

# Clean Cities Coordinator Resource Building and National Networking Activities



**Wendy Dafoe (PI)**  
**National Renewable Energy Lab**  
**June 9, 2015**

T1060

This presentation does not contain any proprietary, confidential, or otherwise restricted information.

# Overview

## Timeline

- Annual fiscal year effort
- On-going coordinator support since mid-1990's

## Budget

- **Total project funding:** \$1.1M (\$1.435 in Category)  
**NREL Budget Categories:** *Technical and Problem Solving Assistance, Consumer Information and Outreach, Local Coalitions and Partnerships*  
**% of annual allocation for budget category: 78%**

## Barriers

- Maintain local coalition effectiveness
- Lack of technical experience with new fuels and vehicle technologies
- Reluctance to purchase new technologies.

## Team Members

- **Project leads:** DOE Clean Cities program, NREL
- **Subcontracted Resources:** A Harned, S Spofforth, M Howell, J Wager, C Crowninshield, L Wolfe
- **Partners:** Argonne Nat'l Lab, Oak Ridge Nat'l Lab, DOE subcontractors

# Relevance & Objectives

- The objective of Coordinator Resource building is to create fluency in coordinators which enables them to manage their coalitions and influence petroleum displacement decisions.
- Clean Cities does this through a framework of on-line and in-person training, web resources and information. To be successful the work must educate and be engaging to a wide range of experience and abilities among almost 100 coordinators.
- Coordinator Resource building uses education and resources to address and overcome the barriers of maintaining local coalition effectiveness and lack of technical knowledge about new technologies.

# Addressing Barriers - what approaches will overcome barriers?

## Maintain Local Coalition Effectiveness

- CCU
- In-Person Training
- Coordinator 101
- Webinars
- Mentoring
- Fleet Seek Database
- Coordinator Toolbox
- Networking & Meetings

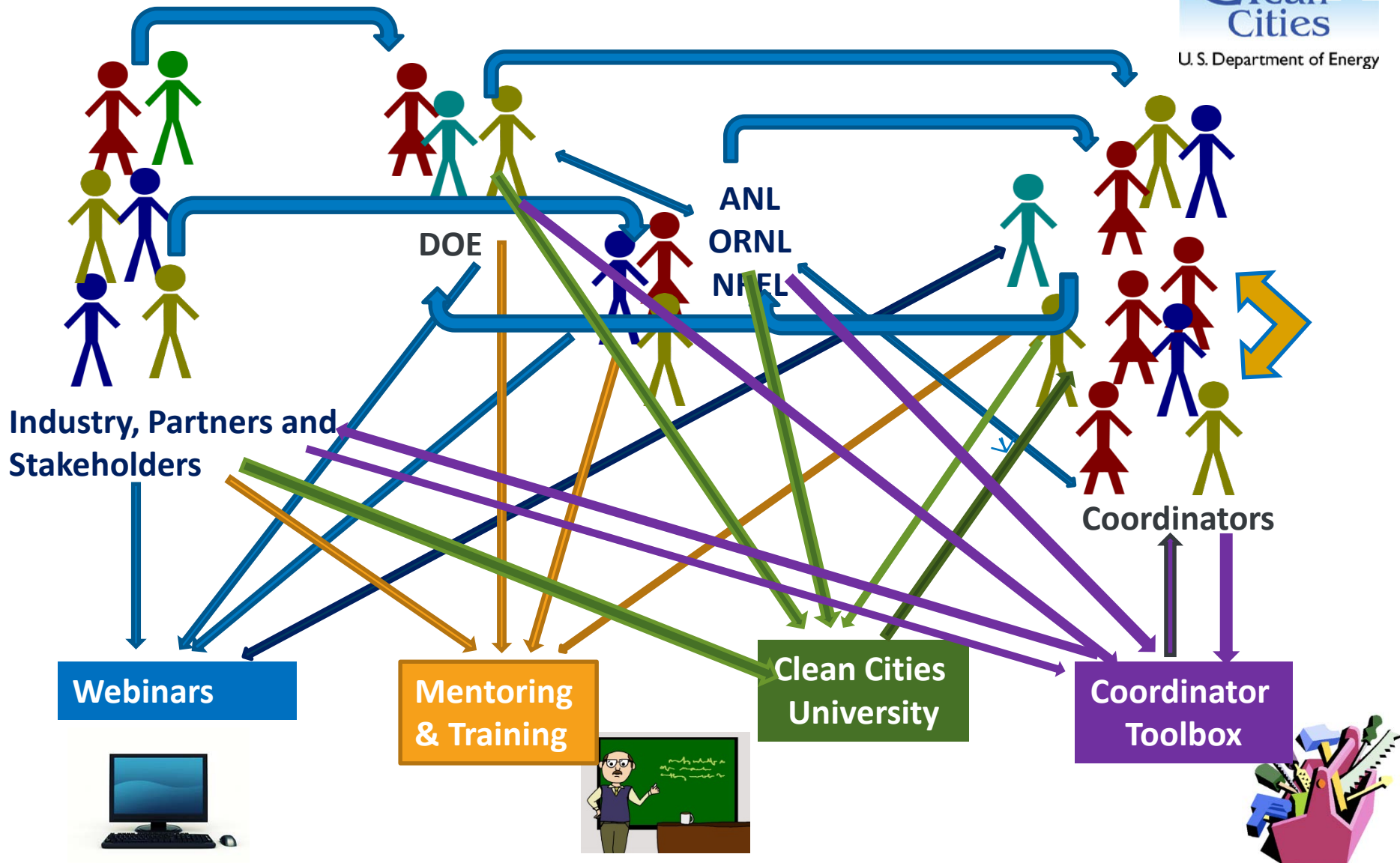
## Lack of technical experience with new fuels and vehicle technologies

