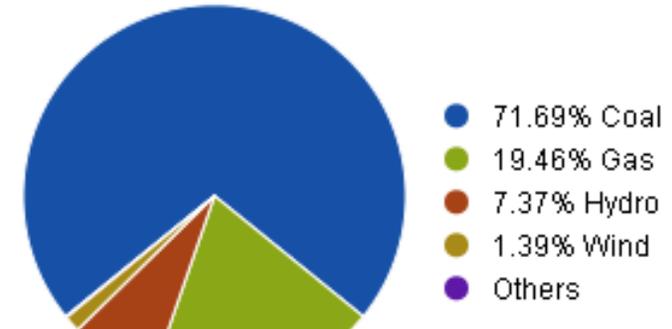




### Electricity Sources - 80033



Clean Cities Websites

**Trish Cozart**

National Renewable Energy Laboratory  
trish.cozart@nrel.gov

# What's she talking about?



- Clean Cities website redesign
- Some tips
- What's next?

## Clean Cities

Clean Cities  **SEARCH**  
Search Help ▾

**HOME** ABOUT COALITIONS FINANCIAL OPPORTUNITIES INFORMATION RESOURCES COORDINATOR TOOLBOX NEWS EVENTS

[EERE](#) » [Clean Cities](#) Printable Version Share

### Building Partnerships to Reduce Petroleum Use in Transportation

Clean Cities advances the nation's economic, environmental, and energy security by supporting local actions to reduce petroleum consumption in transportation. A national network of nearly 100 Clean Cities [coalitions](#) brings together stakeholders in the public and private sectors to deploy alternative and renewable fuels, idle-reduction measures, fuel economy improvements, and emerging transportation technologies.



#### NEWS

**DOE-MIT Search Engine Will Speed Materials Research**  
November 9, 2011

**Ford, Chevrolet Rev Up All-Electric Cars**  
November 9, 2011

[More News >](#)  
[Subscribe to RSS News Feed](#)   
[Subscribe to News Updates >](#)

#### EVENTS

**Biomethane as a Transportation Fuel - Webinar Series**  
November 28-29, 2011

[More Events >](#)

#### FEATURED PUBLICATIONS

 **What Is Clean Cities? Fact Sheet** 

 **Clean Cities Now Newsletter** 

[More Publications >](#)

#### FIND MY LOCAL COALITION

Enter ZIP Code or City, State ▾



[Coalition Contacts >](#)  
[Program Contacts >](#)

#### ABOUT CLEAN CITIES

[Goals & Accomplishments Partnerships](#)

#### COALITIONS

[Benefits of Joining Starting Coalitions Success Stories](#) 

#### RESOURCES

 **Alternative Fuels & Advanced Vehicles Data Center** [>](#)  
The AFDC website provides information, [tools](#), and [data](#) to help you make decisions about alternative fuels and advanced vehicle options.

 **FuelEconomy.gov** [>](#)  
This website compares gas mileage, emissions, air pollution ratings, and safety data for new and used vehicles.

#### Meet the Clean Cities Hall of Fame inductees >



# Holy percentages, Batman!



**78%**

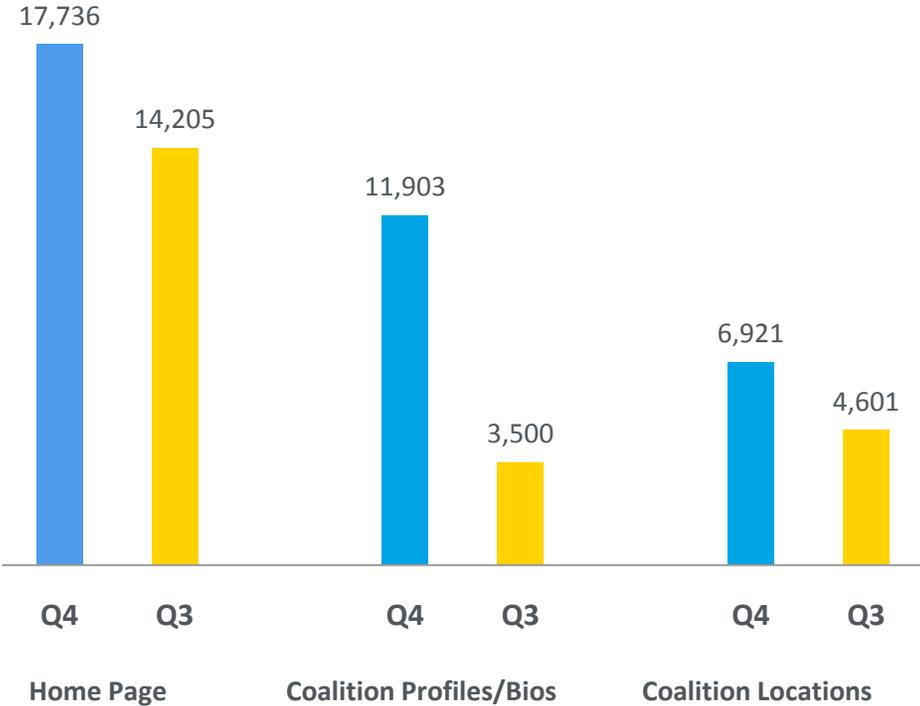
Increase to information about coalitions and benefits of joining

