Enhancing Clean Cities Coalition Efforts to Reduce Fleet Vehicle GHG Emissions

Clean Cities coalition partners may download FleetLeads records within their territory at no charge, providing a valuable source of fleet administrator contact records for outreach initiatives aimed at reducing greenhouse gas (GHG) emissions from fleet vehicles. However, relying solely on current outreach practices may not be sufficient to meet emissions goals. Expanding on existing programs can strengthen the Clean Cities mission by more effectively engaging fleet administrators at the time purchase decisions are being made.

Accessing FleetLeads Records at No Charge

To support environmental goals, each coalition partner is invited to download a file containing fleet administrator contact records within their respective territories. This resource is provided at no cost. To access the records:

1. **Register at**: https://fleetwiki.net/ccregister
2. **Click on your profile icon**, then select **"Contact Us."**
3. In the message box, type: **"FleetLeads file request at No Charge."**

A table at the bottom of this paper shows record counts for each coalition partner.

The Need to Engage During Purchase Decisions

Providing access to a fleet administrator marketing file is beneficial for ongoing outreach initiatives but may fall short in achieving significant GHG reductions. Approximately 14,000 fleet vehicles are purchased daily, with 95% being gas or diesel-powered. The key to meaningful change is for coalition partners to engage fleet administrators at the time of purchase. A contributing factor to the dominance of fossil fuels is the lack of readily available information on the initial cost, maintenance, range, charging infrastructure, and residual value of zero- and low-emission vehicles when purchase decisions are being made.

Information Gaps Among Fleet Administrators

A national survey of fleet administrators found that information on zero- and low-emission vehicles is scattered across the internet, incomplete, and often confusing. The survey highlighted a need for a centralized knowledge base where trusted research is consolidated. Such a resource would allow fleet administrators to compare technologies and suppliers side by side, access discussion forums and resource libraries, and obtain contact information. Currently, they must navigate multiple websites to gather the necessary data to justify their purchase decisions.

Limited Influence of Clean Cities at Purchase Time

When fleet administrators plan to upgrade or replace vehicles, they typically start by searching for products and services online, rarely beginning with research on government regulations and incentives. Additionally, Clean Cities does not allocate funds to market this information directly to fleets. Instead, they rely on suppliers to pass along the information, who may themselves obtain it from Clean Cities events or government websites. As a result, the information fleets receive is often inconsistent and incomplete.

Collaborating with Suppliers to Influence Decisions

Given the limited direct access to fleet administrators during purchase decisions, another way for Clean Cities to influence these daily choices is by collaborating with suppliers. By providing fleet administrators with a one-stop knowledge base where Clean Cities is present alongside supplier technologies, administrators can more easily access the information needed to consider zero- and low-emission vehicle alternatives.

Accessing the FleetWiki Knowledge Base at No Charge

The FleetWiki knowledge base was developed to serve this purpose. It includes profiles on all 75 Clean Cities coalition partners and is available at no cost, with the only requirement being active participation from coalition partners. For example, a state coalition can invite suppliers to contribute technical information and data that demonstrate the GHG-reducing benefits of their technologies, assisting fleet administrators in justifying their purchases.

By supporting this strategy, fleets gain access to comprehensive data needed to justify the purchase of zero- and low-emission vehicles, along with information provided by their local Clean Cities coalition partner on government regulations and incentives. Each coalition partner is encouraged to enhance their engagement with suppliers and fleet administrators by joining FleetWiki at no charge. To participate, please follow the directions at https://FleetWiki.net/clean.

FleetLeads Record Count per Coalition

Clean Cities Coalition	Record #
AL Alabama Clean Fuels	13,647
AR Arkansas Clean Cities	4,275
AZ Clean Cities Coalition	7,599
CA Central Coast Clean Cities	1,028
CA Coachella Valley Clean Cities	4,884
CA East Bay Clean Cities	2,777
CA LA Clean Cities Coalition	13,048
CA Long Beach Clean Cities	13,048
CA Riverside Clean Cities	3,645
CA Sacramento Clean Cities	4,409
CA San Diego Clean Cities	3,801
CA San Francisco Clean Cities	391
CA San Joaquin Valley Clean Cities	10,659
CA SCAG Clean Cities	22,218
CA Silicon Valley Clean Cities	2,988
CO Colorado Clean Cities	14,055
CO Northern Colorado Clean Cities	4,322
CT Capital Clean Cities of Connecticut	2,544
CT Connecticut SW Area Clean Cities	2,584
CT New Haven Clean Cities	2,680
DC Clean Cities	2,838
DE Delaware Clean Cities	1,813
FL Central Florida Clean Cities	8,051
FL North Florida Clean Fuels	2,543
FL Tampa Clean Cities	6,520
GA Georgia Clean Cities	33,347
HI Sustainable Transportation	1,231
IA Clean City Coalition	11,329
ID Clean Cities	1,365
IL Illinois Alliance for Clean Transportation	22,588
IN Drive Clean Indiana	19,139
KY Clean Cities	15,208
LA Louisiana Clean Fuels	3,209
MA Massachusetts Clean Cities	15,435
MD Maryland Clean Cities	15,401
ME Maine Clean Communities	5,456
MI Lancing Clean Fuels	32,105
MN Minnesota Clean Cities	27,564

Clean Cities Coalition	Record #
MO Regional Clean Cities Coalition	3,692
MO St. Louis Clean Cities	2,577
NC Centralina Clean Fuels	4,524
NC Land-of-Sky Clean Vehicles	855
NC Triangle Clean Cities	2,657
ND North Dakota Clean Cities	3,226
NH Granite State Clean Cities	2,789
NJ Clean Cities	16,338
NM New Mexico Clean Cities	4,417
NY Buffalo Clean Cities	4,405
NY Capital District	4,537
NY Clean Communities	4,338
NY Empire Clean Cities	9,936
NY Greater Rochester Clean Cities	4,554
NY Long Island Clean Cities	9,714
OH Clean Fuels Ohio	20,286
OK Central Oklahoma Clean Cities	4,797
OR Columbia Clean Cities	6,931
OR Oregon Clean Cities	8,325
PA Eastern Alliance	21,276
PA Pittsburgh Clean Cities	10,979
RI Ocean State Clean Cities Coalition	1,703
TN East Tennessee Clean Fuels	3,948
TN Middle-West TN Clean Fuels	5,709
TX Dallas Fort Worth Clean Cities	13,395
TX Houston Galveston Clean Cities	12,596
TX Lone Star Clean Fuels	2,701
TX San Antonio Clean Cities	3,869
UT Clean Cities	9,467
VA Clean Cities	9,125
VT Vermont Clean Cities	1,199
WA Washington Clean Cities	10,050
WI Wisconsin Clean Cities	23,268
WV Clean Cities	4,550
WY Clean Cities Coalition	1,635
All Clean Cities Coalitions	**614,112**
Estimated Total 2+ Fleet Population	**1,076,663**
Clean Cities Percent of Total Population	**57%**