

**Wisconsin Partners for Clean Air  
Steering Committee Quarterly Meeting  
Meeting Summary**

**Date:** February 23, 2005

**Time:** 9:00-10:30a.m.

**Location:** WDNR- Southeast Region Headquarters

**Attendees:** Peter Beitzel (MMAC), Joe Caruso (MCTS), Donna Danihel (WE Energies), Greg Failey (Milwaukee County), Brian Freitag (In-sink-erator), Tiffany Goebel (Midwest Airlines), Jackie Janz (MCTS), Ed Jepsen (DNR), Muhammed Islam (DNR), Jessica Laub (DNR), Jessica Lawent (DNR), Terri Linder (MHD), Janet McMahon (ALA), Peter McMullen (DNR), Jerry Medinger (DNR), Dave Meritt (Dane County Clean Air Coalition), Dennis Presser (DOT), Ray Schmidt (Select Milwaukee), Karen Schmiechen (DOT), Claude Schuttey (UWM ), Maurice Williams (DNR), Audrey Van Dyke (CNH), Francis Vogel (Wisconsin Clean Cities - Southeast Area)

**Item:** Wisconsin Clean Cities Southeast Area (Francis Vogel)

**Keypoints:**

- Clean Cities has a new Coordinator, Francis Vogel, who will be working with a consulting team on projects
- Clean Cities will continue to focus on promoting alternatively fueled vehicles, but is adding school bus retrofits, and idling reduction to the list of strategies
- Clean Cities will promote “Clean Air Events” to promote interesting technologies, the first of which will be April 8, 2005 at MATC

**Follow-up:**

**Item:** Cleaner Air Faster (Dave Merritt & Ed Jepsen)

**Keypoints:**

- Dane County Clean Air Coalition would like support from WPCA to apply for CMAQ funds to implement a gas can exchange program in 20 Wisconsin counties
- Emissions in collar counties contribute to ozone formation in non-attainment areas
- A gas can exchange program in the non-attainment area and collar counties will help reduce VOC emissions, bring non-attainment counties into attainment, and keep attainment counties in attainment

**Follow-up: WPCA will draft a letter of support for the gas can exchange CMAQ application.**

**Item:** UWM Service Learning Project (Jessica Laub & Peter McMullen)

**Keypoints:**

- UWM’s service learning department contacted WPCA to place students from their Environmental Dynamics class
- Students contribute 10 hours of time
- Enables WPCA to complete projects that have been on the back burner
- A student last semester completed a study on emissions reductions resulting from UWM’s remote parking and shuttle bus service
- A student is currently helping tabulate the transportation survey results and calling companies to encourage them to complete the survey

**Follow-up: Partners interested in participating may contact Jessica Laub (414) 263-8367**

**Item:** 2005 Clean Air Extravaganza & 2004 Recognition Awards (Jessica Lawent)

**Keypoints:**

- The 2005 Extravaganza will be held on May 19, 2005 from 3-5pm at the Urban Ecology Center.
- The deadline to nominate a company for the WPCA Recognition Award is March 25, 2005.
- The student who has the winning poster from the School + Business = Clean Air program will be recognized at this event.

**Follow-up: WPCA members are encouraged to submit nominations. Send ideas for extravaganza speakers to Jessica Lawent.**

**Item:** The Smart Commute Program (Ray Schmidt)

**Keypoints:**

- The Smart Commute Initiative helps home buyers near MCTS routes qualify for a larger mortgage, based on anticipated savings from riding transit adding as much as \$9,500 to what they can borrow.
- Fannie Mae's Smart Commute Initiative involves five local banks that originate home mortgages and Select Milwaukee, a nonprofit organization that offers advice and guidance to home buyers throughout the purchase and finance process.
- MCTS provides vouchers redeemable for two free months of bus travel to home buyers using Smart Commute.

**Follow-up: Send ideas for marketing the program to Ray Schmidt.**

**Item:** Bike to Work Week (Maurice Williams)

**Keypoints:**

- This year BTWW is May 14th-20th
- A number of activities and events will be happening throughout the week to encourage people to bike to work such as a commuter bike breakfast and a bike-in movie
- Bike buddies will be available to ride to work with new cyclists to help give tips, plan routes and provide support and encouragement.
- Information to promote Bike to Work Week in your company to your coworkers is available
- The Bicycle Federation of Milwaukee is available to assist companies in promoting bike commuting to their employees for a nominal fee.

**Follow-up: Contact Maurice to participate in or help underwrite the costs of Bike to Work Week.**

**Item:** Steering Committee Membership Updates (Jerry Medinger)

**Keypoints:**

- The WPCA letterhead lists several businesses as steering committee members how have not attended meetings in years, DNR staff has attempted to reach them to encourage participation without success.
- The steering committee needs to decide whether to take these businesses off of the letterhead

**Follow-up: Steering committee members who offered to contact businesses and organizations in question should send updates to Jerry Medinger.**

**Item:** Health Sub-Committee Update (Janet McMahon)

**Keypoints:**

- The WPCA health subcommittee attempted to broaden their membership without success
- Action ideas for 2005 include outreach to physicians to educate them about the health effects of poor air quality and an anti idling campaign
- The health subcommittee would like to support the other committees goals by providing health information to demonstrate the impact of their efforts

- ALA's State of the Air report will be released again May 1.
- Follow-up: Check to see if the ideas for physician outreach and anti-idling campaigns can be wrapped into the DNR's CMAQ "It All Adds Up" proposal.**

- Item: Transportation Sub-Committee Update (Joe Caruso)**
- Keypoints:**
- The sub-committee met and reviewed their objectives and decided to include "environmental" benefits in their objective: "The economic, health *and environmental* benefits of travel alternatives will be quantified where possible."
  - Sub-committee decided they would like some baseline information about what partners are currently doing
  - The sub-committee developed a transportation survey that was distributed to all WPCA member CEO's in January with the goal of quantifying current transportation efforts
  - Agreed to take one task at a time.
- Follow-up: UW-M service learning student will follow up with Partners who have not returned the transportation survey.**

- Item: Industrial/ Manufacturing/Commercial Sub-Committee Update (Audrey Van Dyke)**
- Keypoints:**
- There was considerable difficulty in recruiting WPCA members to serve on the committee
  - The industrial sub-committee will work with the Federation of Environmental Technologists (FET) air committee
- Follow-up: FET Air Committee conference call in March**

Meeting adjourned at 11:30 am.