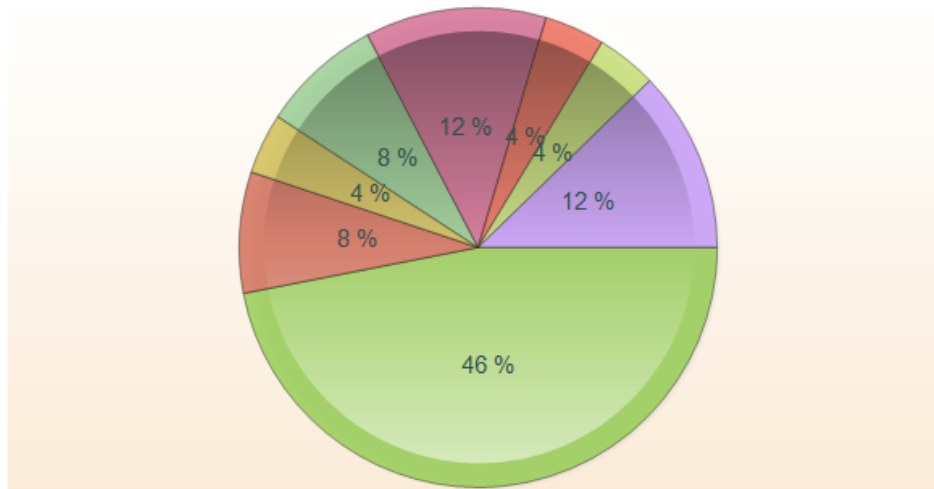
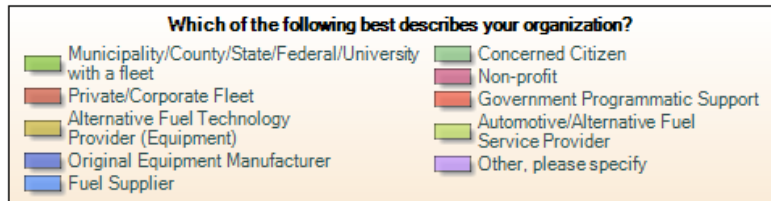


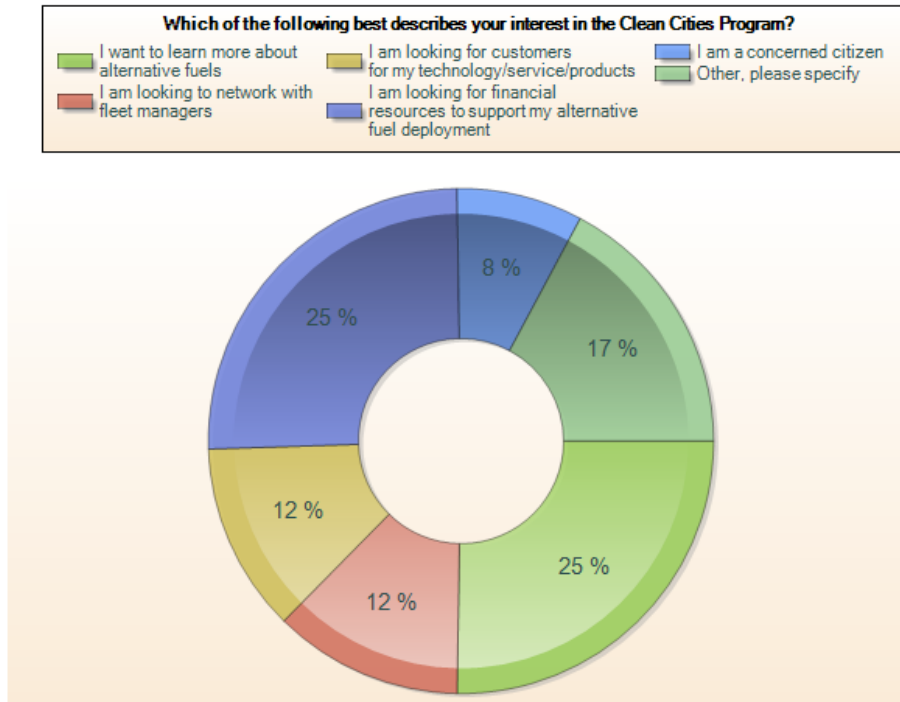
## Western Michigan Clean Cities Survey

Clean Energy Coalition, the designated facilitator of the Western Michigan Clean Cities Program, has worked with the western region of the state towards the integration of alternative fueling infrastructure through the education and support of regional adopters and stakeholders. In devising a communication strategy with this constituent base, Clean Energy Coalition has assembled an outreach survey in order to determine the most viable and applicable strategy for this portion of the state. Specifically, Clean Energy Coalition created this survey in order to better determine interest in combining the West Michigan Coalition with another regional DOE designated coalition. In conducting the survey, Clean Energy Coalition was able to effectively reach out to regional stakeholders, while providing a forum for feedback on current program objectives and deliverables. The survey results provide Clean Energy Coalition with tools and resources to help verify the correct steps to take in this region to ensure continued success for this program and coalition.