**178%**

Increase to news about Clean Cities

**249%**

Increase to coalition location information



## AFDC

**Ugly:** <http://www.afdc.energy.gov/afdc/>

**Pretty:** [www.afdc.energy.gov](http://www.afdc.energy.gov)

## Clean Cities

**Ugly:** <http://www1.eere.energy.gov/cleancities/>

**Pretty:** [www.cleancities.energy.gov](http://www.cleancities.energy.gov)

## About Page

**Ugly:** <http://www1.eere.energy.gov/cleancities/about.html>

**Pretty:** [www.eere.energy.gov/cleancities/about.html](http://www.eere.energy.gov/cleancities/about.html)

# Life's short...URLs should be too.



- Clean Cities: [www.cleancities.energy.gov](http://www.cleancities.energy.gov)
- AFDC: [www.afdc.energy.gov](http://www.afdc.energy.gov)
- Electric Drive Pages: [www.afdc.energy.gov/electricdrive](http://www.afdc.energy.gov/electricdrive)
- Station Locator: [www.afdc.energy.gov/stations](http://www.afdc.energy.gov/stations)
- Mobile Home: [www.eere.energy.gov/m/cc](http://www.eere.energy.gov/m/cc)
- Mobile Station Locator [www.afdc.energy.gov/stations/m](http://www.afdc.energy.gov/stations/m)
- Tools Page: [www.afdc.energy.gov/tools](http://www.afdc.energy.gov/tools)
- Cost Calculator: [www.afdc.energy.gov/calculator](http://www.afdc.energy.gov/calculator)
- National Clean Fleets Partnership: [www.energy.gov/cleanfleets](http://www.energy.gov/cleanfleets)

# Speaking of URLs...



## Current URL:

[www.afdc.energy.gov/cleancities/coalition/st-louis](http://www.afdc.energy.gov/cleancities/coalition/st-louis)

## Possible Short URL:

[www.cleancities.energy.gov/st-louis](http://www.cleancities.energy.gov/st-louis)

The screenshot shows the Clean Cities website for the St. Louis Clean Cities Coalition. The page features a green header with navigation links: HOME, ABOUT, COALITIONS, FINANCIAL OPPORTUNITIES, INFORMATION RESOURCES, COORDINATOR TOOLBOX, NEWS, and EVENTS. A search bar is located in the top right corner.

The main content area is titled "St. Louis Clean Cities Coalition" and includes a location map of St. Louis, Missouri. Below the map is a "Coalition Stats" section with the following information:

- Population: 2,605,097
- Area: 4,583 sq. mi.
- Boundaries: Illinois counties: Madison, Monroe, St. Clair; Missouri counties: Franklin, Jefferson, St. Charles, St. Louis, St. Louis City, City of St. Louis
- Designated: November 18, 1994
- Alternative Fueling Stations:
  - Natural Gas: 5
  - Ethanol (E85): 28
  - Electric: 4
  - Propane: 10
- Annual Greenhouse Gas Emissions Avoided: 27,400 lb of CO<sub>2</sub>
- Annual Petroleum Savings: 3,291,168 gasoline gallon equivalents

A pie chart below the stats shows the following breakdown:

- Fuel Blends (70%)
- Alternative Fuel Vehicles (17%)
- Onboard Idle Reduction (8%)
- Fuel Economy Improvement (4%)

The page also includes a "Clean Cities Coordinator" section for Kevin Herdler, with a photo and a brief biography. A "St. Louis Success Stories" section features a video player showing an airplane on a runway.

