
Puget Sound Clean Cities Coalition Strategic Plan Update 2007 and 2008

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Introduction

The Puget Sound Clean Cities Coalition (PSCCC or Coalition) is a voluntary, public-private partnership that works to advance the region's environmental and public health, energy security and economic development by reducing petroleum use in transportation. PSCCC is part of a network of 90 communities that operates under the umbrella of the US Department of Energy's (DOE's) Clean Cities Program. At this time, however, PSCCC does not receive any financial support from DOE. The Coalition is solely dependent on membership dues and sponsorships as well as project funds to support its efforts. PSCCC provides education, technical assistance, access to grant funds and other services to achieve the Coalition's mission. See PSCCC's [website](#) for full details on the organization.

In 2003, the Coalition went through its five-year redesignation for DOE. As part of this process, the Coalition developed a five-year Strategic Plan covering 2004 through 2008. In order to focus PSCCC's efforts during the last two years of this period, this update to the Strategic Plan was prepared. Because this is just an update, introductory and explanatory material are brief. The Coalition's 2004-8 Strategic Plan and [website](#) contain more of this information. In keeping with the approach of the 2004-8 plan, this update is designed with flexibility in mind and attempts to strike an appropriate balance in its scope of work. This balanced and flexible approach means the Coalition's limited resources are used to the greatest effect. It also allows the Coalition to respond quickly to changing technological, economic and political developments.

The following lists DOE's full portfolio of technologies for the Clean Cities program:

Alternative Fuels

Biodiesel (B100)
Ethanol (E85)
Natural gas (CNG/LNG)
Electricity
Hydrogen
Methanol
P-Series fuels
Propane

Fuel Blends

Blends of biodiesel (B2, B5, B20, etc.)
Hydrogen-CNG (HCNG)
Low blends of ethanol (E2, E10)

Idle Reduction

Alternative Fuel Vehicles (AFVs)

Diesels (running biodiesel)
Flex-fuel vehicles (FFVs)
Natural gas vehicles (NGVs)
Neighborhood electric vehicles (NEVs)
Electric vehicles (EVs)
Fuel cell vehicles (FCVs)

Hybrid Electric Vehicles (HEVs)

Light-duty HEVs
Medium/heavy-duty HEVs

Fuel Economy

Decreased vehicle miles traveled (VMT)
Increased miles per gallon (mpg)

Given this long list and the limited resources available to the Coalition, PSCCC has focused its efforts in the areas that offer the greatest potential benefits for the region. These are the technologies shown in italics in the above list and are referred to as *near-term focus areas* for PSCCC. It is not a hard and fast rule that the Coalition limit itself to these areas, however. As stated previously, the Coalition maintains flexibility in its approach to make the best use of limited resources and take quick advantage of changing technological, economic and political environments. Thus, the areas identified in italics should be considered a guide, rather than a rule, on where the Coalition focuses its efforts. The other areas may be considered in "maintenance mode" meaning that the Coalition maintains a certain level of competence and awareness in these areas to be ready to exploit opportunities as they arise.

In addition to working in the italicized areas, PSCCC also works on green fleet management, which encompasses many of the technologies identified in the list above including some that may not be flagged as near-term focus areas. Green fleet management means to procure, operate and maintain a fleet of vehicles in the most environmentally responsible way that meets the business needs of an organization. Finally, PSCCC supports plug-in hybrid electric vehicles (PHEVs) when it makes sense to do so given the large potential for these vehicles to displace petroleum in transportation.

In subsequent pages this plan presents a brief summary of PSCCC's recent activities then discusses the organization's plans for 2007 and 2008. The discussions are sometimes specific and sometimes more general depending on the topic. For some areas of PSCCC's work it is possible to discuss specific data or numbers. For others only a more general discussion makes sense.

Recent Performance

To provide some context, information on PSCCC's recent performance is briefly summarized. The performance description is divided into two areas. First, there is a narrative description of PSCCC's efforts in general or programmatic areas that are not easily measured by specific data. Second, data on PSCCC's performance in 2005 and 2006 in areas that allow data collection (vehicle and fuel use) are presented. For readability, this data is provided at the end of this plan.

The foremost of the Coalition's efforts in more general or programmatic areas are briefly described here:

- In partnership with the Puget Sound Clean Air Agency (PSCAA), developed a draft of the Green Fleets Management Guide. As of this writing, the guide is still in draft form but will be finalized soon. The guide will help fleet managers in the region take practical and effective steps to reduce the environmental impacts from their fleet operations.
- Participated on the Steering Committee for the Washington State Ferries (WSF) and PSCAA biodiesel pilot project. This project is to determine what happened in the previous ferries pilot project and design and implement a successful pilot project. The Steering Committee chose the contractor for the project and will review deliverables and plans throughout the project.
- Participated on the Biofuels Technical Work Group of the State's Weights & Measures Program. This group aims to ensure that quality and labeling requirements for biofuels are designed, implemented and enforced in a sensible and effective manner. This will protect consumers and allow industry to incorporate biofuels into the state's fuel system with minimal problems.
- Chaired the Board of Directors for Cascade Sierra Solutions, which seeks to upgrade the fleet of long-haul trucks in Washington, Oregon and California to realize emission and fuel savings.
- Participated on the DOE's Coordinator Council as one of two West Coast representatives to try to help guide the direction of the Clean Cities program and improve communication and information sharing between DOE and Coordinators as well as between Coordinators in different regions of the country.
- Provided ongoing technical support, outreach and education to members, the general public, legislators and other interested parties throughout the State on alternative fuels and advanced technology vehicles.
- Maintained the Coalition's website including adding a user feedback form that provides members and others an easy mechanism to contact the Coalition.