- CCU
- In-Person Training
- Coordinator 101
- Access to one-on-one assistance

## Reluctance to purchase new technologies

- CCU
- Webinars
- One-on-one assistance

# Project Approach – Tap the network



# Project Approach – When to do what?

## Define need

- Listen to coordinators
- Engage industry
- Anticipate the next need
- Engage program staff

## Best delivery mechanism

- In person
- Self paced
- Web presentation
- Web content
- Access to expert resources

## Get when needed

- Access information when it's important to you.

# Milestones & Go/No-go Decision

## Milestone

- Summarize the support, mentoring and training provided to coordinators and others during the fiscal year.
- Report on how coordinator support has been provided and any outcomes as a result of mentoring activity.

**Go/No-go Decision** Determine which coalition support and partner engagement activities are effective and/or need to be changed

**Criteria:** Document support provided to coordinators and partners and determine what levels of support should continue.

# Accomplishments - Mentoring

- Mentors have specific areas of expertise under their subcontract
  - Coalition sustainability
  - Structure & Administration
  - Communications and Public Relations
  - Stakeholder Growth
  - Fleet Outreach
- Informal process for requesting assistance has been successful.
- Matching process is important
- Confidentiality is important
- Ask the question to start the process.
- What you think you need may not be what you need.
- We're from the government and we're here to help.

Tucson

Michigan

North  
Carolina

Virginia

Ohio

Kentucky

Triangle J  
(NC)

Seven competitively awarded subcontracts



# Accomplishments - Mentoring

## Recent Coordinator Initiated Projects

- Inactive Board of Directors
- Stakeholders are not engaged and active
- Creating a Green Fleet program.  
Structure/marketing materials and plan.

## Recent Internally Initiated Projects

- Fleet Outreach Training
  - Full day training
  - Teaches the basics of fleet visits: Preparing for the meeting/executing the visit/following up/recordkeeping
- CCU Course on stakeholder dues
- Webinar on Customer Relationship Management software.
  - Helps keep contacts organized and tracks outreach, ensures professional communications

Tucson

Michigan

North  
Carolina

Virginia

Ohio

Kentucky

Triangle J  
(NC)

# Accomplishments – Clean Cities University

**Clean Cities University**

U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

Account Log Out

Home Course library Achievements

Alternative Fuel Life-Cycle Environmental and Economic Trans 0%

Alternative Fueling Station Locator 0%

Anatomy of a Work Truck 0%

Best Practices for Using a Customer Relationship 0%

Boards and Committees 0%

Capturing Great Video 0%

**FY2014 Accomplishments**

- Online learning system since 2011
- Open to coordinators & recently expanded to stakeholders
- 31 courses/338 Active Users
- 225 course completions since 11/2014
- 3 new courses
- 4 courses updated
- Researched new LMS

**FY2015 Accomplishments**

- New LMS platform launched
- 7 new courses/4 updates
- Certificate tracks to launch in FY2015
- Each track builds on the previous track:
  - Intro Track (10 courses)
  - Clean Cities Advanced (23)
  - Coordinator Track (26)

**CCU has had positive feedback from coordinators**

<https://ccu.litmos.com/course/94799?r=False&ts=635629873460142673>

# Accomplishments –

## Webinars on Current Topics to Help You Keep Up

Date	Title	Presenter
March 24, 2015	Plug-In Electric Vehicles and Charging Infrastructure: Alternative Financing to Develop a Mature Market	Nick Nigro and Dan Welch
March 11, 2015	Webinar on the Alternative Fuel Price Report (AFPR) – Overview and Demonstration of New Database	Ellen Bourbon and Trish Cozart
Feb. 18, 2015	Webinar on the Geography of Existing and Potential Alternative Fuel Markets in the United States	Caley Johnson

