

# Collecting & Reporting Useful Information for Your Annual Survey



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National Renewable Energy Laboratory (NREL)

**2010 Clean Cities Leadership Retreat**

September 21-23, 2010  
Rapid City, SD

- Uses of the Annual Survey
  - Clean Cities Program and DOE
  - Coalitions
  - Analysts, policymakers, and marketers
- Problematic questions on survey
- Collecting stakeholder's data

## CURRENTLY...

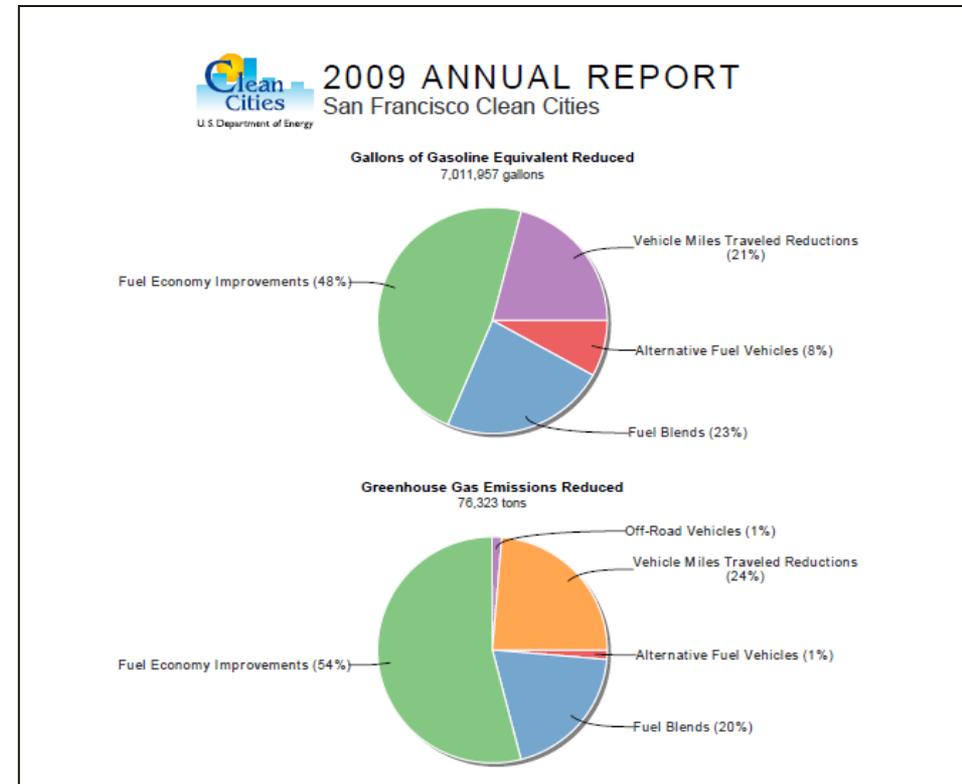
- Provides a record of program impact
  - Annual data/statistics on fuels/technologies in the CC portfolio
- Tracks performance on the coalition- and program-level
- Aids in responding to Congressional and Administrative inquiries
- Helps to justify program resources
- Assists in program-level planning and strategies

