



Outreach Methods

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Keith Leech

Chairman/Coordinator Sacramento Clean Cities
City of Sacramento Fleet Manager

KLeech@cityofsacramento.org

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



- 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



Produce Quality Events & Highlight Coalition Resource at Each



- 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



- 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.cleancitiessacramento.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

The screenshot shows the Sacramento Clean Cities Coalition website. At the top left is the logo with the text "Clean Cities Sacramento Clean Cities Coalition". To the right are navigation links: "About Us", "Contact Us", and "In The News". Below the logo is a blue navigation bar with links: "Home", "Get Event Info", "Become Involved", "For Fleets", and "Learn More". The main content area features a large banner image of a city waterfront with the text "SACRAMENTO CLEAN CITIES COALITION" overlaid. Below the banner are three columns of text: "What is Clean Cities?", "Check Out Our Upcoming Events", and "Financial Opportunities". On the right side, there is a "Join Email List" form with fields for "Email Address", "First Name", and "Last Name", and a "Subscribe" button. Below the form is a "Highlights" section with a green background, listing events like the "4th Annual Clean Technologies Forum" and "Green Fleet Conference & Expo".

The screenshot shows an email titled "Sacramento Clean Cities Updates Week of 8/12/2013". The content includes: "Registration for our 4th Annual Clean Technologies Forum is now Open! This event will be held at the CA Auto Museum on September 26, 2013. [Click Here](#) for a draft Agenda. [CLICK HERE TO REGISTER](#)" and "Mark your calendars for the Clean, Low-Carbon Fuels Summit on August 27, 2013 at the Sheraton Grand in Sacramento. [Click Here](#) for more information." It also mentions a "Goods Movement Program Solicitation" workshop on August 21, 2013.

Don't forget to check out our social media pages!



- 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

- 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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Contact Information



Keith Leech

Sacramento Clean Cities Coalition

Phone: (916) 808-5869

Email: KLeech@cityofsacramento.org

5730 24th Street, Bldg. 1

Sacramento, CA 95822

www.cleancitiessacramento.org

