

2011 National Peer Exchange – Recent Accomplishments and Future Goals

Curtis Martin

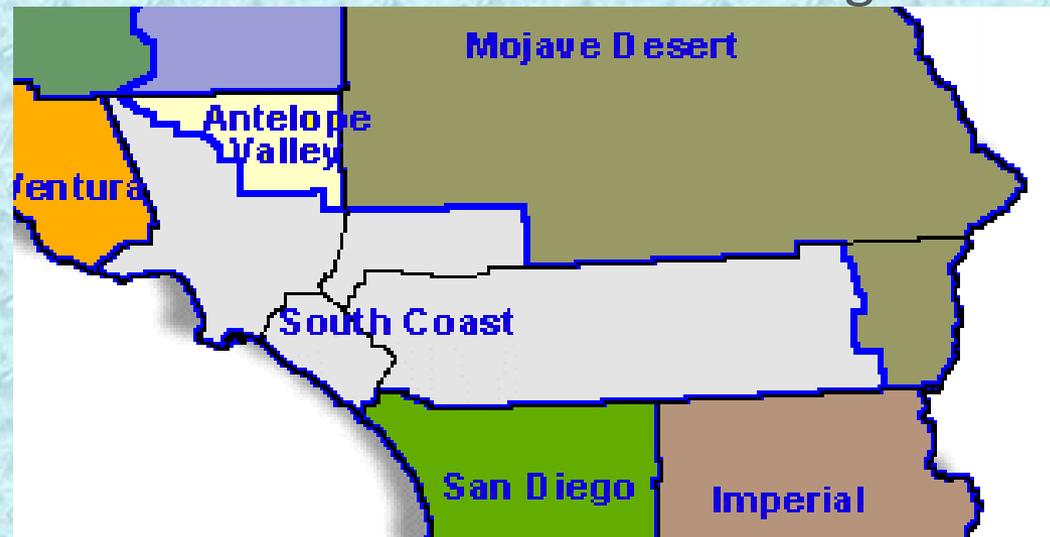
Coordinator

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- Antelope Valley Clean Cities operates within the boundaries of the Antelope Valley AQMD occupies 1,300 sq. Miles at the Northern edge of Los Angeles County

It is made up of two incorporated cities with a combined population of about 450,000 people

Lancaster/Palmdale are about 70 miles North of Los Angeles



- Coordinator Status

- Normally Part Time, Full Time For Past 2 Months
- Coordinator working 60+ hrs. Per Week at This Time



- Coalition Staff

- AVCCC Currently has two additional staff members
- JoAnn Armenta serves as Project Director
- Melissa Montoya – Intern/Social Media
- Both work part time



- Ability to Delegate Coalition Work?

- If I were hit by a CNG bus tomorrow, the coalition would be... dead in the water due to recent developments...

- Coalition Location

- The Coalition Maintains Its Office And Meeting Space Withinn The Antelope Valley AQMD Offices
- The Coalition Is Set Up As A Sole Proprietorship Under Mr. Martin

- Coalition Organization

- Coalition Governance
 - Executive Steering Committee
 - The Coalition Is Responsible To Stakeholders, Steering Committee Members, PMC and DOE Staff



- Coalition Meetings

- Stakeholders Hold One Formal Meeting Per Year In The Spring
- Stakeholders And Steering Committee Members Work With The Coalition Throughout The Year And Maintain Regular Contact

2009 Annual Survey

- # of Stakeholders = 25
- # of Fueling Sites = 4
- # of Vehicles = 1,124

- Total GGEs Displaced = 1,151,807 gge's

2010 Annual Report

- # of Stakeholders = 100
- # of Fueling Sites = 4
- # of Vehicles = 850

- Total GGEs Displaced = 833,861 gge's

- Reduction in GGE declined due to the loss of the bio-jetfuel program being relocated to Los Angeles basin
- Reduction in vehicles reported due to poor annual survey responses from key stakeholders and loss of AFV's in stakeholder fleets

4th Annual Green Energy & Vehicle Expo



The coalition's most successful activity was its annual Green Energy & Vehicle Expo at "Thunder on the Lot"

Approximately 2,500 people attended the event, the largest in the events history

About 10% Visit The Expo

The benefits of
Leveraging a
Larger events
Advertising and
Influence.



