



# CLEAN CITIES COALITION SUMMER INTERNSHIP

7/16/2010

Diana Mendoza

# Overview

Internship Objectives

Intern's Work Plan

Accomplishments

Next projects

My experience...what did I learn?



# Internship Objectives

3

- Build public awareness of alternative fuel and advanced vehicle technologies
- Encourage others to adopt practices that contribute to reduction of petroleum consumption and air quality improvements
- Mentor youth and build a network of individuals who can support and staff Coalitions in the future
- Leverage youth resources to help enhance Coalitions in social media and web site efforts



# Intern's Work Plan

4

- ❑ Coalition Website
- ❑ Training
- ❑ Outreach Events Coordination and Planning
- ❑ Press releases
- ❑ Junior Clean Cities
- ❑ Event/materials inventory
- ❑ Educational Materials
- ❑ Courtesy Interviews with Members



5

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Internship Objectives

Intern's Work Plan

**Accomplishments**

Next projects

My experience...what did I learn?



# Website

6

□ [www.floridagoldcoastcleancities.com](http://www.floridagoldcoastcleancities.com)



**Florida Gold Coast Clean Cities Coalition**

**Who Are We?**

The Gold Coast Clean Cities Coalition is one of 90 coalitions around the country that are part of the U.S. Department of Energy's strategy to reduce America's dependence on imported oil. The Clean Cities' collective goal, nationwide, is to reduce this country's import needs by one million barrels of oil per day by the year 2020. To achieve the noble aim, we must think globally and work locally.

Gold Coast Clean Cities provides you many opportunities to participate and make a difference in South Florida. Consider making choices that will reduce your dependence on petroleum fuels. If you are not prepared to purchase an alternative fuel vehicle, you can assist with public education and special events. Lay the ground work for a cleaner and more secure future. Join the Gold Coast Clean Cities coalition of governments, private organizations, and individuals by submitting your [membership application](#).

**Clean Cities**  
**Funding Opportunities**  
**SERPC**  
**Station Locator**  
**Training Opportunities**



# Training

7

- ❑ Clean Cities University
  - ❑ Using Alternative Fuels & Vehicles Data Center
  - ❑ Heavy Duty Idle Reduction
  - ❑ Using Petroleum Reduction Tool
  - ❑ Conducting Media Outreach
- ❑ Intuit Website Software System
- ❑ Grant Writing
- ❑ Social Media



# Outreach Events

8

- ❑ Clean Cities Awards Breakfast
- ❑ National AFV Odyssey Day
- ❑ Living Green Fair
- ❑ Compelling Case for Natural Gas

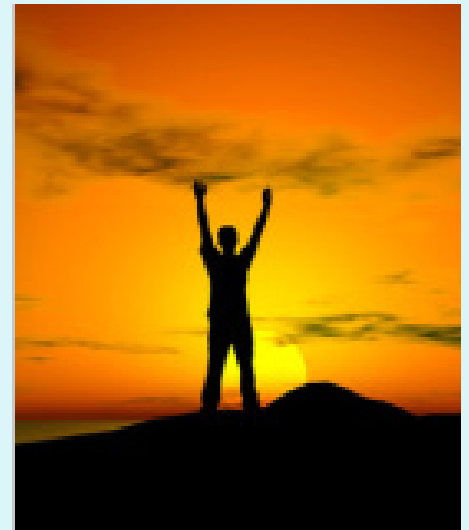


# Clean Cities Awards Breakfast

9

Date: September 1<sup>st</sup>

- ❑ **Riding Alternative Vehicles Award** : *Recognizes members who permanently have introduced, supported and promoted the most usage of Alternative Fuel Vehicles.*
- ❑ **Community Involvement Award** : *Recognizes those members who has participated the most in community outreach events in which the Coalition has been involved; raising awareness about the use of alternative fuels.*



# Clean Cities Awards Breakfast

10

Date: September 1<sup>st</sup>

- ❑ **Fleet Awards** : *recognizes those fleets using and promoting usage of alternative fuels. There are two categories in this award: Public fleet of the year and Private fleet of the year.*
- ❑ **Clean Cities Leadership Award** : *recognizes the actions, efforts and achievements of members with respect to: policies, best practices, waste reduction, emissions reduction, and usage of alternative fuel.*
- ❑ **Alternative Station Award** : *recognizes the members that have contributed to the addition of alternative fuel vehicles refueling stations.*



# National AFV Odyssey Day

11

Date: October 15<sup>th</sup>

- ❑ Vehicle Display
- ❑ Emission Testing
- ❑ Informational Displays



# Living Green Fair

12

Date: November 5-7<sup>th</sup>  
Location: Mizner Park,  
Boca Raton

## □ Informational display



# Compelling Case for Natural Gas

13

Date: November 17<sup>th</sup>

Time: 8:00am-4:00 pm

Location: Fort  
Lauderdale

- Workshop
- Tour



# Press Releases

14



## Fuels Fix Quarterly Article



Florida Gold Coast Clean Cities Coalition

7/16/2010



**Gold Coast Clean Cities Coalition**  
3440 Hollywood Boulevard, Suite 140, Hollywood, Florida 33021  
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**NEWS RELEASE • NEWS RELEASE • NEWS RELEASE**

