

# 2011 Peer Exchange



Stephanie Meyn  
Western Washington Clean Cities

November 16, 2011  
Clean Cities Peer Exchange  
Dallas, TX



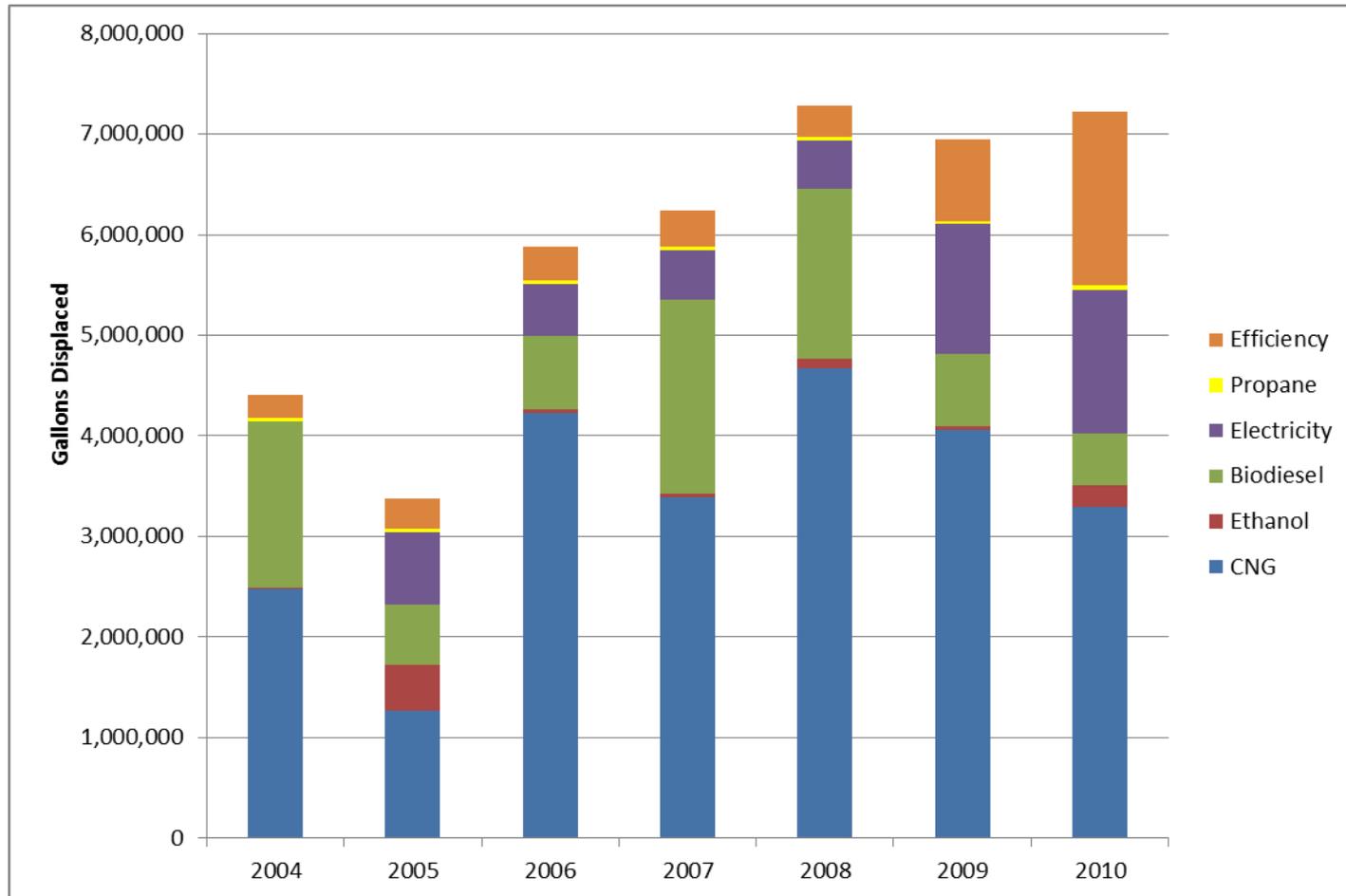
# Year in Review

## Success:

- Re-designation with 11 new counties
- State PEV Task Force
- Awesome, graphic-design/marketing intern
- New promotional materials, new website
- Natural gas interest multiplying
- Doubled the number of dues-paying members
- Saved more money
- Extended Scott DeWees' employment



