

# A Tale of Two Coalitions

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# The Power of Partnerships & Planning

## Partnerships:

- Importance of coordinator networks
- How we each work with other coordinators
- Recruiting and importance of stakeholders
  - Who they are, why you need them, how to recruit more, how to keep them engaged

# The Power of Partnerships & Planning

## Planning:

- Setting goals, establishing metrics and measuring success
- Event/Workshop planning



# The Power of Partnerships & Planning

Importance of coordinator networks



Kellie

Mindy

- Had a DOE mentor assigned
  - Helped me understand and focus on what was important to jumpstart and build a strong coalition
  - Assisted with goal setting and a plan to achieve goals
- Use the List Serve on the national DOE Clean Cities website
- Other coordinators are your shoulder to cry on, your inspiration, support, allies
- Help provide fleet contacts for events or projects
- Share information on developing funding, policy, or education programs
- Can be a wealth of information

# The Power of Partnerships & Planning

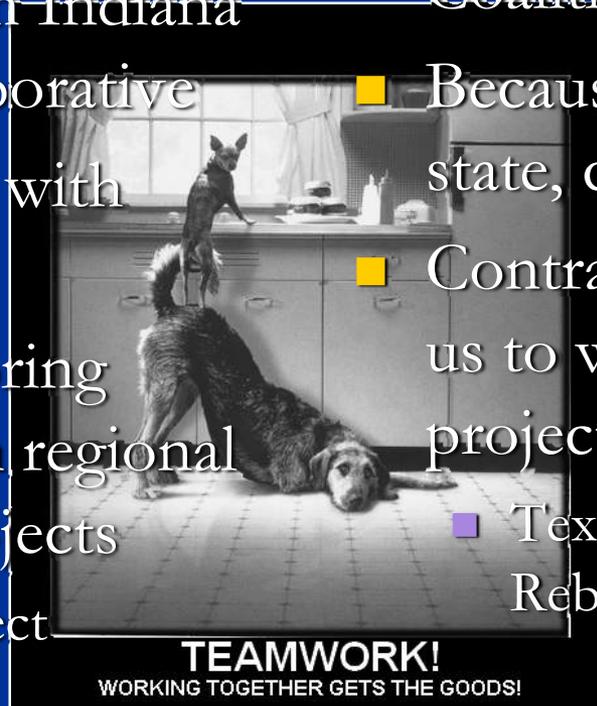
How we each work with other coordinators

Kellie

- One of 2 coalitions in state
- CICCA and SSCC Partner with IDEM to form Indiana Clean Diesel Collaborative
- Similar partnership with OED
- Work with neighboring states' coalitions on regional workshops and projects
  - I-65 Corridor Project

Mindy

- Texas has strong bond among coordinators (6 Coalitions in state)
- Because it is such a large state, cooperation is required
- Contract with SEO requires us to work on corridor projects/events
  - Texas Propane Lawn Mower Rebate Program



# The Power of Partnerships & Planning

Power of partnerships with State and Federal agencies

Kellie

- SEO was a founding member of coalition
- Met with current administration during course of campaign to educate them about Clean Cities



Mindy

- Long-term relationship with SEO
  - Keep them informed and involved in Coalition
    - Provide monthly progress reports
- Strong relationship with EPA Region 6
  - Provided us new outreach opportunities
  - Networking opportunities for potential projects/new stakeholders

# The Power of Partnerships & Planning

Stakeholders: who they are, why you need them, how to recruit more, how to keep them engaged

## Kellie

- Our stakeholders are diverse
  - Fuel producers; Jobbers; Retailers
  - Fleets: public and private
  - National partners
    - Fleets
    - Manufacturers
    - Equipment Providers
- If you build it, they will come
  - Fleet awards motivate other fleets to engage
  - Word gets out on strong coalitions

## Mindy

- Our stakeholders include public and private fleet administrators, vehicle and equipment manufacturers, fuel providers, and others
- Develop strong relationships – we are a technical clearinghouse of fuel, technology, funding, and policy information
  - Show them the value of being a part of your Coalition
  - PR for Fleets encourages them to continue projects as well as encourages other fleets to do the same

# The Power of Partnerships & Planning

Stakeholders: who they are, why you need them, how to recruit more, how to keep them engaged

## Kellie

- Stakeholders are my cheerleaders
- Use them to recruit
  - Other Fleets
  - Trade Partners
  - Local Government Buy-In
- Future Board Members
  - Get them involved in Committees/projects

## Mindy

- Stakeholders are vital to success
- They help with outreach, provide peer-to-peer exchange of information, and mentor one another (technology transfer)

# The Power of Partnerships & Planning

Setting goals, establishing metrics, and measuring success

Kellie

- S.W.O.T: Process
- Strength: look at what you have going for you; Weakness: Honesty critical where is there a kink in your armor
- Oppportunity: Your weaknesses are opportunities
- Threats: Local/State policy/political issues
- S.W.O.T. Analysis is outline for marketing plan

Mindy

- Uses SECO and RDS deliverables to plan out program of work and has created a marketing plan for Summer 2009 – 2013.
- Developing metrics/goals for number of events, growth in stakeholders, projects, etc.

# The Power of Partnerships & Planning

Events/Workshop Planning

## Kellie

- Six Workshops a Year; Six Board Meetings, members welcome
- Cookie cutter approach, makes it easier to implement and deploy
- Send out short questionnaire
  - What do your stakeholders want to learn about?
  - Local examples that can be highlighted

## Mindy

- Hold quarterly Coalition meetings
- Workshops are as needed on relevant topics – new policies, funding available
- Have one major annual event
- Event Planning
  - Have a plan
  - Evaluate event

# Top 10 Strategies for Success

1. Pursue and provide funding opportunities
2. Hold meetings and workshops
3. Coordinator peer exchange
4. Stay fuel and technology neutral
5. Membership communication



# Top 10 Strategies for Success

6. Utilize DOE program support mechanisms
7. Funding support from coalition – strive to be self-sufficient
8. Build a strong partnership with state, local, and federal agencies
9. Have an annual plan
10. Be excited and make it fun!!!





**No**  
**dumb**  
**QUESTIONS**