4th Annual Green Energy & Vehicle Expo



- **Clean Cities Radio**

In October 2011 the coalition launched “Clean Cities Radio” as part of the outreach efforts centered around the Ryder/SANBAG CNG Truck Project funded through the 2009 ARRA funds. The show highlights Ryder’s efforts, as well as those of their project partners and other coalitions across the country.



- Launched on Oct. 13, 2011 CCR has been hugely successful In strengthening stakeholder relationships, facilitating Projects, and increasing public awareness of the Clean Cities mission



Clean Cities Radio Show
Listen To Our Shows Here !
Live Call-In Thursday's @ 11am (PST) # 646-200-0100

Show Archives

10/13/2011
Meet **Michelle Kirshoff**, former Clean Cities Coordinator for the San Bernardino Council of Governments
**Clean Cities - Ending our Oil Addicti...
Breaking Our Oil Addiction**
00:00 .:|||
Tweet Share RSS iTunes

10/20/2011
Meet **Robin Erickson**, Coordinator for S. Utah Clean Cities
**Clean Cities - Ending our Oil Addicti...
Breaking Our Oil Addiction - Clean C.**
00:00 .:|||
Tweet Share RSS iTunes

10/27/2011
Meet **Kevin Markley** of General Physics Corp. Manager ENGLNGLCND Division
**Clean Cities - Ending our Oil Addicti...
Clean Cities Radio - San Francisco B**
00:00 .:|||
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Clean Cities Radio - Live on the Web!
at www.Blogtalkradio.com/cleancities

Every Thursday at 11:am (PST) you can call the number above and speak to Curtis, your host, or any of his guest live on the air.

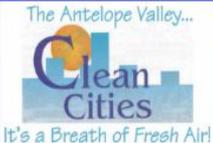
This web based radio show, hosted on BlogTalk Radio, focuses on:

"Breaking Our Oil Addiction"

Antelope Valley Clean Cities Coordinator, Curtis Martin, interviews Clean Cities Coordinators, companies and organizations working to reduce our nations addiction to foreign oil.

Curtis will interview the project partners, which brought the Ryder Trucking CNG Project to life. The Ryder/SANBAG Project was funded out of the 2009 ARRA recovery funds.

This project will employ hundreds of people, displace millions of gallons of diesel fuel and tens of millions of tons of emissions over the life of the deployment of these clean burning Natural Gas trucks.



- **Social Media:** The volunteer services of an intern to handle online social media efforts has been highly successful in getting coalition activities out to the public
- **Web Presence:** CNGChat.com has lead to reaching stakeholders across the country, as well as enhancing the opportunity to help guide & influence the CNG industry
- **Regional Partnerships:** Participation in stakeholder initiated activities has brought new outreach and coalition funding opportunities. ie, the Ryder/SANBAG project and partnering with colleges for workforce development and grant participation.
- **Failures?** The coalition has been attempting to develop a relationship with both cities within the coalitions boundaries for years with little, or no success.

- **On a scale of 1-10 ...I would rate the effectiveness of my coalition as a 5** although it's difficult for me to gauge. All coalitions have their strengths & weaknesses
- **How do you rate your effectiveness as a coordinator?**
In marketing and outreach... highly effective, given territorial restrictions, lack of local fleets
- **In what areas does your coalition need the most assistance?**
Getting stakeholder to pay dues
Grants – finding them and writing them

- **In 2012 I've established the following goals**
- AVCCC will continue to develop regional partnerships
- Put on a First responder training with Rio Hondo College
- Advance workforce development opportunities by bringing EV Tech/Solar training to local colleges
- Build one new CNG station and upgrading 2 Existing stations to accommodate growing demand in the area
- Develop regional partnerships
- Bring new EV franchises to the AV & increase EV infrastructure

Thank You

Curtis Martin
Coordinator
AV Clean Cities

www.AntelopeCleanCities.com

www.BlogTalkRadio.com/cleancities