Webinar on the Geography of Existing and Potential Alternative Fuel Markets in the United States


Map of the most active E85 markets

NATIONAL RENEWABLE ENERGY LABORATORY

**Webinar on the Geography of Existing and Potential Alternative Fuel Markets in the United States**

Feb. 18, 2015

[Geography of Existing and Potential Alternative Fuel Markets in the United States](#)

Caley Johnson (National Renewable Energy Laboratory)

The data in this report are time sensitive, and many factors may change over time. The National Renewable Energy Laboratory (NREL) plans to update these maps occasionally and make them available on the [Alternative Fuels Data Center](#). NREL also plans to do sensitivity analyses on these maps to estimate the effect that time-sensitive changes may have on future maps.

[Text Version](#)

Feb. 11, 2015	Webinar on Making the Most of the Work Truck Summit
Jan. 28, 2015	Webinar on Alternative Fuel Vehicle Air Pollution
Dec. 15, 2014	Webinar on the Role of Government in Natural Gas Policymaking and Strategy Process

- Live and recorded -- Access when you need them!
- One to two per month
- Open to coordinators or coordinators & stakeholders
- Recorded and posted on Toolbox or SharePoint
- Some made into CCU courses
- Industry/experts/staff

### TOPICS

- Alt Fuel Pollutant Emissions (ANL)
- New Price Report Tool
- Best practices for email campaigns
- Propane Infrastructure Costs
- Clean Cities Workforce Development Program
- Integrating Alt Fuels in State Energy Assurance Planning

## **Accomplishments – In-Person Training When it's Right**

**Fleet Outreach – Launched this year. Helps coordinators develop skills for successful fleet visits.**

- Developed by CEC (Mentor). New coordinators needed “sales call” skills.
- 1 day Pilot (at NREL) and one training (at Work Truck) in FY 2015.

**Coordinator 101 – Basics on program/tools/resources**

- For new coordinators, held at Nat'l Labs, 2 this year
- Connects them with other coordinators & the program
- Third year of 2 day training format. Travel subsidized.

**Training At Conferences/Events**


- AFleet web tool training (A Burnham Argonne)
- Building Your Coalition Web Site (T Cozart NREL)
- How to Build a Work Truck (D Sumrall, NTEA)

# Accomplishments – Coordinator Toolbox – Information at Your Fingertips, 24/7

## FIND IT FAST

- [CCU Online Learning](#)
- [Alternative Fuels Data Center](#)
- [Annual Reporting Database](#)
- [Clean Cities YouTube Channel](#)
- [Clean Cities Blog](#)

## DOWNLOAD NOW

- [Print Publications Order Form](#) 
- [Logos, Graphics, and Photos](#)
- [Presentations](#)
- [Templates](#)

## CONNECT WITH PEOPLE

- [Program Contacts](#)
- [Coordinator Contacts](#)
- [Email Lists](#)
- [SharePoint Website](#)

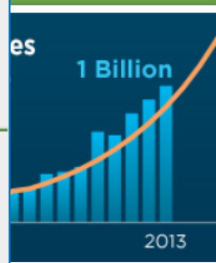
### FINANCIAL OPPORTUNITIES

### INFORMATION RESOURCES

### COORDINATOR TOOLBOX

## Toolbox

ox helps Clean Cities coordinators build successful, thriving coalitions. Use stakeholders, and stay informed about the Clean Cities program.




### ns saved in 2013

ties hit a major  
on milestone, reducing  
ption by more than 1  
single year. Learn more  
ishment and check out

## FIND IT FAST

- [CCU Online Learning](#)
- [Alternative Fuels Data Center](#)
- [Annual Reporting Database](#)
- [Clean Cities YouTube Channel](#)
- [Clean Cities Blog](#)

## DOWNLOAD NOW

- [Print Publications Order Form](#) 
- [Logos, Graphics, and Photos](#)
- [Presentations](#)
- [Templates](#)

## CONNECT WITH PEOPLE

- [Program Contacts](#)
- [Coordinator Contacts](#)
- [Email Lists](#)
- [SharePoint Website](#)

