



DOE Headquarters Update

Pittsburgh, PA
June 29, 2010

Linda Bluestein
National Clean Cities Co-Director

Please send more help ! - HQ Team additions -

- Shannon Shea (Communications manager); Wiki, DOE Update, Energy Empowers, and much more
- Mark Smith (National Partner Program),
- Margaret Smith (HQ Support Services)

Lab Teams—Argonne, NREL, Oak Ridge

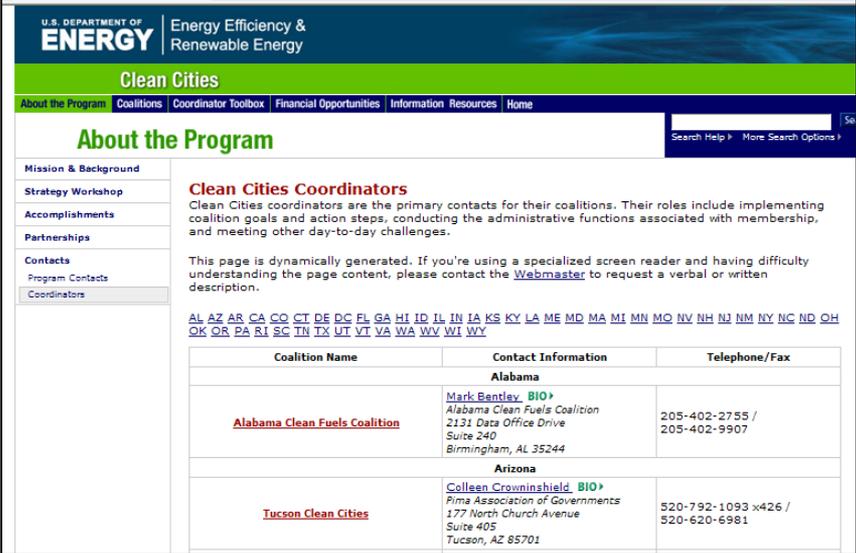
Clean Cities Interns – 25 starting this summer

Importance of Clean Cities Bios (Who's Who...)



Clean Cities Website Bios and Pictures Provide:

- Online information for people wanting to know more about Clean Cities coordinators and coalitions
- Description that headquarters can use for:
 - Congressional inquiries
 - Bio when coordinator is speaking on a panel
 - Public requests for information on Clean Cities in their region
- An approachable, accessible, and professional public image of the Clean Cities program



Clean Cities

About the Program

Clean Cities Coordinators

Clean Cities coordinators are the primary contacts for their coalitions. Their roles include implementing coalition goals and action steps, conducting the administrative functions associated with membership, and meeting other day-to-day challenges.

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Coalition Name	Contact Information	Telephone/Fax
Alabama		
Alabama Clean Fuels Coalition	Mark Bentley, BIO Alabama Clean Fuels Coalition 2131 Data Office Drive Suite 240 Birmingham, AL 35244	205-402-2755 / 205-402-9907
Arizona		
Tucson Clean Cities	Colleen Crowninshield, BIO Pima Association of Governments 177 North Church Avenue Suite 405 Tucson, AZ 85701	520-792-1093 x426 / 520-620-6981

Clean Cities Bios (continued)

Dallas-Ft. Worth Clean Cities	Pamela Burns BIO ▶ Dallas-Ft. Worth Clean Cities Coalition North Central Texas Council of Governments PO Box 5888 Arlington, TX 76005-5888	817-704-2510 / 817-640-3028
Dallas-Ft. Worth Clean Cities	Mindy Mize BIO ▶ Dallas Fort Worth Clean Cities Coalition North Central Texas Council of Governments PO Box 5888 Arlington, TX 76005-5888	817-608-2346 / 817-640-3028
East Texas Clean Cities	Rick McKnight BIO ▶ East Texas Clean Cities Coalition 3800 Stone Road Kilgore, TX 75662	903-984-8641 / 903-983-1440
Houston-Galveston Clean Cities	Kelli Angelone BIO ▶ Houston-Galveston Clean Cities 3555 Timmons Lane, Suite 120 Houston, TX 77027	713-993-2444

Bios should contain information such as:

- Current roles and responsibilities
- Past experience and education

U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

Clean Cities

[About the Program](#) | [Coalitions](#) | [Coordinator Toolbox](#) | [Financial Opportunities](#) | [Information Resources](#) | [Home](#)

About the Program

Mission & Background

Strategy Workshop

Accomplishments

Partnerships

Contacts

Program Contacts

Coordinators

Mindy Mize
Dallas-Ft. Worth Clean Cities



Mindy Mize is a program manager with the North Central Texas Council of Governments, the Metropolitan Planning Organization for the Dallas-Fort Worth (DFW) area. Mize has worked for the North Central Texas Council of Governments for 10 years and is responsible for the Transportation and Air Quality Marketing Team. She and her staff work on educational and communication initiatives for many of the Transportation Department's programs and projects as well as Air North Texas, a new regional air quality public awareness campaign. She has also worked on several clean vehicle programs, such as the DFW Clean Cities, DFW Clean School Bus, Clean Fleet Vehicle Policy, and other clean vehicle initiatives and funding programs.