Date: July 6, 2010  
Contact: Bob Cambric, Interim Clean Cities Coordinator  
South Florida Regional Planning Council  
3440 Hollywood Boulevard, Suite 140  
Hollywood, Florida 33021  
Phone: (954) 985-4416

**South Florida Opens the Only Public Access Compress Natural Gas (CNG) Station in the State of Florida**

South Florida fleet operators who are ready to make a change from gasoline to compressed natural gas can rest assured that CNG will be available to the public beginning on July 8, 2010. South Florida based company and Florida Gold Coast Clean Cities' member, Wise Gas, will open Florida's only public access CNG Station on July 8, 2010 in honor of the National Energy Independence Day. The National Energy Independence Day is the moment to recognize the efforts and dedication of committed Americans who want to reduce this Nation's dependence on foreign oils.

The fast-fuel CNG Station located at 650 NW 27<sup>th</sup> Avenue in Fort Lauderdale between Sunrise Blvd and Broward Blvd, 1/2 mile west of I-95, will be operational 24 hours a day, 7 days a week. It is incorporating a back-up generator program to ensure that the station can function in the event of power loss or a storm.

Initially, the station will accept the Wright Express card for payment and pricing of the "gasoline gallon equivalent" of compressed natural gas, which is expected to remain 30 – 50% less expensive than gasoline. However, a privately branded Fuel Card will be developed for individual, natural gas vehicles (NGV) owners.

There hasn't been a public access CNG Station available to natural gas vehicle owners and fleets in Florida for many years and as a result, many aspects of this project presented new challenges to overcome. There was a lot of focus on permitting and inspectors to ensure that the groundwork for future stations in the area could progress more smoothly.

"It was a team effort," Jeff Greene, Business Development Manager of Wise Gas added. "Many resources were pooled to accomplish this project in a fairly short timeframe. We are proud of the way it has come together and appreciate all of the help that has gone into making this possible."

In addition to the grand opening event, the company is already working to expand the station's capacity based on increasing demand from area fleets. "We will be expanding our station rapidly to accommodate the many requests we are receiving from other fleet owners," said Louis Herring, Wise Gas General Manager.

## Wise Gas CNG Station Grand Opening

# Junior Clean Cities

15

- Program launch – Fall 2010
- Target Audience: High School Students
- Stakeholders:
  - ▣ School Boards in South Fl.
  - ▣ Colleges & Universities
  - ▣ Technical Centers
  - ▣ Vehicle Manufactures
- Determine sponsorship opportunities
- Drafting toolkit
- Implementation plan





# Educational Materials

17



Coalition Brochure



Biodiesel Brochure

- Ethanol Brochure
- Electric Vehicles Brochure
- CNG Brochure



# Courtesy Interviews

18



Environmental Resources



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**Next projects**

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# Next Projects

20

- ❑ Coalition Informational Package
- ❑ Junior Clean Cities Program
- ❑ Idle Reduction Electronic Toolkit
- ❑ Community Advocacy Flyer
- ❑ Script for Coalition Video
- ❑ Training on Public Relations



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# What Did I Learn?

22

- Educational opportunities available
- Successful outreach methods
- Alternative fuels and Alternative fuel vehicles
- Graphic design skills
- Public sector operations
- Alternative Fuels & Vehicles Data Center



# Suggestions

23

- Letterhead
- Coalition Banner



## Gold Coast Clean Cities Coalition

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# Suggestions

24

- ❑ Facebook Fan Page
  - ❑ Pages are for organizations, businesses, etc.
  - ❑ Profiles “like” a Fan Page
  - ❑ What type of content/audience?
  - ❑ Extras to Fan Pages
    - Add **video**, photos, events, news stories, links, etc.
    - Becoming Fans of similar pages, like other Coalitions
    - Link your FB to Twitter
  - ❑ Fan Page Insights
    - Get statistics, like demographics, usage, post quality, etc.



# Suggestions

25

## □ Twitter

### ■ Micro-blogging

### ■ Why Twitter?

- Continued growth from users
- Number one social media choice for Fortune 500 companies

### ■ Content

- Work with media, specialists, professionals, and public
- Posting **links** to websites, blogs, new stories are favorable
- Coalition logo
- Search for Followers (ex: green organizations, other Coalitions, local media, stakeholders and sponsors)



# Other Clean Cities Social Media

26

- Central Texas
- Chicago
- Clean Fuels Ohio
- Dallas Fort Worth
- East Tennessee
- Greater Lansing
- Iowa
- Kentucky
- Northern Colorado
- Ocean State
- Silicon Valley
- Virginia
- Yellowstone Teton





# Lets Keep Saving Our Home!

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