a high visibility SWPA infrastructure project	Relationships with government and other organizations	Organization, staff, and grant recipients
Name recognition	Working with polluters	Owning/managing alt. fuels infrastructure	Strong involvement with counties/places outside Pittsburgh	Financially secure -- able to be a motivator
Providing guidance for members (how to get funding)	Identifying projects, not chasing funding	Infrastructure in the area	Mini-coalitions -- the groups of farmers idea	Steady funding identified and arranged
Operating a public resource center	Facilitating research projects	Org helping to get alt fuels business to area	Finding grants for others, not just members	Continued growth
More media attention	Helping the area institute alt fuels strategies	Developing pilot projects and case studies	Creating resources for taking projects to market	Focused on outcomes with multiple projects in each
Education				Fit money to projects, not projects to money