Clean Cities

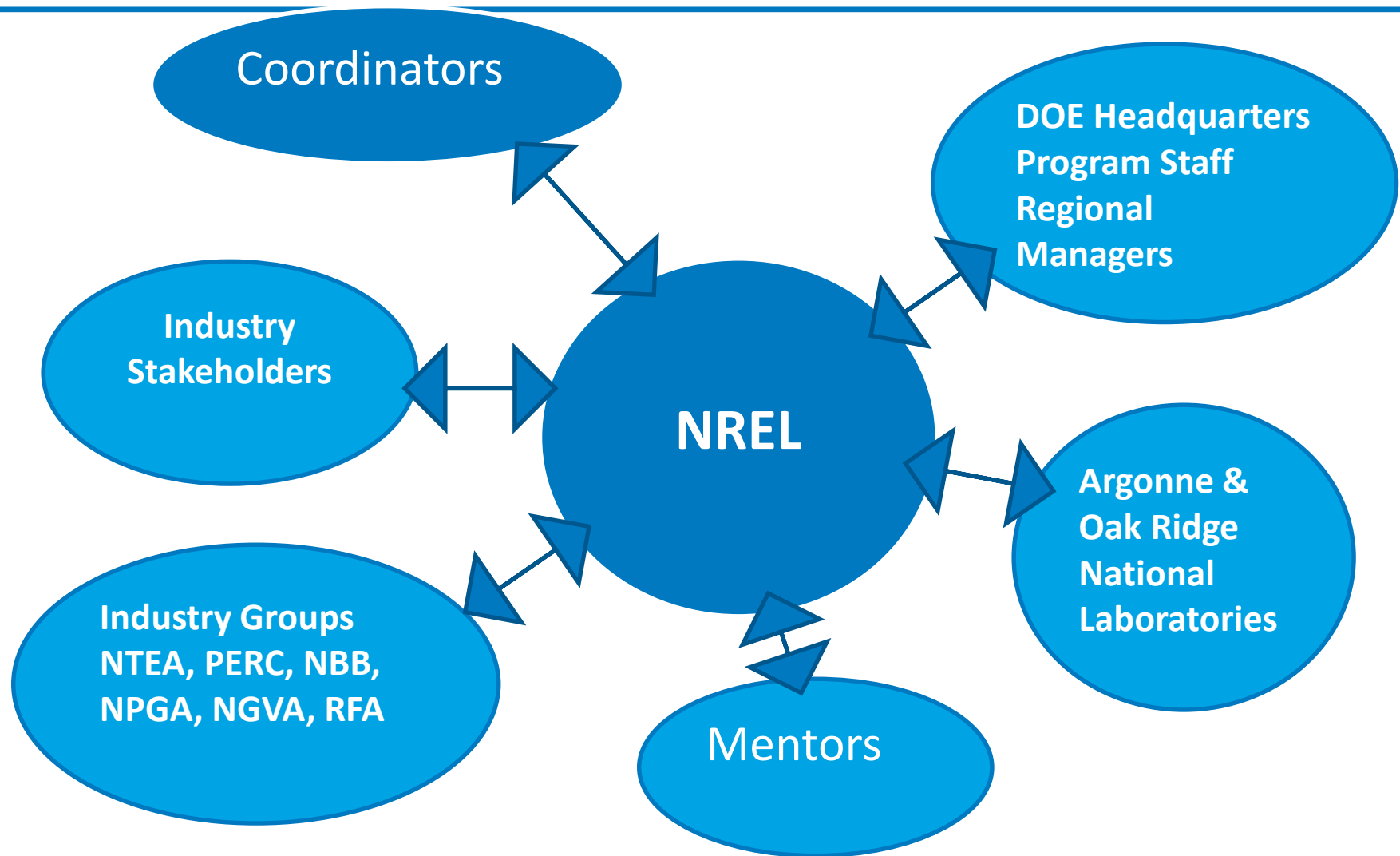
SEARCH

Template Presentations (9)  
Logos/pictures/Graphics  
Reserve a CC booth  
Download QR codes  
Idle Reduction Toolkit (ANL)  
Dealing with Media

[More Webinars](#) ►

[More Meetings](#) ►

# Collaboration and Coordination Among Project Team



**Long established, honest & open dialogue about new ideas, what needs improvement, success, changes.**

# Market Expansion Petroleum Reduction Potential

**Continue providing education and information that helps coordinators be effective**

- **Maintain an environment where feedback and criticism is welcome**
- **Listen and stay actively engaged with coordinators, industry, stakeholders, each other, you.**
- **Continual evaluation and reevaluation of our work internally. What's working and what's not**
- **Look for new ways to translate one success into many successes**

# Summary

---

- Education can help overcome barriers to market expansion
- Tapping the network of relationships provides broad input
  - Collaboration among program team is key
  - Listening to coordinators is essential
  - Working relationships with industry are important
- Offering multiple avenues for coordinators to achieve fluency is important to success.
  - Mentoring
  - CCU
  - Toolbox
- Success at identifying the right avenue for the topic.
- Continuous improvement and reevaluation is needed to ensure long term success.