

## Southeast Louisiana Clean Fuel Partnership



# 2024-2028 SLCFP Strategic Plan

January 2024

## Executive Summary

As a Department of Energy Clean Cities designated coalition, the Southeast Louisiana Clean Fuel Partnership (SLCFP) plans to continue expanding alternative fuels in the New Orleans Region by helping municipalities, member Parishes, and stakeholders build capacity for Alternative Fuel adoption. The coalition has put together a strategic plan for the next four years that outlines its 5 major goals for reducing emissions in the Southeast Louisiana region. The SLCFP plans to act as the entity that helps coordinate, line up resources, and build capacity outside of our coalition.

### *Coalition Mission*

The Southeast Louisiana Clean Fuel Partnership is a coalition of vehicle fleet managers and operators; alternative fuel, vehicle and technology providers; local, state and federal government agencies; and other organizations interested in promoting policies and practices that diversify our transportation fuel options, improve our environment and reduce fleets' operational costs.

### *Coalition Vision*

The SLCFP will coordinate resources and stakeholders in the Southeast Louisiana region to promote and implement the use of alternative fuels and other measures to reduce emissions and improve our environment.

### *Overall Goals for SLCFP in 2024-2028*

The overall goal of the SLCFP is to reduce harmful emissions in the New Orleans region and do so by providing the space and resources for regional collaboration and technical assistance. As a DOE designated coalition, the SLCFP will work towards DOE's National Clean Cities goals of displacing GGE by 16% each year and improve GHG reduction by 20% every year. The goals highlighted in this plan will help the coalition work towards these GHG targets. SLCFP's core tasks and goals focus on expanding alternative fuels in the region by offering technical assistance, grant assistance, and information sharing within the 8-Parish region. The coalition plans to continue looking for additional grants to help fund these initiatives and provide resources for stakeholders to apply for this funding.

In order to most efficiently and effectively utilize limited resources, the coalition will strategically partner with outside agencies or other coalitions based on available staff resources to build capacity for emissions reductions in the region. Since the coalition is housed within an MPO, it also plans to align its emissions reduction measures with other work at the RPC to combine staff resources and share resources through diversified funding opportunities.

With the available staff and current resources, the coalition plans to spend the next four years working on specific strategies and goals to reduce harmful emissions in the region. The coalition will utilize currently available funding to build capacity and identify projects and programs that best suit the New Orleans region. The coalition will only seek additional funding when projects or programs are identified that need additional resources and capacity. The coalition envisions growing not internally, but externally by expanding its stakeholder base and allowing stakeholder needs to guide future programming and initiatives.

## **SLCFP plans to focus on five main goals in the next four years:**

### **1. Continue Core Tasks and Outreach**

- a. Keep up with DOE goals and tasks and LDNR deliverables
  - i. Participate in Clean Cities peer exchanges
- b. Host and participate in outreach events that further the goals of the coalition outlined in this Strategic Plan
  - i. Send out quarterly newsletters
  - ii. Maintain coalition website
  - iii. Host Events, Meetings, and Workshops
- c. Stay Updated and Informed about the AF Industry
  - i. Track and follow AF funding opportunities
  - ii. Maintain fuel neutrality by providing resources and materials for all AFs that reduce harmful emissions
  - iii. Keep track of new AF fuel providers in the Southeast Louisiana region
  - iv. Attend Trainings and Workshops

### **2. State-wide Coalition building with Louisiana Clean Fuels**

- a. Create a Plan for how the two coalitions will work together
  - i. Draft an agreement document to be recognized and approved by each coalition
  - ii. Outline which roles each coalition will perform
- b. Continue monthly or bi-monthly check-ins to discuss mutual support efforts
  - i. Identify strategies for supporting the coalitions' joint efforts

### **3. Maintain and Grow the SLCFP Stakeholder Base**

- a. Continue to foster relationships with existing, active, and past stakeholders
  - i. Meet individually with stakeholders to determine their needs and potential partnerships
  - ii. Build programming around stakeholder needs

- iii. Utilize stakeholders and their expertise to build the coalition
  - iv. Host topic-specific meetings and roundtables that support stakeholders
- b. Build the stakeholder base by identifying and reaching out to new stakeholders
  - i. Identify needs from new stakeholders
  - ii. Find ways for existing and new stakeholders to work together and build partnerships
  - iii. Create a better system for tracking, communicating with, and identifying stakeholder needs and resources

