



## 2010 Regional Peer Exchange – Recent Accomplishments and Future Goals

**Matt Sandstrom**

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## **Full-Time Coordinator:** *Matt Sandstrom, Project Manager (full-time)*

Time split between CC Recovery Act project and coordinator duties

Assembling a group of stakeholders in the Detroit Metro Area

Co-managing the \$15M Michigan Green Fleets Project (Recovery Act)

Planning future stakeholder meetings and events

## **Support Team:**

*Sean Reed*, Executive Director (previous Ann Arbor coordinator)

*Lisa Warshaw*, Project Manager (active Ann Arbor coordinator)

*Stephanie Simon*, Intern (shared/full-time)

*Robyn Skodzinsky*, Project Manager (2 years or coalition support)

## **Coalition Location:** *Ypsilanti, MI*

- DACC is housed in the offices of the Clean Energy Coalition (CEC) in “Depot Town” Ypsilanti

## **Coalition Organization**

- CEC is a 501(c)(3) responsible for the direction and oversight of DACC, among other projects at CEC; Sean Read is CEC’s Executive Director and former Ann Arbor Clean Cities Coordinator

## **Coalition Meetings**

- The first stakeholder meeting for DACC under CEC responsibility was held on April 28, 2010. Future meeting and/or events will be held on a quarterly basis to demonstrate successful implementation of alternative fuels and/or infrastructure. All meetings work toward the goal of educating stakeholders to advance the adoption of alternative fuels.

## 2008 Annual Survey

- 100 Stakeholders
- 0 New Fueling Sites
- 7 New Alt Fuel Vehicles
- ***127,833 GGEs Displaced***

## 2009 Annual Survey

- 260 Stakeholders
- 0 New Fueling Sites
- 50 New Alt Fuel Vehicles
- ***291,531 GGEs Displaced***

*Clean Energy Coalition is the new administrator of Detroit Area Clean Cities. We have set a goal of 750,000 GGEs displaced and three new fueling sites for 2010. This goal represents more than a 250% increase over 2009's GGEs displaced.*

## Radio Campaign

- The former administrator of DACC, NextEnergy ran a radio campaign between February 2009 and July 2009. Radio spots ran on WCSX Detroit and featured DACC member A.D. Transport Express, discussing Auxiliary Power Unit success and the DACC mission.
- *Reach: 855,400*

## Transition to Clean Energy Coalition

- *December 2009:* Next Energy meets with Clean Energy Coalition to begin the administrative transition
- *February 2010:* Clean Energy Coalition becomes the official administrator of DACC

## Launching DACC under Clean Energy Coalition (CEC) comes with a number of advantages

- CEC already has existing partnerships in the Detroit Metropolitan Area. Moreover these partners are already familiar with the missions of CEC and Clean Cities.
- CEC has demonstrated success administering the Ann Arbor Clean Cities Coalition. This proved helpful selecting an appropriate location, garnering attendance, and creating a useful agenda (time-savers).
- Shocked by the participation! Over 50 attendees from local governments, metropolitan planning organizations, fuel suppliers, OEMs, etc. were present in the first DACC meeting under CEC administration.

- **Rating as a Coalition/Coordinator: 6/10**
  - Reason: Simply put, we just started administration of DACC and I've got a lot to learn.
- **How and why we'll succeed?**
  - Leverage success of Ann Arbor Clean Cities
  - Leverage the MI Green Fleets Project to build awareness
  - Engage the Big Three Automakers, all headquartered in the region
- **Do we need help?**
  - Yes -- the single biggest challenge is the Clean Cities learning curve. We welcome ideas from other Coalitions to improve our coalition.

1. Successful implementation of the MI Green Fleets Project
2. Displace at least 250% of DACCs 2009 Petroleum GGEs
3. 20% increase in stakeholders
4. Increase fleet manager participation at meetings by conducting one-on-one outreach with 30 fleet managers in the DACC area
5. Foster greater involvement with the community by showcasing alternative fuel vehicles and infrastructure (theme will be included at a minimum of two events in 2010)

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