The survey respondents covered a broad range of demographics and area interests. Overall the survey received twenty-four responses with fleet managers for public and private organizations constituting over half of survey respondents. Alternative fuel providers, non-profits and regional government agencies also offered survey feedback. Notably the diverse set of constituents that responded to the questionnaire provided varied and comprehensive feedback for the Western Michigan Clean Cities program, allowing Clean Energy Coalition to integrate and acknowledge the unique dynamics present within this region of the state. The below graphic provides a visualization of the engaged stakeholders that responded to the survey distribution.

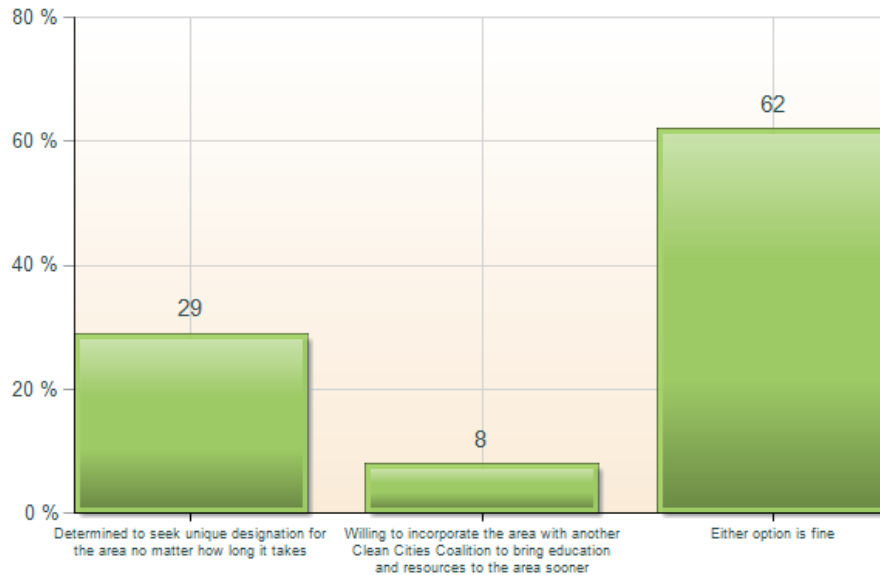


Survey respondents all had interest in the Clean Cities program, with an overwhelming 96% deeming the program to be an effective and worthwhile endeavor. Specifically respondents voiced their desire to learn more about alternative fuels and additional funding opportunities for alternative fuel investments as crucial services that they are looking for from the Clean Cities program. Fleet managers emphasized how the Clean Cities program had facilitated their access to relevant information on alternative fuel options, while providing a venue for them to network with other regional fleets and learn best practices they can apply within their operating practices. Additionally, those offering alternative fueling infrastructure options saw the program as a viable method to communicate their program objectives to interested fleet managers considering the adoption of alternative fuels within their operational fleet. The graph below shows a weighted representation of the emphasized interests in the Clean Cities Program.

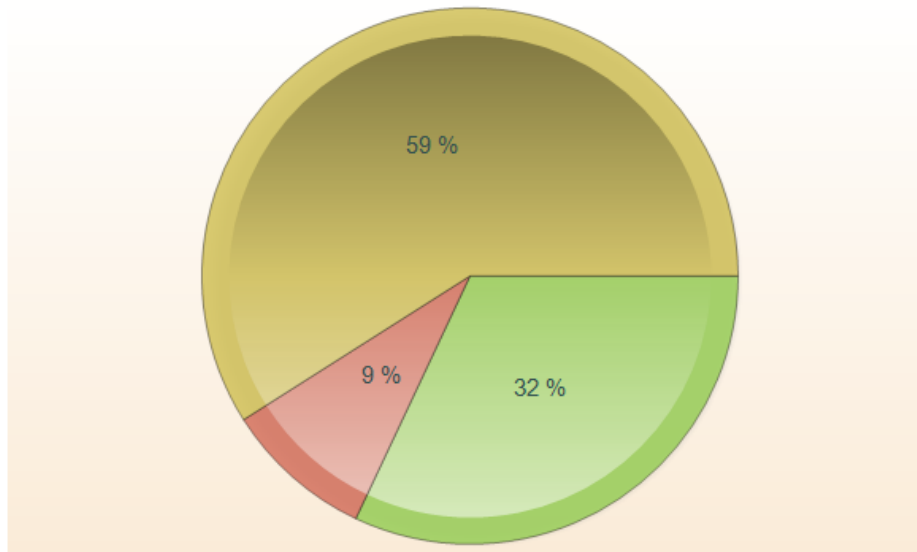
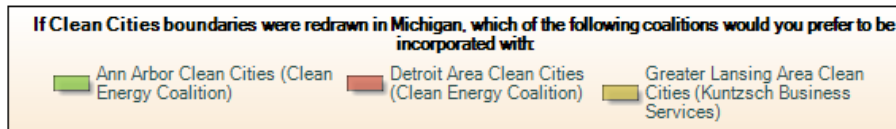