## Clean Cities

HOME ABOUT COALITIONS FINANCIAL OPPORTUNITIES INFORMATION RESOURCES COORDINATOR TOOLBOX NEWS EVENTS

Clean Cities  SEARCH  
Search Help ▾

EERE » Clean Cities Printable Version Share

### Building Partnerships to Reduce Petroleum Use in Transportation

Clean Cities advances the nation's economic, environmental, and energy security by supporting local actions to reduce petroleum consumption in transportation. A national network of nearly 100 Clean Cities [coalitions](#) brings together stakeholders in the public and private sectors to deploy alternative and renewable fuels, idle-reduction measures, fuel economy improvements, and emerging transportation technologies.



**Feedback**

#### FIND MY LOCAL COALITION

Enter ZIP Code or City, State ▾



Coalition Contacts ▾  
Program Contacts ▾

#### MEET THE CLEAN CITIES HALL OF FAME INDUCTEES



1 2 3 4

#### ABOUT CLEAN CITIES

[Goals & Accomplishments](#)  
[Partnerships](#)

#### COALITIONS

[Benefits of Joining](#)  
[Starting Coalitions](#)  
[Success Stories](#)

#### RESOURCES

 [Alternative Fuels & Advanced Vehicles Data Center](#) ▾  
The AFDC website provides information, [tools](#), and [data](#) to help you make decisions about alternative fuels and advanced vehicle options.

 [FuelEconomy.gov](#) ▾  
This website compares gas mileage, emissions, air pollution ratings, and safety data for new and used vehicles.

#### NEWS

**DOE-MIT Search Engine Will Speed Materials Research**  
November 9, 2011

**Ford, Chevrolet Rev Up All-Electric Cars**  
November 9, 2011

[More News](#) ▾  
[Subscribe to RSS News Feed](#)   
[Subscribe to News Updates](#) ▾

#### EVENTS

**Biomethane as a Transportation Fuel - Webinar Series**  
November 28-29, 2011

[More Events](#) ▾

#### FEATURED PUBLICATIONS

 [What Is Clean Cities? Fact Sheet](#)

 [Clean Cities Now Newsletter](#)

[More Publications](#) ▾

## RSS Feed

<http://feeds.feedburner.com/EERECleanCitiesNews>

### Clean Cities

Clean Cities  **SEARCH**  
Search Help ▶

- HOME
- ABOUT
- COALITIONS
- FINANCIAL OPPORTUNITIES
- INFORMATION RESOURCES
- COORDINATOR TOOLBOX
- NEWS
- EVENTS

EERE » Clean Cities Printable Version Share

#### Building Partnerships to Reduce Petroleum Use in Transportation

Clean Cities advances the nation's economic, environmental, and energy security by supporting local actions to reduce petroleum consumption in transportation. A national network of nearly 100 Clean Cities [coalitions](#) brings together stakeholders in the public and private sectors to deploy alternative and renewable fuels, idle-reduction measures, fuel economy improvements, and emerging transportation technologies.



#### FIND MY LOCAL COALITION



Coalition Contacts ▶  
Program Contacts ▶



Celebrate the AFDC's 20th anniversary ▶

#### ABOUT CLEAN CITIES

[Goals & Accomplishments](#)  
[Partnerships](#)

#### RESOURCES



[Alternative Fuels & Advanced Vehicles Data Center](#) ▶  
The AFDC website provides information, [tools](#), and [data](#) to help you make decisions about alternative fuels and advanced vehicle options.

