

The



Blue Skyways **COLLABORATIVE**

The Central Corridor of Innovation!





Goal 1: Develop Blue Skyways Website

- **By June 2006**
- **To date:**
 - **Blue Skyway web demo**
- **Coordinate with Subcommittee and update website quarterly**



www.BlueSkyways.org

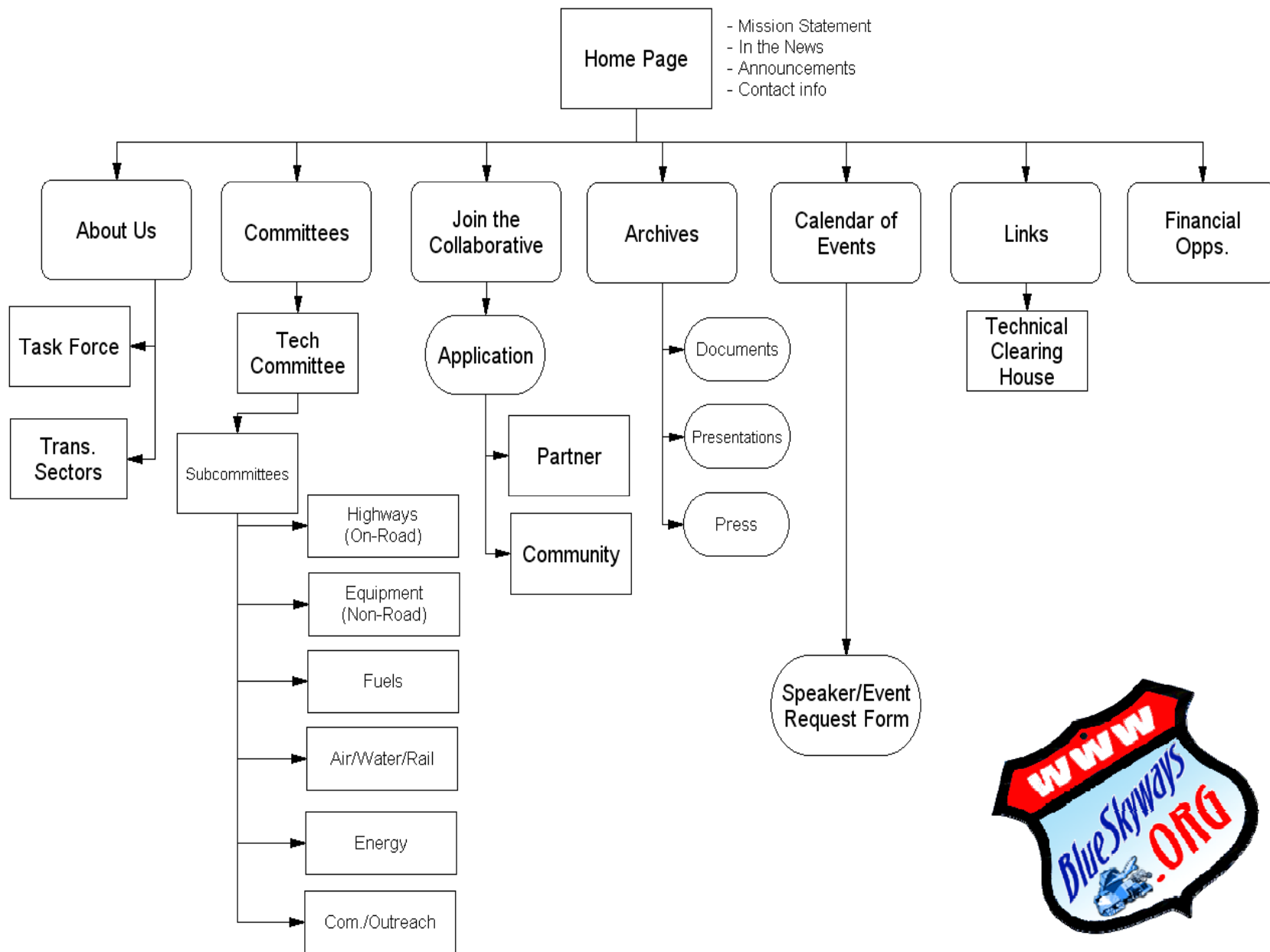
Improving the quality of life in North America's Heartland by reducing air pollution through collaboration and innovations in fuel and energy use.