Outreach Assistance ...

- Tools and Template Presentations
- Increased Trade Show Presence (AFVi, Green Truck Show) and more active Role for Coordinators at events
- CC Success Stories on national TV (MotorWeek)

Regional & National Meeting Suggestions ...

- More time for networking and interaction, please
- Allocate time for regional breakout sessions
- More Interaction with DOE leadership team



Training - Make us Experts ...

- Introduced Coordinator Training allowance
- Clean Cities University is growing
- Media Relations Training -- at this meeting
- More AFV technology training (NAFTC) - today

Clarify Policies and Procedures ...

- National Clean Cities Strategic Plan (nearly completed)
- Clear, easy to understand rules and processes (coalition names, territories, co-coordinator guidance just issued)
- Enhanced Designation and Re-Designation process



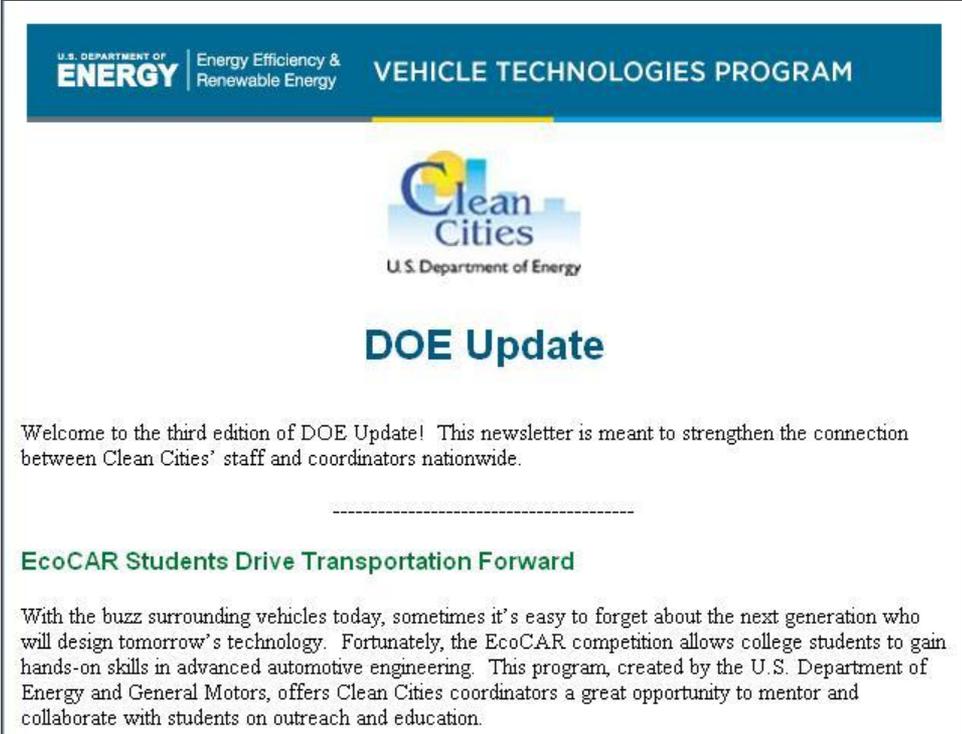
- Storage for files
- “Safe space” to ask questions
- Avoid listserve use
- Limited to coordinators/staff
- Any user can add to it

The screenshot shows a web browser window displaying the 'U.S. DOE Clean Cities Coalitions Wiki' page. The page title is 'FrontPage' and it was last edited by 'jgoverly' 1 month ago. The main content includes a heading 'Clean Transportation for Energy Independence!' with a sub-note that the site became the wiki site for coordinators on 9/16/09. A news item dated 11/19/09 mentions that Jonathan added names to a 'Contacts List'. A warning section states 'EVERYBODY... PLEASE DON'T UPLOAD PPT FILES.' and advises turning them into PDFs. A 'Directions/Instructions' section provides guidance on using the 'Navigator' and 'Starred Pages' features. On the right side, there is a 'Clean Cities' logo and the text 'U.S. Department of Energy'. A sidebar on the right contains navigation links like 'Create a page', 'Upload files', and 'Upgrade!', along with a search box and a 'Send a link' option. At the bottom of the sidebar, there is a description of the Clean Cities program as a government-industry partnership and a link to the website.

