



U.S. Department of Energy
Energy Efficiency
and Renewable Energy



NextEnergy's Detroit Area Clean Cities Coalition

Presentation by:
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Coalition Status

- Current Status
 - Coalition is a program of NextEnergy, which is a non-profit research catalyst and business accelerator for renewable and alt. energy sector.
 - Program Manager oversight of coalition operations
 - Contracts with Kuntzsch Business Services to support the program
- History
 - Designated in 1996
 - Founders: Detroit Edison/MichCon, SEMCOG, others





Coalition Sustainability

- Membership Structure / Strategies
 - All stakeholders welcome – few dues-paying “members”
 - Multiple membership levels, largest group are companies looking for markets
 - Strategy to connect DACCC program with other NEC programs (e.g. HHWG)
 - Projects/activities focused on advancing cutting edge technologies, Michigan focus
- Activities Profile
 - Communications: E-newsletters, email news updates, webpage, handouts
 - Events: *Fleet Forums*, *Stakeholder Meetings*, Michigan Clean Transportation Expo & Awards Gala
 - Current Projects: Collaborative projects with other MI CC Coalitions – radio campaign, AFV project proposal submitted, DACCC individual Challenge Grant. All Funding thus far from DOE Contract Support, State Energy Office, members, sponsors



Planning for Growth

- **Strategic Approach**

- Want to take advantage of broader NEC network
- Need to “right-size” programs/activities based on budget and staff capabilities
- Revisit Clean Cities designation Program Plan
- Consider how best to reach new groups for increased membership



- **Where are the opportunities in SE MI?**

- LOTS of private fleets, and LOTS of municipalities
 - How to engage them?
 - SEMCOG, MSA, MML, NTEA, MTA, etc.
- Environmental/Air Quality orgs for strategic partnerships
 - Link with partners for existing events or project opportunities



Lessons Learned

- Partners will be key for maximizing outreach to stakeholders in six counties.
- Sharing the load can make ability to succeed with events, programs, etc. greater.
- Use surveys and regular calls to re-connect with potential members to understand their needs.
- Must find ways to show leadership the importance of the program to the parent organization



Goals for 2009/10 & Beyond

- Create consistency in programs and activities
- Enter new frontiers:
 - Connect with groups we aren't reaching (improve communication – database, message, who can help us get a foot in the door?)
 - Maximize OEM & R&D contacts for projects



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