



Capital District Clean Communities Stakeholder Meeting


December 20, 2023





Meeting Agenda

1. Welcome and Introductions
2. Charge @ Work Workplace Charging Program
3. Climate Pollution Reduction Grant program
4. Draft Coalition Strategic Plan
5. Other Capital District Clean Communities Updates
6. News Around the Table / Station Updates



Charge@Work
Workplace Charging Assistance

Climate Pollution Reduction Grant Program

Strategic Planning Background

Strategic planning provides a clear, well-defined framework to guide an organization's decision-making over the next 3 to 4 years. A strategic plan:

- Clarifies or establishes the mission, vision, and goals of an organization
- Identifies existing and/or new (external-facing) mechanisms (i.e., named programs, activities within these programs) and support capacities (e.g., communications) to achieve goals that are aligned with an organization's mission and vision
- Frames specific (internal-facing) organizational capacities (i.e., staffing, administration, fundraising, governance) needed to execute on identified mechanisms
- Develops strategies to build the mechanisms and organizational capacities needed to achieve identified goals.



Strategic Plan Components

Planning Timeframe

- 3–4-year horizon recommended
- 1-2-year update period recommended

Mission and Vision

- Mission Statement that defines the organizations work, objectives, and how it will reach these objectives
- Vision statement expresses how the region will be different as a result of the organizations work

SWOT Analysis

- Conducting a Strengths Weaknesses Opportunities Threats (SWOT) can be helpful as an early step in the strategic planning process to prompt the organization to identify internal and external factors that are favorable or unfavorable for organizational objectives.

SMART Goals

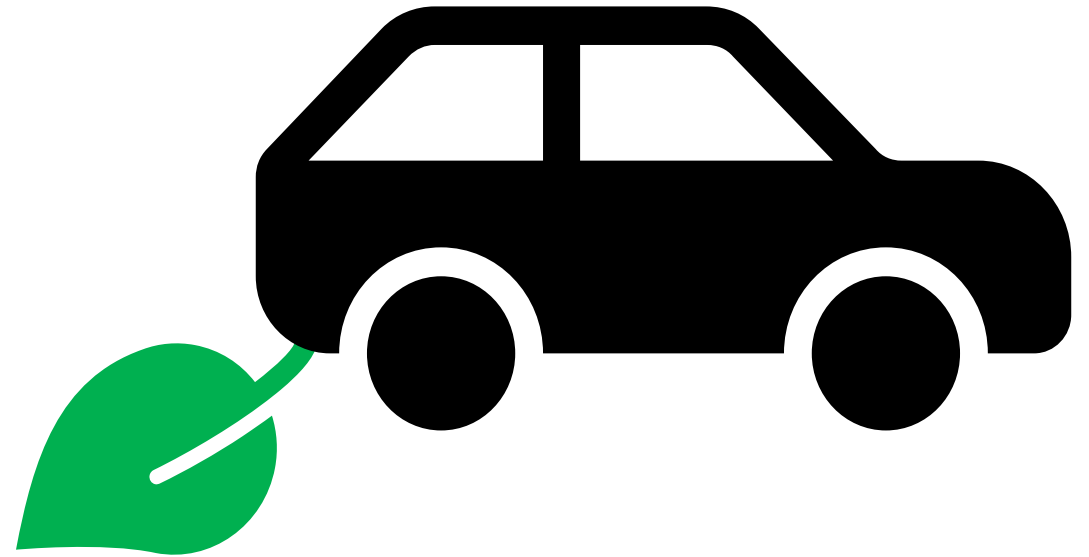
- Goals that are Specific, Measurable, Achievable, Relevant, and Timebound (SMART). Includes goals relating to internal administrative activities and external-facing programs

Framework for Execution

- Internal and external facing activities needed to deliver the goals and objectives identified