cleancities.pbworks.com

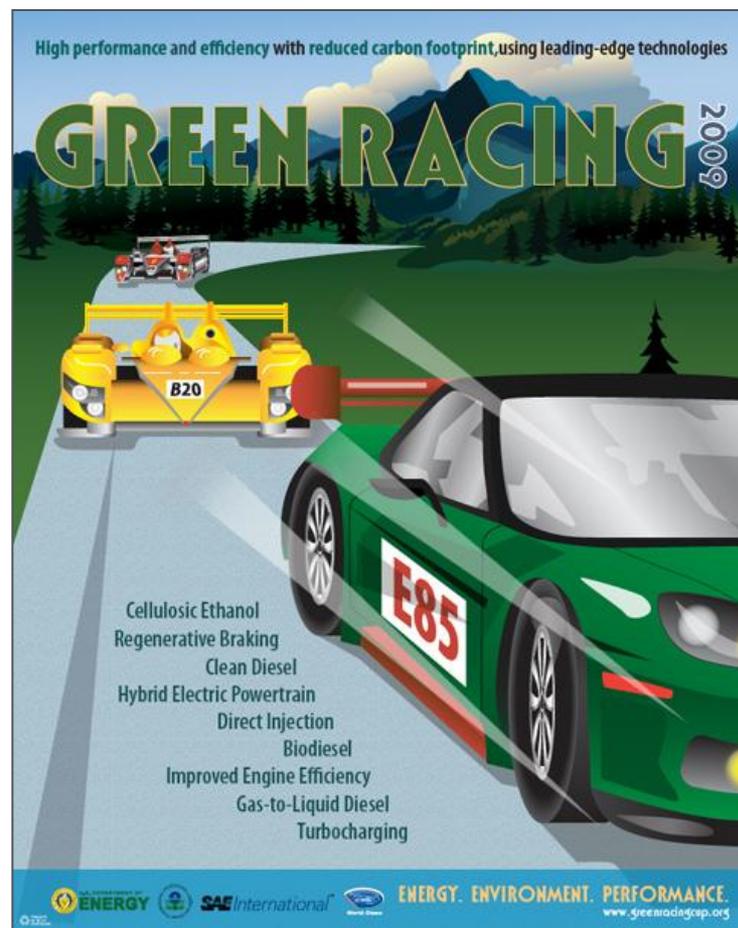


- Improve communication between DOE and coordinators
- Provide material for regional/coalition newsletters
- Every other month
- Please suggest topics for upcoming issues!



The screenshot shows the top portion of a newsletter. At the top is a dark blue header with the U.S. Department of Energy logo and the text 'Energy Efficiency & Renewable Energy' on the left, and 'VEHICLE TECHNOLOGIES PROGRAM' on the right. Below the header is the 'Clean Cities' logo, which includes a stylized sun and buildings, with the text 'Clean Cities' and 'U.S. Department of Energy' underneath. The main title of the newsletter is 'DOE Update'. Below this is a welcome message: 'Welcome to the third edition of DOE Update! This newsletter is meant to strengthen the connection between Clean Cities' staff and coordinators nationwide.' A dashed line separates this from the first article, which is titled 'EcoCAR Students Drive Transportation Forward' in green. The article text reads: 'With the buzz surrounding vehicles today, sometimes it's easy to forget about the next generation who will design tomorrow's technology. Fortunately, the EcoCAR competition allows college students to gain hands-on skills in advanced automotive engineering. This program, created by the U.S. Department of Energy and General Motors, offers Clean Cities coordinators a great opportunity to mentor and collaborate with students on outreach and education.'

