



WEST
MICHIGAN
CLEAN CITIES
COALITION

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A Program of West Michigan Strategic Alliance

West Michigan Clean Cities Coalition

(Covering Counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo, Ottawa)

Host Organization: West Michigan Strategic Alliance

Technical Contractor: Sustainable Research Group

Clean Cities is a program of the US Department of Energy. The mission is to advance the nation's economic, environmental, and energy security by supporting local decisions and grassroots initiatives to adopt practices that contribute to the reduction of petroleum consumption in the transportation sector. (www.eere.energy.gov/cleancities)

Local Focus Areas

- Expanding local alternative fuel vehicle (AFV) and alternative fuel infrastructure markets; assuring fuel availability through creation of "green corridors"
- Increasing use of fuel blends
- Expanding hybrid vehicle markets
- Increasing use of idle reduction technologies and practices
- Encouraging the use of fuel efficiency technologies and practices
- Increasing public awareness and educating policy makers on initiatives and benefits
- Enhancing air quality and addressing EPA attainment standards

Potential Benefits of Clean Cities Designation

- Support from the Clean Cities network that includes DOE staff, the Clean Cities Coordinators' Council and coordinators.
- Hotline to access expert assistance on Clean Cities technology questions
- Website that features technical information, success stories, an overview of product offerings, and alternative fuel incentives and laws
- Opportunities to building partnerships, network and share information with peers through workshops, web casts, and peer exchanges
- **Notification of funding opportunities; targeted funding from American Renewal & Reinvestment Act, EPA, US Dept. of Energy (2008 National Clean Diesel Campaign), and State of Michigan Bureau of Energy Systems,**
- Training opportunities – fund raising, grant writing, market development
- Regular updates on funding opportunities
- Outcomes that support our meeting national ambient air quality standards

For more information, or to become involved in this initiative, contact Lisa Locke at wmc3@wm-alliance.org, llocke@sustainableresearchgroup.com or 616.301.1059.