



## **Sustainable Atlanta Project Fact Sheet**

### **Project Summary**

One of the requirements of the Clean Cities Atlanta Petroleum Reduction Program is to conduct outreach and education programming supporting both the use of alternative fuels in vehicles generally and the project itself more specifically. To this end, Sustainable Atlanta in conjunction with Clean Cities Atlanta will be responsible for the overarching communications effort.

### **Why it is important**

The Clean Cities Atlanta coalition has established a project goal for "expanding the use of alternative fuels and advanced technology vehicles" in the metropolitan Atlanta region. Deemed a non-attainment area for ozone (including its precursors' nitrogen oxides (NOx) and volatile organic compounds (VOCs)) and particulate matter (PM2.5) by the Environmental Protection Agency, the Atlanta region will benefit greatly from the emissions reduction from a public health perspective. In terms of energy independence, this collaborative will provide a template for the expanded use of locally produced renewable transportation fuel and advanced technology vehicles in a variety of applications.

Sustainable Atlanta is known through the sustainability communities in Atlanta as a convener, but also as a driver for sustainable progress in Atlanta. As such, it also seeks to activity present a voice that carries the story of the progress moving forward. Developing and executing a multimedia communications and stakeholder outreach program is critical in showcasing the progress, successes and future growth of the alternative fuels and advance technology sector in the Metropolitan effort.

### **About Sustainable Atlanta**

Sustainable Atlanta is a catalyst and facilitator for sustainable progress in Atlanta. Its core focus lies in convening leaders from academic, business, civic, governmental sectors and non-profits to develop sustainable policy and programs for those who live, work and play in Atlanta. Sustainable Atlanta leverages its expertise to help develop policies, programming, strategies and best practices that make Atlanta, citizens and organizations more bottom-line efficient, environmentally responsible and more competitive when attracting employers/jobs.

<http://www.sustainableatlanta.org/>

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