- Prepared and sent a monthly newsletter keeping members informed on regional and national developments in alternative fuels and vehicles.
- Held monthly Steering Committee meetings most months, which were open to all members. Introduced a guest speaker portion of the meetings in the latter half of 2006 to make the meetings more timely and interesting to members beyond the committee itself.

2007 and 2008 Goals for Near-term Focus Areas

Below are goals for the Coalition for 2007 and 2008 for the near-term focus areas. Whenever possible, specific numeric goals with due dates are listed. In some cases it is not practical to use a definitive goal.

Alternative Fuels (including biodiesel blends)

- Support the WSF and PSCAA biodiesel pilot project by participating on the Steering Committee. *Metric = Reports and plans reviewed as they are developed in 2007 and 2008.*
- Continue participation on the Biofuels Technical Working Group of the State's Weights & Measures Program. *Metric = Sensible and rigorous approach to quality and labeling requirements for biofuels successfully put into place in 2007.*
- Outreach for and support of Sound Refining biodiesel infrastructure grant. *Metrics = Outreach materials developed and distributed in 2007. Three outreach efforts (mailings, events, etc.) conducted in 2007. Project profile report prepared and submitted to DOE in 2008.*
- Outreach for and support of Lane Regional Air Pollution Authority's Northwest Ethanol (E85) Distribution Network grant. *Metric = Five stations in Washington sign onto the project.*
- Increase regional biodiesel & natural gas infrastructure. *Metric = Five new biodiesel fleet and/or retail fueling locations open in 2007 and ten in 2008. Two new natural gas fleet and/or retail fueling locations open in 2007 and two in 2008.*
- Increase blend level of biodiesel in low-blend fleets. Facilitate information exchange among fleets using and interested in using biodiesel blends higher than the traditional blends of B5 and B20. *Metric = At least one information exchange event to this end conducted in 2007.*
- Encourage alt fuel usage in new fleets. *Metric = Ten new fleets trying alternative fuels in 2007 and ten in 2008.*

Alternative Fuel and Advanced Technology Vehicles

- Promote all light-duty alt fuel and advanced technology vehicles (diesels running biodiesel, FFVs, HEVs, NEVs and NGVs) and assist fleets in determining which option(s) makes the most sense for their operations. *Metric = Ten new fleets trying these vehicles in 2007 and ten in 2008.*
- When possible, help ensure Northwest Hybrid Medium and Heavy Duty Truck Consortium is successful and build on the initial effort. *Metric = Provide technical assistance and support project reporting as appropriate. Prepare a project case study in 2008.*
- Update lists of vehicles on the Coalition's website for model year (MY) 2008 in 2007 and MY09 in 2008. *Metric = MY08 lists posted in late 07. MY09 lists posted in late 08.*

Idle Reduction

- Continue participating on Cascade Sierra Solutions' Board of Directors and help the organization become viable and effective, especially in Washington. *Metric = Participation in monthly Board calls. One showcase center opened in Washington in 2008.*
- Encourage idle reduction efforts at transit agencies.

Green Fleets

- Develop expectations and approach for the outreach phase of the Green Fleet Management Guide project. *Metric = Outreach plan prepared and started in 2007.*
- Conduct outreach for the guide in the region. *Metric = Present the guide to 20 fleets in 2007 and 20 in 2008.*
- Assist with updating the City of Seattle's Clean and Green Fleet Plan. *Metric = Updated plan approved and underway in 2007.*

2007-8 Goals for Other/Overarching Activities

Take advantage of partnerships to leverage PSCCC's resources to greater impact on policies and programs throughout the State and region that promote the Coalition's mission:

- Continue working with DOE through the Coordinator Council, regional and national conference calls, webcasts and meetings to develop the program and ensure support on a regional and national level.
- Work with other organizations, i.e. nearby Coalitions, West Coast Collaborative, the environmental community, trade groups, etc., to promote petroleum reduction activities in transportation and accomplish more than would be possible solely with PSCCC's resources.

Membership levels and involvement of the membership:

- Increase membership numbers and/or revenue in 2007 and 2008. Plan for long-term sustainability of organization.
- Hold monthly Steering Committee meetings, which are open to all members, and include an educational piece each month to attract non-Committee members to the meeting.
- Hold at least two large meetings each year, including the annual meeting.

