



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



# **Ann Arbor Area Clean Cities Coalition Recent Accomplishments & Future Goals**

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## Coalition Status and Sustainability

- Current Status
  - Part-time coordinators, Sean and Robyn
- Membership Structure / Strategies
  - Members recruited for general membership & specific projects
  - New Stakeholder Structure
    - Designed for both large and small companies
- Steps to Become Self-Sustaining
  - Stakeholder structure provides important benefits making annual support more likely





## Significant/Noteworthy Projects & Activities

- Successful vehicle projects:
  - Greening Area Fleets
    - University of Michigan
    - Ann Arbor Transportation Authority
  - Clean DIRRT
    - Provides incentives for Tier-0 engine repowers
- Nearly a dozen successful E85 infrastructure conversions completed or in the works





## Significant/Noteworthy Projects & Activities

- Successful coalition outreach activities:
  - Biodiesel Marketing (e.g. billboards, pump wraps, stickers, etc.)
  - MCT Expo & Awards Gala
  - A2 Green Fair, Earth Day, Energy Fest
  - CEC Newsletters
  - Game Night, Green Drinks
- Successful portfolio activities:
  - Biofuel Infrastructure Grants (BIG)





## Lessons Learned

- New & Creative ideas
  - Statewide Clean Transportation Awards
    - In partnership with DACCC & GLACC
  - Social Marketing (e.g. Facebook, Twitter)
- Activities with “a lesson”
  - Ethanol conversions and marketing have been more difficult than originally anticipated
  - Lessons learned: Know your audience



## Goals for 2009 & Beyond

- Continue to increase alternative fuel infrastructure throughout Michigan
- Hold MCT 2009 w/increased revenue
- Increase collection of stakeholder dues
- Anticipated new partnerships
  - Various regional transportation authorities