## IN THE FUTURE...

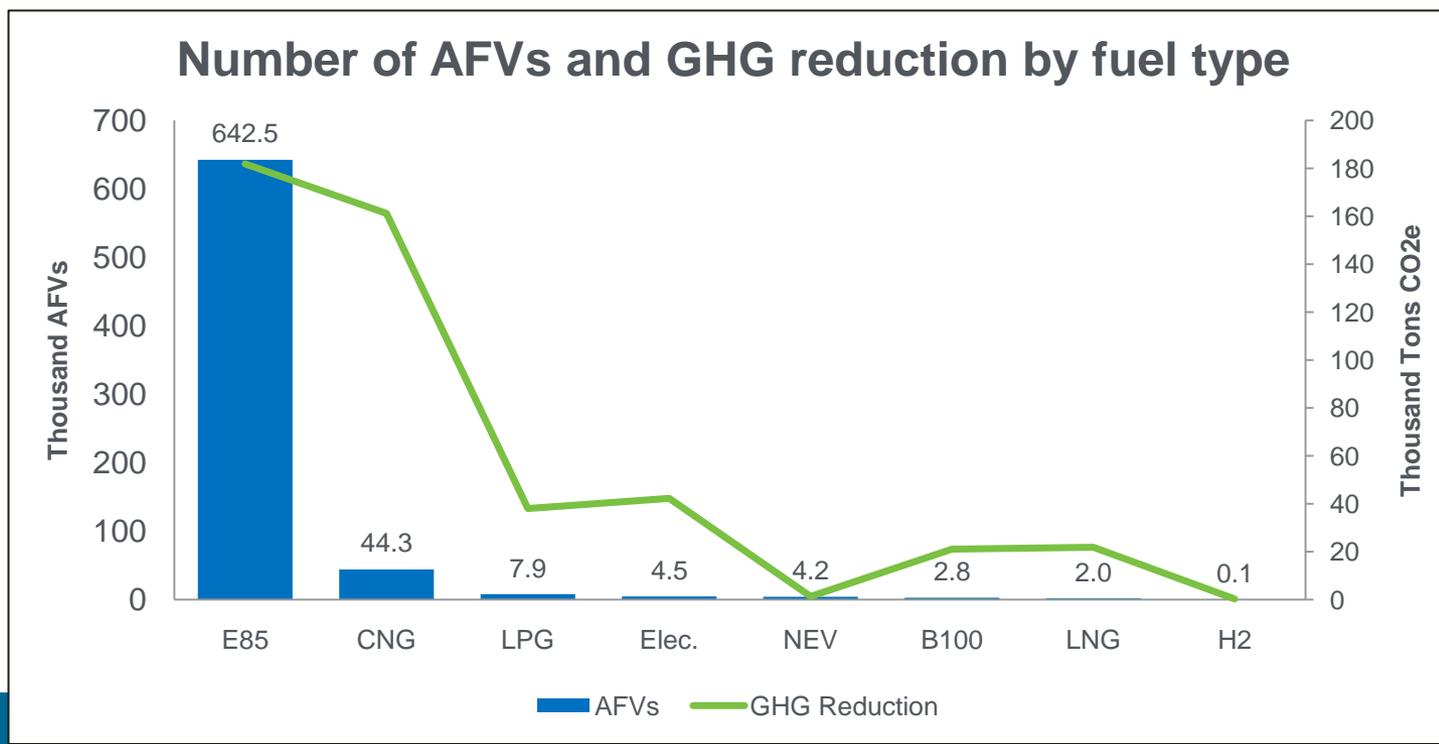
- Determining Coalition support levels
- Evaluating Coalition performance history during re-designation

- Demonstrating Coalition success and accomplishments over entire lifetime of Coalition
- Supplying Coalition data for:
  - Annual Operating Plans (required in Coalition Support Contracts)
  - Coalition-level Strategic Planning Processes
  - Re-designation Process
  - Grant applications
  - Conversations with potential funding sources
- Tracking fleets and stakeholders
- Goal-setting and organizational planning

- Document accomplishments
  - How many of you use the charts and graphs?
  - Multi-year charts available next year.
- As an activities log
  - Now open year-round
- How can we make the survey more valuable to you?



- Niche markets
- Regional trends
- Data source for models (fuel economy, VMT, percent of time using E85)
- Petroleum use or GHG reduction efficacy



