



WEST MICHIGAN  
**STRATEGIC**  
**ALLIANCE**

## Fact Sheet

### Clean Cities Initiative

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**Definition:** West Michigan Strategic Alliance launched the West Michigan Clean Cities Coalition (WMC3) in 2007 for the expansion of Alternative Fuel Corridors along I-96 between Grand Rapids and Muskegon and I-196 between Grand Rapids and Holland. These corridors will include both alternative fuel infrastructure and truck stops with idle reduction technologies.

**Purpose:** The West Michigan Clean Cities Initiative is part of the national Clean Cities Program sponsored by the U.S. Department of Energy. The mission is to advance the economic, environmental, and energy security of the United States by reducing the use of petroleum in the transportation sector. The program includes a network of more than 85 cities and regions in 44 states designated as 'clean cities.' As with all West Michigan Strategic Alliance work, the Clean Cities Initiative is intended to benefit residents in the 8-county West Michigan region: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo and Ottawa.

**Goals of the Clean Cities Initiative:** The focus of the regional initiative is advancing this mission by developing public/private partnerships that expand local markets for alternative fuels and vehicles, refueling/recharging sites, clean vehicle technologies, fuel efficiency strategies, and alternative fuel corridor growth in west Michigan.

**Funding for the Initiative:** The Michigan Department of Energy, Labor and Economic Growth (DELEG) provided a \$24,500 grant to the West Michigan Strategic Alliance in 2007 to create WMC3 and advance a formal designation process. DELEG provided a second \$20,000 grant in October 2008 to support the continuation of that process and the achievement of identified objectives to reduce petroleum consumption and improve air quality. Sponsorship opportunities and membership dues structures have been developed to contribute to the sustainability of the Coalition.

**Leaders of the Initiative:** While many are involved in the initiative, it is being led by Lisa Locke of the Sustainable Research Group. If you are interested in getting involved in this initiative or learning more, please contact Lisa at [WMC3@wm-alliance.org](mailto:WMC3@wm-alliance.org) or 616-301-1059.

**Progress:** An *Alternative & Renewable Energy Cluster Analysis* was created and published in December, 2007 and is available on the West Michigan Strategic Alliance website. *Greening the Fleets in West Michigan*, a workshop for fleet managers held in April 2009, offered panel discussions on alternative fuels, vehicles, technologies and funding opportunities, as well as vehicle demonstrations and exhibits. Stakeholders are making personal and organizational petroleum reduction commitments. Community partnerships are forming to distribute educational materials and explore shared infrastructure strategies. Community outreach and education are being expanded through group presentations, list serves, media outlets, and the WMSA website.

Additional information can be found on our website: [www.wm-alliance.org](http://www.wm-alliance.org).