- DOE/EPA/industry developed “green racing” protocols
- Farthest and fastest with least environmental footprint and energy used
- American Le Mans has adopted
- Opportunities available for coalitions to display



- EERE Communications Office initiative
- Designed to win “hearts and minds”
- Focus on Recovery Act projects
- Welcome Recovery Act accomplishments and other innovative coalition projects



www.energyempowers.gov

- Current designation process has an interactive webinar/interview
 - Describe coalition history, structure, coverage, leadership, and membership
 - Describe why the coalition is seeking designation
 - Present plans and projections for petroleum reduction in their region
 - Discuss their approaches/strategies to the Clean Cities mission in their region
 - Describe what makes the coalition unique or attractive
 - ***More Interaction with DOE leadership team & program managers***
- Augments the previous procedures for developing coalitions, writing program plans, and seeking designation
- Recently-designated coalitions have successfully used the interview process as part of designation

Re-designation History and Motivation for Change

- Re-designation is not new, but processes have varied widely over the years
 - Early re-designations were “mini program plans” that took considerable effort to develop
 - coordinator time constraints were an issue
 - Later re-designations were very simple: written request for re-designation accompanied by a list of stakeholders – less time required, but also much less valuable as a planning tool for coalitions, and little or no interaction with DOE program managers.
- DOE is revising the re-designation process to:
 - Make it more similar to the current designation process
 - **Enhance interaction & communications between DOE and the coalitions**
 - Get coalition stakeholders and board members involved
 - Make it quantitative, thorough, and useful (not just administrative)
 - Give DOE mgmt a better understanding of coalition accomplishments and needs
- DOE-HQ is including input from the PMCs, the Coordinator Council, coalitions and stakeholders to enhance the re-designation process

Review/Re-designation Process: What's New

- Timeframe between re-designations **shortened from five years to three**
 - Keep DOE more in touch with coalition activities and coalition leadership
 - Coordinator turnover averages five years: want to have reviews/re-designations more frequently to help coalitions weather changes more effectively
- Reviews/redesignations will be **more interactive** (live vs. written reports)
 - Similar to current designation interview process (webcast + powerpoint)
 - **Direct interaction between coordinators and DOE HQ staff:** instant feedback on coalition plans, suggestions for future growth, expectations, etc.
 - Healthy “**Check-Up**” format – coalitions can tell DOE about what makes them successful and different from others, express challenges and needs
- **More emphasis on measurable and achievable goals, commitments**
 - Commitments for petroleum displacement, coalition membership, etc.
 - Show plans for the future success of the coalition
 - Commitment from stakeholders to support coordinators & coalitions

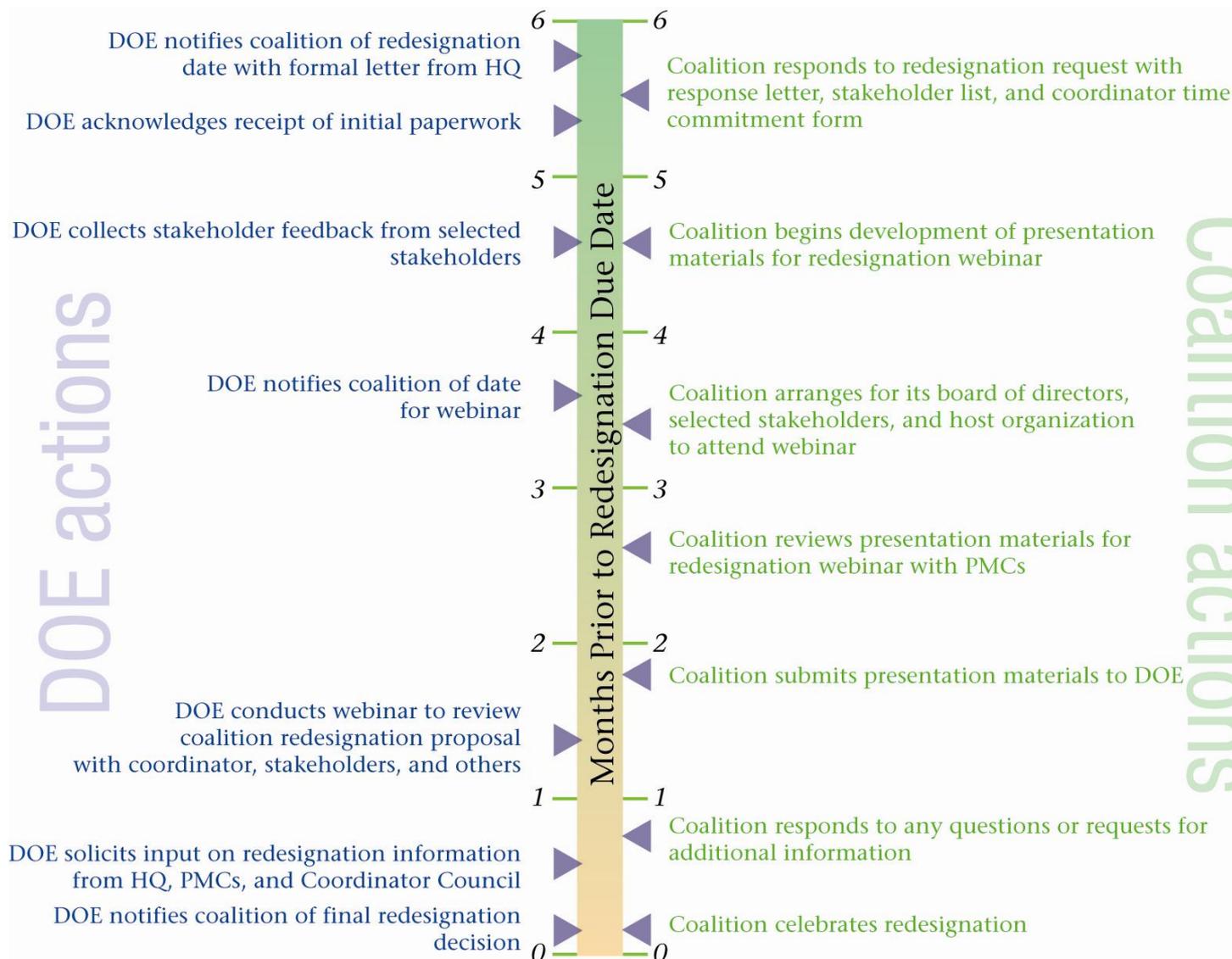
- **STEP 1: Schedule Review/Re-designation**
 - Coalition will be notified of their re-designation dates in advance
 - Coalition will apply for re-designation through a formal letter (template to be provided)
 - Coalition management (coordinator supervisor, host organization leader, board of directors) will verify their continued support for Clean Cities and the coordinator in their community (template letter to be provided)
- **STEP 2: Interactive Webinar to Discuss Accomplishments and Plans**
 - Coalition will develop webinar presentation using template to be provided
 - PMCs will assist coalition in developing presentation materials and practicing webinar presentation
 - Webinar attendees will include coordinator, key stakeholders, host organization management, PMCs, and DOE management
 - DOE and PMCs will make determination of coalition status and notify coalition of decisions and/or provide suggestions for improvement.
- **STEP 3: Implement the Plans**
 - DOE and PMCs will continue to monitor coalition progress
 - Written plans will be submitted/reviewed as needed to remain current

