

Clean Cities Education Project

The National Biodiesel Foundation partnered with the Renewable Fuels Association, the Propane Research and Education Council, the Clean Vehicle Education Foundation, and the ASG Renaissance to form the Alternative Fuel Trade Alliance. In September 2009, the Alliance was awarded a grant from the Department of Energy, National Energy Technology Laboratory for the Alternative Fuel Trade Alliance Clean Cities Education Project.

Through this project, the Alliance will:

- Raise awareness and foster understanding of alternative fuels and advanced vehicle technologies through a targeted educational plan geared to Clean Cities Coordinators (CCC) and their key stakeholders;
- Help reduce dependence on imported oil through the encouraged use of domestic alternative fuels and advanced vehicle technologies.

Specifically, the Alliance will:

- Train Clean Cities Coordinators, stakeholders, and key influencers on a national and regional scale to improve or maintain their knowledge and expertise regarding alternative fuels and advanced vehicle technologies (specifically on ethanol, biodiesel, propane, natural gas, hybrid/electric technologies and idle reduction strategies);
- Train coordinators on garnering earned media;
- Increase awareness of sustainability as it pertains to the stated technologies;
- Increase the number of states that enforce fuel quality standards; increase OEM technician/mechanic training and advanced technology acceptance;
- Increase the availability and consumption of domestic alternative fuels.

The National Biodiesel Foundation will increase awareness of biodiesel by:

- Training coordinators on garnering earned media;
- Increasing awareness of biodiesel sustainability;
- Increasing the number of states that enforce ASTM standards and biodiesel fuel quality;
- Increasing OEM technician (mechanic) training;

The National Biodiesel Foundation will accomplish these goals by:

- Providing unbiased information to the media focusing on sustainability issues;
- Providing Clean Cities coordinator media training;
- Providing targeted education to key state officials on fuel quality enforcement and related issues;
- Providing technician training curriculum update and promotion; and

The overall project will generate more than 47 workshops, a minimum of 20 educational materials. *Alliance* partners are committed to attending a minimum of 64 collective independent stakeholder events, as well as managing two conferences, one contest, four press events and countless media outreach activities.