

PROPOSED CLEAN CITIES MEMBERSHIP STRUCTURE & BENEFITS

The basic idea and goal is to:

- (1) keep it simple – clarify commitments and benefits
- (2) create value so that being a stakeholder translates to a mutually beneficial commitment and supports active involvement
- (3) find balance between complicated and ambiguous requirements

Membership Types

Stakeholder: are individuals or entities, based/residing in the greater Houston area, that pursue and/or promote alternative fuels and clean vehicle technology projects and opportunities. Individuals and entities are asked to fulfill requirements outlined below. Our stakeholders include:

- Representative in local government
- Stakeholder in industry and trade groups
- Fleet managers
- Nonprofit organizations

Supporter: receive Clean Cities newsletters, invites and announcements

- Concerned and interested citizens / members of the public
- Organizations & companies that want to remain informed about events

Stakeholder Commitments

Administrative	Submission of a completed application form
	Affirmation of Coalition goals on signed letterhead
Technical Assistance	Complete annual DOE-required surveys
	Provide input to/affirmation of the Coalition Annual Operating Plan
Outreach	Provide input on either the Marketing Team or the Education Team

Stakeholder Benefits

Technical Assistance	Priority (“tie-breaker”) consideration in grant funding process over non-stakeholders
Public Recognition	Stakeholder’s logo on our website with link to their webpage
	Member spotlight in a Coalition quarterly newsletter
	Public recognition for long-term commitments to the GHCCC
Outreach	Opportunity to provide a 10 minute presentation at one Quarterly Coalition meeting

Stakeholder Benefits –

What other resources or opportunities would provide value to you and/or your organization?

Clean Cities Recognition Program

- A. Five Year Stakeholder Recognition
 - o Engraved plaque presented at the Clean Air Action Award Luncheon
 - o Congratulatory feature in the Coalition quarterly newsletter
 - o One-time stipend to send a representative to a conference or training session of your choice (maximum of \$500 value, subject to our approval)

Marketing & Education Teams

Marketing Team:

- Help develop promotional materials (i.e. videos), success story profiles, etc.
- Help identify, secure potential sponsors and speakers for activities
- Provide feedback on possible dates, times, agendas, etc. for events and activities
- Provide facility space or other material support for events and activities

Education Team:

- Help develop strategic plans for each alt. fuel/technology (compiled into master plan)
- Support development and review of best practice protocols, sample policies, and other guidance documents
- Help develop and maintain accurate cost-benefit analysis tools
- Select and develop training courses/curriculum
- Serve as “go-to” contacts to answer questions that go beyond our expertise (and/or objectivity)