

I. Designation Year

Rogue Valley Clean Cities Coalition was designated in 1994. The organization was active for several years until there was no funding. RVCCC was dormant until August 2007 when funds were requested to reauthorize RV Clean Cities. Lack of funding in 1998 led to the organization not being able to sustain activities. The organization had early organizational meetings in April 2008 to develop a board of directors, hire a coordinator and elect officers. Bylaws were written. The next re-designation for Rogue Valley Clean Cities Coalition is 2013. Rogue Valley Clean Cities Coalition has a mailing address of 4497 Brownridge, Suite 101, Medford, Oregon 97504. The phone number is 541-779-0569. The website address is <http://www.roguevalleycleancities.org/index.html>.

The mission of the ROGUE VALLEY CLEAN CITIES COALITION is to educate the public about the development, financing and management of projects which promote clean air and energy independence in the greater Rogue Valley AQMA through the use of clean, domestically produced fuels and renewable resources. Rogue Valley Clean Cities Coalition (hereinafter referred to as RVCCC) shall endeavor to:

1. Displace imported petroleum-based fuels for both stationary and mobile sources with domestically produced, clean burning alternative fuels;
2. Increase the acquisition and use of alternative fuel vehicles;
3. Increase the use of existing alternative fuel supply infrastructure;
4. Develop new and expand existing alternative fuel supply infrastructure, vehicle maintenance, and related service industries; and,
5. Educate the public on the benefits and costs of alternative fuel vehicles and their related infrastructure
6. Improve air quality in the region;

II. Geographic Area

The geographic area RVCCC covers is Jackson County. The Board has had discussions about expanding but has decided to stay within Jackson County at this time.

III. Funding Sources

RVCCC does not write grants except for the basic DOE grant. It is possible the Board may pursue grant writing in the future after receiving 501 (C) (3) exempt status from the Internal Revenue Service on May 5, 2011. The Employee Identification Number is 27-2482630. RVCCC Board has decided not to have a dues structure or fees at this time.

IV. Strategic Plan

RVCCC does not have a formal strategic plan at this time however, the Board has discussed goals and future plans more in the form of an Annual Operating Plan.

V. Coalition Governance Structure

Rogue Valley Clean Cities Coalition is an organization granted public charity status under section 501 (C) (3) of the Internal Revenue Code. The coalition is covered by a board of directors made up of key leaders in Jackson County. The Rogue Valley Foundation, a private non-profit under the Medford/Jackson County Chamber of Commerce, has handled the basic grants and invoices. The Board of Directors executive committee has been discussing a transition period where we will transfer funds, set up our own accounting system and change our contract to reflect this. At this time RVCCC confines activities to Jackson County in Southern Oregon. The only source of funding for the organization at this time is the basic federal funding grant.

RVCCC has a board of directors, a chairman and a treasurer. RVCCC also has a coordinator and two contract staff people to help perform all the required duties. RVCCC has decided to move to Level 2, which requires additional deliverables and also a larger grant from DOE to perform the new duties.

The coordinator, Sue Kupillas devotes about 10 – 15 hours a week to the coalition depending on the meetings, planning, federal reporting requirements and contacts. Sue became coordinator late in 2007, but began paid activity in 2008. The duration of employment with the organization has not been determined.

RVCCC contracts with Melissa Stiles, from CSA Planning Ltd. Melissa maintains the web page and publishes the monthly newsletter. She tracks and keeps in contact with the stakeholder groups and helps with event organization. Melissa plans to remain with the organization. RVCCC contracts with Mike Quilty for fleet outreach. He conducts interviews with fleet managers and will help write a case study.

A. Key Persons

Sue Kupillas served 16 years as Jackson County Commissioner in Oregon. A graduate from University of Idaho in the Arts, she focused on rural issues as commissioner, including land use planning, forestry, agriculture, economic development and water. Kupillas serves on the Providence Health Foundation Board, The Southern Oregon University Foundation Board, The Institute for Natural Resources, and the Medford Chamber Natural Resources Action Team, which she chairs.

Melissa Stiles has 25 years' of experience in professional writing, research, publications, website management, interviewing people, meeting deadlines and agency coordination. Melissa serves as marketing director and stakeholder coordinator for CSA Planning, a land use planning and site development firm. She specializes in client communication and project schedules. Before joining CSA Planning in 2008, she was project coordinator for a new high school campus

in Medford. She was a news reporter for 20 years for the Mail Tribune and The (Portland) Oregonian. Melissa holds a bachelor's degree in journalism from the University of Oregon.