#### NEWS

**DOE and EPA Release 2012 Annual Fuel Economy Guide**  
November 16, 2011

**DOE-MIT Search Engine Will Speed Materials Research**  
November 9, 2011

[More News ▶](#)  
[Subscribe to RSS News Feed](#)   
[Subscribe to News Updates](#)

#### EVENTS

**Biomethane as a Transportation Fuel - Webinar Series**  
November 28-29, 2011

[More Events ▶](#)

#### FEATURED PUBLICATIONS



**What Is Clean Cities? Fact Sheet** 

 **Clean Cities Now Newsletter** 

# So much email, so little time.



EERE Clean Cities News - Microsoft Outlook

File Edit View Go Tools Actions Help Adobe PDF

New Reply Reply to All Forward Send/Receive Search address books

Search EERE Clean Cities News

**Mail**

**Favorite Folders**

- Inbox (17)
- Unread Mail
- Sent Items

**Mail Folders**

- All Mail Items
- Mailbox - Cozart, Trish
  - Conversation History
  - Deleted Items (83)
  - Drafts (6)
  - Inbox (17)
  - Junk E-mail (2)
  - Outbox (1)
  - RSS Feeds
  - EERE Clean Cities News (129)**
  - Fleet Smarts (10)
  - Fuel Hardy (7)
  - Moving Your Fleet (15)
  - ScienceDaily: Alternative Fuel
- Sent Items
- Search Folders
- Archive 2010
- Archive Folders 2010
- Archive Folders 2011

**EERE Clean Cities News**

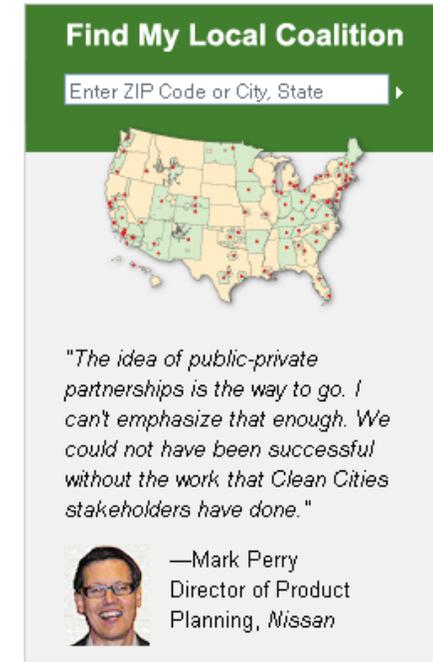
From	Subject	Size	Categories	Received
<b>Date: Today</b>				
EERE Clean Cities News	DOE and EPA Release 2012 Annual Fuel Economy Guide	4 KB		Wed 11/16/2011 12:00 AM
<b>Date: Last Week</b>				
EERE Clean Cities News	DOE-MIT Search Engine Will Speed Materials Research	4 KB		Wed 11/9/2011 12:00 AM
EERE Clean Cities News	Ford, Chevrolet Rev Up All-Electric Cars	4 KB		Wed 11/9/2011 12:00 AM
<b>Date: Two Weeks Ago</b>				
EERE Clean Cities News	DOE Proposes Rule Under Section 133 of the Energy Independence and Sec...	4 KB		Wed 11/2/2011 1:00 AM
<b>Date: Three Weeks Ago</b>				
EERE Clean Cities News	Clean Cities Newsletter Now Available	3 KB		Wed 10/26/2011 1:00 AM
EERE Clean Cities News	Energy Department Launches Vehicle Cost Calculator	4 KB		Wed 10/26/2011 1:00 AM
<b>Date: Last Month</b>				
EERE Clean Cities News	DOE Releases Request for Information on Total Costs of Ownership of Futu...	4 KB		Fri 10/14/2011 1:00 AM
EERE Clean Cities News	DOE Inducts Seven Transportation Champions into Clean Cities Hall of Fame	4 KB		Fri 10/14/2011 1:00 AM
EERE Clean Cities News	Fuel Efficiency Flight Challenge Winner Crowned	4 KB		Wed 10/12/2011 1:00 AM
EERE Clean Cities News	Schwan's Home Service and ThyssenKrupp Elevator Partner with Clean Citi...	5 KB		Thu 10/6/2011 1:00 AM
EERE Clean Cities News	Hydrogen Student Design Contest Inspires and Opens Doors	5 KB		Wed 10/5/2011 1:00 AM
EERE Clean Cities News	DOE Awards \$156 Million for Groundbreaking Energy Research Projects	5 KB		Wed 10/5/2011 1:00 AM
<b>Date: Older</b>				
EERE Clean Cities News	Engine and Powertrain Efficiency Projects Get \$8.4 Million DOE Boost	5 KB		Wed 9/28/2011 1:00 AM
EERE Clean Cities News	Data Center Celebrates 20 Years of Delivering Savings	5 KB		Wed 9/28/2011 1:00 AM
EERE Clean Cities News	Energy Department Awards \$8.4 Million for Projects to Improve Engine an...	5 KB		Tue 9/27/2011 1:00 AM
EERE Clean Cities News	Clean Cities' Handbook Educates Drivers About Electric Vehicles	5 KB		Wed 9/21/2011 1:00 AM
EERE Clean Cities News	Clean Cities Celebrates 20 Years of Data Collection and Dissemination	5 KB		Wed 9/21/2011 1:00 AM
EERE Clean Cities News	Green Racing Marks Its 25th Competition	5 KB		Wed 9/21/2011 1:00 AM
EERE Clean Cities News	DOE-Backed Advanced Batteries Plant Opens in Florida	5 KB		Wed 9/21/2011 1:00 AM
EERE Clean Cities News	Saft America Advanced Batteries Plant Celebrates Grand Opening in Jackso...	5 KB		Fri 9/16/2011 1:00 AM
EERE Clean Cities News	DOE Promotes Electric Vehicles in 24 States, D.C.	5 KB		Wed 9/14/2011 1:00 AM
EERE Clean Cities News	DOE Awards Grants for EV Planning Activities and Workforce Training	5 KB		Mon 9/12/2011 1:00 AM
EERE Clean Cities News	Electric Vehicles in 24 States and Train a Workforce for Advanced Vehicle D...	4 KB		Thu 9/8/2011 1:00 AM
EERE Clean Cities News	DOE, USDA, and U.S. Navy Seek Input from Industry to Advance Biofuels	5 KB		Wed 9/7/2011 1:00 AM
EERE Clean Cities News	DOE Awards up to \$12 Million to Support Drop-In Biofuels	5 KB		Wed 9/7/2011 1:00 AM
EERE Clean Cities News	Alternative Vehicle Initiatives Rev Up at Ford, General Motors	5 KB		Wed 9/7/2011 1:00 AM
EERE Clean Cities News	World's First Fuel Cell and Hydrogen Energy Station Opens in California	5 KB		Wed 8/24/2011 1:00 AM

