



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



# Greater Lansing Area Clean Cities Coalition

Presentation by:  
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## Coalition Status

- Current Status
  - Coalition is a non-profit organization overseen by Board of Directors
  - Contracts with Kuntzsch Business Services to manage the org.
  - Staff time committed on part time schedule
- History
  - Founded in 1997, Designated 2003
  - Founders: TCRPC (MPO), LCC, City of Lansing, City of East Lansing





## Coalition Sustainability

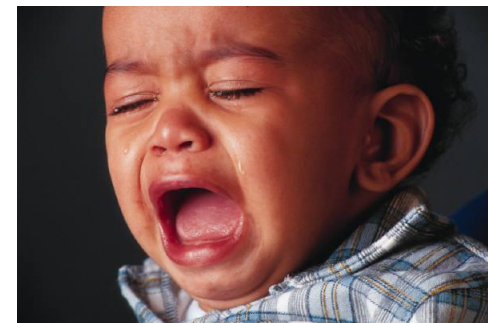
- Membership Structure / Strategies
  - Lots of “stakeholders” - fewer dues-paying “members”
  - Multiple membership levels, largest group are area municipalities
  - Have formed creative partnerships with local non-profits and transit agency; helpful for coordinating activities and efforts
  - Various outreach approaches to prospective members. Have received SEO Challenge Grants to help drive membership
- Activities Profile
  - Communications: E-newsletters, email news updates, website, handouts
  - Events: *Green Fleet Workshop Series*, *Annual Member Meeting*, Michigan Clean Transportation Expo & Awards Gala
  - Campaigns: Clear the Air for Schoolkids, *Eco-Driving Educational Campaign*
  - Current Projects: Tentative projects depend on award of grants. Have collaborated with other MI CC Coalitions on grant projects and proposals



# Planning for Growth

- **GLACC Strategic Plan Development**

- Growth is limited without clear goals, objectives, tasks
- Outreach to other coalitions to learn their approaches to planning, general research into strat. planning
- Revisit Clean Cities designation Program Plan
- Survey members and get board input to ensure we're on the right track with plans



- **What we expect to gain from having a strategic plan**

- Meet expectations of members and funders: shows stability
- Improve ability to plan programs, projects, and activities, and measure outcomes
- Provides foundation for more consistent identity of organization
- Can be tool for other coalitions who want to go this route



## Lessons Learned

- It's a bad sign when Board members don't know what the organization does.
- Stagnation occurs when you don't truly know the needs of your audience(s).
- We need a plan to grow – our projects and activities are better and our stress levels lower with a plan to support us.
- Making time to create a solid plan makes the work of a small staff much easier.
  - You know what your doing and that allows you to think about who can help you get the job done



## Goals for 2009/10 & Beyond

- Strengthen existing programs and activities
- Enter new frontiers:
  - Legislative education
  - Connect with groups we aren't reaching (improve communication – database, message, who can help us get a foot in the door?)
  - Leverage relationships with other organizations in our community – new relationships, old, and renew wilted relationships



## Contact Information

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