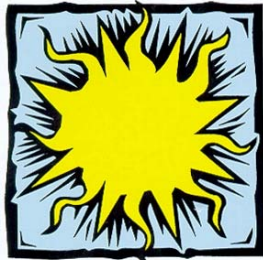


WISCONSIN PARTNERS



FOR CLEAN AIR

Inside this Issue

- 1** 2004 Air Quality Summary
- 1** Cleaner Air Faster... One Year and Counting
- 2** Transit Users Get More House for their Money
- 2** WPCA Transportation Survey Reminder
- 3** Cleaner School Buses Full Speed Ahead
- 4** WPCA Steering Committee Updates Strategic Goals
- 4** Economic Benefits of Transit in Milwaukee
- 5** Nominations Open for the WPCA Recognition Award
- 6** Walk Safe Milwaukee

Wisconsin Partners for Clean Air
 2300 Martin Luther King Drive
 Milwaukee, WI 53212

The Partner Link

The bi-annual newsletter of the Wisconsin Partners for Clean Air

2004 Air Quality Summary; One Ozone Action Day, Six Health Advisories

The 2004 ozone season ended quietly, with only one [Ozone Action Day](#) called for southeast Wisconsin this summer. During the summer, only four days had ozone concentrations reaching into the "unhealthy for sensitive groups" range (orange color on the AQI). More significantly, no 1-hour readings exceeding 124 parts per billion were recorded for only the second year since ozone monitoring began in the late 1980s.

"Overall lower emissions levels, coupled with a cool, rainy summer, meant that ground-level ozone wasn't much of a problem this year," said Lloyd Eagan, director of the DNR Air Management Bureau. "But along with the U.S. Environmental Protection Agency and many other states, we're monitoring more closely for fine particle pollution, sometimes called PM 2.5, in our air."

The Wisconsin DNR along with agencies in neighboring states has begun issuing health advisories when fine particle pollution in the air reaches levels that are unhealthy for sensitive groups. In 2004, the DNR issued six particle pollution health advisories covering nine days. September was also the first time a health advisory was issued statewide due to extremely widespread high levels of particle pollution.

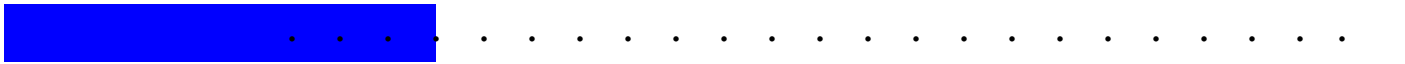
Unlike ground-level ozone, which is formed when emissions from cars, power plants, large factories and other sources react in the presence of sunlight on hot, still summer days, fine particle pollution can be a problem any time of the year (as it was in October, November and December of 2004). Fine particle pollution can also rise to unhealthy levels in parts of Wisconsin not usually affected by ground-level ozone (such as Sauk County). The people in the sensitive groups affected by particle pollution include those with heart or lung disease, asthma, older adults and children.



Updates on current [air quality information](#), are on the DNR Web site (<http://www.dnr.state.wi.us/org/aw/air/wisards/AQIS>), the EPA Web site at www.epa.gov/airnow or through a toll-free hotline, 1-866-Daily Air (1-866-324-5924). For more information contact Jerry Medinger at (414) 263-8659.

Cleaner Air Faster... One year and counting

Cleaner Air Faster (CAF) is an element of Governor Doyle's Grow Wisconsin campaign to enhance our economy, protect the environment and enhance our quality of life. This is done by encouraging companies, individuals, institutions and



government to voluntarily adopt cost effective, emission reductions on high ozone days and by seeking permanent reductions from large and medium sources by improving energy and process efficiency. An element of this second effort is encouraging life style changes at the personal and family level to foster personal responsibility of this issue.

Dane, Jefferson and Fond du Lac Counties have established very active programs since mid-2003. Private sector interests in Winnebago and Brown Counties are also participating.

The chief goal of CAF is to improve and protect air quality by preserving ozone attainment in all of these counties. A secondary goal is to increase public awareness of the relationship between ozone precursors, fine particles and toxics. A final goal is to encourage public and private cooperation at regional as well as local levels so we can improve air quality at home and in downwind areas, particularly the ozone non-attainment area of southeast Wisconsin.

These goals are similar to those of the Partners for Clean Air in the Milwaukee area. CAF has been aided tremendously by the

accomplishments and assistance of the Partners group.

Specific CAF accomplishments in the first year include:

- establishment of local air "action days" in all of the counties listed above when ozone exceedances are anticipated
- the signing of an executive order 56 by Governor Doyle directing all state agencies to cut ozone precursor emissions as reasonable and prudent on ozone action days in southern and easternmost counties
- implementation of educational campaigns to inform and motivate public/private parties
- identification of cost effective actions local partners can adopt to reduce emissions
- application for a variety of grants to help implement the local recommendations

Transit Users Get More House for their Money

Homeownership has just become more affordable thanks to an innovative collaboration among Select Milwaukee, five local banks, Fannie Mae and the Milwaukee

County Transit System. The Smart Commute Initiative helps home buyers near MCTS routes qualify for a larger mortgage, based on anticipated savings from riding transit.