#### **4. Identify Local Needs and Policy Gaps**

- a. Provide clear information on available funding resources
  - i. Regularly update information about these funding sources including information how entities may apply
- b. Host workshops, roundtables, or listening sessions to distribute and discuss valuable research and best practices
  - i. Identify topics from stakeholders and utilize each stakeholder's expertise
  - ii. Include both regional and national speakers to help share resources
- c. Re-visit past or create new plans for adopting more AFs and reduce harmful emissions in the region
  - i. Have input from stakeholders guide future research and planning topics
  - ii. Help stakeholders prepare for future funding opportunities by having an AF and AF infrastructure plan

#### **5. Identify Additional Emissions Reduction Measures and Incorporate Clean Cities work into other RPC Focus Areas**

- a. Coordinate with RPC staff and identify ways that Clean Cities can help accomplish sustainability and resilience goals
  - i. Share Strategic Plan with RPC staff for additional comments and input
  - ii. Include relevant RPC and SLCFP staff at stakeholder meetings, roundtables, and workshops when priorities align
  - iii. Include Clean Cities coalition strategies and efforts in EPA CPRG Implementation
  - iv. Utilize Clean Cities resources for the Carbon Reduction Program
- b. Review RPC planning documents to identify activities for goal attainment
  - i. Review Annual Unified Planning Work Program (UPWP) for specific tasks or programs
  - ii. Review Four-year Metropolitan Transportation Plan (MTP) for specific projects

## ***Introduction***

The Southeast Louisiana Clean Fuel Partnership (SLCFP) was designated a Clean Cities Coalition in March 2008. The coalition is housed within the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes (RPC). Among other roles, the RPC serves as the Metropolitan Planning Organization (MPO) and Economic Development District (EDD) for the greater New Orleans region. The coalition serves the RPC's eight member parishes plus other regional stakeholders interested in adopting alternative fuels and reducing emissions.

The coalition plans to review the strategic plan every four years and provide an annual status update on its goals and tasks. The final plan will be released in January 2024 with an update included every subsequent January, until a new plan is released January 2028. The coalition will use these strategic initiatives and goals to build out the work plan and activities for each year. Internal tasks and activities will all correspond to the five core goals outlined in this plan.

## ***Public Participation and Stakeholder Engagement***

The SLCFP presented this draft and the major goals to the RPC's monthly meeting on September 12, 2023. Staff held a digital stakeholder comment period through December 2023 to provide comments on the draft. The draft was also presented at the RPC's Technical Advisory Committee (TAC) on November 3, 2023 and brought up at the November 2, 2023 EV Roundtable. This completed final draft will live on the coalition's website as a public document.

## ***Coalition Support***

The SLCFP is housed within the New Orleans Regional Planning Commission, MPO for the New Orleans region. Support for the Coalition is provided by RPC's commitment to program funding, permanent staff, office resources, and stakeholder input received from current and past work.

## ***Current Funding***

The Coalition is federally funded by a DOE grant and locally funded by a Louisiana Department of Natural Resources (LDNR) grant. The DOE grant provides \$55,000 for the current year and requires annual emissions reporting and proof of emissions reduction in the region. The LDNR grant provides \$65,000 in annual funding for outreach, assistance to fleets, and one major fleet project per year. The LDNR grant disperses \$195,000 over three years, with July 2023 representing the start of funding year two.

Both grants adequately fund the Coalition plan tasks and goals, and SLCFP does not anticipate seeking additional funding. As most operations are funded through the DOE and LDNR grants, the Coalition does not require membership dues or additional financial commitment from stakeholders or partners. The Coalition plans to focus on projects that utilize staff skills & resources and build on the needs of RPC members and stakeholders.

The Coalition had previously committed to a larger grant total based on coalition projects and needs. However, the current SLCFP is focusing on core tasks and working to determine its capacity over the next few years, which will be outlined in this strategic plan. Should the Coalition identify additional needs and capacity, staff will review additional funding sources and determine if a larger work plan or DOE grant amount is feasible.

## ***Staffing***

SLCFP commits at least 30 hours a week to Clean Cities activities and is staffed by two co-directors, Tom Haysley and Aspen Nero. SLCFP staff will annually assess its funding sources and Coalition capacity to determine whether additional revenue sources or staff time are needed. Occasionally, additional RPC staff may work on coalition tasks, including outreach events, meetings, and data resources. In the past, the Coalition has funded interns through the DOE Workforce Development Program, which included 20 hours a week for capacity building. The Coalition does not currently have an intern but will reassess the need in the future.

