Our Featured Member: CLEAN ENERGY FUELS

(Picture provided by Scott Sporleder)

In This Issue:
Page 2  Eco-Driving Course | Wisconsin Smart Fleet
Page 3  Question of the Month | Annual Survey
Page 4  Barrier Survey | Green Truck Summit
Page 5  Sustainability Summit
Page 6  Alternative Fuels News
Page 8  SmartWay Program
Page 9  Featured Member
Page 10 New Members | Become a Member
Page 11  Mark Your Calendars!
March will be the last month for the free Eco-Driving training course for over-the-road class 8 trucks being offered through Wisconsin Clean Cities and Waukesha County Technical College. We have class times available on Saturday, March 1, 8 & 15 from 7:00 AM - 1:00 PM CST or during the week by appointment.

The purpose of the program is to develop and deliver a curriculum program to heavy-duty trucking fleet drivers within the six county non-attainment area of southeastern Wisconsin. The program includes developing an eco-driving training module for heavy-duty trucking fleets; recruiting, training and evaluating of at least two truck fleets; including pre-testing and post-testing, behind the wheel and classroom training; reporting pre-test and post-test results of the fleets; and a final written report, with all curriculum, training materials, driving results, and estimates of emission reduction. Read Full Article on Page 30
There is still time to complete your ANNUAL SURVEY!

It’s that time of year again to fill out the annual survey and we need your help! We are collecting information based on your fleet’s alternative fuel and advanced technology vehicles, idle reduction efforts, alternative fuel station openings and fuel economy improvements. Please take a moment to fill out the survey based on your fleet. By doing so, you’ll help us track all of the alternative fuel usage, locations and vehicles in Wisconsin.

Each year WCC compiles the numbers we receive and we produce a coalition report. This report reflects all of the great work with alternative fuels going on in Wisconsin. It also provides Wisconsin with opportunities for funding alternative fuel projects and helps promote our coalition and our great state.

Please note the survey includes petroleum reduction methods outside of using alternative fuels and hybrid vehicles. It includes methods like carpooling, telecommuting, low-rolling resistance tires, trailer aerodynamic packages, and switching to more efficient or smaller vehicles.

Please fill it out the survey NO LATER than 5:00 PM on Friday, March 7, 2014.
Barriers to the Adoption of Natural Gas, Electricity and Propane as Vehicle Fuels

Tell us your opinion about the adoption of natural gas, electricity, and propane as vehicle fuels. Please fill out the survey as honestly and completely as possible.

The survey is part of The Lake Michigan Corridor Alternative Fuel Implementation Initiative; a new U.S. Department of Energy grant-funded program through the Gas Technology Institute (GTI). As part of the grant, GTI, Chicago Area Clean Cities (CACC), South Shore Clean Cities (SSCC), and Wisconsin Clean Cities (WCC) are determining barriers to the adoption of alternative fuels. The results of this survey will be used to create specific educational documents and events.

Please fill out the survey by 5:00 PM on Friday, March 28, 2014.

The Green Truck Summit, held in conjunction with The Work Truck Show, is the industry's premier conference known for offering world-class education on clean vehicle technology innovations for vocational trucks. This nationally recognized event offers real-world ideas, strategies and solutions for selecting and implementing advanced vehicle technologies and alternative fuels. The Summit features presentations from technical experts, government officials, industry leaders and early-adopter fleet managers. Speakers share their insights and lessons learned from implementing green technologies.

REGISTER NOW

231 W Michigan St., P321, Milwaukee, WI 53203
Phone: (414) 221-4958    Fax: (414) 221-3961    Email: info@wicleancities.org
Website: www.wicleancities.org
Green enterprise in all of its many aspects will be a major component of future economic development – in Wisconsin, the nation and around the globe. Much of the world is now in the early stages of a historic transition. A transition from economies that accommodate far too much waste and inefficiency and depend too much on fossil fuels to systems that are much more conserving, efficient and sustainable.