Over half of the survey respondents indicated that they are active participants in the Clean Cities program in Western Michigan, with many active since the program's inception. Just over a third had not previously participated in the program. Although many of the survey respondents showed interest in pursuing federal designation for the western region, most were neutral on strategy for the region and were open to the idea of enveloping the program into another federally designated state location in order to expedite the process of securing resources for alternative fueling infrastructure regionally. When asked to rank their indicated preference for unique designation, most stakeholders felt this step was important to gaining additional credence for the program, but given the option of merging with an additional regional coalition, they seemed open and receptive to this strategy.

**As indicated earlier, West Michigan is not currently recognized as a "designated" area by U.S. Department of Energy. Which of the following options is MOST appealing to you?**

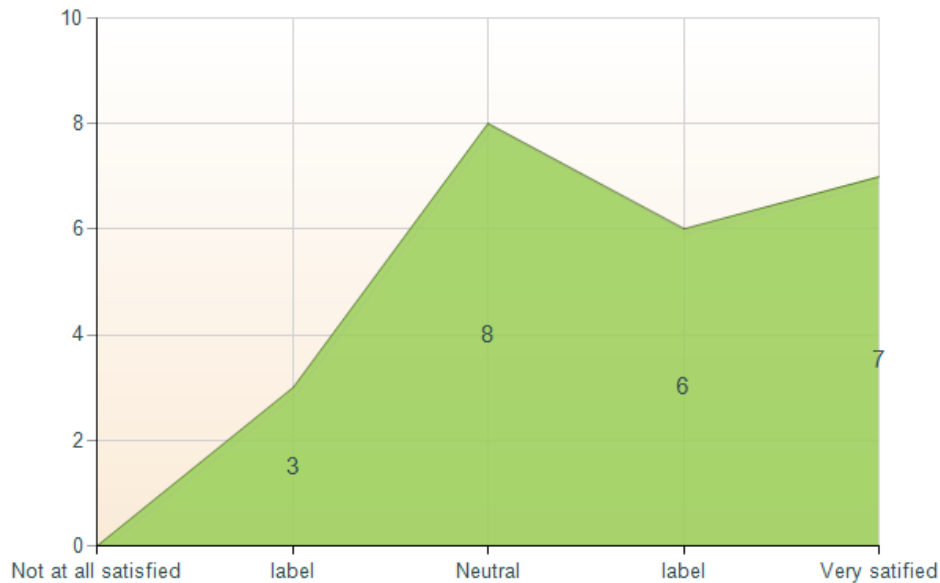


The majority of survey respondents favored being incorporated into the Greater Lansing Area Clean Cities program, but a third of survey respondents also were receptive to the idea of being involved with the Ann Arbor Area Clean Cities coalition. A minority felt that the Detroit Area Clean Cities program was a viable fit for the western side of the state. Geographically, the west side of the state is closest to the Lansing corridor, with portions also easily accessible from the Ann Arbor coalition. Detroit is geographically the furthest distance, perhaps deeming integration into this coalition less desirable.



Overall, the majority of survey respondents felt that Clean Energy Coalition has been a supportive and beneficial program coordinator for the Western Michigan Clean Cities Program. With just over one year managing the Western Michigan Clean Cities Coalition, Clean Energy Coalition continues to improve and expand upon its program objectives. Specific program feedback detailed the need for continued support towards educational and financial program directives in order to advance and improve upon the current program initiatives. The attached graphic shows that the majority of survey respondents feel that Clean Energy Coalition is effectively managing the regional objectives, with the neutral responses attributed to the respondents that did not have direct experience with the Clean Cities program.

**Clean Energy Coalition has now been responsible for the West Michigan Clean Cities Coalition for one year. How satisfied are you with our administration of the program?**



Clean Energy Coalition conducted this survey with the intention of garnering applicable data pertaining to the western region of the state in order to advance and improve the services offered to these constituents. Specifically, this data enables Clean Energy Coalition to build off established synergies created in the last year, while continuing to develop a viable strategy to encourage the adoption of alternative fuels regionally. Furthermore, this feedback mechanism provided an open forum for stakeholders to engage and respond to the program, further complimenting Clean Energy Coalition's ability to act as a causative agent of change within the region. This report offers a powerful tool to Clean Energy Coalition through enabling the organization to partner with regional constituents towards the continued advancement of alternative fuels within the Western Michigan regional corridor.