Mail Calendar Contacts Tasks Notes Folder List Shortcuts

Quotes provide potential stakeholders real examples of those positively affected by Clean Cities and your local coalition.

## Send Trish:

- Quote
- Email confirming permission
- Head shot of the person
- Person's title and company

A screenshot of a web interface titled "Find My Local Coalition". It features a green header with the title, a search input field with the placeholder text "Enter ZIP Code or City, State", and a map of the United States with red location markers. Below the map is a quote in italics and a small headshot of Mark Perry with his name and title: "—Mark Perry, Director of Product Planning, Nissan".

**Find My Local Coalition**

Enter ZIP Code or City, State ▶

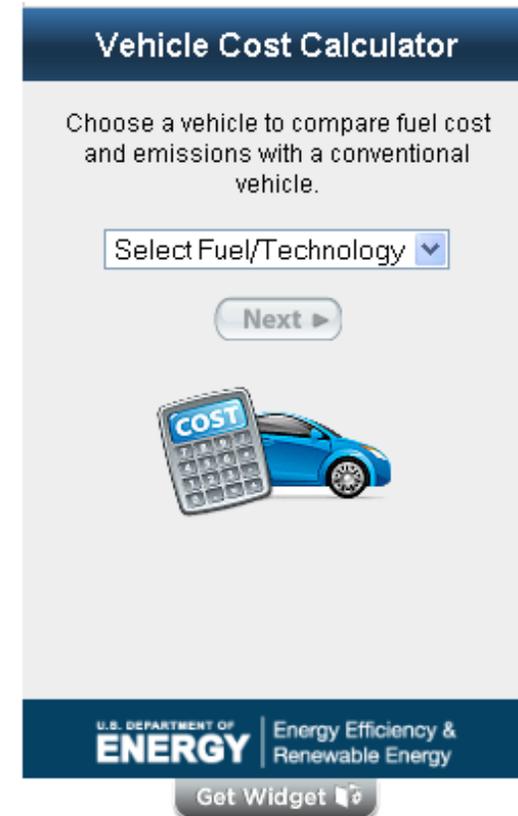


*"The idea of public-private partnerships is the way to go. I can't emphasize that enough. We could not have been successful without the work that Clean Cities stakeholders have done."*



—Mark Perry  
Director of Product Planning, Nissan

- Vehicle Cost Calculator
- Cost Calculator Widgets



Wow, what's next?