The Sustainability Summit and Exposition recognizes unprecedented opportunities and encourages investment and development in the green sector. We highlight Energy, Water, Lifestyle, Business and Workforce. The primary mission is motivation and education of professionals, investors and entrepreneurs for opportunities in clean energy and sustainable practices and workers-in-transition and students to be important players in the future workforce. [Website]

**MEMBERS RECEIVE SPECIAL DISCOUNTS!**

1) Regular exhibit booth at 2 for 1 rate: standard 10’ x 20’ booth for a green vehicle will be $495 (single booth rate). This includes two full staff registrations to attend the Summit. Please see the Exhibitor Info Registration Form, including current floor plan and registration form; may complete and return or do same online at our website. Note: this does not include electricity, internet, decorations or other services – they will get order forms for any exhibitor services once they register.

2) Membership Discount: Any employee of a WCC corporate member, or any individual member of WCC will receive a special discount rate of $50/day ($100 2/day). This discount category is on the online Summit Registration.

3) Career Fair Participation: We are encouraging Wisconsin companies to purchase a table for Wednesday, March 26 with their management and HR people. This to enhance the Summit by allowing companies to talk about the credentials, training and other qualifications they want in their future workforce. Please see the Career Fair Registration Kit. Career Fair organizations get 2 full registrations for March 26 to attend the whole day, plus discount for Thursday participation.

[REGISTER NOW!]
NGV America is asking you to support the establishment of a national standard for dispensing CNG and LNG in diesel gallon equivalent (DGE) units. Standards adopted by the National Conference of Weights and Measures (NCWM) in 1994 require CNG to be sold in gasoline gallon equivalents (GGE). That standard has benefited consumers and industry alike because it provides a common unit for comparing the average energy in CNG to the average energy in a gasoline gallon. It also provides a ready means of informing consumers as to the relative economic cost of natural gas compared to gasoline. All of the retail pumps used today in the U.S. use the GGE unit for dispensing CNG and all retail stations price CNG in GGE units. Moreover, many states increasingly are using the GGE as the most appropriate unit for taxing CNG.

Read More

ROUSH CleanTech hires 37-year Ford veteran

ROUSH CleanTech recently hired Rob Stevens, from Ford Motor Company, as the new vice president of strategy to spearhead future product and customer endeavors. Stevens brings 37 years of engineering and fleet customer knowledge to ROUSH CleanTech.

As an engineer at Ford, Stevens directed strategic planning and product development for commercial vehicles. Not only an engineer, Stevens proved his leadership and commitment to alternative fuels as the president and chief operating officer of Ford's TH!NK Mobility LLC. In this position, he helped launch three alternative fuel product lines and later reintroduced alternative fuel engines in Ford commercial trucks.

“I've spent years collaborating with customers to find the right vehicle for the right application. In the alternative fuels space, ROUSH CleanTech offers an ideal scenario of product, customer and brand integrity,” said Stevens. “I plan to use my 37 years of engineering and fleet customer knowledge to bring about a greater change in clean vehicle usage.”

Website
PRESIDENT OBAMA CALLS FOR NEXT PHASE OF FUEL EFFICIENCY STANDARDS BY 2016

President Barack Obama has directed his staff to work on a new set of fuel efficiency and greenhouse gas emissions standards for medium- and heavy-duty trucks. The new rulemaking effort was announced today at a Safeway Inc. distribution center in Maryland where Obama is asking the Environmental Protection Agency (EPA) and the Department of Transportation’s (DOT) National Highway Traffic Safety Administration (NHTSA) to issue the next set of efficiency rules by March of 2016, in effect setting in motion a timeline for new truck fuel economy rules.

The new standards will build upon the Phase 1 efficiency and emissions limits for medium-and heavy-duty trucks (model years 2014 through 2018) first developed in 2011, improving both measures by 20%. The rules started to take effect in January and will be implemented through 2017. DOT and EPA are expected to work with manufacturers, the trucking industry, environmental groups and industry stakeholders with an expected deadline of March 2015 to issue a Notice of Proposed Rulemaking (NPRM). EPA and NHTSA will work closely with the California Air Resources Board (CARB) to ensure that the Phase 2 standards allow manufacturers to continue to build a single national fleet. The final rules will be published by March 31, 2016.