Mike Quilty The Rogue Valley Clean Cities Coalition has contracted with Mike Quilty to launch a survey of private and public fleet managers in Southern Oregon. Mike Quilty brings a wealth of transportation knowledge and leadership from nearly nine years serving on the Central Point City Council and Metropolitan Planning Organization. Since 2005, Mr. Quilty has served as chair of the MPO, the group responsible for cooperatively planning projects funded with federal transportation dollars. The MPO consists of the cities of Ashland, Central Point, Eagle Point, Jacksonville, Medford, Phoenix and Talent, Jackson County, Rogue Valley Transportation District and Oregon Department of Transportation. For the past three years, Mr. Quilty represents Oregon on the board of the West Coast Coordinator Coalition (WCCC), which focuses on improving west coast mobility through green, clean and smart strategies. He serves with 10 other board members from Washington, Alaska and California. Mr. Quilty served on the Rogue Valley Clean Cities Coalition board for the past three years.

Mike Montero is chairman of the board and active since 2008. Mike is owner of Montero and Associates, a transportation planning business. Mike plans to continue on the Board and remain active with the organization. The term of office and length of time as an active member has not been determined.

Steve Vincent is treasurer of the board and has been involved with Clean Cities since 1994. Steve continued to maintain the records after RVCCC went dormant. Steve Vincent is the person who approached Kupillas about reauthorizing RVCCC and appointing a coordinator. Steve is the Legislative Director for Avista Corporation, the local gas company. Before that he was legislative aide for State Representative Eldon Johnson. His term of office and membership on the Board has not been determined.

VI. Current Alternative Fuel and Advanced Vehicle Technology Market Analysis

The infrastructure for alternative fuels in our area includes two CNG fueling stations that were developed in the beginning years of the coalition. There are three companies that distribute bio fuel blends. There are three companies that deliver propane. Blue Star Auto Gas opened a card lock station in February, the only one in Jackson County. Fleet managers have attended some of our informational meetings to find out more about using alternative fuels.

A federal stimulus grant has been acquired for plug in electric vehicles for municipalities through the Rogue Valley Council of Governments MPO. There will be 20 Level 2 electric vehicle charging stations installed in Southern Oregon from Wolf Creek on I-5 through Ashland. This will be the southern end of a "Green Corridor" or "Green Highway," which will extend from Canada through California. It includes Cottage Grove, Roseburg, Canyonville, Wolf Creek, Grants Pass, Medford and Ashland. Southern Oregon University converted a 2006 Ford Ranger to electric for an experiment with an electric vehicle monitoring system. SOU is working with

REDCloud, Ambiente Motors and Oregon Institute of Technology. Shorepower Technologies will install the charging station on the SOU campus.

Through ConnectOregon, statewide Oregon Department of Technology grants will be awarded to provide plug in electric stations along the I-5 corridor in Oregon. Rogue Valley Transportation District received a ConnectOregon grant to provide faster fueling equipment that will improve the fleet range. RVTD has closed the Request for Proposal process and will soon select a contractor. The facilities are expected to be complete in 2011.

VII. Obstacles to deployment

There is a growing interest in alternative fuels as information is made available to the public. However, the infrastructure does not exist to easily fuel vehicles or plug them in. Several private fleets, as well as others have inquired about alternative fuels but they can't find a grant that would make the conversion cost effective. We have been unable to find grants for conversion from gasoline to propane. A local jet boat company is seeking help for that conversion. Federal fleet fueling issues are handled in more populated hubs, so are not available for our small counties. Alternative fuel vehicles are in short supply for Southern Oregon and are still very expensive.

Since our organization is very part time, we have limited facilities and capabilities of handling resources. With the non-profit status, our hours can increase and we will have expanded opportunities. Being funded at Level 2 will also be helpful.

We do not have an up to date, accurate list of fleets in our county. The one we have is from 1994. We do not have accurate information about who is currently using alternative fuels and we don't have current information about who is interested in converting. However, this will be changing now that the board has contracted with Mike Quilty for fleet surveys and outreach. He has completed five surveys, the required number for our first invoicing period, ending April 30.

We have limited knowledge about new technology that improves idling reduction and have had no contact with bus fleets.

