



Alternative Fuel  
Information Series

# Clean Cities Award Winning Coalition

June 1999

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

## Denver Clean Cities Coalition

### Clear Choices for a Cleaner Future

The cities of Denver and Boulder comprise the Denver Clean Cities Coalition (DCCC) and are committed to cleaner fuels, greener fleets, and bluer skies, thanks to the U.S. Department of Energy's (DOE's) Clean Cities Program. In 1993, Denver became the second city nationwide to receive the Clean Cities designation. In 1997 the city of Boulder joined Denver's program.

Today, DCCC has 26 active stakeholders—including local government agencies, utilities, and private organizations—working together to advance the alternative fuels and alternative fuel vehicles (AFVs) market in the region. DCCC stakeholders direct the path, visions, and purpose of their Clean Cities Program and have implemented a variety of innovative alternative fuel projects.

### Making an Impact

Hundreds of Denver city employees are now aware of the Clean Cities Program, alternative fuels, and the current availability and potential use of electric vehicles through the coalition's "Take Charge" neighborhood electric vehicle (NEV) project. Using DOE funds, Denver purchased three NEVs for the city motor pool. City employees are encouraged to use these smaller, more efficient electric vehicles when traveling on short trips (less than ten minutes in duration) within the downtown area. NEV users also receive free, metered parking on downtown streets.

Each NEV is equipped with a global positioning system to monitor its location and battery charge. Information about the project is available at the Denver Public Library or from the DCCC coordinator (see reverse side).

Denver's "Take Charge" program would not have been possible without the support of a number of city agencies, including Public Office Buildings, Parking Management, Environmental Protection Division, Fleet Maintenance, Zoning, Fire and Police Departments, Fleet Motor Pool, Risk Management, Theatres and Arenas, City Attorney's Office, Graphics and Planning Departments, Central Services, TV Services, and Public Works. These organizations

not only generated awareness about the project, they helped pass a special City and County of Denver ordinance, 98-620, permitting the NEV vehicles to operate on city streets.

In addition to passing 98-620, the DCCC has been actively involved in supporting other major alternative fuels legislation. Recently passed legislation includes:

- HB 98-1169 – Provides an income tax credit for alternative fuel fueling facilities and establishes a rebate program for government and tax-exempt entities.
- SB 98-030 – Authorizes AFVs certified to ultra-low-emission standards to use high occupancy vehicle lanes, regardless of the number of occupants in the vehicle.
- SB 98-1081 – Requires the Motor Vehicle Division to collect information about fleets registering 10 or more vehicles and/or registering an expanded list of fuel types, including natural gas, methanol, ethanol, biodiesel, electric, and propane, in addition to gasoline and diesel.

These four strategic pieces of legislation will help the coalition increase public knowledge of alternative fuel for transportation purposes, as well as provide incentives for the expansion of alternative fuel infrastructure and the use of AFVs.

DCCC has also had tremendous success hosting workshops and special events. Recently, the coalition sponsored a workshop to relay information and critical evaluations of the federally mandated Clean Fuel Fleet Program. The United States Postal Service, a DCCC stakeholder, designed a matrix summarizing fleet compliance issues to distribute to attendees. Additionally, DCCC held the nation's first "Clean Cities Used Alternative Vehicle Sale." This auction featured previously owned ethanol, propane, and compressed natural gas vehicles.

### Creating a Clean Corridor

In 1996, DCCC, along with Clean Cities coalitions in Colorado Springs and Weld/Larimer/Rocky Mountain National Park (RMNP), recognized that clean air was more than just a local issue, and meeting air quality goals would be best accomplished through a regional effort. As a result, the three organizations created the Colorado Front Range

Clean Cities Corridor. The Colorado Corridor extends along Interstate 25 from Colorado Springs, through the Denver/Boulder area, north to Fort Collins and RMNP.

Through the Colorado Corridor Program, the three coalition share resources and focus on promoting the use of alternative fuels and developing infrastructure. To this end, the coalitions hired a full-time coordinator and secured grants to implement activities. To date, the Colorado Corridor has completed a corridor recruitment package, developed a monthly newsletter and "Legislative Ledger" detailing local, state, and federal alternative fuel legislation, and is beginning to create a market development plan. The Colorado Corridor and its three coalitions are DOE's 1999 recipients of the Clean Cities **Madison Avenue Award** in appreciation of these and other outreach efforts.

## Planning for the Future

The cities of Denver and Boulder and the Colorado Corridor anticipate a very bright future for the state of Colorado as a result of their efforts. The DCCC will soon begin implementing a comprehensive alternative fuel advertising campaign at the Denver International Airport (DIA) called the Clean Tents Program. The campaign is designed to highlight the multitude and variety of alternative fuels used at DIA. Posterboard advertising and brochures will be available throughout the airport to explain the benefits of the Clean Cities Program.

Other activities the DCCC expects to support include passing an alternative fuel bill increasing incentives for heavy-duty AFVs, participating in education development of the federal Clean Fuel Fleet Program, creating an alternative fuel training program for city managers and directors, and increasing the number of AFVs and fueling stations in the region.

The Colorado Clean Corridor will continue to produce informative newsletters and fund alternative fuel and AFV expansion projects.

The corridor plans to complete an alternative fuel station map, listing sites throughout the three participating Clean Cities areas. Finally, the Colorado Clean Corridor will host the first Annual Rocky Mountain Alternative Fuel Exposition in 1999.



Denver's city-owned neighborhood electric vehicles

Photo courtesy of Deborah Kielian/Denver Clean Cities Coalition

## 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. At least 70 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](mailto:ccities@nrel.gov).

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