



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



West Michigan Clean Cities Coalition

Recent Accomplishments & Future Goals

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Coalition Status and Sustainability

- Current Status
 - Sustainable Research Group (SRG) is contracted by the host organization, West Michigan Strategic Alliance, to coordinate the program.
 - Lisa Locke is a Project Manager for SRG and serves as part-time coordinator for the West Michigan Coalition.
- Membership Structure / Strategies
 - Membership benefits/dues structure were finalized this year.
 - We are in the process of soliciting our stakeholder base to formalize their membership. Dues range from \$25.00 for individuals to \$5,000 for Founding members.



Steps to Become Self-Sustaining

- Initial support came from the City of Grand Rapids to initiate the Coalition and fund application to the state to pursue Clean Cities designation.
- WMC3 has received funding from the Michigan Department of Energy, Labor and Economic Growth for the past two years to lend support during its development and application phase.
- WMC3 received an “anonymous” grant of \$16,000 to supplement those efforts and cover activities not covered by the State grant, such as a regional survey.



Steps to Become Self-Sustaining cont'

West Michigan is unique in its early embrace - and support - of sustainability concepts, particularly by the academic & business community.

- West Michigan Sustainable Business Forum - Energy Committee
- Community Sustainability Partnership
- USGBC Chapter
- Business and Industrial Furniture Manufacturer's Association
- Aquinas College Center for Sustainability & SB Undergrad Degree
- West Michigan Sustainable Purchasing Consortium
- Community Sustainability Initiatives
- Regional business journals (MiBiz TBL section & sponsorships)

This has created natural avenues for communication and partnerships and a range of potential resources, including financial.



Steps to Become Self-Sustaining cont'

- Membership development
- Event sponsorship & fees
- Ongoing collection of fleet descriptions/data, contributing to ability to respond to funding opportunities.
- Regular and effective communication & website development.
- Relationship building/nurturing.



Significant/Noteworthy Projects & Activities

- WMC3 held its first public event on Earth Day.
- Sponsors included the Grand Rapids community college, Aquinas College Center for Sustainability, local propane distributor, Michigan Corn Growers Assn., MiBiz regional business journal.
- Two panels discussed alternative fuels, fuel efficiency technologies, the Renewable Fuel Standard, and financial incentives.
- Vendors' exhibits and Vehicle demonstrations, including hybrid city bus.
- 70 attendees
- Closing remarks from the G. R. Mayor George Heartwell.



- Next workshop, planned for July, will offer a more in-depth explanation of the WMC3; the benefits, resources, and opportunities for involvement - fleet description survey.
- Presentation of case study of green house gas emissions audit and successful reduction strategies.
- To be held on the lakeshore at Michigan Alternative and Renewable Energy Center.
- MiBiz has once again offered to be media sponsor.



Lessons Learned

- Tap into experience and resources of other coalitions, particularly MI. (MCT) and foster partnerships.
- Fleets in the area extremely responsive, seeking educational resources and partnership opportunities.
- Dealership receptiveness
- Resources and tools available. KISS



Goals for 2009 & Beyond

- Sustainable Business Forum opportunities.
- West Michigan Sustainable Purchasing Consortium.
- New logo and communications strategy.
- Legislative meetings
- We anticipate the hosting of our July workshop at MAREC will offer possibilities for new partnerships on the lakeshore.
- Explore relationship with new alternative fuel research facility.