Everybody Wins USA
Midwest Clean Diesel Initiative
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Cascade Sierra Solutions

• Cascade Sierra Solutions history
  – Origins at LRAPA, Lane County, Oregon
  – Independent non-profit, 2006, mission
  – West Coast Corridor strategy-expanding
  – First outreach center, Coburg, OR, 2006
  – Portland, Sacramento centers, 2008
Cascade Sierra Solutions

– Planned expansion to Seattle, Medford, Oakland, Fresno, Los Angeles, Dallas, Houston.

– With right partners, expansion to Midwest
Cascade Sierra Solutions

One Stop Shop at major truck stops:

- Education
- Equipment
- Financing
• Everybody Wins USA financing program

• $1.13m grant from EPA for:
  – Idle reduction
  – Exhaust filtration retrofits

• Grant will securitize private bank loans to leverage over $17m of clean technology.

• Other funds will finance additional SmartWay upgrades
Truck with SmartWay Technology

- Diesel Exhaust Retrofit
- Lightweight Trailer
- Trailer end caps
- Trailer side skirts
- Aluminum wheels
- Gap fairings
- Single-wide tires
- APU
- Air Dams
- Lighter Springs
- Gap fairings
- Single-wide tires
- APU
- Air Dams
- Lighter Springs
• Results to date:
  – Upgraded over 1000 trucks with clean technology
  – Saved over 2.5m gallons of fuel
  – =4.31 Olympic swimming pools diesel
  – Saved over 25,000 metric tons CO₂
Everybody Wins USA

- Below-market financing 8-11%
- Greater access with modified credit rating
- No down payment
- Lease to own
- Very low default rate <1%
Our Clients

• Many owner-operators--46 states
• Fleets—MVT example
• Anywhere USA
Partners and Stakeholders

• Industry
  – Manufacturers and distributors of over 50 fuel saving and emissions reducing technologies

• Donors and Foundations
  – Private foundations, corporate foundations
  – NativeEnergy carbon offset sales

• Government
  – EPA, West Coast Collaborative
  – Federal Highway Administration
  – California Air Resources Board
  – Washington Department of Ecology
The Role of CSS

- Technology
- Grants
- Discounts
- Rules
- Tax credits
- Offsets
- Financing
- Rebates
- Technical Assistance

Trucking Industry
CSS Breaks Down Barriers

- The *awareness* barrier
- The *capital cost* barrier
- The *regulatory* barrier
CSS Strategies

- Upgrade pre-2007 trucks with fuel saving technology and exhaust retrofits
- Provide newer used trucks already upgraded
- Assist fleets in selecting the most fuel efficient trucks available when new trucks are purchased
CSS Programs

• Outreach Program
  – Outreach Centers
  – Catalog Program

• Fleet Member Database
  – Vehicle Registration Program
  – List serve for regulatory alerts
  – Tracking database for VMT by county
  – Tracks hours of use on APUs
  – Tracks fuel savings & calculates GHG emission reductions
  – Helps CSS match grants with eligible truckers
Incentives

- California Carl Moyer
  - Air District Programs
  - CSS Voucher Program
- Oregon Business Energy Tax Credits (35%)
- Oregon Pollution Control Tax Credit (50%)
- ODOE Free Shorepower upgrade
- SBA loans
- CMAQ grants
- Low interest loans & leasing
The Revolving Loan Fund Approach

- CSS uses a revolving loan approach to upgrading trucks
  - CSS receives 10% of the loan balance in a grant
  - CSS uses the grant to leverage bonds or a commercial bank loan
  - CSS loans out the money, including interest and a factor for risk
  - CSS collects the money back and perpetually upgrades trucks with the proceeds
  - At the end of the project, all of the money remains in the fund
Grant Programs

• Expend enormous resources
• Are expensive to administer
• Upgrade a limit number of trucks
Facilities
Customers
Initial Locations

Estimated Average Annual Daily Truck Traffic
(1998)

Truck Volume Scale
58,000 25,000 12,500
CSS in Oregon
CSS in Oregon

Helping Truckers:
- Save Fuel
- Select & Finance Equipment
- Reduce Pollution
- Stay Informed
- Slow Climate Change

A non-profit organization sponsored by:
SmartWay Transport Partnership
West Coast Collaborative
Idle Reduction Technology
Tires & Wheels
Lightweight Trailers
Fuel Saving Devices
Aerodynamics
Diesel Exhaust Controls
Light Weight Components
Our Progress

- 768 Oregon Base-plated trucks
- 160 nationwide SBA loan applications processed
- Trucks upgraded in 46 states

We can process loan applications over the phone or on-line
Sacramento

- 2800 Square Ft
- Custom built modular building
- Includes a retail showroom of technology (56 displays)
- Provides regulatory information
- Includes a large classroom with projector for nightly classes
- Has 5 full-time outreach specialists
- Is in the middle of a truck stop at the intersection of I-80 & I-5
- Estimate to be open by December 1??
Funding

- Sacramento AQMD $200,000
- CMAQ $200,000
- CARB $1,000,000 in retrofit vouchers
- Local dealers 6% of sales generated
- EPA $100,000 program support
Costs

• Cost of Facilities
  – Building $200,000 (in California $)
  – Displays, fixtures & furniture $100,000
  – Operating costs are about $30,000 per month
  – Operating costs are covered by discounts from manufacturers, grants, carbon credits
  – Centers should be self-supporting within 6 months
Needs

- More dollars for the revolving loan fund
- Support for an I-5 corridor approach
- Locations in Southern, CA
- Location in Seattle-Tacoma, WA
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