# Coalition Accomplishments



# New Logo & Website



Saving the Environment, One City at a Time

HOME

ABOUT

NEWS

EVENTS

ALT FUELS & VEHICLES

RESOURCES

EVERGREEN FLEETS

CONTACT

GO

## Our Vision

Leading the region in clean transportation, through the use of local, sustainable alternative fuels and technologies

## Announcements



WWCleanCities  
**WWCleanCities**

**WWCleanCities** RT @wccsea: Ever wonder where your #money is going? DOE calculator tool shows the true cost of your vehicle <http://t.co/fyb8Ezi0>  
18 minutes ago · reply · retweet · favorite

**WWCleanCities** @cleanfuelsohio your welcome! keep up the good work reducing petroleum use, emissions, and operating costs for businesses  
2 hours ago · reply · retweet · favorite

## ANNUAL GENERAL MEETING & AWARDS BREAKFAST



WEDNESDAY NOVEMBER 2<sup>nd</sup>

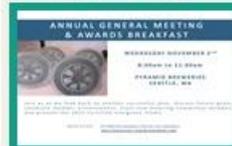
8:00am to 11:00am

PYRAMID BREWERIES  
SEATTLE, WA

Join us as we look back on another successful year, discuss future goals, celebrate member achievements, elect new Steering Committee members, and present the 2011 Certified Evergreen Fleets.

REGISTER: It's FREE for members, \$25 for non-members:  
<http://www.wcc-awards.eventbrite.com/>

Register Today



Become a Member



Upcoming Events

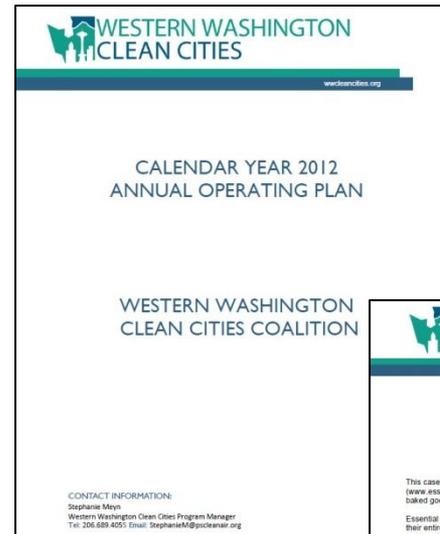
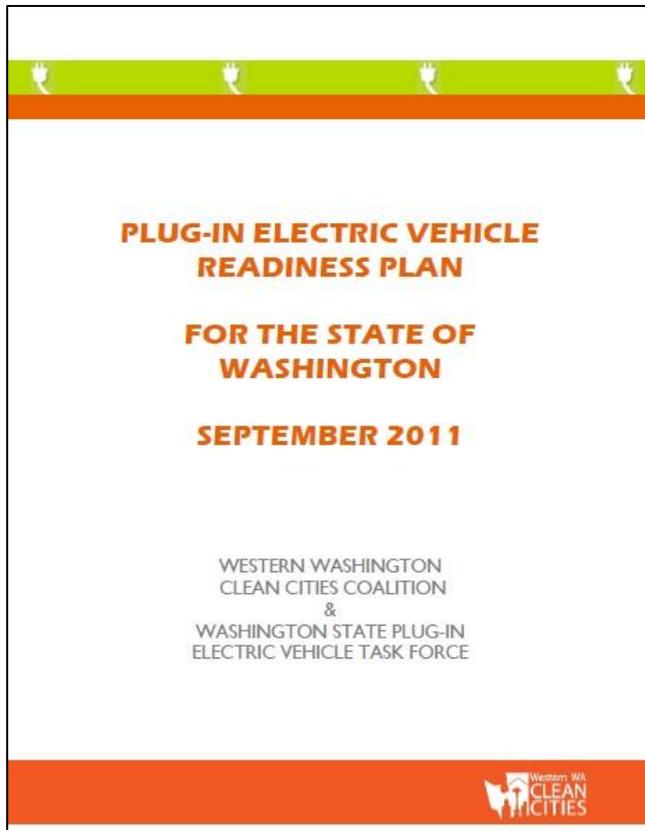