VIII. Goals and Objectives

Fleet Adoptions

The City of Central Point is looking to go LPG (propane) in a big way. The Police Department and Public Works have submitted a Congestion Management Air Quality (CMAQ) grant application with the Rogue Valley Metropolitan Planning Organization. Working with Blue Star Propane the City of Central Point is acting as the lead agency on the application is looking to convert a dozen police and public works vehicles and up to 30 others throughout other fleets in our Clean Cities Region. The decision to award the CMAQ funds will be made at a RVMPO policy committee meeting later this spring. RVMPO is a stakeholder in RVCCC.

The Board is interested in updating information about fleets currently operating in Jackson County. We have developed a survey form and have completed a number of fleet surveys.

The Board will conduct more fleet surveys in Jackson County to determine the level of interest in converting to alternative fuels. The board will work with the fueling stations to determine fleets customers. The survey will also cover what fleets are expecting to convert, retrofit or purchase alternative fuel vehicles.

Infrastructure Development

The Board will continue to participate in the West Coast Green Highway, the ConnectOregon-funded electric vehicle plug in corridor project along I-5.

Blue Star Propane installed a propane vehicle card lock station in Jackson County. RVCCC held a press conference and served refreshments at the opening. Three TV stations, radio, print media covered the event. RVCCC featured the station in the newsletter distributed to 116 stakeholders.

Fuel Use/displacement efforts

RVCCC staff will seek training to learn more about reduction of idling and fuels use so we can introduce school bus fleets and other fleets to opportunities. The 2011 fleet survey will provide a good baseline for freight fleets in Southern Oregon. The RVCCC goal is to help connect fleet managers with alternatives, including idle reduction strategies, with the goal of reducing foreign-source fuel.

Fleet Outreach

We have been reasonably successful with our fleet outreach activities this year. We have met with the following Fleets:

Brammo Inc. manufactures of the Inertia electric motorcycle. It is being sold nationally through Best Buy and in retail stores in Europe.

Rogue Valley International Airport-Medford has purchased some electric lift equipment for maintenance use and is very interested in looking at both alternative fuel vehicles and all-electric for use at the airport.

Rogue Waste Systems use B-20 for half of the diesel used in fleets annually. They are currently working on a feasibility study to convert Land Fill Gas (methane) to CNG for fueling their fleet as well as the local Transit District buses. They have the potential to provide a local source fuel for the entire metropolitan heavy duty fleet in the Rogue Valley with landfill gas.

Schwan's Home Service has used propane to fuel delivery trucks since 1974. The company currently has 7 propane-powered vehicles in the Rogue Valley. They have a total of 65 propane-powered vehicles in Oregon. They have had trouble purchasing heavy trucks for conversion from gasoline to propane of late. Both Ford and GM have ceased to produce the chassis that Schwans

has traditionally placed their cold boxes on. This has necessitated their buying a diesel powered truck from International for their most recent vehicle.

Education and Outreach

RVCCC will continue to convene meetings to inform fleet managers, drivers, builders and other interested stakeholders of existing infrastructure and efforts in the Rogue Valley. (See the 2011 Schedule.) RVCCC will work with Cascade Sierra Solutions on an education program for 2012. RVCCC will facilitate communication of fleets seeking CMAQ grants.

The staff will search out good speakers and continue to invite Columbia Willamette coordinators to attend our meetings. Rick Wallace gave the April 20 program about why EV technology has gained increasing interest and the timing for installation of EV stations in Southern Oregon. RVCCC will continue to work with Oregon DOE and Columbia Willamette on the Connect Oregon project.

IX. Organizational Growth Targets

RVCCC has moved from a Level 3 to a Level 2 organization. This brings additional requirements. At the November 22 meeting, the board discussed expanding our efforts. The Board voted to submit 501 (C) (3) application for non profit status, which was granted on April 5, 2011. Our goal in 2011 is to complete the transition from a Level 3 to a Level 2 organization.

RVCCC will continue to invite community leaders, fleet managers and elected officials to attend the meetings. The board will seek at least two new members. The board received an application from an interviewed Luis Brito of John's Auto Parts, a company that converts vehicles. We are still seeking another board member. The staff will continue to present educational information at meetings. See the 2011 Schedule for details. Our plan for the second quarter includes May presentations by SOU, OIT, and REDCloud talking about an electric vehicle monitoring system, a fleet managers forum June 15 with speakers from City of Medford, Jackson County and other fleets. In August we will hold a First Responder's workshop. From these meetings, depending on attendance and interest, we will map out an Annual Operating Plan for 2012.

