



Building a Strong Coalition

Clean Cities International Roadmap

Six Steps To A Sustainable Alternative Fuel Transportation Market



- 1. Form A Coalition and Hold Stakeholder Meetings**
- 2. Elect A Coordinator**
- 3. Establish Stakeholder Commitments**
- 4. Develop A Program Plan**
- 5. Celebrate Membership**
- 6. Implement The Program Plan**

Form A Coalition



Stakeholders:

- **Committed To building An AFV Market**
- **Balance Of Public / Private**
- **Include:**
 - **Energy, Transportation and Environmental Offices**
 - **Federal Agencies**
 - **Fleet Managers (Public and Private)**
 - **Local Utilities and Fuel Providers**
 - **Equipment Companies**
 - **Trade Associations**
 - **Training Entities**
 - **Niche Market Fleets**

Elect A Coordinator



The Coordinator is the Key to a successful Coalition

- **Most successful Coordinators are dedicated full time professionals**
- **Funded by donations or on loan from a stakeholder**
- **Coordinator should:**
 - **Have access to community decision makers**
 - **Could be based at government agency or stakeholder organization**

Establish Stakeholder Commitments



Commitments Include:

- **AFV Purchase Commitments**
- **Fueling Infrastructure Investment**
- **AFV Maintenance and Service**
- **Community and Policy Maker Education**

Memorandum of Understanding (MOU)

Stakeholders Sign A Memorandum of Understanding

- Formalize commitments
- Outline responsibilities
- Signed by all parties
- Not a binding contract





Develop A Program Plan

- **Assessment Of Current AFV Market Situation**
- **Coalition's Organizational Structure and Contact Information**
- **Current Number Of AFV's and Refueling Sites**
- **Project Number Of AFV's and Refueling Sites For 5 Years**
- **How The Coalition Will Work With U.S. Alternative Fuel Suppliers**
- **How The Coalition Will Work With CCI To Reduce Local and Global Emissions**

Celebrate Membership

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- **After Program Plan Is Approved**
 - **Recognize Membership**
 - **Increase Press and Visibility**



Implement The Plan

- **Coalition Works To Accomplish Goals In The Plan**
- **Measure Progress**
- **Establish New Goals**