



## GWRCCC AND THE NATIONAL BIODIESEL FOUNDATION Demonstrating the *Value* of Utilizing Biodiesel

The mission of the Greater Washington Region Clean Cities Coalition (GWRCCC) is to promote and assist in measurable improvements in regional reductions in use of petroleum based fuels through a strong coalition of effective partnerships; increase the use of alternative fuels, vehicles and infrastructure; promote economic opportunities in clean energy technologies; and, encourage academic focused research on increased utilization of transportation energy efficiency options.

Our vision is to become nationally recognized as the leader in promoting best practices and achieving excellent results in creative/innovation approaches to clean fuel solutions.

The Greater Washington Region Clean Cities Coalition (GWRCCC) is submitting a proposal National Biodiesel Foundation for consideration. Our region has great potential for the use of biodiesel in public and private sector fleets, yet the implementation of this alternative fuel has yet to realize this potential. Funding from the National Biodiesel Foundation will serve and benefit the environment, the wallets, and the health of a great number of residents who call the Greater Washington Region home. Additionally, National Biodiesel Foundation funding will be recognized with its logo on publications, workshop agendas, and other relevant documents. NBF will also be acknowledged through the proposed "Special Editions" of the Winter and Spring newsletters, produced by GWRCCC and distributed to over 2700 stakeholders.

The GWRCCC has been effective in helping a number of area fleets develop a plan to utilize biodiesel. Our Coalition has also served a crucial role of providing information to a number of stakeholders who plan to and are using biodiesel. GWRCCC has hosted a number of very successful, well-attended workshops and has found that there is a substantial amount of interest in learning more about this game-changing alternative fuel. Fleets that we have worked with to implement biodiesel include but are not limited to DC Government, PEPCO, and American University. Arlington County has been one of the oldest users of biodiesel in the region, have been utilizing this fuel for almost 15 years, and are also a GWRCCC stakeholder. Through our efforts we are committed to increasing the understanding, and ultimately the utilization, of Biodiesel in the Greater Washington Region.

As a part of our continuing commitment to the advancement of Biodiesel and other alternative fuels, our plan moving forward, with your grant support, is aggressive yet attainable and we look forward to working collaboratively with our partners and the National Biodiesel Foundation in these efforts.

Our plan includes a variety of elements, including:

- Materials generation/distribution and signage
- Workshops
- Development and distribution of a case study with our partners from local fleets
- Targeted outreach to potential fleets in the Greater Washington Region
- Collaboration with a currently functioning working group in the DC/MD/VA area
- Biodiesel Breakout Session/ Workshop information
- Significant media coverage/exposure

Finally, we intend to feature a biodiesel special issue/report in our upcoming Winter and Spring newsletters distributed to over 2700 stakeholders. We intend to begin to implement these aspects of our Plan within 30 days of receipt of funding; and will provide National Biodiesel Foundation with a detailed schedule of events.

GWRCCC plans to track project results closely. As part of this funding proposal we intend to assemble and distribute a survey following workshops and outreach events, and again at the culmination of the proposal, to disseminate to fleets and related interested parties regarding the effectiveness of our programs on their biodiesel knowledge and fuel use. Additionally, we feel assured that we will be able to report out successful implementation by new users in the Greater Washington Region.

Key personnel in relation to this proposal are as follows and resumes can be furnished if requested. Ronald S. "Ron" Flowers is the Executive Director as the Director of the Greater Washington Region Clean Cities Coalition and most recently served as Director of the Office of Labor-Management Programs (OLMP), Executive Office of the Mayor of the District of Columbia (DC) Government. Flowers' senior management experience spans more than 35 years in the public and private sectors, and includes serving as the Fleet Administrator for the DC Department of Public Works (DPW); Director of Transportation DC Public Schools (DCPS); Executive Assistant to the Associate Superintendent, DC Public Schools (DCPS); along with others. Flowers currently serves as Project Director of the \$500,000 US Department of Energy grant contract to promote alternative fuel transportation in the DC metro region.

Our Outreach Coordinator, Ms. Jaime McKay, holds a Master's degree in Political Geography and has lengthy experience in research and preparation of events, educational speaking, and outreach to groups of all sizes. McKay brings excitement and enthusiasm to the table, along with new stakeholders, after two years of nonprofit experience in the environmental and energy sectors. She has served as an asset to our team in the realm of targeting and collaborating with new potential partners. She will continue to serve in this regard throughout the duration of this project.