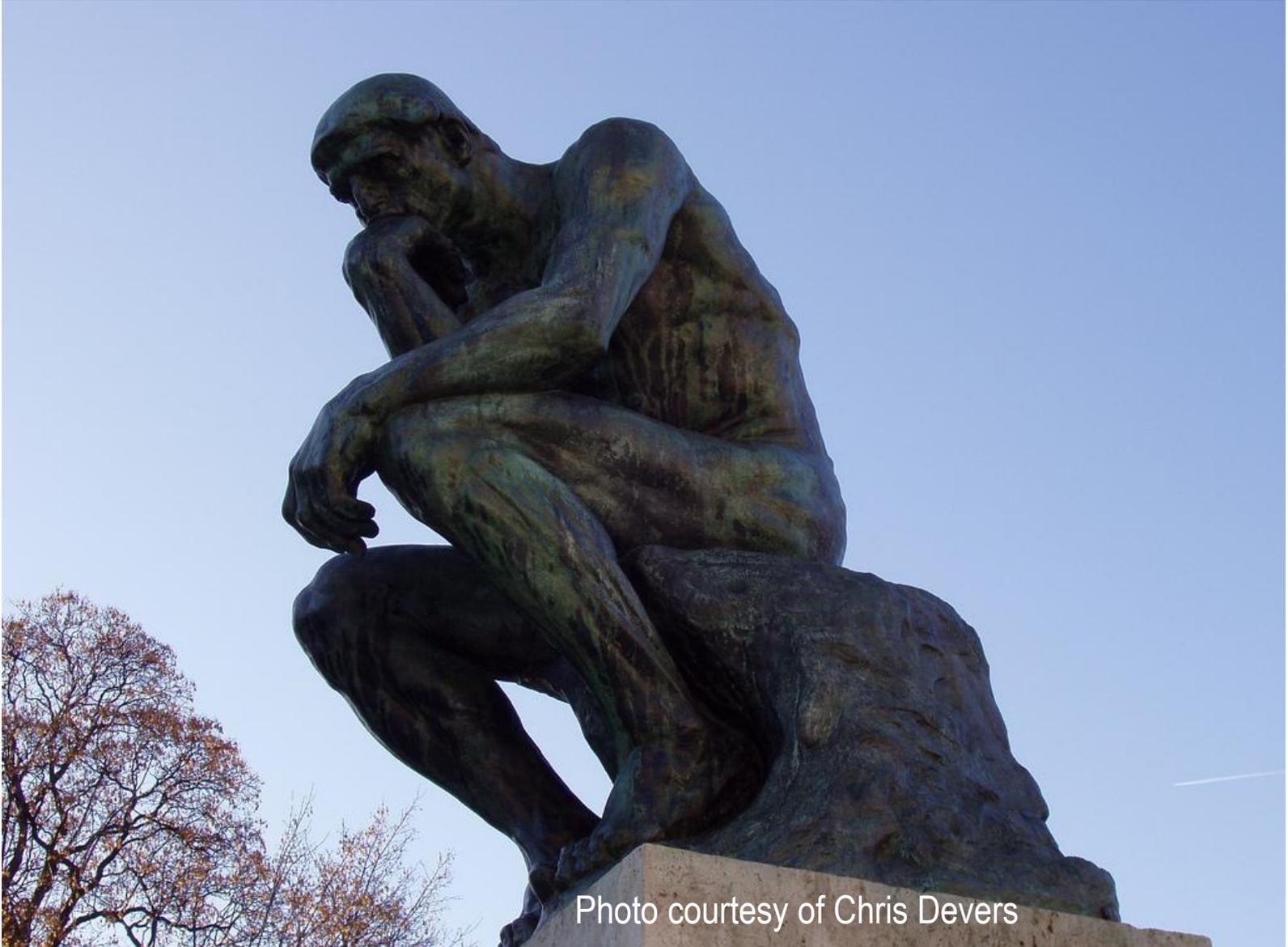


Photo courtesy of Chris Devers

- First consideration: change the survey
- New programming guru in stark contrast to earlier programming pioneer
- Second consideration: better training, help docs, and consistency



