

Clean Fleets Excellence Program



DEQ

State of Oregon
Department of
Environmental
Quality

Background

- Gasoline and diesel power 99% of US motor vehicle fleet
- Petroleum fuels – an important and established part of economy, but negatively impact air quality and energy security
- Public health and environmental impacts from diesel exhaust alone costs Oregonians ~\$2 billion/year (based on EPA calculations)

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Joint partnership between Columbia-Willamette Clean Cities (business, government and environmental interests) and DEQ

BOARD MEMBERS OF	COLUMBIA-WILLAMETTE CLEAN CITIES
Rick Wallace, Coordinator Oregon Dept. of Energy	Anton A. "Tony" Bryant TriMet
Douglas Dunford retired, NW Natural	Robert D. Elliott Southwest Clean Air Agency, Vancouver
Don Emerson FMI Truck Sales & Service	Chris Hagerbaumer Oregon Environmental Council
Jennifer Porter City of Portland	Greg Remensperger Oregon Automobile Dealers Assoc.

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Core Components

- Recognizes environmental leaders that directly and indirectly reduce particulate, hydrocarbon and greenhouse gas emissions
- Public & private fleets
- On-road & off-road
- Oregon & SW Washington

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Main Qualifying Components

1. Alternative Fuels (in at least 10% of fleet)
2. Technology (diesel retrofits)
3. Clean Fleet Practices

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Alternative Fuels

Biodiesel

Ethanol

Hybrid-electric or electric

Propane

Compressed Natural Gas

Liquefied Natural Gas

Ultra-Low Sulfur Diesel Fuel (for non-highway uses)

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Technology

Diesel Particulate Filter

Partial Flow Filter

Diesel Oxidation Catalyst

Crankcase Ventilation

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Clean Fleet Practices

Install anti-idling devices

Actively campaign others to reduce emissions

Educate others

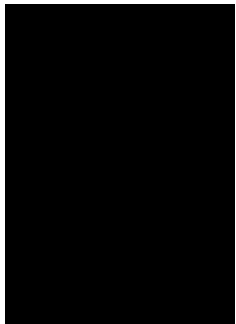
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- Four levels of recognition:
silver, gold, platinum, diamond
- Marketing goal:
establish program brand identity among
public & business community



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Kick-Off

- Early in 2007
- Rolling application (we'll respond to applications as soon as possible with a confirmation letter plus decal/bumper sticker, etc.)
- Annual award ceremony, likely each December

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HELP US CHOOSE A NAME!

Placeholder: Clean Fleets Excellence Program

- Public & private fleets
- On-road & off-road
- Oregon & SW Washington

Send your ideas to Chris at chrish@oeconline.org by January 2. The winner will receive free registration to the next CWCC event.

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- Your membership contribution to CWCC will help this recognition program get off the ground sooner

pay online at www.cwcleancities.org

- Sponsorship opportunities TBA

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Get a Jumpstart

- DEQ diesel experts:
Kathleen Cochran
Cochrun.Kathleen@deq.state.or.us
503-229-6833
Kevin Downing
Kevin.Downing@state.or.us
503-229-6549
- CWCC resources: www.cwcleancities.org