



Alternative Fuel
Information Series

Clean Cities Award Winning Coalition

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U.S. DEPARTMENT of ENERGY
OFFICE of ENERGY EFFICIENCY and RENEWABLE ENERGY

Paso del Norte Clean Cities Coalition

Planning for Cleaner Air

Designated the 41st Clean Cities coalition in November 1995, the Paso del Norte Clean Cities Coalition (PDNCCC) is the first in the country to gain international participation. Spanning the U.S.-Mexico border, the coalition includes stakeholders from El Paso, Texas; Ciudad Juarez, Mexico; and Las Cruces, New Mexico.

In 1996, the Texas Alternative Fuels Council initiated strategic planning efforts in four of the Texas Clean Cities—El Paso, Austin, Dallas, and Houston. With the assistance of Ruby Mountain, Inc., PDNCCC developed a comprehensive plan to jump-start its program, place alternative fuel vehicles (AFVs) on the road, and eliminate barriers inhibiting alternative fuel market growth.

Since then, PDNCCC has identified and begun implementing several alternative fuels development opportunities, as well as other regional air quality programs. To support these projects, PDNCCC raised more than \$2.3 million for alternative fuel activities and clean air initiatives in less than 26 months. In 1998, the U.S. Department of Energy (DOE) recognized that PDNCCC accomplishment with its Rainmaker Award for leveraging the most funds from outside sources.

Making an Impact

One of PDNCCC's premier market development opportunities is the heavy-duty AFV demonstration project at the El Paso/Ciudad Juarez border crossing. Every day, almost 2,000 heavy-duty vehicles cross the border into El Paso, significantly contributing to the region's air quality problems.

Working through its stakeholders, PDNCCC will introduce four to eight heavy-duty AFVs into the cross-border transportation system. These vehicles will help move goods between major distribution and manufacturing sites on both sides of the border. The coalition is also developing a long-term strategy for infrastructure development and AFV use at the border.

Funding for this project has been secured by a \$149,600 grant from DOE and \$225,000 in federal Congestion Mitigation and Air Quality (CMAQ) funding from the local Metropolitan Planning Organization. Here's how the money will be spent:

- Implement a bilingual public awareness campaign to educate trucking companies and the public about the benefits of "cleaner, cheaper, smarter, better" AFVs.
- Develop a natural gas or propane infrastructure, as demand requires.
- Use an existing propane fueling infrastructure in both the United States and Mexico.
- Quantify the cost savings, emissions benefits, and user acceptance for heavy-duty trucks operating in the cross-border transportation system.

In addition, PDNCCC is working with the El Paso International Airport (EPIA) and other private sector partners to boost the use of AFVs, renewable energy technologies, and fuel cells at the airport. Stakeholders intend to demonstrate that AFVs and renewable energy systems can effectively reduce vehicle emissions and also can be successfully integrated at other airports located in the Sunbelt.

Specifically, this integrated AFV/alternative energy project will introduce up to 50 AFVs into land-side operations. In addition, project coordinators will work with the airlines to introduce up to 90 electric vehicles (such as tugs, belt load-



Trucks wait to enter the United States from Mexico.

ers, and air starts) into air-side operations. Photovoltaic panels will be used to generate the electricity needed to power a fuel cell, which in turn will charge several air-side EVs.

The airport project also includes a bilingual educational program for the 10 to 12 million passengers and guests who visit EPIA each year. The program consists of an educational environmental monitoring system—interactive computer kiosks will be placed strategically throughout the airport. Patrons can take a "virtual tour" of AFV and renewable energy operations and learn more about the environmental benefits of the project, as well as information on Clean Cities, AFVs, renewable energy, and U.S. energy security issues.

PDNCCC is also implementing other alternative fuel initiatives:

- Ozone Episodic Control Program (Ozone Action Days). Project coordinators plan to expand the visibility of alternative fuels in the regional non-attainment area. During a 3-year period, the coalition is phasing in an information dissemination program that encompasses air quality forecasting and monitoring, carpool encouragement and recruiting, mass transit option promotion, and solicited private sector involvement.
- CMAQ Program for Public Fleets. In cooperation with the El Paso Metropolitan Planning Organization, PDNCCC is administering \$850,000 in CMAQ funding to public fleets for AFV purchases and conversions over a 2-year period. PDNCCC expects to place 60 AFVs on the road within the first year and 80 to 100 in the second year.
- Las Cruces "Clean Corridor" Development. The coalition continues to coordinate several key activities in the region, such as hosting an Alternative Fuels Summit and building a propane and natural gas station at the intersection of I-10 and I-25, southwest of the city.

Sharing Secrets to Success

PDNCCC is proud of its efforts to drive the alternative fuels and AFV market in the El Paso/Juarez region. At press time, the area had more than 12,000 vehicles in operation. The coalition credits its successful program to strategic planning, innovative and diverse project development, tireless fund raising, and aggressive public education and marketing.

PDNCCC Coordinator, Carlon Bennett, offers this advice for other Clean Cities, "We all hear stories about the difficulties in the AFV industry. The only way to counter that is by spreading the word of our success and our stakeholder successes. My three favorite words are 'ruthless self promotion.' That's how people notice you. That's how you increase your chances of raising money for projects."

About Clean Cities...

The Clean Cities Program is a voluntary, locally based government and industry partnership. The program, now in its sixth year, seeks to expand the use of alternatives to gasoline and diesel fuel in order to reduce dependence on imported oil, lessen air pollution, and increase public awareness about the benefits of using alternative fuels over gasoline and diesel. More than 75 coalitions and some 3,500 stakeholders have joined to support the Clean Cities Program.

Now in their third year, the Clean Cities Coalition Awards recognize outstanding achievements in building coalitions, promoting and increasing alternative fuel vehicle use, developing AFV infrastructure, and supporting alternative fuel and AFV legislation.

For more information, you can

- contact the Clean Cities Coordinator listed below
- call the Clean Cities Hotline at 1-800-CCITIES
- visit the Clean Cities Web site at <http://www.ccities.doe.gov>
or
- e-mail the Clean Cities Hotline at ccities@nrel.gov.

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