

Clean Cities Annual Operating Plan Template

Note: This template is provided as a guideline only. If your coalition has an existing format, please feel free to use it. If you choose to use your own format, please be sure to address all of the categories outlined in this document at a minimum.

Coalition Description:

Please describe your coalition, including:

- Designation Year
- Mission and Vision Statement
- Organizational Structure and Type
 - Is the coalition a stand-alone tax-exempt non-profit, or housed within another organization?
 - If housed within another organization, indicate type (State government office, Metropolitan Planning Organization, City or Regional government office, university, etc.),
- Geographic Area Covered by the Coalition (A city? A county? Several counties? An entire state? Etc?)
- Funding Sources
 - Indicate which of the following are funding sources for your organization:
 - Member dues
 - Federal grants
 - State grants
 - Industry grants and sponsorships
 - Private foundation grants
 - Private (major) donors
 - Feeds for services
 - Contracts
 - Other?
- Coalition Governance Structure (Do you have a board of directors? A stakeholder or steering committee? To whom is the coordinator accountable? Etc.)
 - Explain Board and/or Committee structure
- Do you currently have a strategic plan?
 - If so, what was/is your process for developing the plan?
 - Please include a copy as an attachment to this document.

Key Coalition Personnel:

Please identify all key persons involved with your coalition (coordinator plus any additional staff or interns). At a minimum, please include the following information for each person identified:

- Name
- Title
- Key responsibilities
- Hours per week devoted to the coalition
- Length of time with the coalition (for interns or other limited term staff, please also identify the expected duration of their employment with the coalition)

- A brief bio with background information (education, training, certifications, etc). Please do not include full resumes.

Current Alternative Fuel and Advanced Vehicle Technology Market Analysis:

Please include a brief discussion of the following items:

- Infrastructure availability for alternative fuels in your area
 - General discussion on the number of locations and types of fuel available (Note: this is not intended to replicate what we can query on the AFDC Station Locator)
- Major fleets and fuel/advanced technology users and/or other Clean Cities technologies adopters in your area
 - Please include a minimum of 5, if possible.
- Obstacles to deployment of alt fuel vehicles, infrastructure and other Clean Cities technologies in your area
 - Fleet receptiveness to Clean Cities work in your area (i.e. Do the majority of fleets support your efforts or is it a struggle to get them to move toward adopting technologies in the Clean Cities portfolio?)
 - Public receptiveness to Clean Cities work in your area (i.e. Is reduced petroleum consumption a common theme of discussion in your local area or is it a struggle to get the public engaged in or excited about Clean Cities?)
 - Other obstacles faced by your coalition (e.g. staffing, resources, etc.)

Goals and Objectives:

Based on the current market analysis above, what short-term (1 year) and long-term (3-5 year) goals have been set for your coalition in the following areas?

- Fleet adoptions (vehicle purchases, conversions and/or retrofits)
- Infrastructure development
- Fuel use / displacement efforts
- Education and outreach activities
 - Individual efforts
 - Joint efforts with other coalitions
- Organizational growth targets
 - Budget and staff
 - Board and/or committee member development/recruitment
 - Stakeholder/fleet recruitment efforts
 - Territory expansion efforts
 - Relationship building with key partners (Federal, State, Local Governments? Utilities? Regional/National Fleets? Academia? Media? Other?)
- Fundraising efforts (what are your fundraising goals, targets and mix of sources?)
- Coordinator/Coalition training activities
 - Classes you'd like to take in-person or on-line
 - Conferences/workshops you'd like to attend

2010-2011 Coalition Meeting and Event Plan:

Please describe events being planned by your coalition for the benefit of your stakeholders/community.

Event Name	Target Date	Target Audience	Topics to be Addressed
Ex 1: Quarterly Stakeholder Meeting	Q1 2011	Stakeholders New fleets Fleets interested in Biodiesel	<ul style="list-style-type: none"> - Coalition Business - Introduction of New Board Members - Presentation by Fleet XYZ on Biodiesel Efforts
Ex 2: Propane Workshop	June 2011	Stakeholders Fleet Managers Lawn Services	<ul style="list-style-type: none"> - Product Offerings - Laws and Incentives - Possible Ride and Drives Available
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NOTE: ALL COALITIONS RECEIVING COALITION SUPPORT CONTRACT FUNDS ARE REQUIRED TO HOLD A MINIMUM OF FOUR EVENTS PER YEAR (TWO PER REPORTING PERIOD).

2010-2011 Coordinator Travel and Training Plan:

Please describe meetings, conferences and events the coalition coordinator plans to attend in order to remain informed on key Clean Cities topics.

Conference/ Meeting Name	Date	Location
Ex 1: National Biodiesel Board Conference	February '11	TBD
Ex 2: Clean Cities Regional Peer Exchange	June '11	TBD
Ex 3: Clean Cities National Leadership Retreat	October '11	TBD

2010-2011 Coalition Data Reporting and Deliverables Plan:

Please outline the timeline for reporting of key deliverables to DOE (e.g. alt fuel price reports, annual survey data collection, etc.) and/or other entities.

Key Deliverable*	Due Date	Description
Ex 1: Annual Survey Data Call to Stakeholders	December '10	Begin Soliciting input from stakeholders on vehicle counts and petroleum reduction efforts for inclusion in the annual survey
Ex 2: Alternative Fuel Price Report Q1	January '11	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Ex 3: Input Annual Survey	February '11	Upload all coalition information into

Information into DOE Database		database by end of February deadline
Ex 4: Alternative Fuel Price Report Q2	April '11	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Ex 5: Coalition Success Story #1	April '11	Submit a one-paragraph description of a recent successful event, partnership or fleet contact.
Ex 6: Coalition Support Contract First Reporting Period Invoice	May '11	Submit invoice for first half of coalition support contract by the established deadline.
Ex 7: Alternative Fuel Price Report Q3	July '11	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Ex 8: Annual Operating Plan	September '11	Submit updated annual operating plan to Regional Manager in accordance with coalition support contract deadline.
Ex 9: Coalition Success Story #2	September '11	Submit a one-paragraph description of a recent successful event, partnership or fleet contact.
Ex 10: Alternative Fuel Price Report Q4	October '11	Contact fueling station owners and send fuel pricing info to Mike Laughlin by the established deadline
Ex 11: Coalition Support Contract Final Reporting Period Invoice	October '11	Submit invoice for second half of coalition support contract by the established deadline.

* The majority of the base coalition support contract deliverables are already listed for your convenience. If your coalition elects to perform additional activities above and beyond the baseline contract requirements (e.g. creating/maintaining a website, issuing a newsletter, etc.), please also be sure to include these items.

- Please describe how you collect your annual survey data. Provide a link (if online) or provide an example data request.