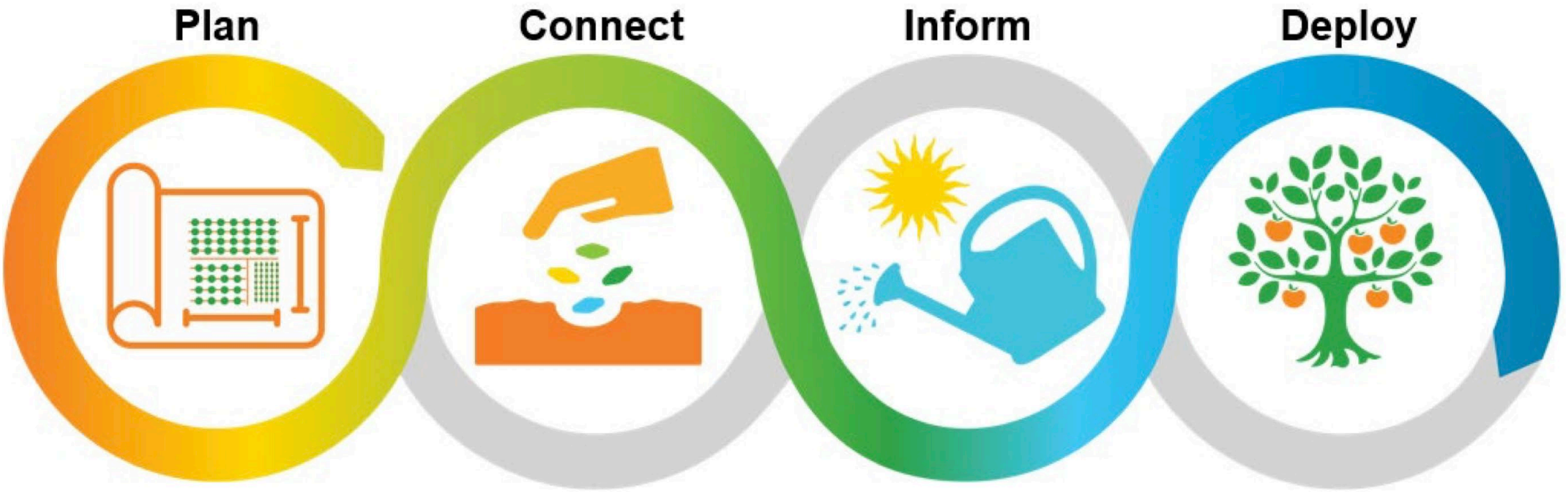
Planning for an Impactful Coalition: Part 2

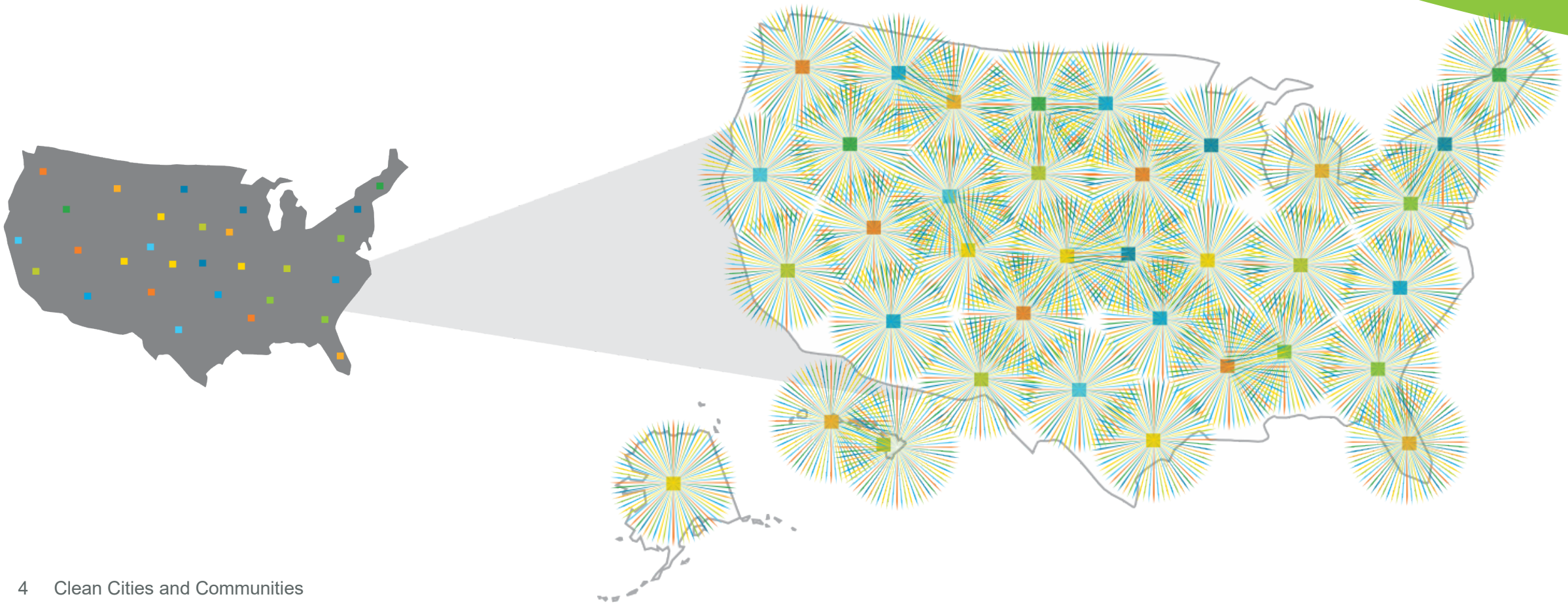


Framework for Success

What is the Framework for Success?