**Nick “Banana Split” Muerdter, flexible programmer**

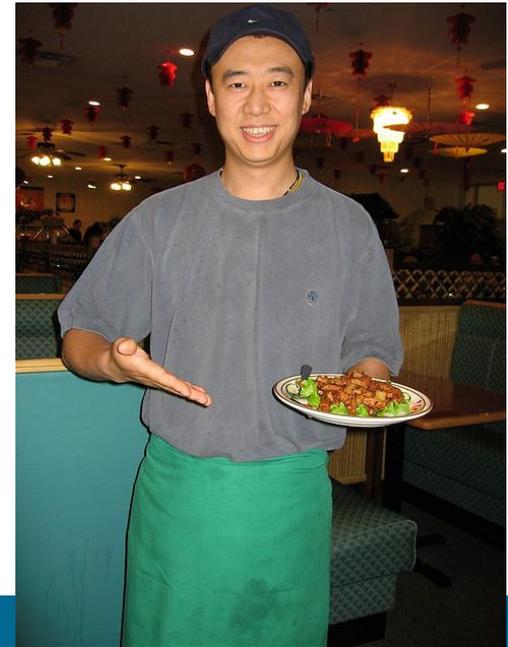
- Purpose: enable partial credit and avoid double counting
- Problem: very arbitrary, displacement underreported this year
- New Guidelines
  - 100% if project was done by a stakeholder
  - 50-75% if stakeholder was mandated by EPA Act or State
  - 10-25% if project was done by non-stakeholder
- Changing survey to guide through these guidelines
  - Likely to include a question such as “likelihood that this project could have succeeded without coordinator’s help”

# Who counts as a stakeholder?

1. all of the people who pay you dues?
2. all of the people who show up at your events?
3. all of the people who provide data for the annual survey?
4. all of the people on your newsletter distribution list?
5. all of the fleets in your recognized coalition territory?
6. all of the citizens in your recognized coalition territory?



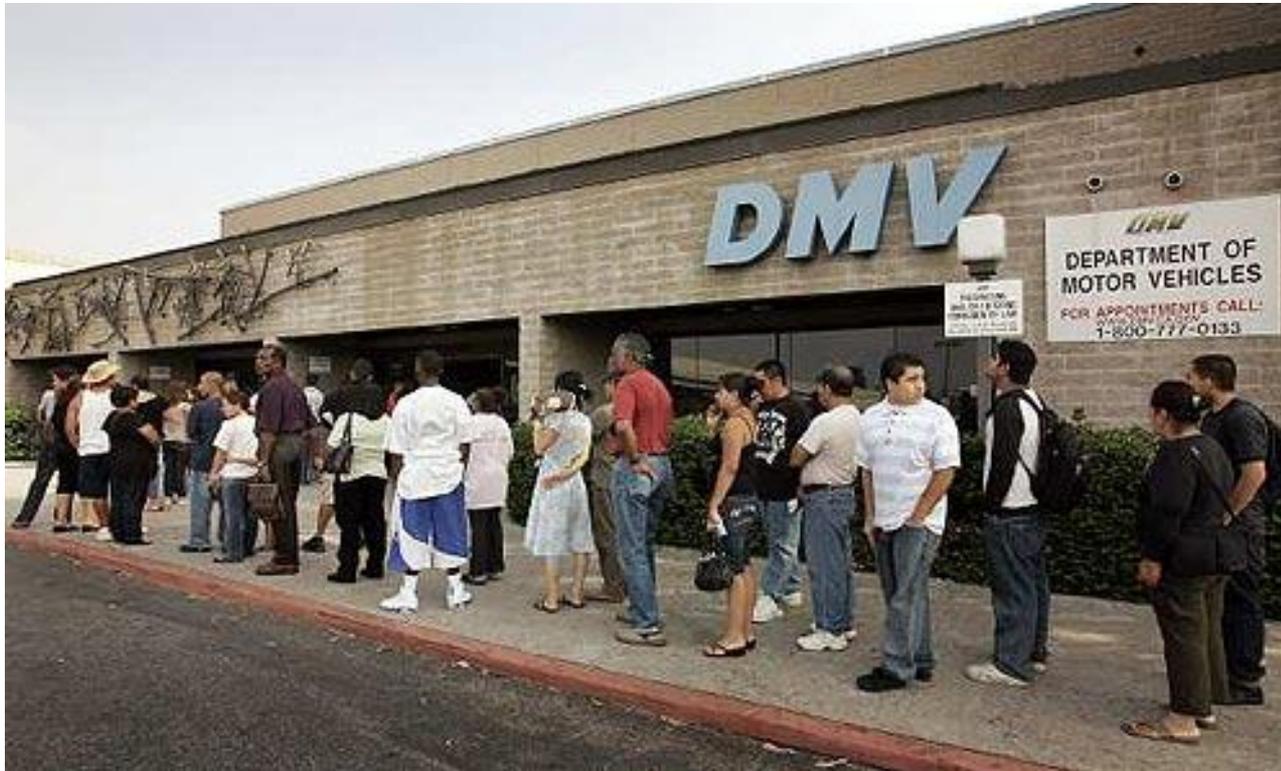
**Flickr photos by:  
Chris Waas (stake) and  
Maggie Osterberg (steak)**



