

PITTSBURGH REGION CLEAN CITIES



Strategic Planning

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Engage

- Conduct engagement with stakeholders, board members, and staff to inform the coalition's strategic planning process.

Key Problem:

Issues:

The mission of Pittsburgh Region Clean Cities (PRCC) is to **advance the energy, economic and environmental security** of Western Pennsylvania.

The vision of Pittsburgh Region Clean Cities is to ensure that Western Pennsylvania is among the top five Clean Cities coalitions in the adoption and deployment of alternative fuel technologies.

By **expanding and developing the markets** for alternative fuels and energy in both the public and private transportation sectors, PRCC will **create jobs and a more vibrant economy** for the region.

- Driving adoption and transition of AFs and AFVs
- Reduction of GHGe and GGEs
- Combating Climate Change
- Supporting a just energy transition for all

Causes:

- Prevalence of petroleum and ICE vehicles
- Emissions and other pollution associated with petroleum and ICE vehicle use
- Emissions and other pollution associated with industrial industries in the PRCC regions

Goals:

- **Achieve DOE Clean Cities Annual Program Goals of 17% GGE and 20% GHG reductions**
- **Vehicles** – expand the number of alternative fueled vehicles in the region as the primary goal
- **Infrastructure** – expand the supporting infrastructure (vehicle fueling stations, vehicle conversion operations, etc.) to enable the expansion of the alternative fueled vehicle fleet in the region
- **Training** – make available more technical training related to alternative fueled vehicles as well as outreach to the general public on options and advantages
- **Technology** – encourage technology transfer and investment in research and development in technologies related to alternative fuels, vehicles, and infrastructure in the region
- **Policy** – educate key decision makers about the need to support technology development and deployment and vehicle and infrastructure investment related to alternative fuels.

Key Stakeholders:

Affected:

Pittsburgh Region Clean Cities operates in an area that follows the wake of Rust Belt industrial activity. As a result, a total of **# of census tracts** in the 33 counties that comprise Western Pennsylvania are designated as EEJ areas.

Implementers:

Those interested in supporting a cleaner environment through the use of alternative fuels and alternative fuel vehicles, including:

- utilities,
- fuel producers,
- companies owning vehicle fleets,
- for profit and non-profit organizations

Influencers:

Local, City, County and State Partners:

- CONNECT
- City of Pittsburgh
- **Allegheny, Centre, Washington, Erie Counties**
- PA DOT, DEP, DCNR

Media Partners:

- Earth Day Pittsburgh & the Dirt Podcast

Strategic Targets:

Affected:

In the Greater Pittsburgh area alone, 16 EEJ areas have been identified.

Areas with the highest need as determined by emissions data include:

- Clairton
- Homestead
- Munhall
- Duquesne
- Carnegie
- Baldwin
- Swissvale

Implementers:

In addition to existing implementers, PRCC can approach:

- **municipalities**
- **sustainability organizations / clubs**
- **consumers / EV associations**
- **universities**

Influencers:

Expand media outreach to build relationships with:

- Pittsburgh Post-Gazette
- Pittsburgh Tribune Review
- Allegheny Front

Resources/ Inputs:

- Executive Board
- Board of Directors
- Clean Cities Network
- Member Coalition
- Stakeholders
- Other Partners
- DOE Cooperative Agreement
- Drive EVs USA
- CALSTART
- EP-ACT (PA DOT/FHWA)
- CMU RAMP (DOE)
- WVU Data Logger (DOE)
- NAFTC
- Membership Dues

Activities:

- Management of Federal & State Projects
- Develop Public & Private Partnerships
- Build & Support the Development of Infrastructure
- Fleet Transition Projects
- General Business Consulting & Technical Support
- Grant-writing & Funding
- Data Reporting
- 7 Committees (tech + admin)
- Stakeholder Meeting / Listening Sessions
- Odyssey Day
- Educational Courses
- Workforce Development Collaborations
- Workshops
- Tours
- Ride-N-Drives
- Webinars
- Conference Events
- Clean Cities Training & Events

Outputs:

- 10 Outreach Calls
- 2 State and 5 local muni convenings
- 2 EVSE convenings
- AF Corridor gap analyses
- TEP EIS Attendance
- Fleet EV Survey
- 11 Workshops
- 2 Joint Education Programs
- 3 Refresher Courses
- 2 WPC Seminars
- 3-5 Ride-N-Drives
- 3 First Responder Trainings
- Annual Stakeholder Meeting
- EV Expo & Odyssey Day
- National Drive Electric Events
- PRCC Scholarship
- PRCC & DEPA Websites
- PRCC & DEPA Social Media Channels
- Monthly Newsletter
- 4 Quarterly Reports
- 4 AF Pricing Reports
- AF Station Reports
- DEPA Reports

Outcomes:

- 50 natural gas refueling stations and 300 EV stations by 2025
- # of WPC locations
- AF Corridor Designations
- Ports
- Intra- and Inter- State Relationships
- 2-3 new fleets each year
- 5 new municipalities or counties
- 3 rural or EEJ areas engaged
- CCAC AF Curriculum developed
- Preferred Dealers Network
- 2 New EVA driver clubs
- 3 New Sustaining Members
- 50 Coalition Members by 2025
- 100 New Stakeholders
- Train the Trainer Course Development
- 3 Operational Fundraising Awards
- Re-engaged & diverse BOD
- 200 SM engagements
- 40,000 media impressions

Impact:

- 10% increase in fuel displacement annually
- Milestones for GGE and GHG reduction
- Engagement of municipal and commercial fleets , including those serving river terminals
- Engage 400 consumers

SWOT/SOARS



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