## Clean Cities Coalitions



\* Connecticut Clean Cities Include:  
 - Norwich  
 - New Haven  
 - Connecticut Southwestern Area  
 - Capitol Clean Cities of Connecticut

Map Date - 09/29/11

# Preview of Coming Attractions



## Petroleum and Emission Reduction Planning Tool

Select Add for one or more options below to add them to your plan.

### Sweet Fleet Plan A

Set a Goal Save

- Use Alternative Fuel in Existing Vehicles Add Another
- Replace Existing Vehicles Add Another
  - Replace 5 compact cars with fuel economy of 25 MPG with 5 compact hybrid cars with fuel economy of 50 MPG
  - Replace 12 compact cars with fuel economy of 13 MPG with 12 compact hybrid cars with fuel economy of 50 MPG
- Reduce Idling Time Add
- Reduce Miles Traveled Add
- Drive Efficiently Add

Print Report

Overall Results

Annual Petroleum Reduction (gallons)

Results by Category

Annual Greenhouse Gas Reduction (lbs of CO2)

**Results**

Petroleum Reduction **2,287** gal/yr

Greenhouse Gas Reduction **350** CO2e/yr

Fuel Cost Savings **\$3,525**/yr

Cost to Replace Vehicles **\$11,900**

## Petroleum and Emission Reduction Planning Tool

Select Add for one or more options below to add them to your plan.

### Trish's Plan

Set a Goal Save

Overall Results Results by Type

	GHG Reduction	Fuel Cost Reduction	Petroleum Reduction	Petroleum Reduction % of Total
Use Alternative Fuel in Existing Vehicles	100 tons/yr	\$600/yr	100 gal/yr	
Replace 5 compact cars with fuel economy of 25 MPG with 5 compact hybrid cars with fuel economy of 50 MPG	100 tons/yr	\$1600/yr	200 gal/yr	
Replace 5 compact cars with fuel economy of 25 MPG with 5 compact hybrid cars with fuel economy of 50 MPG	100 tons/yr	\$800/yr	400 gal/yr	
Replace 12 compact cars with fuel economy of 13 MPG with 12 compact hybrid cars with fuel economy of 50 MPG	100 tons/yr	\$100/yr	800 gal/yr	
Reduce idling in 10 trucks for 30 minutes a day five days a week.	100 tons/yr	\$600/yr	68 gal/yr	
Reduce miles traveled by 20%.	100 tons/yr	\$2300/yr	120 gal/yr	
Use efficient driving techniques.	100 tons/yr	\$4500/yr	30 gal/yr	
<b>Total GHG Reduction</b>	<b>800 tons/yr</b>	<b>\$10,383/yr</b>	<b>3246 gal/yr</b>	