## ***Current and Past Work***

The Coalition has worked on numerous initiatives over the last 15 years, but its core missions are helping regional stakeholders and municipalities adopt Alternative Fuels (AFs) and emissions reduction measures. This has allowed the Coalition to maintain a diverse, broad number of stakeholders. Attaining these reduction goals have included outreach initiatives to area vehicle dealerships, fuel providers, and fleet managers & operators. Member parish and municipal level outreach helps local policymakers develop strategies and policies to encourage more AF adoption.

Many AFs in the region focused on biodiesel, compressed natural gas, liquid natural gas, and liquified petroleum gas (propane) when the Coalition first started in 2008. While the Coalition still supports all AF types that show a net reduction in greenhouse gas emissions, much of the current funding sources and local interest have centered around Electric Vehicles (EVs).

Interest in EV adoption and additional emissions reduction measures are gaining momentum region-wide. The Coalition wants to ensure its stakeholders receive the applicable resources, assistance, and access to potential Federal funding while aligning those Federal incentives with local policy and programs. Recognizing that guaranteed funding may not extend past the Bipartisan Infrastructure Law (BIL), the Coalition plans to identify current gaps and needs of local entities, ensuring they are ready to apply for all funding opportunities, including those with accelerated application timelines.

The Coalition recently published an [EV Readiness Guide](#) (2022) to distribute throughout the New Orleans region. The guide outlined the basics of EVs, local and federal incentives, existing policies, and potential barriers within the region. Through this guide, the Coalition also established the EV Readiness Roundtable which gathers regional municipalities and stakeholders to discuss EV planning and adoption. The roundtable is envisioned to meet quarterly, hosting speakers and presentations on EV topics, and emphasizing the importance of shared resources for regional stakeholders.

Previous EV roundtable discussions show an interest in increasing EV adoption in the region, but member parishes or municipalities lack the resources to submit funding applications on abbreviated timelines. The Coalition has spent more time this past year working one-on-one with stakeholders to determine their needs for AF adoption. Recent listening sessions, hosted in January and June of 2023, provided valuable feedback for identifying stakeholder resource needs. Typically, funding is cited as the main barrier to adopting and planning for wide-scale AF support systems. The SLCFP plans to work with regional stakeholders, municipalities, and member parishes to understand their needs and help fill identified gaps. The Coalition intends to help these entities with planning initiatives (to ensure projects are identified when funding becomes available) or helping with the funding application process. Further proposed is updating

the EV Readiness Guide from identifying EV infrastructure only to including more EV planning recommendations and implementation strategies.

As part of the LDNR grant, the Coalition selects a major fleet project every year to help reduce emissions in the region. Past projects included assistance in applying for and subsequent installation and demonstration of EV infrastructure on Tulane University's campus. This EV demonstration will replace diesel fuel shuttle buses with smaller, but multiple all-electric vans. The project has evolved to show the challenges associated with early adoption of an all-electric fleet. The Coalition continues to work with Tulane, providing data and resources throughout the region to inform how other fleets can switch all or portions to EVs. The Coalition Tulane's fleet data to demonstrate emissions reductions and help other fleets replicate the process.

The Coalition is currently working with the Port of New Orleans (Port NOLA) to complete an emissions analysis, determine the total carbon footprint of its existing fleet, and develop a process for measuring emissions of port tenants. Through this work, the Coalition plans to help the port and its tenants explore options for reducing emissions with off-road and marine equipment. The Coalition plans replicate this analysis process for other interested fleets.

While much of this work has focused on EVs, the coalition still wants to promote all AFs, providing multiple options to stakeholders looking to decrease their emissions. Efforts will be made in the coming years to stay updated on all AFs and ensure stakeholders are targeting the correct AFs for their needs.

Over the last year, the Coalition has also started identifying needs and offering one-on-one fleet coaching to regional stakeholders. Through this targeted outreach, the Coalition plans to build programming addressing those newly identified needs. As a coalition housed within an MPO, the SLCFP also plans to build on its current transportation, resilience, and economic development programs to identify additional emissions reductions measures within each.

