

Wisconsin Partners for Clean Air (WPCA)
Steering Committee Quarterly Meeting
Meeting Summary

Date: March 23, 2006

Time: 8:45 – 10:00 a.m.

Location: WE Energies Annex

Attendees: Peter Beitzel (MMAC), Anne Bogar (DNR), Joe Caruso (Milwaukee County Transit), Donna Danihel (WE Energies), Greg Failey (Milwaukee County – General Mitchell International), Brian Freitag (In-Sink-Erator), Jessica Lawent (DNR), Dennis Laskaskie (Milwaukee Journal/Sentinel), Gloria McCutcheon (DNR), Peter McMullen (DNR), Jerry Medinger (DNR), John Melby (DNR), Cheryl Moran (Quad Graphics), Lee Patza (Milwaukee Journal/Sentinel), Tom Ravn (Serigraph), Karen Schmiechen (DOT), Audrey Van Dyke (CNH Global), Francis Vogel (Wisconsin Clean Cities - Southeast Area), Shirley White (American Lung Assoc.), Matt Wolters (Milwaukee Health Dept.)

Special thanks to Donna Danihel and WE Energies for providing the meeting room and refreshments.

Upcoming Events:

- April 4, 2006 - KGMB Annual Environmental Business Industry and Government Seminar (*WPCA will have a display and if anyone is interested in helping staff the booth for a few minutes, please call Jerry 414-263-8659*)
- April 5, 2006 – State Implementation Plan Informational Session in Manitowoc
- April 6, 2006 - State Implementation Plan Informational Session in Milwaukee
- April 7, 2006 - Green Vehicles Workshop
- April 12, 2006 – Air Quality Watch/Advisory Informational Session in Milwaukee
- **May 25, 2006 - Clean Air Extravaganza – 2006** (*This year's event will be at the WE Energies Auditorium from 2:00 to 4:00. If anyone is able to provide assistance to defray the cost of refreshments for the event, please call Jessica Lawent 414-263-8653*)

Item: Air Quality Watch & Advisory proposal presented by Anne Bogar
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Keypoints:

- Proposal to change Ozone Action Day program and health advisory procedures based on confusion of Action Day Programs, multi-pollutant and timing of messages in 2005.
- Anne distributed copies of proposed methodology for issuance of Air Quality Watches and Air Quality Advisories.
- Anne asked for feedback on proposed process. Some suggested considerations were to involve the Cable TV (Weather Channel and the Guide Channel) and to utilize a recognizable logo for the Watch or Advisory.

Follow-up: Public meetings in Madison on 3-27 and Milwaukee 4-12 (10-11:30am, Port of Milwaukee Headquarters). Send comments and suggestions to Anne Bogar (anne.bogar@dnr.state.wi.us). Partners are encouraged to attend.
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Work with local Partner groups and the National Weather Service to brief media on proposed changes.

Target date for start of new program May 15 – 19, 2006 National Air Quality Awareness Week.

Item: TransTalk presented by Karen Schmiechen
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Keypoints:

- Karen described *TransTalk* – a transportation informational item that is distributed electronically for employers to use in company newsletter or send via email. Publication provides tips on ridesharing, vanpooling, park-and-ride lots, highway construction, etc.

<ul style="list-style-type: none"> • Karen also described the <i>Emergency Ride Reimbursement</i> Program. • DOT offers a \$0.39 mile reimbursement for emergency rides home for participating organizations. • Joe Caruso reminded members that emergency rides home are also available for those participating in the Milwaukee County Transit System Commuter Value Pass program with minimal program costs.
<p>Follow-up: Karen has a sample Emergency Ride Home policy available for use. Contact Karen Schmiechen at 262- 521-5454 or karen.schmiechen@dot.state.wi.us</p> <p>Mr. Beitzel asked Mr. Caruso for the facts and figures concerning the MCTS emergency ride provision for inclusion in a forthcoming issue of the MMAC newsletter.</p>

<p>Item: School + Business = Clean Air update presented by Jerry Medinger</p>
<p>Keypoints:</p> <ul style="list-style-type: none"> • This year’s program involves 14 organizations partnered with 14 schools with over 1,000 students. • Deadline for student poster/poetry entries is March 31, 2006
<p>Follow-up: Poster/Poetry contest judging will be on Tuesday April 11, 2006 at MMAC from 3:00 to 4:30 – Volunteers from the Steering Committee are invited to assist with judging. Please contact Peter Beitzel, if you are available (414-287-4140)</p>

<p>Item: CMAQ Awards – 2006 presented by Peter McMullen</p>
<p>Keypoints:</p> <ul style="list-style-type: none"> • Peter distributed a list of projects that will be funded with Congestion Mitigation and Air Quality (CMAQ) funds and highlighted some of the Partner related projects. • Total project costs are in excess of \$30 million. • Complete list of projects at http://www.dot.wisconsin.gov/news/docs/cmaqawards.pdf
<p>Follow-up: None</p>

Committee Reports

<p>Item: Health Sub-Committee Update presented by Shirley White</p>
<p>Keypoints:</p> <ul style="list-style-type: none"> • The Health sub-committee is putting together an educational air quality/health packet for doctors in the Milwaukee area. • Components of the “kit” and funding sources have been identified. • Some minor details need to be worked out before production and distribution can occur.
<p>Follow-up: Continue work on project. Next group meeting scheduled for April 3, 2006</p>

<p>Item: Transportation Sub-Committee Update presented by Joe Caruso</p>
<p>Keypoints:</p> <ul style="list-style-type: none"> • Sub-committee conducted a baseline survey for the 2004 ozone season to find out what Partners are doing. • A new survey has been designed for use this year to include actions from the past 2005 season and for the anticipated 2006 season.
<p>Follow-up: Finalize survey and distribute to organization contacts (not the CEO)</p>

<p>Item: Industrial/ Manufacturing/Commercial Sub-Committee Update presented by Audrey Van Dyke</p>
<p>Keypoints:</p> <ul style="list-style-type: none"> • The industrial sub-committee is working through/with the Federation of Environmental Technologists (FET) air committee

<ul style="list-style-type: none">• Links have been placed on both the FET and WPCA websites• Suggested inviting participation from a representative group to come together and share success stories.• Mr. Beitzel suggested using a short survey (similar to transportation survey) to capture other Partner emission reduction activities
Follow-up: What's next? Try to document current Partner activities and post them on the web site OR focus on recruiting new members. Peter McMullen offered to assist with facilitating future activities.

Item: Communications Sub-Committee Update presented by Dennis Laskaskie
Keypoints: <ul style="list-style-type: none">• The communications sub-committee serves to supply design and editing for other committees when needed.
Follow-up: Dennis offered the assistance of the MJS resources for marketing and graphic design work - provided adequate time is allowed for work.

Meeting adjourned at 10:00 a.m.