- Biodiesel in blends section since don't require AFV
  - “High-level winter blends” have highest BD concentration that can be safely used by BD-specific vehicles in the winter.
- All other fuels should be reported in AFV section, but what if stakeholder is fuel supplier?
  - Can add AFV back-calculator
  - Thinking of switching to “Alternative Fuel & Vehicles” section

- We're tracking legacy equipment (instead of just new installations) on idle reduction equipment.
  - Wasn't very clearly labeled
- Planning on doing the same for alt fuel stations next year, and tracking throughput

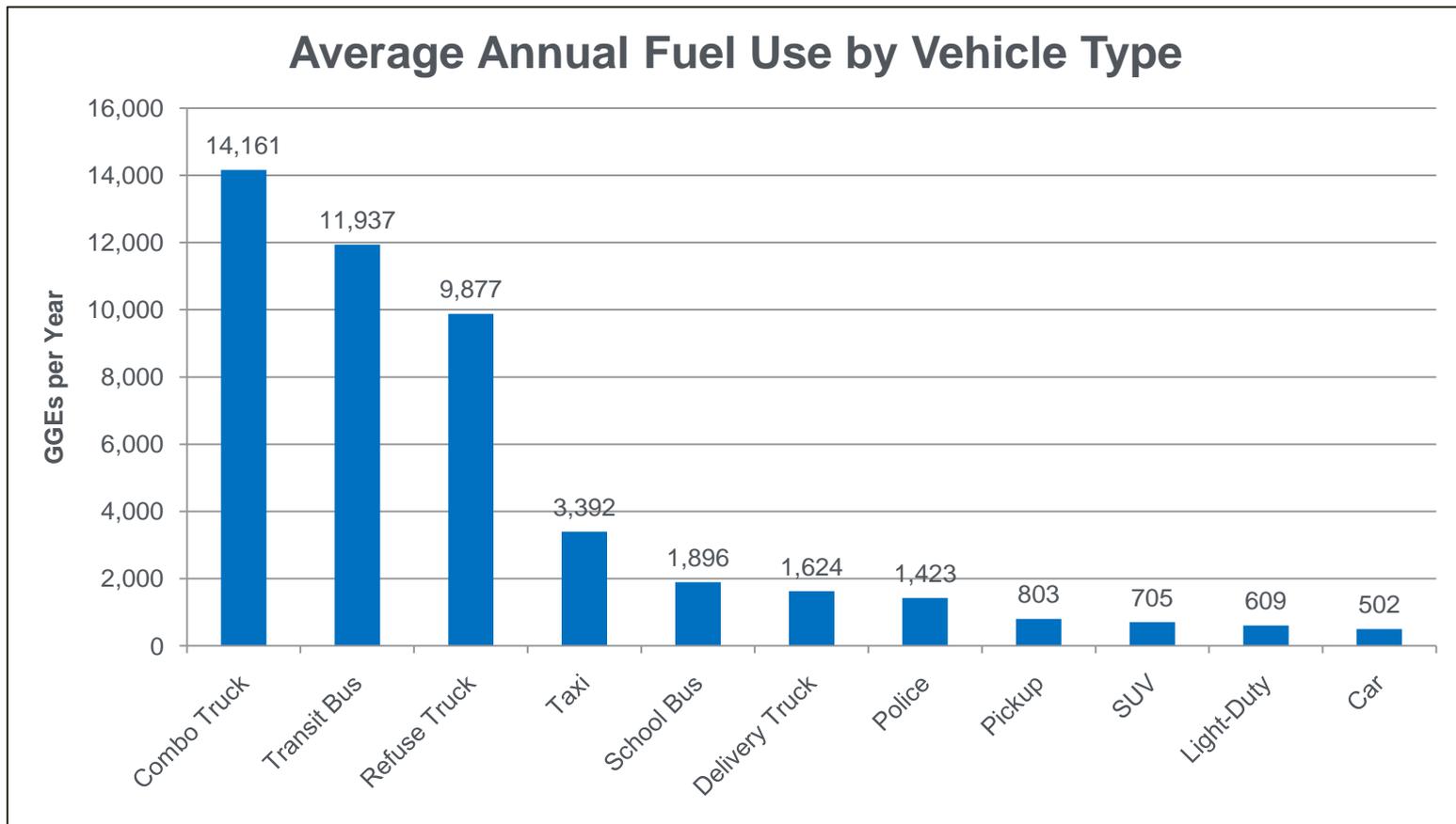
- Coalition is too disassociated from DMV populations
- Random FFV fuel use patterns are too uncertain
  - Need an idea as to what percent of time they are using E85