## Goal 1: Continue Core Tasks and Outreach

Goal 1	Continue Core Tasks and Outreach		
Category	External	Internal	Capacity Building
Measures of success	Activities completed and number of stakeholder entities engaged		
Tracking frequency	The coalition will track progress of core tasks through DOE and LDNR though quarterly annual reports.		
Resources needed to achieve success	Staff time		
Responsible parties	Coalition staff, stakeholders, and participants		

SLCFP defines its core tasks as those required, necessary steps to maintain the Coalition and designation with the DOE. Working with the DOE allows the Coalition to access valuable resources and knowledge beyond the funding. The DOE provides data and tools to help aggregate regional emissions reductions per

Coalition stakeholder(s), technical assistance on AFs, and assistance in facilitating applicable trainings. The national network of Clean Cities coalitions further provides assistance and resources by sharing best practices and peer support. As part of the DOE and LDNR funding, the SLCFP Coalition conducts core tasks such as fleet outreach, annual emissions reporting, website maintenance, newsletter publication, and keeping informed on AF industry advancements. Additionally, the coalition plans to support the DOE's National Clean Cities goals to improve GGE displacement by 16% every year and improve GHG reduction by 20% every year. The coalition will track regional progress through its annual report and encourage stakeholders to also consider these national targets.

<b>Activity 1</b>	<b><i>Keep up with DOE and LDNR Deliverables</i></b>
SMART Goals	Participate in Clean Cities peer exchanges by attending local, regional, and national workshops and trainings
Metrics and tracking	<ul style="list-style-type: none"> <li>• Events attended</li> <li>• Connections and resources gained</li> <li>• Speakers who participated</li> <li>• Additional follow-ups and resources provided from meetings</li> </ul>
Communicating progress	After each training, workshop, and meeting, staff will include notes and resources with additional SLCFP staff and share contacts.
<b>Activity 2</b>	<b><i>Host and participate in outreach events that further the goals of the Coalition outlined in this Strategic Plan</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>• Participate in at least 2 outreach events a year that may include Drive Electric events, the Louisiana Clean Fuels Summit, and various other events that promote alternative fuels regionally or nationally.</li> <li>• Publish quarterly newsletters</li> <li>• Maintain and update the coalition website</li> <li>• Host additional events, meetings, and workshops</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Number of events hosted or actively participated in</li> <li>• Audience and attendees reached</li> <li>• Follow-ups and resources shared after a meeting</li> <li>• Stakeholders gained or supported</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>• Sharing results, resources, and additional information both before and after events online, through newsletters, and additional emails as needed with stakeholders and SLCFP staff.</li> <li>• Utilize newsletter and website interaction data to determine digital engagement and inform ways to increase future engagement</li> </ul>

	<ul style="list-style-type: none"> <li>• Share additional resources such as presentations, handouts, and information with the National Clean Cities network.</li> <li>• Gather feedback from DOE and the National Clean Cities network</li> </ul>
<b>Activity 3</b>	<b><i>Stay Updated and Informed about the AF Industry</i></b>
SMART goal	<ul style="list-style-type: none"> <li>• Track and follow AF funding opportunities</li> <li>• Maintain fuel neutrality with providing resources and materials for all AFs that reduce emissions</li> <li>• Keep track of new AF fuel providers in the Southeast Louisiana region</li> <li>• Attend trainings and workshops</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Follow federal, state, and local funding monthly</li> <li>• Keep an on-going list of funding opportunities and update periodically with summaries and key information to distribute to stakeholders and host workshops or information sessions to further distribute information</li> <li>• Track projects and proposals that SLCFP supports and continue engagement after funding is announced</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>• Track projects and proposals that SLCFP supports and continue engagement after funding is announced</li> <li>• Follow up with stakeholders and funding recipients to track progress and share resources with other stakeholders</li> </ul>

The coalition understands the importance of outreach and plans to continue presenting, co-hosting, and attending conferences and training when appropriate. SLCFP plans to continue distributing a quarterly newsletter and regular updates to the website. With the level of staffing present within the Coalition and the number of events that are hosted locally and nationally, the Coalition will need to be strategic in determining which events are attended and how the Coalition participates.

The Regional EV Readiness Roundtable will continue as an outreach and educational event hosted by the Coalition. In the past, the Coalition has also helped co-host the Louisiana Clean Fuels Summit with Louisiana Clean Fuels. As part of the state coalition building, SLCFP plans to continue co-hosting this event and helping with programming content and financial resources when available.

Using the information gained from the January 2023 listening session, the Coalition may continue to host targeted-topic future sessions. The Coalition is active within the Drive Electric Louisiana chapter and attends monthly virtual meetings. SLCFP plans to either assist with or attend Drive Electric events within the RPC region. The Coalition's ability to host or plan SLCFP led events is hindered by staff and resource limitations, affecting larger scale outreach. Instead, the Coalition will plan to co-host events or actively participate in events hosted by stakeholders or SLCFP participants.

Past outreach events were broad and focused on general information about AFs or EVs. AFs now benefit from wider spread acceptance and knowledge and are associated with emissions reducing from local fleets

and entities. SLCFP plans to target outreach efforts to meet these specific goals within the Coalition. The Coalition also values participation in the National Clean Cities Network and attending DOE-hosted trainings & workshops focused on networking or peer exchange.