Success Stories



Western WA  
**CLEAN CITIES**

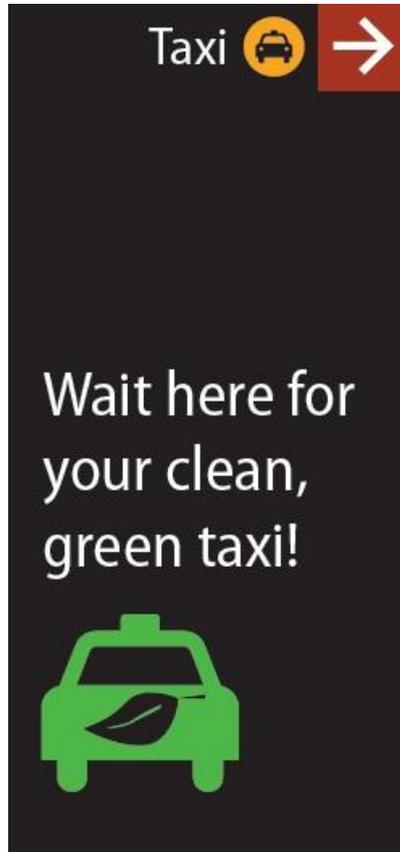
# Printed Materials



# Ideas

- Sub-group of Coalitions working with ski resorts?
- More social media opportunities especially to share images (something more akin to Sharepoint)
- More sharing (sub-group) of fleet certification and fleet consultation information?

# Branding/Sign Sharing?



- Nationally recognized airport transportation way-finding.
- Videos at airport baggage claim

# Electric Vehicle Signage



11.8"x11.8"  
di-bon with holes  
thermal print  
cobalt blue, teal, ruby red, green \* black  
qty 135  
\$21.85ea



WEST COAST  
ELECTRIC  
HIGHWAY



# Budget & Membership

- Double the dues payment from members in 2011.
- Coalition overhead expenses are increasing.
- New brochures
- Income & Expenses are expected to be equal in 2012, but things don't look as rosy for 2013.



**MEMBERSHIP DUES INVOICE**

**PUGET SOUND CLEAN CITIES COALITION**  
*A program of Puget Sound Clean Air Agency*  
 1904 Third Ave - Suite 105, Seattle, WA 98101  
 Phone 206-489-4055 Fax 206-343-7522  
[pscleancities@pscleanair.org](mailto:pscleancities@pscleanair.org)

INVOICE # [INVOICE#]  
 DATE: NOVEMBER 1, 2011

TO [Name]  
 [Title]  
 [Company Name]  
 [Street Address]  
 [City, ST ZIP]

CLEAN CITIES ID	MEMBER SINCE	INVOICE MEMBERSHIP PERIOD	PAYMENT DUE DATE	
[CCID]	[MemberDate]	JANUARY 1 - DECEMBER 31, 2011	MARCH 31, 2011	

QTY	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
1	2011 PUGET SOUND CLEAN CITIES COALITION MEMBERSHIP DUES - [Dues Type]	[Amount]	0%	[Amount]
1	Includes complimentary membership to Evergreen Fleets	100.00	100%	0.00
TOTAL				[Amount]

# Evergreen Fleets

- Integrating membership between Coalition and Evergreen Fleets officially in 2012. Only one payment option.
- Still no fee to certify as we expand program.
- In 2011, identified changes required to Evaluator, Guidance Manual, and website. Will complete in 2012.
- Still a focus on offering a 'fleet consultancy' as part of program. Will develop scope in 2012.
- Working with Ohio, Michigan, Kansas and other fleet certification/consultation programs to develop mutual tools.
- Continue to certify 5-10 fleets per year