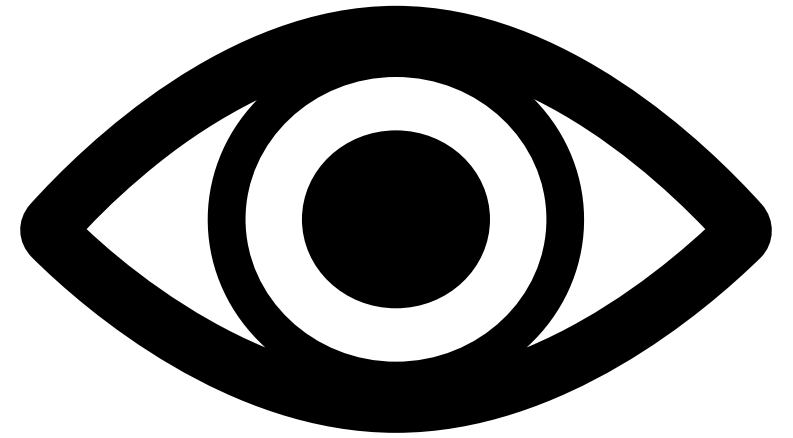
DRAFT Coalition Mission Statement

Our mission is to take the alternative out of alternative fuels. To do this we must reduce dependence on foreign petroleum resources, reduce vehicle emissions, enhance the development of an Alternative Fuel Vehicle (AFV) marketplace in the Capital Region, accelerate local hybrid and electric vehicle sales, promote informed consumer choice on fuel economy and encourage the use of idle reduction technologies. We are doing this by connecting consumers with producers and suppliers, and providing high-quality tools, resources, and training to our members. Think outside the barrel and join us today.



DRAFT Coalition Vision Statement

Our vision is to support a cleaner, more equitable, and more efficient transportation system that will help contribute to the success and overall quality of life in the Capital Region and support the goals outlined in the Climate Leadership and Community Protection Act (CLCPA). Specifically, a reduction in economywide greenhouse gas (GHG) emissions of 40% by 2030 and 85% by 2050 from 1990 levels, a transition to nearly all new light duty vehicle sales and almost half of new medium-and heavy duty vehicle sales being zero emissions and a substantial portion of personal transportation in urbanized areas will shift to public transit by 2030, and by 2050 nearly all vehicles in NYS will have zero tailpipe emissions and New Yorkers will have substantially greater access to low-carbon modes of transportation including public transportation.



SMART Goals

Identify Goals that are Specific, Measurable, Achievable, Relevant, Timebound (SMART)



- **Goal 1:** Help at least two stakeholders access funding for new alternative fuel vehicles or fueling infrastructure.
- **Goal 2:** Become a recognizable alternative fuels resource in the coalition region.
- **Goal 3:** Increase dedicated coalition staff by one.
- **Goal 4:** Add five stakeholders in or with impacts in Environmental Justice areas.

