

Wisconsin Partners for Clean Air

Steering Committee Quarterly Meeting

MEETING SUMMARY

Date: **Wednesday, December 3, 2003**

Time: **8:30 - 10:00a.m.**

Place: **Milwaukee Journal Sentinel- 4101 W. Burnham Ave.**

Members Present:

Carolyn Amegashie (DOT), Nicole Anderson (Anderson Consulting), Peter Beitzel (MMAC), David Ciepluch (We Energies), Tom Estock (Quad Graphics), Brian Freitag (InSinkerator), Michelle Grimm (DNR), Jackie Janz (MCTS), Ed Jepsen (DNR), Jessica Laub (DNR), Jessica Lawent (DNR), Peter McMullen (DNR), Jerry Medinger (DNR), Lee Patza (MJS), Tom Ravn (Serigraph), Jim Rentscher (MCTS), Karen Schmiechen (DOT), Maurice Williams (DNR)

Agenda Item **School bus retrofit Project- Draft Plan Review**

Jessica Lawent informed the group that the DNR was awarded a CMAQ grant in the amount of about \$1 million to retrofit approximately 375 school buses in the non-attainment area with catalysts. These low-maintenance devices reduce particle pollution, hydrocarbons, carbon monoxide, and toxics between 20-50% and have little to no impact on fuel consumption or power. Diesel emissions pose serious health problems for all, especially the children riding and waiting for the bus. The reductions from this voluntary program will not only benefit public health, but can also be used to replace the mandatory Clean Fuel Fleet Program. Funding will become available in the summer of 2004.

Next steps include:

- Recruit bus companies and school district buses for retrofitting in the non-attainment area.
- Select buses within those fleets that will be the most advantageous to retrofit. (November 2003-June 2004)
- Recruit sponsors. CMAQ funding requires a 20% match. Implement Marketing strategies to recruit sponsors. (Nov 2003-Dec 2004) Nicole Anderson suggested approaching companies with matching gift programs (the company's foundation matches what employees donate) such as WE Energies, WI Energy Foundation. She also suggested getting articles /press releases to WMC's environmental subcommittee for their newsletter as well as to the MMAC air subcommittee.
- Select retrofit vendors and complete retrofits (May 2004- Sep 2005).
- Develop recognition for sponsors, bus companies, schools and others

WPCA Role

Sponsor retrofits (TAX DEDUCTIBLE)

Checks payable to WDNR-Diesel School Bus Retrofit Project may be sent to:

Wisconsin Department of Natural Resources
Attention: Muhammed Islam
101 S. Webster St.
P.O. Box 7921
Madison, WI 53707-7921

Recruit sponsors

Develop recognition plan

Lee Patza suggested the Milwaukee Journal Sentinel could include something either to solicit sponsorship or to recognize sponsors in the annual NIE, News in Education, supplement that comes out in the fall of each year.

David Ciepluch questioned whether a company retrofitting a school bus could get pollution credits. Jerry Medinger explained that they could not as that would be "double-dipping".

Karen Schmiechen questioned whether there was funding coming from other places for school bus retrofitting or regulations that would require school bus companies to retrofit anyway, making the program ineffectual. Jessica Lawent explained that new regulations requiring low sulfur diesel would go into effect in 2006, and regulations requiring all new buses to use particulate traps would go into effect in 2007. Our program will target buses that are old enough to have the most potential benefit from retrofitting with a catalytic converter, yet new enough that they will be on the road in the future for a substantial amount of time (and not covered by future regulations). It is assumed that the oldest, most polluting buses will be retired/replaced with newer buses that will meet future regulations the soonest. The ideal range of buses we will be looking to retrofit will be newer than those manufactured in 1995, but older than those manufactured in 2000. Jessica also mentioned that EPA was promoting voluntary school bus retrofit programs, and had grant money available for programs similar to ours.

Karen suggested the importance of getting permission from companies that donate/sponsor school buses to publicize the amount of their contribution before making that information public.

The group also encouraged the practice of trying to match company contributions with school districts with buses to be retrofitted within the same county/geographic area, so that companies could see the benefit of their contributions within their own community. Jerry Medinger stated that this would indeed be a goal of the project, but realistically we will need to first look at which bus fleets and which companies participate before we can assess if it is possible.

See the attached document entitled "School Bus Retrofits- WPCA's Role" for more details on sponsor recruitment, marketing strategies, and sponsor recognition ideas.

Contact

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Agenda Item Gas Cap Wrench Project

A CMAQ grant for southeastern WI provided funding for the production and free distribution of 20,000 wrenches for 2 years. Jerry Medinger commented that the wrenches were very popular, especially among health care groups for the elderly such as the Arthritis Foundation, and informed the group that all 20,000 wrenches were distributed within the first year. Another 10,000 gas cap wrenches will be purchased this year, so there will be 2,000 to distribute for the next 5 months. Other states such as Michigan, Pennsylvania and Missouri are interested in replicating this project. The DNR is in the process of randomly surveying 500 recipients of the gas cap wrench to gather information of the actual usefulness and effectiveness of the wrench.