- Which year to report?
  - Full amount first year, then \$0 for each subsequent year
  - We're adding a tool to allocate amounts to each year of the grant.
- Don't report Clean Cities Coalition Support Contract
- Click on DOE box for all DOE grants
  - Enables us to calculate how Clean Cities leverages DOE money

- HEVs now reported in Fuel Economy section so you can enter in previous car's fuel economy and HEV's fuel economy
  - PHEVs are here also, just so they are with HEVs
  - PHEVs were very under-reported this year
- “Original” and “new” fuel and fuel economy problematic for some because they thought it was only asking for new vehicles
  - Will be changed to “previous” and “current”.

- Going to fine-tune default VMT and fuel economy, depending on niche market



Single-click on question mark

Enter the original fuel economy (in mpg) of the vehicles before the project began.

For hybrid projects, enter the fuel economy of the vehicles being replaced. If the hybrids are not replacing existing vehicles:

- Enter the average fuel economy of the fleet the hybrids are being added to.
- If this is unknown, enter the fuel economy of a comparably sized, conventional vehicle. Use [fueleconomy.gov](http://fueleconomy.gov) to find a comparable vehicle.

Original fuel economy\* ?

mpg

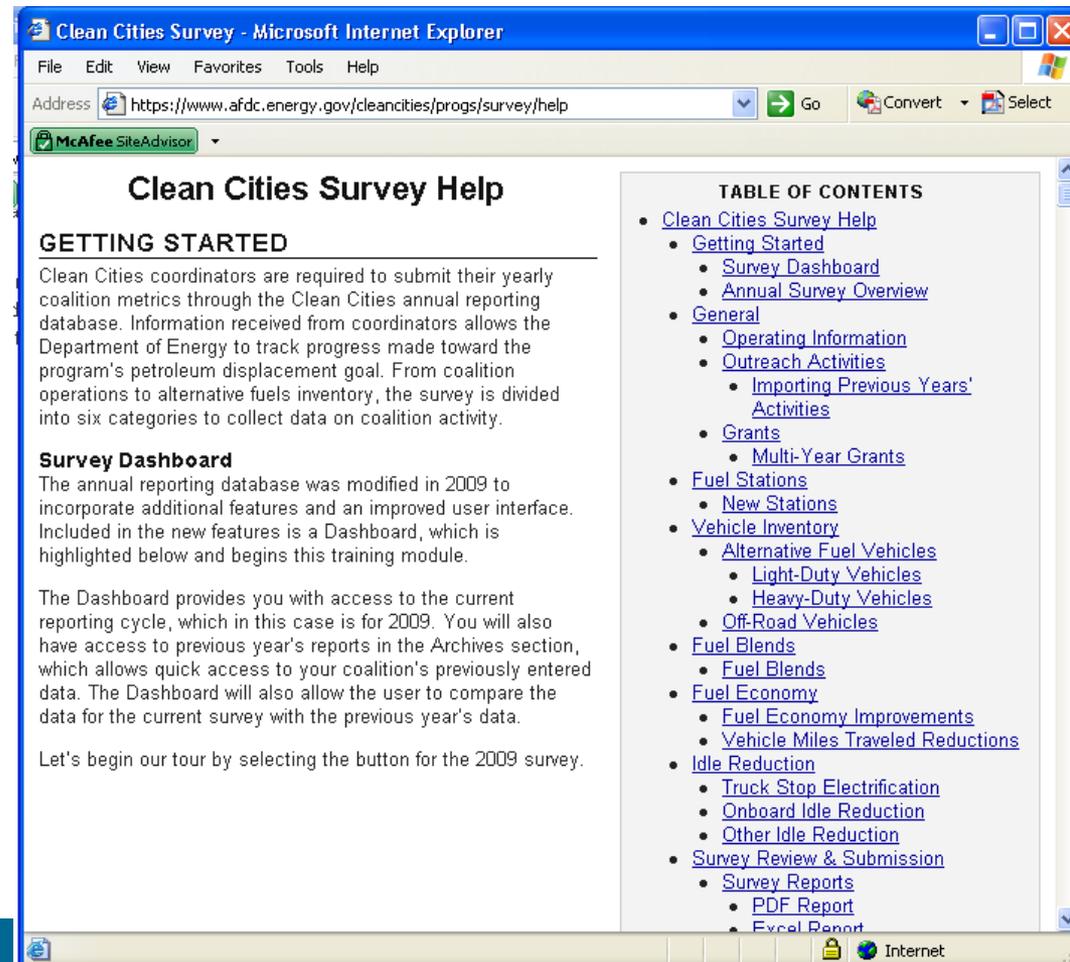
New fuel economy\* ?

mpg

Miles traveled per vehicle\* ?

miles

Main help document at the bottom of screen