“Together, We Grow”



Plan Category Activities

- Stakeholder mapping
- Stakeholder engagement strategy
- Transportation energy landscape
- Multi-year strategic plan
- Annual plan
- Coalition capacity building
- Administrative files

Connect Category Activities

- Stakeholder working group
- Coalition-organized event
- Digital communications channels
- Media engagement
- Other notable outreach/engagement

Inform Category Activities

- Provide tailored expertise
- Workforce/technical training

Deploy Category Activities

- Project funding applications
- Implementing and maintaining deployment projects

Factors for Planning

- The framework is not a set of step-by-step instructions, a list of requirements, or a strategic plan. Rather, coalitions are encouraged to use the framework as a tool to develop coalition initiatives and pursue a variety of funding sources to achieve CC&C mission impact.
- Different coalitions may focus resources on different sets of objectives based on local needs and priorities. As coalitions pursue these shared objectives, they can learn from one another through collaboration and peer sharing.
- CART captures all impactful coalition activities and highlights how they align with the Framework for Success.

Activity: Framework for Success

- **Time:** 15 minutes
- **Instructions:** Draft one coalition priority that the coalition could build toward in 2027 for each Framework for Success category.

Plan	**Inform**
Connect	**Deploy**

Framework for Success Resources

- Framework for Success: https://cleancities.energy.gov/toolbox/files/pdfs/framework-for-success.pdf





CC&C Partnership-Level Goals

What are the CC&C Partnership-Level Goals?

- DOE drafted partnership-level goals and metrics with consideration for:
  - Ability to measure metric without changing reporting tool/processes
  - Clearly defined approach to measuring a proposed new metric within the bounds of what would be feasible to change in existing reporting tools/processes
  - Reasonableness of the reporting burden for coalitions related to the value of the metric.
- Some are useful for external storytelling, and some are for internal benchmarks and progress tracking.

CC&C Partnership-Level Goals

Mission Critical



1. Improve Transportation Energy System



2. Connect Stakeholders



3. Inform Stakeholders

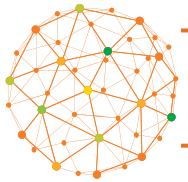


4. Local-National Feedback Loop

Impact at Scale



5. Leverage Funding

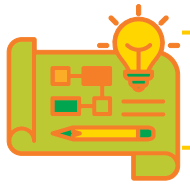


6. Engage in Multi-Coalition Collaboration

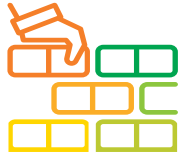


7. Expand Local Presence

Coalition Foundation



8. Enhance Strategic Planning



9. Strong Coalition Administration

Factors for Planning

- Partnership-level goals and metrics can serve as a North Star for individual coalition decision making and goal setting.
- Meant to clarify expectations for coalition performance/impact.
- May be used in the future to set common SMART goals for partnership impact.
- Coalition goals can reflect partnership-level goals.

Coalition Goals Can Reflect Partnership-Level Goals

Coalitions may choose to create coalition-level goals that reflect the CC&C partnership-level goals.

Example 1

- **Partnership-Level Goal 1:** Improve Transportation Energy System: Facilitate adoption of alternative fuel and advanced vehicle technologies that enhance the nation's energy, economic, and environmental security across a spectrum of transportation sectors.
- **Example Coalition-Level Goal That Aligns:** In 2026, partner with the local police department to help them implement their plan to integrate five to 10 electric vehicles, install the necessary charging infrastructure, and support driver training.

Coalition Goals Can Reflect Partnership-Level Goals

Example 2

- **Partnership-Level Goal 2:** Connect Stakeholders: Maintain or grow a coalition of public and private stakeholders committed to advancing the CC&C mission that recognize themselves as part of the coalition.
- **Example Coalition-Level Goal That Aligns:** In 2026, increase engagement among current stakeholders by encouraging at least five stakeholders not currently part of an active stakeholder group to join a committee or working group.

Activity: CC&C Partnership Goals

- **Time:** 5 minutes
- **Instructions:**
  - Pick one CC&C partnership goal
  - Draft one coalition-level goal that reflects that partnership goal

S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time Based

- **Time:** 5 minutes
- **Instructions:** Pair up and share with the person next to you

CC&C Partnership-Level Goals Resources

For information about the CC&C partnership-level goals, review DOE's presentation on strategic direction from the 2026 CC&C annual training workshop: https://cleancities.energy.gov/files/u/news_events/document/968/file/ccc-strategic-direction.pdf



Large-Group Discussion

- What did you find most interesting?
- What challenges did you face, or do you think you will face, planning with these frameworks in mind?
- What alignment did you see across goals or activities you outlined for different frameworks?
- What about misalignment?