Stakeholder/Fleet Recruitment

The Board has determined that we need to update fleet information for the purpose of conducting alternative fuel interest surveys. With that information, the Board will be able to accurately see where opportunity exists. We have completed five surveys and have five more planned.

Territory Expansion

The Board has discussed expanding to two counties in the near future, but has not decided on a time line to do so. Coos, Klamath and Josephine counties have expressed an interest.

Relationship Building

The Board has scheduled the June meeting to build relationships with key partners, such as BLM, USFS, USPO, UPS, FedEx City, County and school organizations. One meeting was held in 2009 that included these organizations. RVCCC will work to continue to build the connections. The Board is developing policies to clearly define the process for endorsement and partnering with fleets. This will help to define which groups we should be seeking out to be partners. The Board is also developing a process for adding new Board members.

Fundraising Efforts

RVCCC has obtained a non-profit status; we are now able to apply for grants. We will appoint a committee to review grant and fee possibilities in 2011-2012.

Coordinator/Coalition Training

The staff will seek out training to improve knowledge of idling technologies that are employed successfully, in order to expand fleets that utilize idling reductions. The goals will be set for how many gallons we hope to displace by doing this.

The staff will seek out training on how to determine VMTs for bicycle and walking paths. We will work with local governments to accurately determine displacement. We have begun discussions with Jenna Stanke, the Bear Creek Greenway coordinator for Jackson County Parks Department.

Sue Kupillas will work with Rick Wallace of the Columbia Willamette Clean Cities Coalition on Training on Collecting Data for the Annual Survey.

X. Coalition Meeting and Event Plan

Conference/ Meeting Name	Date	Location
Clean Cities Regional Peer Exchange	June 2011	TBD
Clean Cities National Leadership Retreat	October 2011	TBD
EID and Biodiesel	February 2011	TBD

Rogue Valley Clean Cities Coalition 2011 Schedule				
	Stakeholder Meeting Target Audience	Event (Venue)	Reports/Newsletters Web updates	Coordinator Requirements
January 19		RVCCC Board Planning Meeting	1. Fuel Report due 1/28/11 2. Newsletter/web	Reg. conf. call; Rick Wallace workshop
February 9	RVCCC Board, media, public	Propane Update: new 24-hr card lock (Blue Star)	1. Survey data 2. Newsletter/web	Reg. conf. call. Clean Cities University
March 16	RVCCC Board	Low Carbon Fuel Standards: Cory Wind (RVTD)	1. Annual Survey due 3/15/11 2. Newsletter/web	EID (Wash. DC) Reg. conf. Call
April 20	RVCCC Board, cities, county, Medford Fuel, audio dealers, Patrick Box, Ambiente	EV Road Map/Green Highway: Rick Wallace (RVTD)	1. Fuel Report due 4/15/11. 2. Coalition success story #1 3. Newsletter/web	Regional Conference Call. CCU Training
May 11	RVCCC Board, Fleet Operators, media, public (see above)	Red Cloud Part 1: EV software, Melissa Brandao, Ambiente, Jim Long, OIT, Drew Gilliland, SOU	1. Invoice #1 Reporting Period/Progress Report 2. Coalition contract 3. Newsletter/web	Regional Conference Call. CCU Training
June 15	Fleet Operators: UPS, USPS, cities, Rogue Disposal, Knife River, BLM, USFS, JackCo	CNG Fleet Forum; Kris Ransom, Avista, City/Co fleets	1. Newsletter/web	Stakeholder Summer (Indianapolis_. CCU Training
July 20		Jackson County Fair	1. Fuel Report due 4/29/11 2. Newsletter/web	Regional Conference Call. CCU
August 10 or 17	Fleet managers	Red Cloud Part 2	1. Annual Operating Plan 2. Newsletter/web	Reg. Conf. Call. CCU
September 14 or 21	Mercy Flights JCFD 3, 5, Medford, rural fire	1 st Responders: alternative fuel	1. Annual Op. Plan 2. Coalition story #2 3. Newsletter/web	CCU Training
October 14			1. Fuel Report due 10/14/11 3. Coalition contract 4. Newsletter/web	Clean Cities Leadership Retreat
November 16 or 23		Board Meeting	1. Redesignation 2013 plan 2. Invoice #2 Reporting Period/Progress Report 3. Newsletter/web	Regional Conference Call. CCU
December		No Bd Meeting	1. Begin annual survey.	Reg Call. CCU