In his announcement the President highlighted the National Clean Fleets Partnership for their work in deploying clean, energy-efficient vehicles and the infrastructure to support their use. There are almost two-dozen major national companies that have joined the Partnership including CALSTART member companies Coca-Cola, Enterprise Holdings, Frito-Lay, FedEx, Pacific Gas & Electric, UPS, and Waste Management.

The Fact Sheet Opportunity For All: Improving the Fuel Efficiency of American Trucks, is available here.
Launched in 2004, SmartWay is an EPA program that reduces transportation-related emissions by creating incentives to improve supply chain fuel efficiency. It is a public-private initiative between EPA, large and small trucking companies, rail carriers, logistics companies, commercial manufacturers, retailers, and other federal and state agencies. Its purpose is to improve fuel efficiency and the environmental performance (reduction of both greenhouse gas emissions and air pollution) of the goods movement supply chains.

SmartWay aims to accelerate the availability, adoption and market penetration of advanced fuel efficient technologies and operational practices in the freight supply chain, while helping companies save fuel, lower costs and reduce adverse environmental impacts. EPA helps SmartWay Partners move more goods, more miles with lower emissions and less energy. It is comprised of four components: transport partnership, international interests, technology program, and vehicles.

WCC supports SmartWay’s efforts by promoting idle reduction and fuel efficiency methods and technologies. Further, WCC assists the SmartWay program by partnering with fleets in order to aid them in their fuel reduction efforts. WCC has several members that have benefited from also participating in the SmartWay program: Convenience Transportation (Kwik Trip), Contract Transport Services, Paper Transport, Time Transport and Veriha Trucking.

**I-Spy SmartWay - Photos Wanted!**

EPA is announcing an I-Spy SmartWay challenge and invites you to snap a shot of the SmartWay logo in action! All SmartWay partners, affiliates, stakeholders, equipment manufacturers and community members are invited to participate! Photos and images of the SmartWay brand, the partnership logo, the certification mark for passenger cars and designated mark for heavy duty applications, and package labeling will all be accepted!

The partnership logo is available to partners as a way to identify their commitment to achieving greater freight efficiency through their participation in SmartWay, and can be found in company and organization marketing, business-to-business promotional materials, and advertising. The SmartWay certification and designated logos are applied and often seen on qualifying cars and trucks. The SmartWay brand logo is used by EPA and affiliates in their promotional materials, websites, sustainability reports, and other communications media.

Wherever you see the SmartWay logo - take a snapshot and send it in! As part of commemorating SmartWay’s 10-year anniversary, we will use your photos to create special montage that we will share online and in other media later this year!

Send photos to: turkington.marcia@epa.gov, Marcia Turkington, 734-214-4782.
Clean Energy is the largest provider of natural gas fuel for transportation in North America, fueling over 35,000 vehicles each day at approximately 500 fueling stations throughout the United States and Canada. The company employs over 1,000 team members and has a broad customer base in a variety of markets, including trucking, airport shuttles, taxis, refuse, and public transit.

Clean Energy is the only fuel supplier that offers in-house financing for stations and vehicles, compression technology, CNG/LNG station design, construction management, and maintenance as well as grant writing assistance. From station conception to operation, Clean Energy devotes the company’s extensive resources to ensure our partners meet daily roll-out safely and reliably.

Clean Energy’s IMW compressor manufacturer is a world leader in compression technology with over 1,500 installations globally. IMW’s non-lubricated cylinder design ensures low oil carry-over and clean downstream gas, which ultimately reduces operations and maintenance costs on any NGV fueling operation. There are many IMW powered stations currently operating throughout the Midwest region.

Clean Energy has recently expanded its’ service to include additional resources to help eliminate obstacles for fleets when transitioning to natural gas. The first is Clean Energy’s Facilities Modification Services engineering team. Today, maintenance facilities must be compliant with current codes to service or store any vehicles operating on natural gas, whether compressed (CNG) or liquefied (LNG). Developing a plan for the maintenance facility upgrade can be daunting, with current codes offering a confusing path of what is required, what isn’t, and no indication of how much upgrades may cost. Our facilities modification engineers have proven experience and a clear understanding of national, state, and local codes; this expertise helps facility upgrades to remain cost effective and avoid unnecessary mistakes.