With savings that can come from riding the bus rather than driving to work, Smart Commute allows home buyers to apply this savings to their buying power, 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.

In addition to choosing a home within one-quarter mile of a MCTS bus stop, households can own no more than two vehicles. In addition, as with all mortgages, borrowers will be evaluated on the basis of credit and income history, employment history and stability, and debts in relation to income. Select Milwaukee offers comprehensive financial assessments to help determine a person's qualifications for Smart Commute and many other mortgage programs and financial resources.

For home buying guidance and to learn if you are eligible for a mortgage and Smart Commute, contact Select Milwaukee at 414-562-5070, ext. 221, or visit info@selectmilwaukee.org. Participating lenders also can be contacted:

- Anchor Bank, 414-290-7217
- Associated Mortgage, Inc., 262-797-7175
- Bank Mutual, 414-354-1500
- Guaranty Bank, 414-362-4018
- St. Francis Bank, 262-641-5973

WPCA Transportation Survey Reminder:

A brief one page survey was faxed in early January to all WPCA Partner CEO members. The WPCA Transportation Subcommittee is conducting the survey as a foundation of measuring the following two committee objectives:

- *Travel alternatives such as increased use of alternative fuels, car-pooling, public transportation, biking and walking will be strongly supported and promoted.*
- *The economic, environmental, and health benefits of travel alternatives will be quantified where possible.*

If your organization has not met the submittal deadline of January 31, please fax the form to 414-263-8550 or contact Peter McMullen at 414-263-8751/ peter.mcmullen@dnr.state.wi.us so we have a sufficient number of responses to compile meaningful results.

Cleaner School Buses Full Speed Ahead



What's so important that over 24 million kids *have to have it* every day? Here are some clues: it's big, it's yellow, and it travels 4 billion miles a year. School buses! Though this integral part of schooling is the most reliable and safest means of transportation for kids, there is something we can do to make them even safer.

The majority of the nation's 450,000 school buses run on diesel fuel, which emits high amounts of particulate matter (PM), hydrocarbons (HCs), carbon monoxide (CO), nitrogen oxides (NOx), and toxics. With proper emission controls or use of alternative fuels, harmful emissions from these buses can be significantly reduced.

Wisconsin Partners for Clean Air expressed a concern over this issue and the Department of Natural Resources obtained funding to retrofit approximately 400 school buses in southeast Wisconsin. But what is a retrofit? A retrofit is a device or method that allows a bus to run cleaner. This can be a device placed on the exhaust system or a cleaner fuel. The retrofits used in our program are called diesel oxidation catalysts, a combination of a muffler and catalytic converter-type device that reduces HCs, CO, and PM in diesel exhaust by 20-50%. These devices are virtually maintenance-free and have no impact on fuel consumption or vehicle performance.

The project is being funded with a federal air quality grant of \$1 million. Since this grant is only available to ozone non-attainment areas, it can only be used in the following counties: Door, Kenosha, Kewaunee, Manitowoc, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, and Waukesha.

The grant has a 20% match requirement. So far we have raised over \$20,000 through donations mainly from businesses, including WPCA members, DNR and EPA employees. Organizations have also contributed by gathering support and donations through newsletter articles and notifying their members at meetings.

We are fortunate to have recently received even more grant money through a shift in funding in the Vehicle Inspection Maintenance Program. This will allow the retrofitting of about 300 more buses.

Not only will 700+ buses be retrofitted with oxidation catalysts, but one of the participating fleets is also planning to use ultra low sulfur diesel fuel, a cleaner form of diesel fuel. The fleet accepted a grant through the Wisconsin Asthma Coalition to introduce this cleaner fuel into their fleet before it's required by all fleets in 2006. The use of this fuel on retrofitted buses will reduce emissions another 10%.

Though this project specifically targets school bus fleets, there are ways that everyone can participate.

- Twenty bus companies are currently participating, but other companies can still join in. They need only be from one of the above-mentioned counties and own Model Year 1999-2004 or newer buses.
 - Reduce idling. A BIG source of emissions stems from unnecessary idling. Current technology eliminates the need for extensive warm-ups for any engine. Idling needlessly wastes fuel (1/2-1 gallon per hour!) and is harmful to public health.
- **Bus companies can educate their drivers** about idling.

➤ **School districts can enforce idling limits** by posting signs and notifying the companies they have contracts with. They should also provide waiting areas for drivers in the schools.

➤ **Bus drivers can eliminate lengthy idle times** when waiting for children outside of schools. They should arrive closer to the actual pick-up time or ask to wait in the school lobby if it is too hot or too cold to wait on the bus.