As the coalition has followed many of the new updates on EVs and promoted EV adoption in the region, SLCFP wants to continue to promote other AFs in the region. Keeping informed on industry updates will help the Coalition promote additional AFs. The Coalition also supports other emissions reduction measures such as reducing vehicle miles traveled and idle reduction programs. The Coalition will continue to work on expanding additional AFs in the region. As hydrogen emerges as another potentially important AF, the Coalition plans to be more active in programs such as HALO.

## Goal 2: State-Wide Coalition Building

The state of Louisiana is covered by two DOE-designated Clean Cities Coalitions: SLCFP and Louisiana Clean Fuels (LCF). SLCFP will continue to work with LCF to ensure the whole state of Louisiana is covered by a Clean Cities Coalition.

<b>Goal 2</b>	<i>Statewide Coalition Building</i>		
<b>Category (check one)</b>	External	Internal	Capacity Building
<b>Measures of success</b>	The number of projects and events the two coalitions participate in, and the volume of resources shared.		
<b>Tracking frequency</b>	Quarterly or bi-annual meetings to track progress.		
<b>Resources needed to achieve success</b>	Staff time from both coalitions, guidance from DOE		
<b>Responsible parties</b>	SLCFP and LCF		

<b>Activity 1</b>	<i>Create a plan for how the two coalitions will work together</i>
SMART goal	<ul style="list-style-type: none"> <li>Draft an agreement document to be recognized and approved by each coalition</li> <li>Outline which roles each coalition will perform</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>Calls and meetings attended</li> <li>Projects and programs that are coordinated together</li> </ul>
Communicating progress	Update the plan and/or agreement on an annual basis if needed.
<b>Activity 2</b>	<i>Continue monthly or bi-monthly check-ins to discuss mutual support efforts</i>
SMART goal	<ul style="list-style-type: none"> <li>Identify strategies for supporting the coalitions' joint efforts</li> </ul>

	Once the two coalitions draft a plan together and agree on specific tasks, quarterly or monthly meetings will be convened to determine where each coalition needs help or can share resources.
Metrics and tracking	<ul style="list-style-type: none"> <li>• Number of projects or programs that are shared</li> <li>• Resources that are shared</li> <li>• Updates to the plan or agreement</li> </ul>
Communicating progress	Communicate needs and work through emails and meetings.

Both coalitions have their own focus areas and strengths. LCF provides more frequent, general public events as well as larger-scale ones that SLCFP does not have the capacity to host. Recognizing these LCF strengths, SLCFP will continue to aid these efforts through topic specific presentations, speaker coordination, and including staff at these events. The two coalitions will draft a plan to share resources and guide the partnership. The two coalitions each support a diverse stakeholder base, and program resource knowledge should be shared between the two to help overcome many of the same policy issues and hurdles that exist throughout the state. The coalitions should work to create a mutual support plan so that each may build on the others' efforts, eliminating duplication and competition.

### Goal 3: Maintain and Grow the SLCFP Stakeholder Base

SLCFP has always maintained a diverse number of stakeholders that range from municipalities, RPC member parishes, fuel providers, utility providers, universities, and private fleets. SLCFP sees the strength of the coalition within its stakeholders and works to provide resources and build programming to fit stakeholder needs.

Following staff turnover and the loss of institutional knowledge, SLCFP plans to rebuild the regional stakeholder base. The 2020-2022 annual reports show a decrease in stakeholder engagement as the Coalition lost both staff and contacts as it transitioned from virtual (pandemic era) outreach events to in-person events (late 2021 on). The New Orleans area suffered from the reduction of tourists and visitors to the region caused by the pandemic and resulted in many sectors slowing or decreasing operations. Many of the SLCFP's stakeholders reported reduced emissions data simply due to fewer fleets on the road. Now that the region has rebounded and the Coalition is hosting in-person events, there is a need to foster stronger relationships with current, past, and new stakeholders.

The Coalition will create a plan to guide stakeholder engagement. As a coalition hosted within an MPO, SLCFP will continue building a stakeholder base within its member parishes and local municipalities. These goals to build a stakeholder base and increase participation within the Coalition will need to be aligned with existing capacity and staff time. The plan will be broken into two sub goals: 1. Maintaining current and reestablishing past relationships, and 2. Obtaining new stakeholders.