Clean Cities Survey - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <https://www.afdc.energy.gov/cleancities/progs/survey/help> Go Convert Select

McAfee SiteAdvisor

## Clean Cities Survey Help

### TABLE OF CONTENTS

- [Clean Cities Survey Help](#)
  - [Getting Started](#)
    - [Survey Dashboard](#)
    - [Annual Survey Overview](#)
  - [General](#)
    - [Operating Information](#)
    - [Outreach Activities](#)
      - [Importing Previous Years' Activities](#)
    - [Grants](#)
      - [Multi-Year Grants](#)
  - [Fuel Stations](#)
    - [New Stations](#)
  - [Vehicle Inventory](#)
    - [Alternative Fuel Vehicles](#)
      - [Light-Duty Vehicles](#)
      - [Heavy-Duty Vehicles](#)
    - [Off-Road Vehicles](#)
  - [Fuel Blends](#)
    - [Fuel Blends](#)
  - [Fuel Economy](#)
    - [Fuel Economy Improvements](#)
    - [Vehicle Miles Traveled Reductions](#)
  - [Idle Reduction](#)
    - [Truck Stop Electrification](#)
    - [Onboard Idle Reduction](#)
    - [Other Idle Reduction](#)
  - [Survey Review & Submission](#)
    - [Survey Reports](#)
      - [PDF Report](#)
      - [Excel Report](#)

### GETTING STARTED

Clean Cities coordinators are required to submit their yearly coalition metrics through the Clean Cities annual reporting database. Information received from coordinators allows the Department of Energy to track progress made toward the program's petroleum displacement goal. From coalition operations to alternative fuels inventory, the survey is divided into six categories to collect data on coalition activity.

