Leveraging Existing Professional Connections

Coalition leaders, board, & staff have established relationships with great candidates for being a local coalition stakeholder

E.g. Sacramento Clean Cities

- Chairman/Coordinator Keith Leech: also Fleet Manager for City of Sacramento
  - Works with local dealerships & automakers at corporate level
  - Works with alt fuel providers
  - Has connections with local gov’t fleets and agencies
Leveraging Existing Professional Connections

- Vice Chairman Tim Taylor: also Division Manager, Land Use, Communications and Mobile Sources at Sac Air District
  - Works with area fleets, local gov’t agencies
  - Example of connections: Air District works with local schools districts & local School Bus Consortium on clean air bus funding programs
On many occasions, new fleets have registered for Sac Clean Cities events. By having knowledgeable speakers, pertinent display vehicles, and high fleet attendance, fleets new to coalition see value in future participation. At each event, Sac Clean Cities has an introductory presentation by Chairman/Coordinator and/or Vice Chairman to highlight the resources fleets can expect from participating in their local coalition.
Attend & Offer to Co-Sponsor Local Industry Events

• Fleets & organizations may have transportation related events, ribbon-cutting ceremonies, etc.

• Coalition attendance & Co-Sponsorship (e.g. breakfast from Sac Clean Cities!) are good ways to make connections
Maintain Connections via Listserv, Web Site

• Listserv/Eblasts
  • We send out weekly eblasts + special event announcements
  • Sac Clean Cities listserv has nearly 1,000 subscribers including local industry, gov’t, fleet managers, etc.
  • Cost: $12.75 per month below 1,000 subscribers with Mailchimp nonprofit discount

• Web Site
  • www.cleancityessacramento.org
  • We post resources, upcoming event information, and coming soon will be a blog feature
  • Key is to keep content pertinent and constantly updated
Maintain Coalition Presence Online

- Sacramento Clean Cities has a web site, sends emails to a listserv, and maintains social media pages.

- The idea is to reach stakeholders in media they are most comfortable using.
Social Media

- LinkedIn
  - Chairman/Coordinator maintains LinkedIn profile for Coalition
  - 193 Members as of August 16, 2013
  - NO COST other than Chairman/Coordinator’s time

- Facebook + Twitter + YouTube
  - Relatively new effort
  - Sacramento Clean Cities has contracted with a local media company to operate these pages and video production
  - Interns and staff can manually enter additional posts
ID Fleets → Email + Cold Calls

- **Coalition Coordinators** know obvious fleets that should be stakeholders
  - E.g. USPS, local city & county, etc.
  - Make note of alt fuel vehicles operating in your area

- **ID Fleet Manager**, find contact information if publically available

- Make contact via email and/or a phone call
  - Invite to upcoming event(s), explain value of using their local coalition as a resource, suggest they join coalition listserv
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