Programs & Activities

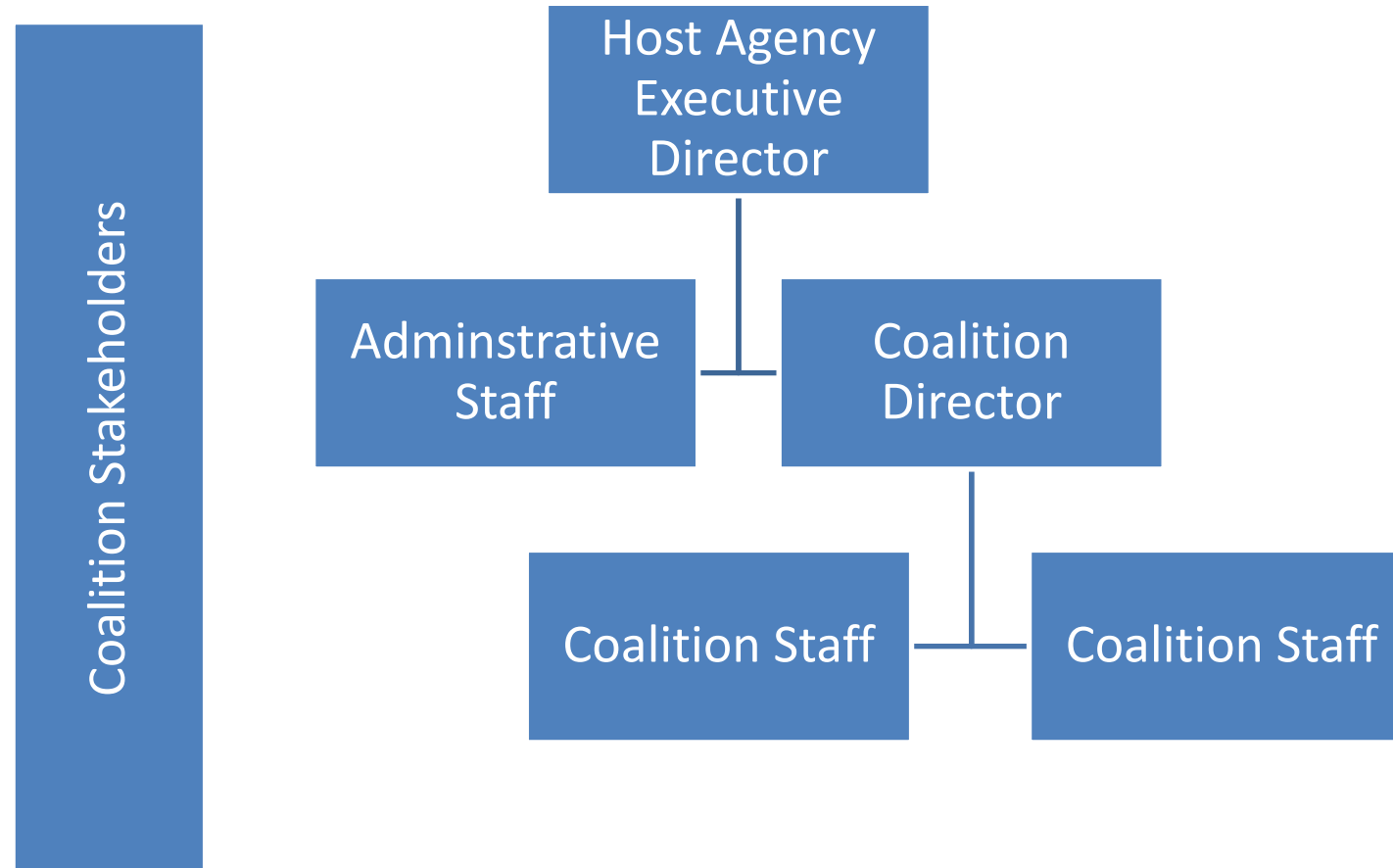
External Programs will help deliver impacts to Goals 1 & 2

- Program 1: Education and Outreach Activities
 - Quarterly Webinar Program
 - Establish Annual alternative fuels event in the coalition region
 - Maintain and grow online & social media presence
- Program 2: Technical Assistance Activities
 - Alt. Fuel Grant Assistance
 - Electric Vehicle Regional Planning
 - Alt. Fuel Total Cost of Ownership Analysis

Internal Activities will help deliver impacts to Goals 3 & 4

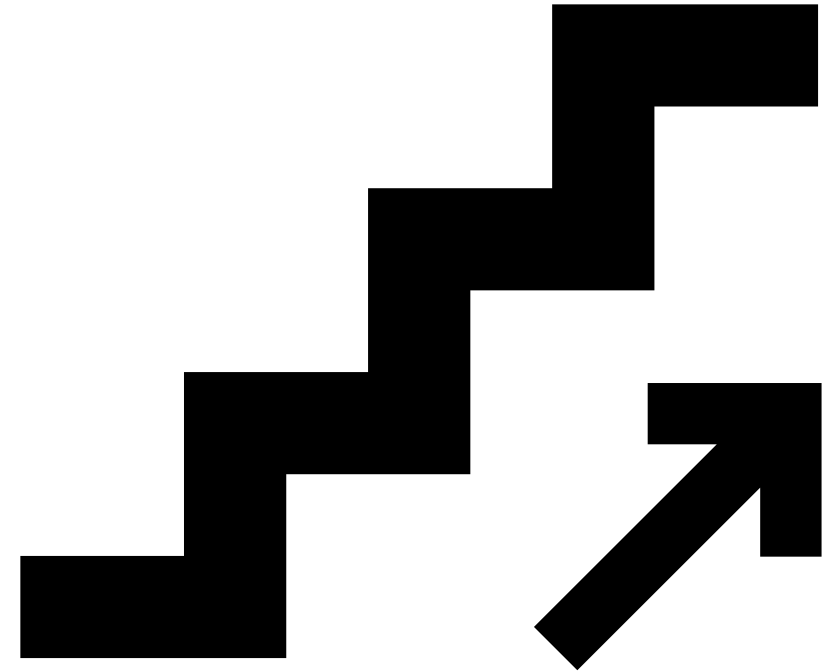
- Activity 1: Increase coordination with host agency staff
- Activity 2: Develop Job Posting for Clean Cities staff position
- Activity 3: Increase Clean Cities staff training opportunities