The second is a strategic partnership with GE Capital which eliminates the incremental cost of a natural gas truck lease—fleets achieve ROI on gallon-one. These innovations make the environmental and economic benefits achievable today and for those customers who need to reduce their carbon footprint even more significantly than what can be provided by conventional natural gas, Clean Energy now offers Redeem. Redeem is the first commercially available, renewable natural gas vehicle fuel derived entirely from organic waste streams and is available in either CNG or LNG form. Redeem is up to 90 percent cleaner than gasoline and diesel and is 100 percent renewable.

Clean Energy fully supports the Wisconsin Clean Cities and their substantial and impactful mission to become a regional and national leader in promoting the use of alternative fuels and technologies and in advancing our nation’s economic, environmental and energy security by supporting actions to reduce petroleum consumption in the transportation sector.

Clean Energy helped create the natural gas fueling industry and our team is eager to help you join the thousands of fleets across the country working with us to fuel America forward. Please contact a local Clean Energy representative today at (214) 572-6580 or visit www.CleanEnergyFuels.com for more information.
WELCOME OUR NEW MEMBERS

BRIAN BUCKTA  
CITY OF PRAIRIE DU CHIEN  
CITY OF WEST ALLIS  
DYNAMIC RECYCLING  
LOVE’S TRAVEL STOPS & COUNTRY STORES  
OUTAGAMIE COUNTY  
WISCONSIN PUBLIC SERVICE CORPORATION

Are you taking advantage of all the benefits of being a WCC member?
Make sure to add the WCC logo to your website! Be acknowledged for your efforts to reduce dependence on petroleum-based fuels, your use of alternative fuels and technologies, and your assistance in improving air quality!!

BECOME A MEMBER TODAY!
Together we can “Drive Wisconsin Forward!”

Your membership will allow us to continue to strive for reduced petroleum consumption, clean air, and an improved quality of life. Along with helping support many projects we are currently working on throughout Wisconsin, your membership would also include several benefits:

• Information on upcoming grants that will allow your company to save money on infrastructure, vehicles, or fuel, as well as information about projects and the latest alternative fuels news
• Support for grant preparation or assistance
• A representative from your company may serve on our Board of Directors and supporting committees
• Access to Wisconsin Clean Cities events, which include seminars, meetings, and conferences
• Networking opportunities with fleets and industry partners
• Technical training, workshops, and webinars
• Individual consultation and technical assistance
• Public recognition for progress in reducing petroleum consumption and assistance with media outreach.

Sign Up Today!

Diamond Member

Gold Members

Platinum Member
MARK YOUR CALENDARS!

March 4-5, 2014
Green Truck Summit
Indiana Convention Center

March 6, 2014
Station Installation Guidelines for LPG Webinar
11:00 AM - 12:00 PM CST

March 8, 2014
Eco-Driving Course for Class 8 Truck Drivers
7:00 AM - 1:00 PM CST

March 15, 2014
Eco-Driving Course for Class 8 Truck Drivers
7:00 AM - 1:00 PM CST

March 17-21, 2014
5-Day SAE International Advanced HEV Diagnostics Credential, Madison College

March 19, 2014
Best Practices for End Users for CNG, LPG & Electricity Webinar
11:00 AM - 12:00 PM CST

March 26-28, 2014
Sustainability Summit & Exposition

March 30-April 2, 2014
Energy Independence Summit
Washington, D.C.

April 22, 2014
Green Vehicles Workshop & Showcase
Milwaukee Area Technical College - Downtown

May 5-8, 2014
ACT Expo
Long Beach Convention Center Center, CA

May 19, 2014
Natural Gas Roundtable
Oshkosh, WI

May 20, 2014
Madison Green Drive
Madison, WI

June 10, 2014
Idle Reduction Workshop
Green Bay, WI

June 24, 2014
Electric Vehicle Workshop
Milwaukee, WI

For more event info, visit our events page at www.wicleancities.org/events.php.
WCC is a nonprofit, 501(c)(3), organization, and is one of nearly 100 Clean Cities coalitions across the U.S. WCC works to reduce emissions, encourage the use of alternative fuels and alternative fuel vehicles, and develop the refueling infrastructure necessary to sustain the industry.