Print Report

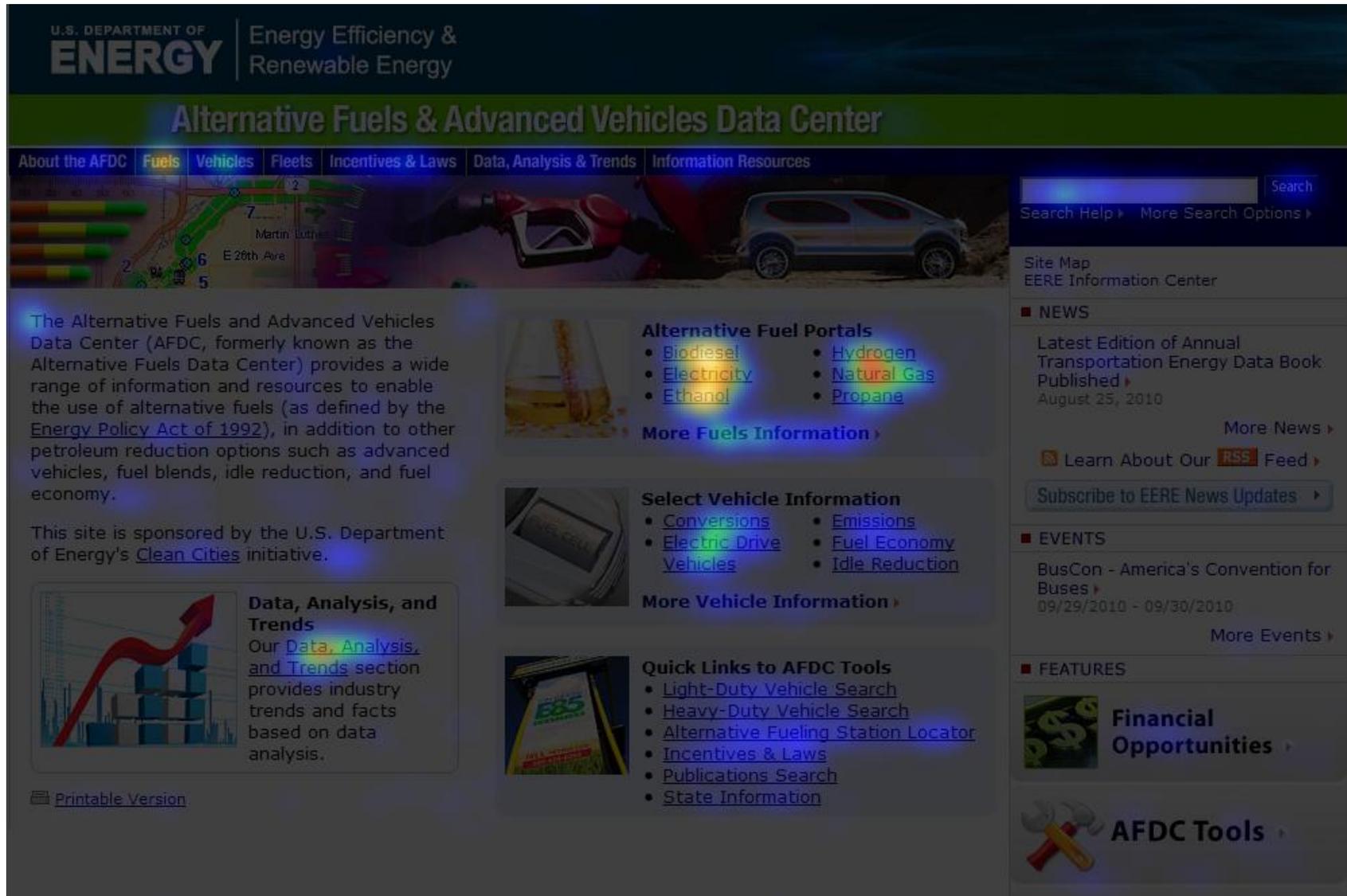
- Station Locator Widget
- News Widget
- Incentives & Laws Widget



## AFDC Redesign

- success stories/case studies
- content sharing
- mapping capabilities
- data visualization
- mobile/touch/responsive Web design





**U.S. DEPARTMENT OF ENERGY** | Energy Efficiency & Renewable Energy

## Alternative Fuels & Advanced Vehicles Data Center

[About the AFDC](#) | [Fuels](#) | [Vehicles](#) | [Fleets](#) | [Incentives & Laws](#) | [Data, Analysis & Trends](#) | [Information Resources](#)

Search Help | More Search Options

Site Map  
EERE Information Center

**NEWS**

Latest Edition of Annual Transportation Energy Data Book Published  
August 25, 2010  
[More News](#)

Learn About Our **RSS** Feed

**EVENTS**

BusCon - America's Convention for Buses  
09/29/2010 - 09/30/2010  
[More Events](#)

**FEATURES**

 **Financial Opportunities**

 **AFDC Tools**

The Alternative Fuels and Advanced Vehicles Data Center (AFDC, formerly known as the Alternative Fuels Data Center) provides a wide range of information and resources to enable the use of alternative fuels (as defined by the [Energy Policy Act of 1992](#)), in addition to other petroleum reduction options such as advanced vehicles, fuel blends, idle reduction, and fuel economy.

This site is sponsored by the U.S. Department of Energy's [Clean Cities](#) initiative.

