



Clean Cities Brand Planning & Visioning Workshop

[DATE TBD]

Paperwork Reduction Act Burden Disclosure Statement

OMB Control Number 1910-5160

This data is being collected to gain insights about the Clean Cities brand, assessing stakeholder satisfaction with the brand, identifying opportunities for Clean Cities to improve service delivery, and determining if the program needs to be rebranded to increase program awareness and adoption.

The data you supply will be used to inform a brand strategy that leverages the equity and strengths of the Clean Cities brand to increase program awareness, reach, participation, and support.

Public reporting burden for this collection of information is estimated to average 90 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of the Chief Information Officer, Enterprise Policy Development & Implementation Office, IM-22, Information Collection Management Program (1910-5160), U.S. Department of Energy, 1000 Independence Ave SW, Washington, DC 20585; and to the Office of Management and Budget (OMB), OIRA, Paperwork Reduction Project (1910-5160), Washington, DC 20503.

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Submission of this data is voluntary. **The expiration date of this collection (1910-5160) is February 28, 2023.**

INTRODUCTION



About this Project

Clean Cities will celebrate its 30th anniversary this year. Over the last three decades, the program has evolved as the sustainable transportation industry has changed.

The strongest, most enduring brands also evolve. The purpose of this project is to study the factors that will help strengthen the program's brand, increase brand awareness and equity, and continue to adapt the brand to meet the needs of its stakeholders.

Your participation and contributions in this workshop, along with information gained from other project tasks, will inform the development of a brand strategy and other brand assets.



Why We're Here

Our goal is to listen, guide, probe, extract, and document your input to inform the brand research.

We'd like you to contribute your ideas and opinions of the Clean Cities brand, including its strengths, challenges, opportunities, and areas for improvement.

Your thoughts, expertise, experience, and wisdom are crucial in shaping and creating a consensus-built Clean Cities brand that will ensure for years to come.

Rules of engagement

- **Feel free to speak openly and candidly.** We won't attribute anything you say to you or quote you directly.
- **There are no wrong answers.**
- **Participate!** We need to hear from everyone in the group.
- **Be respectful and tolerant.** You don't need to agree with others, but you must listen respectfully as others share their views.
- **Please speak one at a time.**



Introductions

Tell us your:

- Name
- Title
- How long you've worked for Clean Cities
- Your “why”—why you work for Clean Cities

WHAT IS A BRAND?

What is a brand?

A brand is more than a logo.

- It's the collection of associations that people have about a product, service, organization, or business.
- A brand helps people determine how people feel about an organization, program, product, or service; how they describe it to others; and how they distinguish it from other options.

Brands can have positive or negative connotations.

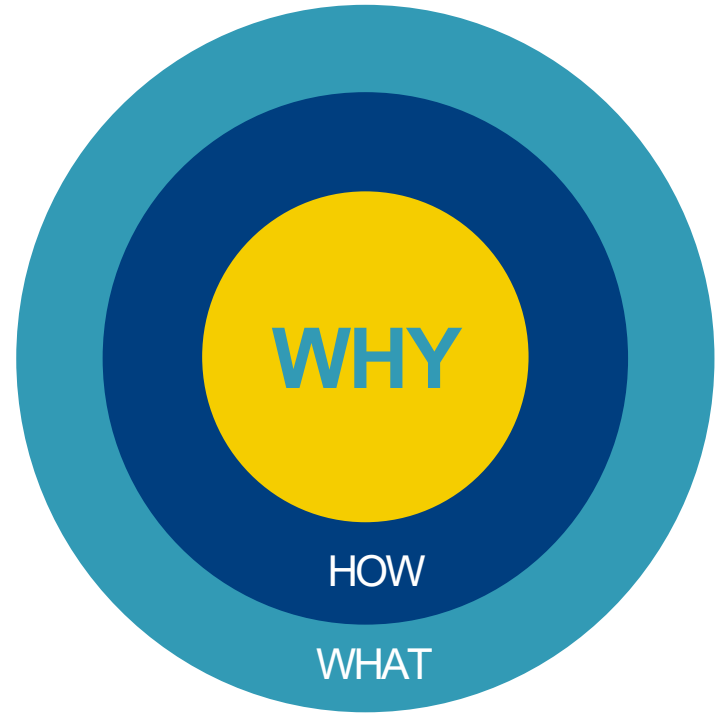
- The most successful brands build trust and confidence.
- Strong government brands create credibility—but take time, resources, and effort to build and sustain.

Brands evolve over time. Brands that withstand the test of time keep their equity while adapting to meet the changing needs of their customers.

What's your WHY?

Humans respond best to messages that communicate with the limbic brain, which controls emotions, behavior, and decision making. **The strongest brands create an emotional response by articulating their “why.”**

By starting with “why,” you focus on the **impact** of what you do—and by focusing on that impact, that “grand vision,” you’re able to appeal to your audience’s emotions and stand out from other options vying for your audience’s attention, resources, or support.



Credit: Simon Sinek

WORKSHOP QUESTIONS



Current Brand Perceptions

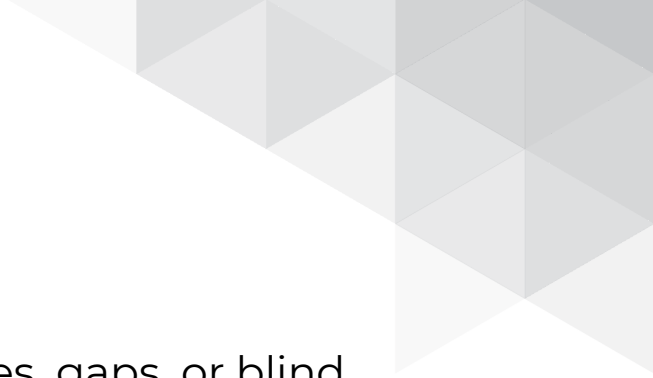
- ▶ How would you describe the current Clean Cities brand?
What adjectives come to mind?
- ▶ When you hear the words “Clean Cities,” what do you think of?
- ▶ What do you think stakeholders and the public think about Clean Cities?

Clean Cities' Value & Impact

- ▶ If someone asked you, “Why does Clean Cities exist?”, what would you say?
- ▶ What value does Clean Cities offer stakeholders, communities, and the public?
- ▶ What problem does Clean Cities solve?
- ▶ How does Clean Cities make your community—and the world—a better place?

Strengths & Differentiators

- ▶ What do you think are the strengths of the current Clean Cities brand?
- ▶ What does Clean Cities do or offer that's unique, distinctive, or valuable?
- ▶ What, if any, elements of the current brand should be retained?



Weaknesses & Challenges

- ▶ What do you think are the weaknesses, challenges, gaps, or blind spots of the current brand?
- ▶ How do you think these can be overcome?
- ▶ How, if at all, do you think the Clean Cities brand needs to change?



About Your Coalition

- ▶ What is the name of your Clean Cities coalition?
- ▶ How would you characterize your coalition's relationship with the federal Clean Cities program/brand?
- ▶ Has the name of your coalition changed from its original name?
- ▶ If you changed the name, why? What were the advantages of changing the name? Disadvantages?



Final Thoughts

Before we conclude, do you have any:

- ▶ Final thoughts?
- ▶ Suggestions?
- ▶ Showstoppers?
- ▶ Anything we missed that you'd like to discuss?

Thank you for participating.

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