Breakout 2: Communicating the Value of CC&C and Your Coalition

How To Talk About CC&C

- **Tagline:** A U.S. Department of Energy partnership to foster transportation energy choices nationwide
  - Use this when you need a quick, concise statement that describes CC&C.
- **Relationship statement:** [COALITION NAME] is a U.S. Department of Energy-designated coalition in the Clean Cities and Communities partnership.
  - Use this on your website and other materials where you want to describe your affiliation with the CC&C partnership.
  - **Note:** Coalitions have a relationship with DOE. Coalitions cannot claim to be a part of DOE and cannot claim to represent DOE.
- Talking points and other messaging guidance: https://cleancities.energy.gov/toolbox/files/pdfs/clean_cities_and_communities_messaging_guidance.pdf

CC&C Messaging: Do and Don't For Digital and Print Communication

Do	Don't	Explanation
• Clean Cities and Communities • CC&C	• Clean Cities & Communities • CCC • Clean Cities	• Spell out "and" when using the full name • "&" should only be used as part of the acronym (CC&C) • Always use the full name, do not use "Clean Cities" as shorthand
Clean Cities and Communities partnership	Clean Cities and Communities program	• Do not refer to CC&C as a "program." DOE has specific rules about what can be called a program. • "partnership" is not part of the official name, so that word should not be capitalized
coalition	coalition and its stakeholders	Stakeholders are part of the definition of a coalition. Adding "and its stakeholders" implies stakeholders are separate from the coalition.

For more: https://cleancities.energy.gov/toolbox/files/pdfs/clean_cities_and_communities_messaging_one_page.pdf

Resources

Messaging

- One-pager: https://cleancities.energy.gov/toolbox/files/pdfs/clean_cities_and_communities_messaging_one_page.pdf
- Talking points and other messaging guidance: https://cleancities.energy.gov/toolbox/files/pdfs/clean_cities_and_communities_messaging_guidance.pdf

Branding/logo

- Logo image files: https://cleancities.energy.gov/toolbox/logos-graphics-photographs
  - Logo use guidelines: https://cleancities.energy.gov/toolbox/files/pdfs/ccc-logo-use-guidelines.pdf
  - Logo placement recommendations: https://cleancities.energy.gov/toolbox/files/pdfs/ccc_logo_placement_recommendations.pdf
- Do not
  - Use the CC&C logo in a way that suggests or implies you or your coalition directly represents DOE, CMEI, or TTO
  - Use the DOE seal or logo without permission from the appropriate contact at DOE.



Questions

Activity: Brainstorm Coalition Strengths

- **Time:** 10 minutes
- **Work:** Individual
- **Instructions:**
  - Write down as many of your coalition's strengths as possible in 5 minutes
  - Bring the sticky notes up to the front
  - Share out
  - Add to your list based on what others shared

Large-Group Discussion: Coalition Strengths

- How familiar are you with your coalition's strengths?
- What could you do to become more familiar?

Activity: Talking Points

- **Time:** 15 minutes
- **Work:** Individual and small group
- **Instructions:**
  - Pick a stakeholder
  - Draft three talking points that communicate the value the CC&C partnership **and** your coalition can bring to them (based on the strengths you identified **and** the partnership messaging guidance)
  - Pair share (share your talking points with a partner and get feedback, then swap)



Large-Group Discussion

How did you align your talking points to your stakeholder's priorities?

How did you incorporate CC&C partnership messaging?

Questions?