**Data, Analysis, and Trends**  
Our [Data, Analysis, and Trends](#) section provides industry trends and facts based on data analysis.

[Printable Version](#)

**Alternative Fuel Portals**

- [Biodiesel](#)
- [Electricity](#)
- [Ethanol](#)
- [Hydrogen](#)
- [Natural Gas](#)
- [Propane](#)

[More Fuels Information](#)

**Select Vehicle Information**

- [Conversions](#)
- [Electric Drive Vehicles](#)
- [Emissions](#)
- [Fuel Economy](#)
- [Idle Reduction](#)

[More Vehicle Information](#)

**Quick Links to AFDC Tools**

- [Light-Duty Vehicle Search](#)
- [Heavy-Duty Vehicle Search](#)
- [Alternative Fueling Station Locator](#)
- [Incentives & Laws](#)
- [Publications Search](#)
- [State Information](#)

# Alternative Fuels & Advanced Vehicles Data Center



The Alternative Fuels and Advanced Vehicles Data Center (AFDC), formerly known as the Alternative Fuels Data Center, provides a wide range of information and resources to enable the use of alternative fuels (as defined by the Energy Policy Act of 2002), in addition to other petroleum reduction options such as advanced vehicles, fuel blends, idle reduction, and fuel economy.

This site is sponsored by the U.S. Department of Energy's [Clean Cities](#) initiative.

**Data, Analysis, and Trends**  
Our [Data, Analysis, and Trends](#) section provides industry trends and facts.

## Alternative Fuel Portals

- [Electric Vehicle](#)
- [Natural Gas](#)
- [Propane](#)

## Select Vehicle Information

- [City MPG](#)
- [Electric Range](#)
- [EPA Fuel Economy](#)
- [EV Models](#)
- [EV Ratings](#)
- [EV Information](#)

## More Vehicle Information

## Quick Links to AFDC Tools

- [Light-Duty Vehicle Search](#)
- [Heavy-Duty Vehicle Search](#)
- [Alternative Fuel Station Locator](#)
- [Incentives](#)
- [Publications Search](#)
- [State Information](#)

Search Help | More Search Options

Site Map  
EERE Information Center

## NEWS

Latest Edition of Annual Transportation Energy Data Book Published  
August 25, 2010

[More News](#)

Learn About Our [RSS Feed](#)

Subscribe to EERE News Updates

## EVENTS

BusCon - America's Convention for Buses  
09/29/2010 - 09/30/2010

[More Events](#)

## FEATURES

[Financial Opportunities](#)

[AFDC Tools](#)

[Clean Cities 2009 Petroleum Reduction Projects](#)

[TransAtlas](#)

[Clean Cities](#)

Referrer	
Name	Amount
<input checked="" type="checkbox"/> Direct	552
<input checked="" type="checkbox"/> afdc.energy.gov	739
<input checked="" type="checkbox"/> google.com	625
<input checked="" type="checkbox"/> www1.eere.energy.gov	405
<input checked="" type="checkbox"/> eere.energy.gov	200
<input checked="" type="checkbox"/> en.wikipedia.org	84
<input checked="" type="checkbox"/> nrel.gov	83
<input checked="" type="checkbox"/> energy.gov	61
<input checked="" type="checkbox"/> bing.com	60
<input checked="" type="checkbox"/> epa.gov	54
<input checked="" type="checkbox"/> blackboard.cpcc.edu	43
<input checked="" type="checkbox"/> fueleconomy.gov	25
<input checked="" type="checkbox"/> builditsolar.com	24
<input checked="" type="checkbox"/> world.org	24
<input checked="" type="checkbox"/> Other	376

- Clean Cities - Card Sort
- AFDC – Treejack Study

1 of 4 Your son has just bought a smartphone, and you want him to keep it safe. Where would you look to buy a protective case? Skip this task

[BananaCom Homepage](#)

- [Cell Phones & Plans](#)
- [Home Phone](#)
- [Internet](#)
- [Premium Services](#)
- [My Account](#)
- [Help & Support](#)

## Website Best Practices Workshop

- Optimization
- Introductory text
- Links
- Navigation
- Design
- Analytics
- Content
- Widgets

# Thank You!

.....oh, just one more little thing.

**Trish Cozart**  
**National Renewable Energy Laboratory**  
trish.cozart@nrel.gov