<b>Goal 3</b>	<b>Maintain and Grow SLCFP Stakeholder Base</b>
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Category	External	Internal	Capacity Building
<b>Measures of success</b>	The number of stakeholders who are contacted and the relationships built from meetings.		
<b>Tracking frequency</b>	Quarterly and annually with reports.		
<b>Resources needed to achieve success</b>	Staff time, stakeholder time		
<b>Responsible parties</b>	SLCFP Staff, SLCFP Stakeholders		

<b>Activity 1</b>	<i>Continue to foster relationships with existing, active, and past stakeholders</i>
SMART Goals	<ul style="list-style-type: none"> <li>• Meet individually with stakeholders to determine their needs and potential partnerships</li> <li>• Build programming around stakeholder needs</li> <li>• Utilize stakeholders and their expertise to build the coalition</li> <li>• Host topic-specific meetings and roundtables that support stakeholders</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Stakeholders contacted and relationships formed</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>• Provide follow-up information to stakeholders and meeting recaps.</li> <li>• Obtain stakeholder agreements between parties to determine commitment from both SLCFP and stakeholders.</li> <li>• Perform periodic stakeholder check-ins and interviews to determine needs.</li> </ul>
<b>Activity 2</b>	<i>Build the stakeholder base by identifying and reaching out to new stakeholders</i>
SMART Goals	<ul style="list-style-type: none"> <li>• Identify needs from new stakeholders.</li> <li>• Find ways for existing and new stakeholders to work together and build partnerships</li> <li>• Create a better system for tracking stakeholders, communication, and their needs and resources.</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Stakeholders contacted and relationships formed.</li> <li>• Stakeholders gained or supported</li> </ul>

Communicating progress	<ul style="list-style-type: none"> <li>• Provide follow-up information to stakeholders and meeting re-caps.</li> <li>• Obtain stakeholder agreements between parties to determine commitment from both SLCFP and stakeholders.</li> <li>• Perform periodic stakeholder check-ins and interviews to determine needs.</li> </ul>
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To meet these goals, the Coalition plans to reach out to stakeholders using existing contact lists to perform check-ins and determine needs. Targeted outreach events will allow the Coalition to access new contacts to foster new relationships.

#### *Member Parishes, Local Municipalities, Transit Agencies, Ports, and Institutional Uses*

Housed within a regional planning agency, the Coalition works with member parishes and municipalities. In the past the Coalition has worked with Jefferson, St. Bernard, and Orleans Parishes, but fewer projects and outreach events have occurred on the Northshore and River Parishes. The Coalition will work to engage these parishes and establish a relationship with local municipalities allowing more equitable participation in the region. The Coalition will utilize quarterly TAC meetings, monthly RPC meetings, and internal Parish and RPC staff meetings to re-introduce the Coalition's purpose and determine stakeholder needs. Additionally, the Coalition will maintain current or re-establish relationships with area transit organizations. The Coalition works with other institutions such as parks, hospitals, and local ports. These relationships will also be re-fostered and strengthened.

#### *Universities, Schools, and Academic Institutions*

Universities, schools, and academic institutions provide training and workforce development opportunities to the region in addition to operating their own fleets. Adding these as stakeholders can help the Coalition grow to a more diverse base and provide resources needed to address training for a greener economy.

The Coalition has historically partnered with local universities Tulane University (Tulane) and the University of New Orleans (UNO) but does not yet have a history with Historically Black Colleges and Universities (HBCUS) such as Xavier University, Dillard University, and Southern University of New Orleans (SUNO). Interactions have also been limited with smaller institutions such as Loyola University New Orleans and the University of Holy Cross, and community colleges such as Delgado and Nunez. The Coalition will work to include all higher education academic institutions.

The Coalition also plans to work with area K-12 schools and identify other training, academic, or workforce development institutions.

#### *Private Fleets, Energy Providers, Utility Providers*

In addition to its public fleets and academic partners, the coalition also maintains a diverse group of stakeholders in the private industry. These include fleets, energy providers, utility providers, and supply equipment providers. Building this stakeholder base will help the Coalition better coordinate resources to its public and institutional fleets. The Coalition has also worked to build relationships with car dealerships and providers.

### *Community Organizations and Advocacy Groups*

Finally, the Coalition will work with more community and advocacy groups, performing outreach to the public and helping build capacity in the region with partnership creation. Many organizations which share common sustainability and resilience goals already exist in the region. Partnering with these organizations will further the Coalition reach and better distribute resources throughout the community.

### *Goals for Increasing Stakeholders*

To maintain and continue to build stakeholder relationships, the Coalition proposes a Stakeholder Definition and Purpose. Having clear language in place will effectively communicate to current and potential stakeholders their roles in SLCFP and reasons for joining.