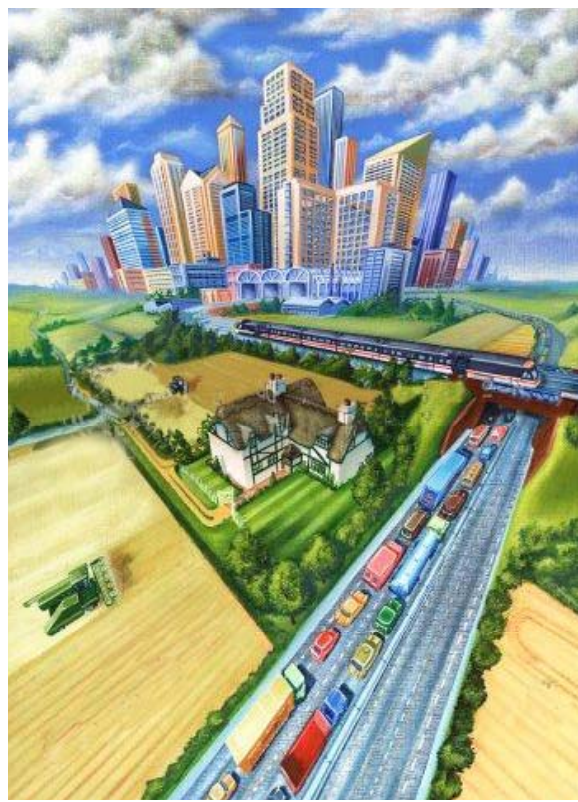
Welcome to the Blue Skyways Collaborative
The Central Corridor of Innovation



BlueSkyways.org



Goal 2: Designate 100 Blue Skyways Communities/Partners by June 2007



- **Communities:**
 - Target cities, counties, universities, etc.
- **Partners and Sponsors:**
 - Businesses, schools, agencies, etc.
- **Activities:**
 - Speaking engagements (51 to date)
 - Media campaigns
 - Congressional visits
 - Speakers' bureau – sign up
 - Application forms (Community & Partner) developed





Goal 2: Designate 100 Blue Skyways Communities

- **Activities (cont.):**
 - **Develop incentives**
 - Recognition/decals
 - Funding opportunities
 - Retail incentives
 - Award ceremonies
 - Press opportunities



Goal 2: Designate 100 Blue Skyways Communities

- **To Date:**

- **Task Force Members: 200+**
- **Blue Skyways Communities: 7**
- **Blue Skyways Partners: 11**
- **Events**

NEWS:

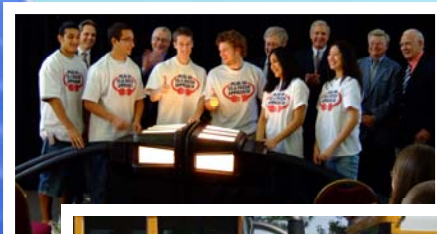
Central states, EPA announce joint plan to reduce air pollution

Wal-Mart Encourages Freight Industry to Reduce Air Pollution



EPA, Central States Look To Clean Energy For Voluntary Emissions Cuts

H-E-B Names Five Sites To Offer E-85 Fuel Along The IH-35 Corridor



- **Fuel Cell**
- **Dallas Bus**
- **Arkansas Bus**
- **River of Trade**
- **NASCO**





**Goal 3: Develop a System to Coordinate & Track
Press Exposure and Emission Reductions**

- **Activities:**
 - **Clipping Service**
 - **Track Events**
 - **Track emission reductions**
 - **Update web with all marketing activities**





Goal 4: Increase Funding

- **Activities:**

- **Identifying sources of funding and post opportunities**
- **Establish network for RFP distribution**
- **Leverage funding across agencies**

Ex. USDA rural development

- ◆ **Innovation/City Project**
- ◆ **E-85 Pumps**





Goal 4: Increase Funding

- **Since February 2006, the Blue Skyway Collaborative members have collectively targeted over \$90 million dollars for diesel and energy projects.**
- **An additional \$5,000,000 will be competed for projects in the next 3 months.**





Request to Technical Committee

- **Sign up speakers bureau and track events**
- **Notify/update Blue Skyways Coordinator finance opportunities**
- **Network with communities/partners. Give leads to Blue Skyway Coordinators**





Request to Task Force

- **Market 5 press events and promote Blue Skyways**
- **Leverage Funding**
 - **Incorporate Blue Skyways into RFP**
 - **Focus funding opportunities toward BSC projects**
- **Incorporate Blue Skyways message into speaking engagements**
- **Give Blue Skyways coordinator leads for communities/partners/sponsors**