Agenda Item 2003 Recognition Awards

The Recognition Awards will no longer be presented at the Keep Greater Milwaukee annual seminar/luncheon. A new event format needs to be developed. Jessica Laub presented possibilities that the WPCA Health Subcommittee came up with including a non-event such as presenting a company with promotional materials (customized brochure for their company's reception area that highlights their environmental accomplishments, electronic logo for their website, links to company website from WPCA website, etc.). Instead of having a WPCA awards event, a WPCA representative could go to a company-sponsored event featuring the company's chosen audience/ employees to present the award.

It may be possible to hold an awards event this year for the 2003 Recognition Awards and to combine it with the announcement of the receipt of the CMAQ School Bus Retrofit project. Companies sponsoring matching funds, participating school districts, and bus companies could all be invited and recognized. Fight Asthma Milwaukee and WI Asthma Coalition representatives could be invited to talk about the health benefits.

It may be advantageous to also combine efforts with other organizations that may offer awards in the same vein. Jim Rentscher suggested the possibility MCTS presenting an award to companies with the most people participating in their commuter choice program at the event. He suggested couching the award as being "super elite" and featuring a photo of the CEO of the winning company shaking hands with the governor or the mayor. He suggested bringing in a governmental representative from Washington, D.C. (someone from the EPA may be possible). Both Jackie Janz and Jim Rentscher of MCTS offered to discuss and further develop ideas for the awards event.

Nicole Anderson mentioned that one reason Partners may not have attended past awards ceremonies with KGMB is because it was necessary to purchase an expensive ticket or table to attend (if Partners were not among the winners) which may have deterred some organizations. Also, the awards luncheon was part of a greater day-long session that some Partners may not have the time available to attend. She suggested that an independent event might have greater success.

Contact Jessica Laub at 414-263-8367/ Jessica.Laub@dnr.state.wi.us with ideas and suggestions regarding the 2003 WPCA Recognition Awards.

Agenda Item Cleaner Air Faster- Project Update

Ed Jepsen discussed "Cleaner Air Faster" part of the Governor's "Grow Wisconsin" campaign which is a new program aimed at maintaining ozone attainment through voluntary NOx and VOC emission reductions in Brown, Dane, Jefferson and Rock Counties. Other goals include reducing ozone precursor drift into non-attainment areas and diminishing air pollutant exposures in general (including to toxics and particulate matter).

Short and long-term emission reduction measures are being considered such as voluntary installment of vapor recovery systems at fueling stations, boiler tune-ups and tree planting. Private and public partners will select the emission reduction goals for their businesses and/or county. DNR Air Management will provide trend data and scenario modeling to assess the effectiveness of different reduction strategies. Current trends demonstrate that air pollution is going down, but not as rapidly as expected, and the possibility exists that current trends may

reverse (Rock, Jefferson counties) enough to warrant re-designation of these counties as non-attainment areas for the 8-hr ozone standard.

Those working on the Cleaner Air Faster program are looking at what is being done currently in these counties (such as the use of bio-diesel and low sulfur diesel in the Madison Metro bus fleet), what is being done in other counties (such as by WPCA in SE Wisconsin). The group is interested in implementing cost effective measures particularly targeting the heaviest corporate polluters in these counties to assess what can be done to clean-up their manufacturing processes (GM facility in Rock Co. and paper industry in Brown Co.). They are also interested in public education and encouraging lifestyle changes that would result in a reduction of air emissions.

Dane Co. is moving forward rapidly with the Cleaner Air Faster process and has already hired a ½ time coordinator. The other counties have their own subgroups and are following suit, observing Dane Co. as they move forward with the process. Accurately measuring the air emissions reductions and cost effectiveness of measures taken is another goal of the program to assess if their efforts are worthwhile.

See attached document entitled "Cleaner Air Faster" for the program's time frame.

Agenda Item WPCA Review- feedback summary & discussion of next steps

Jerry Medinger reviewed the responses to the questions posed at the September 2003

WPCA Steering Committee meeting.

There was a general consensus that the WPCA Steering Committee should update the coalition's Mission and Action Plan. Those interested in working on this should contact Lee Patza or Peter Beitzel. The plan is to accomplish update through an e-mail round-robin approach.

See the attached document entitled "9-24-03 response statements" for specific responses.

A tour of the Milwaukee Journal Sentinel facility was conducted after the meeting.

Summary prepared by Jessica Laub



School Bus

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Cleaner Air



9-24-03 response

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