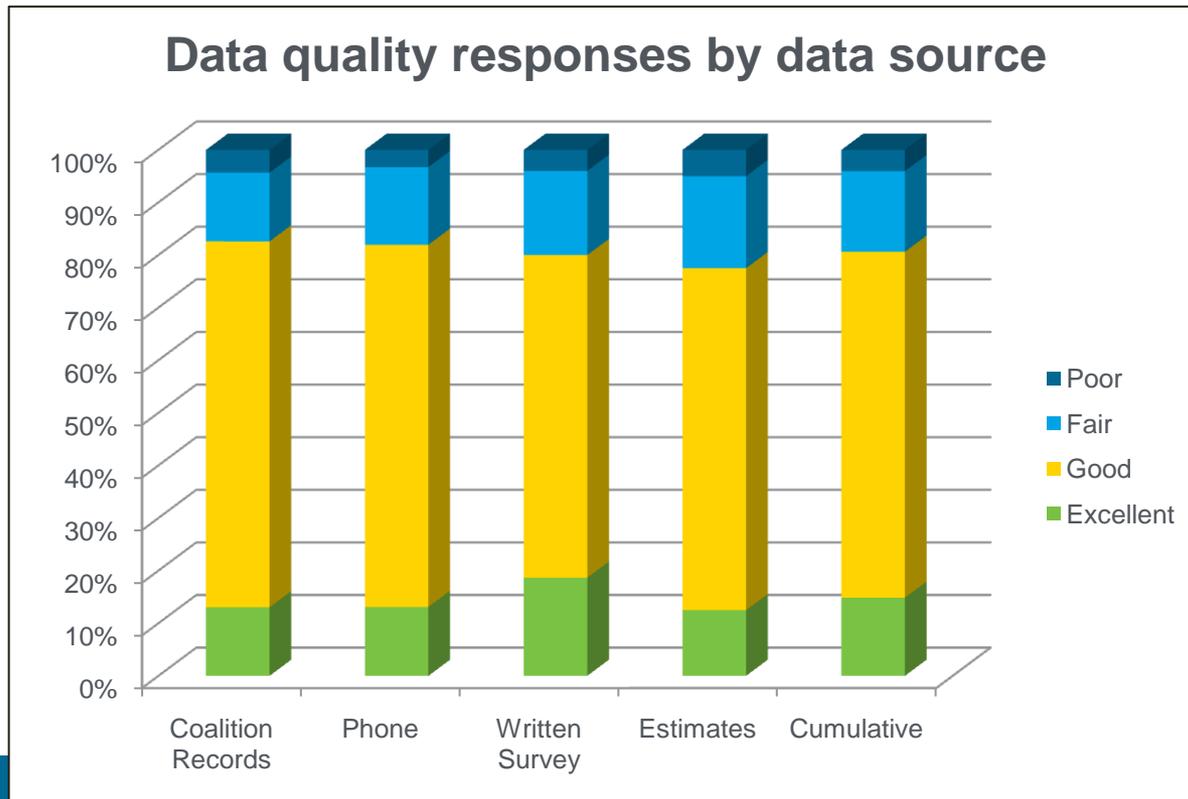
#### Survey Dashboard

The annual reporting database was modified in 2009 to incorporate additional features and an improved user interface. Included in the new features is a Dashboard, which is highlighted below and begins this training module.

The Dashboard provides you with access to the current reporting cycle, which in this case is for 2009. You will also have access to previous year's reports in the Archives section, which allows quick access to your coalition's previously entered data. The Dashboard will also allow the user to compare the data for the current survey with the previous year's data.

Let's begin our tour by selecting the button for the 2009 survey.

- Not much deviation in data quality by type this year
- Using the stakeholder survey spreadsheet—delete tabs!
- Why we don't want to set up direct stakeholder input.
  - The buck stops with the coordinator.



- What if a stakeholder doesn't report?
  - Last year's numbers are a closer estimate than zero.
    - We're considering ways to make these values more available.
    - Need to avoid a one-click re-approval
  - Personal contact instead of mass email
  - Send them coalition report to get them invested/interested
  - Other good ways to get them to report?

- Did we miss any problematic questions?
- Any other questions?
  
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