

NEC3 Stakeholder Survey: *What we need to know...*

The information below is taken directly from the draft Clean Cities Designation Guide.

Step 3: *Assess the Local Marketplace for Alternative Fuels*

A coalition applying for Clean Cities designation must demonstrate to DOE that a healthy regional marketplace exists for alternative fuels and other petroleum reduction technologies. The number and type of AFVs and hybrids, the amount of alternative fuels used and produced, idle reduction technologies employed, and fuel economy measures undertaken must be documented.

This is one of the most important, and most labor-intensive, steps in the designation process. To obtain this information, a comprehensive stakeholder survey must be undertaken. The coalition will use the information obtained from this survey to prepare its strategic Program Plan, which will be scrutinized by DOE during the review process. It will also be used to respond to DOE's regular requests for data, which include an annual Clean Cities questionnaire and a quarterly Alternative Fuels Price Report.

Step 4: *Set Goals and Develop Action Steps*

Knowing the current market situation for the various Clean Cities technologies in use makes it possible for the coalition to set realistic goals for petroleum reduction. The Clean Cities program has set an overall goal of displacing 2.5 billion gallons of petroleum per year from the transportation sector by 2020. Clean Cities coalitions must increase the amount of petroleum displaced by 17% per year in order to reach this goal.

When setting its petroleum reduction goals, the coalition should be specific about what types of projects will be implemented over the next three years, and the amount of fuel savings that can result from each. It may not be possible to implement all of the Clean Cities technologies or use all of the different alternative fuels; each coalition's stakeholders should determine which strategies work best for them. The goals developed here will be set forth in the Program Plan, and will be re-evaluated at regular, three-year intervals.

It is during this stage that the stakeholders assess their individual situations to determine what commitments they can make toward meeting the coalition's petroleum reduction goals. These commitments should be reasonable and quantifiable, e.g., number and type of AFVs to be purchased, amount of biodiesel fuel to be used, etc.

Step 5: *Develop a 3-Year Program Plan*

In order to be designated as an official Clean Cities program, each coalition must develop a strategic Program Plan, which consists of the following:

- An introduction and coalition overview
- Information on the coalition's Coordinator
- Details about the stakeholders, their roles in the coalition and their commitments to current and future actions
- Coalition governance details: Steering Committee, Working Groups, Board of Directors, etc.
- A discussion of the coalition's ongoing Clean Cities activities, including details about the following:
 - The number and type of alternative fuel vehicles (AFVs), and hybrid-electric vehicles (HEVs) in the coalition
 - Amounts of alternative fuels being used or produced
 - Available refueling and recharging stations
 - Idle reduction technologies employed by coalition members
- Coalition goals for the next 3 years. Include projections for AFVs, hybrids and refueling/recharging stations to be added and action steps to implement the goals.