Wisconsin Partners for Clean Air

Steering Committee Quarterly Meeting

MEETING SUMMARY

Date: **Wednesday, September 24, 2003**
Time: **10:00 – 12:00 a.m.**
Place: **Miller Park- Hall of Fame Room**

Members Present:
Carolyn Amegashie (DOT, Nicole Anderson (WCCSEA), Peter Beitzel (MMAC), Paul Biedrzycki (MHD), Joe Caruso (MCTS), Tom Estock (Quad Graphics), Brian Freitag (InSinkerator), Steve Heins (Orion Energy Systems), Jessica Laub (DNR), Jessica Lawent (DNR), Jim Marsho (UWM-retired), Peter McMullen (DNR), Jerry Medinger(DNR), Lee Patza (MJS), Tom Ravn (Serigraph), Eva Robelia (DNR), Jenny Rhode (ALA), Karen Schmiechen (DOT), Claude Scuttey (UWM), Dave Thaman (PPG Industries), Maurice Williams (DNR)

Agenda Item **Special Service Award for Jim Marsho**
Jerry Medinger presented a special award to Jim Marsho on behalf of WPCA for the work he has done in the pursuit of cleaner air such as establishing an alternative parking and commuter transportation program at UWM and helping to initiate the UWM bike loan project. Jim Marsho also served as a WPCA member and steering committee member since its inception and helped to create the vision statement and action plan.

Agenda Item **Review of 2003 WPCA Accomplishments**
Eva Robelia presented a PowerPoint presentation outlining highlights of 2004.

- An 18-week **radio campaign** featuring 10 second traffic network spots and 60 second spot radio ads reached 99% of all age groups with a frequency of 24.0 times.
- Two 10-week **web advertising** campaigns: Onmilwaukee.com featured display ads, permanent buttons, and "advertorials" to reach ½ million people. JSOnline.com featured banner and skyscraper ads on the weather page and a 3-day front-page campaign for 4 million impressions.
- Two **transit advertising** campaigns running in May and July-August featured on 62 buses in Southeast Wisconsin. Each campaign had a reach of 89% with a frequency of 6.4 times.
- Strong media coverage was commanded in both Milwaukee and Madison by the **UWM loaner bike project** that distributed 50 bikes in spring of 2003 and 75 bikes in the fall of 2003.
- **WPCA award winners** received recognition at the Keep Greater Milwaukee Beautiful, Inc. annual event: Industrial Towel and Uniform, SC Johnson, Urban Ecology Center, American Lung Association of Wisconsin, and CNH Global RNO.
- The new **redesign of the WPCA web site** has created a more user-friendly tool for businesses, members, educators, general public and the media. The web site now features the new E-Newsletter and received over 4,400 requests for the gas cap wrench and 352 requests to be added to the ozone action day e-mail alert list in the last 12 months.
- The WPCA/WDNR **gas cap wrench program** was so successful that it distributed its two-year supply of 20,000 wrenches in just one year.

- **New education and outreach materials** were developed including a new WPCA recruitment folder and brochure, a Spanish language version of the "Ozone and your Health" brochure, as well as magnets featuring the AQI daily air hotline number and the 2003 School + Business = Clean Air poster contest winner.

  Karen Schmiechen presented DOT's new brochures and posters promoting the Rideshare program targeting employers with a "Commuter Benefit Options" brochure and a separate brochure targeting employees. Karen distributed brochures and posters to those present, and may be contacted for more free brochures and posters.

Agenda Item **WPCA Review/Options for the Future**

Maurice Williams presented his perspective on WPCA structure, weaknesses and strengths, and ideas for future development. See attached presentation.

Discussion ensured. Steering Committee members are encouraged to submit their feedback on thoughts on the ideas presented to Jerry Medinger by November 7. Some questions to address: The Partner's Mission is over 6 years old and the Action Plan is dated as 1999-2000. Do you feel that the Partner's Steering Committee should revise the coalition's Mission and/or Action Plan? Yes? No? Comments? Does WPCA need to become more focused, if so on what issue/s? Is WPCA a coalition, a partnership, or a non-profit? Should the Partners become a non-profit organization? Where should future funding for WPCA projects come from? Should WPCA focus on outreach to businesses or the public? How should WPCA proceed to "take things to the next level"? What are you thoughts on the future direction of the WPCA?

Agenda Item **Wisconsin Clean Cities Sponsorship Request**

Nicole Anderson, Executive Director of Wisconsin Clean Cities-Southeast Area, requested that WPCA consider contributing financial support to her organization for a big kick-off event to be held this Fall at General Mitchell International Airport. The event is aimed at educating the surrounding business community (delivery and shuttle services such as UPS, Fed Ex, and USPS) about the positive economic and health benefits of natural gas and natural gas vehicles to bring new partnerships to the Clean Airport program. Should WPCA contribute some of the remaining CMAQ funds to Wisconsin Clean Cities? Yes? No? Please respond to Jerry Medinger by November 7th.

Agenda Item **Ideas for 2004**

Jerry Medinger reviewed activities that were suggested as Partner projects last year or are projects that have a link to the Partner organization that will either continue or start in 2004:

- **Ozone Action Day** notifications to area businesses will continue.
- Distribution of **gas cap wrenches**. (CMAQ grant funds already received to distribute another 10,000 wrenches)
- The "**It All Adds Up To Clean Air" media campaign**. (Funding is in place to continue the placement of radio ads for another 2 years)
- **Diesel school bus retrofits**. (DNR requested CMAQ funds that should be available in July, 2004) Health sub-committee may want to lead outreach effort associated with this project.
- **UW-M bike loan program**. (UW-M requested CMAQ funding to continue this project)
- Educate the public through a **McDonald's type effort**. (We will seek to partner in another no-cost project in 2004)
- Distribute a semi-annual **Partners newsletter**. (electronic version out now. Next issue in Spring of 2004)
- Distribute annual **Recognition awards**

- **Recruit** new business members. (planning on using materials created in 2003 to recruit large employers)
- Last year, one of the items on our list of things to do that received a number of "High Interest" votes was "**Develop a comprehensive long-term campaign to reach the consumer**."

  Please provide your comments and suggestions about possible 2004 activities to Jerry Medinger by November 7th. If expenses are associated with a suggested activity, please include funding ideas.

Agenda Item **Voluntary Emission Reduction Registry Training Seminar**

Jessica Lawent announced an upcoming workshop on how to register voluntary emissions on Thursday, October 9th from 9:00am-11:00am at Quad Graphics in Sussex. The workshop will introduce the Voluntary Emissions Reduction Registry and take participants through the process of registering emissions. The hope is to get some companies registered before the media rollout of the registry in November when bigger workshops will be held. Jessica distributed folders with comprehensive information regarding the registry. She may me contacted for more information.

Agenda Item **Special Service Award for Eva Robelia**

Peter Beitzel presented a special award to Eva Robelia on behalf of WPCA for the work she has done in pursuit of cleaner air such as being the media spokesperson for Ozone Action Days, as well as administering the “It All Adds Up to Clean Air” media campaign and gas cap wrench program. Eva coordinated outreach surrounding the introduction of the AQI and daily air quality hotline. She was also responsible for updating the WPCA database on a yearly basis, as well as coordinating the distribution of the WPCA resource kit. Additionally, Eva Robelia coordinated the meetings of the WPCA health subcommittee.

Agenda Item **Set December Meeting Date**

Please contact Jerry Medinger via e-mail with your preferred time and dates in the first or second week of December for the next WPCA steering committee meeting.