### *Need for multiple definitions*

While “stakeholder” is a general term for all entities who work with and participate in the SLCFP activities, the Coalition proposes slight distinctions to determine level of involvement. Stakeholders who actively worked with the Coalition in the past may still support the Coalition goals and activities, but due to changes in their operations, or simply a reduced need for resources may not have as active of a role. The Coalition still wants to include these stakeholders in activities and maintain relationships.

**Partner:** an entity or individual that takes an active participation in the mission of SLCFP by attending regular meetings and events, and partners with the Coalition on projects and initiatives. May report on emissions reduction measures for the coalition’s annual reporting.

**Stakeholder:** works with the Coalition in a more reduced capacity (than a partner), either seeks assistance or training opportunities from the Coalition and promotes the goals and mission through their own activities and operations. Reports on emissions reduction measures to be included in the annual report but may have a more reduced role in projects and initiatives.

**Participant:** Attends meetings, trainings, workshops, or other Coalition-hosted events. May be a member of the public or other interested affiliate who supports the goals and objectives of the Coalition but does not report. Examples include members of the general public, participants seeking general knowledge at hosted events, and recipients of the SLCFP newsletter.

The Coalition will compile an internal list of activities and plans for maintaining and building the stakeholder base over the next four years, based on the goals outlined in this strategic plan.

## **Goal 4. Identify Local Needs and Policy Gaps**

As part of SLCFP’s core tasks and goals, the Coalition focuses on expanding AFs in the region by offering technical and/or grant assistance, and information sharing within the eight-parish region. The Coalition plans to continue looking for additional grants to help fund these initiatives and provide resources for stakeholders to apply for this funding. To provide these resources and offer assistance, the coalition needs to first identify local needs.

**Goal 4**

***Identify Local Needs and Policy Gaps***

Category (check one)	External	Internal	Capacity Building
<b>Measures of success</b>	Measuring implementation through: projects supported, workshops hosted, emissions reductions, and new policies supported.		
<b>Tracking frequency</b>	Quarterly and annually with annual report.		
<b>Resources needed to achieve success</b>	Staff time, stakeholder time		
<b>Responsible parties</b>	SLCFP Staff, SLCFP Stakeholders, DOE Staff when identified		

SLCFP staff perceives this goal as the implementation portion of reducing emissions in the region. In conjunction with the outreach activities, one-on-one stakeholder coaching, hosted trainings & workshops, and those participated in, this goal will identify the steps and resources needed from the region.

<b>Activity 1</b>	<b><i>Provide Clear Information on Available Funding Resources</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>Regularly update information about these funding sources including information how entities may apply</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>Number of grants or projects supported</li> <li>Amount of funding awarded to region</li> <li>Measuring emissions reductions from supported projects and policies or plans</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>Providing annual reports with implementation success and emissions reductions</li> <li>Highlighting emissions reduction leaders in the region</li> </ul>
<b>Activity 2</b>	<b><i>Host workshops, roundtables, or listening sessions to distribute and discuss valuable research and best practices</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>Identify topics from stakeholders and utilize each stakeholder's expertise</li> <li>Include both regional and national speakers to help share resources</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>Number of events and workshops hosted</li> <li>Number of grants or project supported</li> <li>Follow-up contacts and conversations</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>Provide follow-up information to stakeholders and meeting recaps.</li> <li>Check-in with stakeholders and participants after events</li> </ul>

	<ul style="list-style-type: none"> <li>Include feedback opportunities from participants</li> </ul>
<b>Activity 3</b>	<b><i>Re-visit past plans or create new plans for how the region can adopt more AF's and reduce harmful emissions</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>Have input from stakeholders guide future research and planning topics</li> <li>Help stakeholders prepare for future funding opportunities by having an AF and AF infrastructure plan</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>Number of plans and policies supported</li> <li>Measuring emissions reductions from projects planned or implemented</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>Providing annual reports with implementation success and emissions reductions</li> <li>Highlighting emissions reduction leaders in the region</li> </ul>

Continuing with projects such as the EV Roundtable, hosting or participating in local and national workshops, and distributing funding opportunities and associated application resources will encompass the bulk of this goal. The Coalition will also identify additional policy gaps that may need further assistance such as helping municipalities plan for EVs and additional AFs in local plans, updating codes & regulations, or additional emissions reduction measures. Additionally, the Coalition hopes to grow more partnerships in the region and align resources amongst stakeholders. The Coalition envisions this goal will work together with Goal 3 to identify and meet the needs of the Coalition's stakeholders.