- Petroleum Displacement
 - Contributing to overall DOE/Clean Cities goals
- Coalition Membership
 - Sustaining and expanding membership
- Funding for Sustainability
 - Sources of funding beyond DOE
- Coordinator Time Commitments
 - Increasing time available for coordinators to spend on Clean Cities
- Outreach and Education
 - Reach the right audience with the right message
- Coordinator Succession Plan
 - How will critical coalition operational information be passed along to a new coordinator?
- Coordinator Training
 - Training to keep coordinator skills sharp and up-to-date

**Think of new and
innovative ideas to
achieve Clean Cities
goals**

Proposed Timeline for Review/Re-designation

**Draft timetable
for a coalition's
re-designation
process –
subject to
change**



More Personalized Attention

- Individual coalition stakeholders may be contacted or interviewed independently during the re-designation process to seek input or solicit increased support for growing coalition efforts.
- From time to time, individual coalitions may be invited to Washington, D.C., to conduct their re-designation review in person with DOE program managers

- Consider establishing “**Service Levels**” for coalitions: what general level of service does each coalition want to provide?
 1. Primarily a Clean Cities Information Resource
 2. Provides Technical Assistance, Organizes Community Events
 3. Project Management Services and Grant Administration
 4. Regional Coordination of very large projects and activities involving multiple Clean Cities coalitions and/or multiple states
 5. Other services ??
- At the time of re-designation, each coalition would choose what service level makes sense for them, and be identified accordingly in publications, websites, etc.
- DOE resources and support would be customized to match service level categories



- DOE HQ will complete development of the formal Re-designation Guide for review by the PMCs and Coordinator Council in mid-summer
- Coordinators are encouraged to provide suggestions and input to the re-designation process
- Once process is finalized, coalitions with pending re-designations will begin to be notified about starting the new process

- **UL – E85 Dispenser Update:** Final components (hoses) have passed all testing. Listing (certification) of complete dispenser expected to follow soon. Coalitions should develop plan to communicate this information to key stakeholders (provide links to AFDC Technology Bulletin and UL listing announcement).
- **EV Cities** – The White House is interested in an aggressive Electric Vehicle initiative to help cities accelerate EV market transformation. Clean Cities asked to plan/host initial public meetings.

Questions ?