Organizational Structure



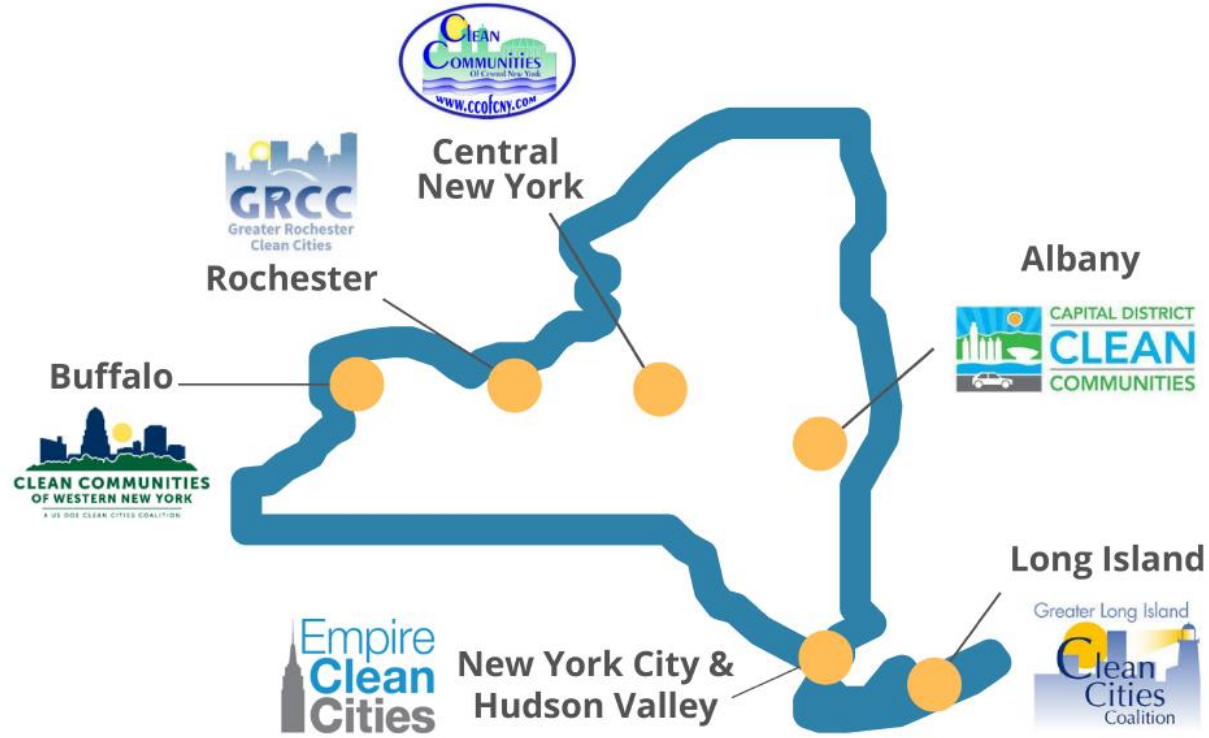
Strategic Plan Next Steps

- Submit Final Strategic Plan to DOE by January 30, 2024
- Check-ins at quarterly stakeholder meetings going forward
- Annual update as needed



NYS Clean Cities Alliance

NYS COALITIONS



Joy Gardner
ECC



Barry Carr
CCofCNY



Craig Jackson
CCofWNY



Jacob Beeman
CDCC



Rita Ebert
GLICCC



Sarah Johnston
GRCC



Olivia Arnone
GRCC



Other News Around the Table?



2024 Upcoming Meetings

- Q1 Stakeholder Meeting – Wednesday, March 27, 2024
- Q2 Stakeholder Meeting – Wednesday, June 26, 2024
- Q3 Stakeholder Meeting – Wednesday, September 25, 2024
- Q4 Stakeholder Meeting – Wednesday, December 18, 2024



Thank You!

Jacob Beeman

Senior Transportation Planner

Clean Communities Director

jbeeman@cdtcmpo.org

Chaim Simon

Transportation Planner

Clean Communities Staff

csimon@cdtcmpo.org