## Goal 5. Identify Additional Emissions Reductions Measures and align Clean Cities work with other RPC Focus Areas

As a coalition housed within an MPO, SLCFP also has access to numerous resources, including data, existing committees, and planning programs that can further the Coalition goals. As an MPO, much of the work at the RPC is transportation related. Some of the RPC's work includes freight planning, pedestrian & bicycle access & safety, complete streets programming, and transit planning for the region. The Coalition also understands that reducing vehicle miles traveled can also create the greatest emissions reductions. While the Coalition acts as its own stand-alone program and entity within the MPO, SLCFP should still work with the RPC to ensure its goals and efforts align.

<b>Goal 5</b>	<b><i>Identify Additional Emissions Reduction Measures and Incorporate Clean Cities work into other RPC Focus Areas</i></b>		
<b>Category (check one)</b>	External	Internal	Capacity Building
<b>Measures of success</b>	Implementation and policies aligned		
<b>Tracking frequency</b>	Quarterly and annually with internal work plans		

<b>Resources needed to achieve success</b>	Staff time
<b>Responsible parties</b>	SLCFP Staff, RPC Staff

<b>Activity 1</b>	<b><i>Coordinate with RPC staff and identify ways that Clean Cities can help accomplish sustainability and resilience goals</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>• Share Strategic Plan with RPC staff for additional comments and input</li> <li>• Include relevant RPC and SLCFP staff at stakeholder meetings, roundtables, and workshops when priorities align</li> <li>• Include Clean Cities coalition strategies and efforts in EPA CPRG Implementation</li> <li>• Utilize Clean Cities resources for the Carbon Reduction Program</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Number or projects supported or aligned</li> <li>• Measuring emissions reductions from supported projects and policies or plans</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>• Providing annual and quarterly reports</li> <li>• Highlighting emissions reductions to the RPC and within other RPC plans</li> </ul>
<b>Activity 2</b>	<b><i>Review RPC planning documents to identify activities for goal attainment</i></b>
SMART Goals	<ul style="list-style-type: none"> <li>• Review Annual Unified Planning Work Program (UPWP) for specific tasks or programs</li> <li>• Review Four-year Metropolitan Transportation Plan (MTP) for specific projects</li> </ul>
Metrics and tracking	<ul style="list-style-type: none"> <li>• Number of plans and policies aligned</li> <li>• Number of projects supported</li> </ul>
Communicating progress	<ul style="list-style-type: none"> <li>• Providing feedback to member parishes and the RPC commission</li> </ul>

An economic development program and Brownfields program also exist within the RPC that could help the Coalition align resources and access additional stakeholders. Workforce development is becoming an

important aspect of emissions reduction measures and building a greener economy. The Coalition has utilized some of the Brownfields program contacts to distribute information about listening sessions and will continue to tap these resources to expand capacity.

The RPC is also working to build a resilience program that will create a framework for future resilience planning. All of these focus areas have the ability to reduce emissions and SLCFP staff will coordinate with other RPC staff to incorporate emissions reductions into these plans. Combining the resources that National Clean Cities Network provides with additional connections at the RPC and the state will further help the Coalition access and share resources.

While not exclusively used for Clean Cities funding, the RPC, the host organization for SLCFP will be embarking on a Climate Action Plan as part of the EPA's Climate Pollution Reduction Grant. This one million dollar planning grant will fund the creation of emission reducing plans for the New Orleans-Metairie MSA. Grant deliverables include a Priority Climate Action Plan (PCAP) due March 1, 2024 and a Comprehensive Climate Action Plan (CCAP) due in Summer/Fall 2025. With these proposed plans for the region, staff will identify additional emissions reductions measures in the region and plan for future implementation. Much of this work will align with some of the goals within the Clean Cities coalition and staff will propose a plan for how the programs will work together. It is also expected that this planning effort will lead to additional implementation grants that will fund various greenhouse gas reduction measures. SLCFP plans to work alongside these types of initiatives within the Coalition as well as other similar initiatives identified.

## Conclusion and Summary

These five goals will guide the Coalition over the next four years. With clear priorities, the Coalition co-directors will utilize these five goals and corresponding SMART goals to create quarterly and annual action plans. Any future staff or co-directors should look to this and subsequent strategic plans for Coalition guidance. As a coalition built on sharing resources with regional stakeholders, SLCFP envisions this strategic plan to work as a living document with continued stakeholder input, helping build Coalition capacity, and ensuring its emissions reduction goals are met.