Trends and advancements in alternative fuel and advanced vehicle technology and policy development:

- Stay up-to-date on national and regional trends and directions of fleets in terms of types of alt fuel and advanced technology vehicles used and applications of these technologies.
- Keep current alt fuel and advanced technology vehicle users informed of these trends and directions so they can keep operating their fleets optimally and stay poised to take advantage of emerging opportunities.
- Track developments (technical, economic and legislative) relating to PHEVs and EVs and ensure members are able to utilize these technologies when feasible.
- Stay up-to-date on technological developments through web research, mailing lists, meetings, conferences, webcasts, etc., and pass relevant information along to members.

- Track state and federal legislative actions relating to PSCCC's mission and explain new developments to members via email, the monthly newsletter and Coalition website.

Providing technical assistance and public outreach/education:

- Prepare and distribute monthly newsletter to members.
- Maintain Coalition website.
- Make contacts with media to answer questions, correct mistakes and refute misinformation.
- Answer questions via telephone and email.
- When practical and applicable to mission, attend and contribute to events to educate audiences on the Coalition, its mission, and/or the possibilities for petroleum reduction in transportation.

Grant Assistance:

- Keep members informed of grant opportunities to support alt fuel projects.
- Assist members with grant applications.
- Assist members with grant reporting and interactions with granting agencies.

Legislative Work:

- Help the State Legislature fix the definition of E85 to be technically accurate during the 2007 session.
- Assuming member support, support the clean fuel/clean air legislative package in the 2007 session as well as similar legislation in the 2008 session.
- Continue meeting and working with state and federal legislators and staff to keep them informed of developments relating to alt fuels and the Coalition's activities and mission. Educate state and federal legislators and staff on practical actions that will promote the growth of alt fuels and displace petroleum in transportation.

Performance Data for 2005 and 2006

2005 Data for Focus Areas

Biodiesel

Vehicles	60 HDVs ¹ + 12 LDVs ² = 72 total ³
Stations	15 Coalition (3 public + 12 private) + 14 other public = 29 total <i>{note – looks like there were 0 traditional stations 1/2-way thru 04}</i>
GGE displaced	580,558 gallons (as B2-B99, mostly B5 & B20; documented)

Electricity

Vehicles	156 HDVs (King County) + 8 LDVs (SEVA) = 164 total
GGE displaced	516,496 gallons (documented & DOE estimates)

Ethanol (E85)

Vehicles	1,358 FFVs (just over 100,000 total in WA)
Stations	1 Coalition (private) + 2 other private = 3 total
GGE displaced	54,008 gallons (documented)

Compressed Natural Gas (CNG)

Vehicles	318 LDVs + 246 HDVs = 564 total
Stations	2 public + 2 private = 4 total
GGE displaced	4,095,952 gallons (documented)

Hybrid Electric Vehicles (HEVs)

Vehicles	214 HDVs (King County) + 377 LDVs = 591 total
GGE displaced	306,975 gallons (DOE estimates)

Liquefied Petroleum Gases (LPG)

Vehicles	4 HDVs + 25 LDVs = 29 total
Stations	2 private (Coalition)
GGE displaced	7,761 gallons (documented & DOE estimates)

Neighborhood Electric Vehicles (NEVs)

Vehicles	111 LDVs
GGE displaced	22,470 gallons (DOE estimates)

Grand Totals

Vehicles	2,209 LDVs + 676 HDVs = 2,885 total*
GGE displaced	5,584,220 gallons

¹HDVs = heavy-duty vehicles

²LDVs = light-duty vehicles

³Numbers of biodiesel vehicles is not particularly useful because some members do not report vehicles, only fuel use, to account for the fact that some vehicles occasionally fill up with petroleum diesel. These entities report the more practical value of biodiesel fuel used. Fuel use is reported in gallon gasoline equivalent (GGE).

Summary of 2005 Performance Data

Alternative Fuel	Vehicle Numbers		Total Vehicles	Fuel Displaced (GGE)		Total Fuel Displaced (GGE)
	Heavy-duty (HDVs)	Light-duty (LDVs)		DOE Estimates	Reported Use	
CNG	246	318	564	0	4,095,952	4,095,952
E85	0	1358	1358	0	54,008	54,008
Biodiesel	60	12	72*	0	580,558	580,558
HEV	214	377	591	306,975	0	306,975
Electric	156	8	164	2,051	514,445	516,496
LPG	0	25	25	3,077	4,684	7,761
NEV	0	111	111	22,470	0	22,470
<i>Subtotals</i>	676	2209		334,573	5,249,647	
Grand Totals			2,885			5,584,220

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2006 Data for Focus Areas – *to be completed after 2006 survey in early 2007*

Biodiesel

Vehicles
Stations
GGE displaced

Electricity

Vehicles
GGE displaced

Ethanol (E85)

Vehicles
Stations
GGE displaced

Compressed Natural Gas (CNG)

Vehicles
Stations
GGE displaced

Hybrid Electric Vehicles (HEVs)

Vehicles
GGE displaced

Liquefied Petroleum Gases (LPG)

Vehicles
Stations
GGE displaced

Neighborhood Electric Vehicles (NEVs)

Vehicles
GGE displaced

Grand Totals

Vehicles
GGE displaced

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CNG						
E85						
Biodiesel						
HEV						
Electric						
LPG						
NEV						
<i>Subtotals</i>						
Grand Totals						

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