➤ **Parents and teachers** can encourage their school districts to develop anti-idling policies and establish waiting area in the schools for drivers. They should also reduce idling themselves, around schools and in other situations. For example, walk into banks or restaurants instead of using drive-thrus. Warm up a vehicle by driving it instead of letting it sit idle.

- Consider making a donation towards the project. All donations are tax-deductible. You can send checks made payable to **WDNR-Diesel School Bus Retrofit Project** to:

Wisconsin Department of
Natural Resources
School Bus Project AM/7
101 S. Webster St.
P.O. Box 7921
Madison, WI 53707-7921

The school bus retrofit project is a win/win for everyone. Bus companies get cleaner buses, and everyone gets to breathe cleaner air.

For more information contact Jessica Lawent at 414-263-8653, Jessica.Lawent@dnr.state.wi.us. For more information on school bus retrofits in general and what other states are doing, visit EPA's Clean School Bus USA web site at www.epa.gov/cleanschoolbus.

WPCA Steering Committee Updates Strategic Goals

Steering committee members evaluated and revised vision and strategic objectives of WPCA during the summer of 2004. They also renewed their charge for WPCA's four subcommittees (Health, Transportation, Industrial/ Manufacturing/ Commercial, and Communications) to create an annual action plan consistent with the vision and objectives for 2005. Sub-Committee chairpersons will consult with their members and select an action/ activity/ project for 2005. The selected activities will be presented at the next steering committee meeting scheduled for February 23, 2005. Steering Committee members are encouraged to serve on at least one sub-committee and all members of WPCA are encouraged to participate in sub-committees.

Revised Vision and Objectives:

Wisconsin Partners for Clean Air
Wisconsin Partners for Clean Air is a coalition of businesses, community organizations, schools, government agencies and individuals committed to voluntarily improving air quality in southeast Wisconsin. This cooperative effort was initiated in April 1996 to promote innovation, provide flexibility, and to obtain credits for emission reduction requirements of the Clean Air Act.

Vision Statement

The Wisconsin Partners for Clean Air will enhance the quality of life for all individuals through the successful achievement of clean & healthy air. This will be achieved through comprehensive, voluntary, community efforts.

Strategic Objectives

The Wisconsin Partners for Clean Air have established the following strategic objectives:

Objectives of the Steering Committee:

Community leadership will be visibly supportive and personally engaged.

There will be a true and equal partnership between government, major employers, businesses, community organizations, schools and individuals.

There will be sufficient resources to get the job done.

There is a vision, clear goals and annual recognition of success. Focus and efforts will be renewed annually.

Objectives of the Health Committee:

The health benefits of clean air will be quantified and clearly communicated.

The youth of today will receive information and instruction on the relationship of air quality to health so they take action to protect the air today as well as tomorrow.

There will be significant broad-based public support and understanding of the various roles of all people in achieving clean air.

Objectives of the Transportation Committee:

Travel alternatives such as increased use of alternative fuels, car-pooling, public transportation, biking and walking will be strongly supported and promoted.

The economic and health benefits of travel alternatives will be quantified where possible.

Objectives of the Industrial/ Manufacturing/ Commercial Committee:

There will be learning resources to enable industry sharing of technical ideas.

The economic benefits of clean air will be quantified and clearly communicated.

Objectives of the Communications Committee:

Our communication efforts will challenge other organizations to improve air quality.

There will be a close and collaborative relationship with the media to enable effective communications of issues to the general public.

Economic Benefits of Transit in Milwaukee

Milwaukee County Transit System (MCTS) has a tremendous impact on the Milwaukee area economy and the quality of life of those it serves according to a study entitled, "Economic Assessment of the Transit System in Milwaukee" prepared by HLB Decision Economics, Inc. released in March of 2004. MCTS delivered \$4.72 of economic value for each dollar spent on providing transit services by creating additional jobs, earnings and output within the transit system itself and in other regional industries. MCTS generated over \$633 million in economic value for the regional economy while its expenditures were estimated at \$139.9 million in 2003.



Money spent by MCTS

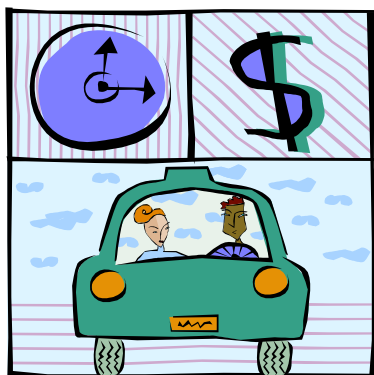


Economic Value Incurred

The benefits of transit fall into four main categories:

Congestion Management-

- The presence of transit reduces traffic congestion and vehicle miles traveled. In 2003, MCTS reduced congestion-related costs by \$65 million. Such costs include vehicle ownership and operation costs, travel time value, costs attributed to environmental emissions due to congestion and safety (accident reduction) costs. Savings on such costs imply greater disposable household income for other purposes.
- Transit reduces travel of personal vehicles resulting in less congested conditions for



vehicles remaining on the road. Saved travel time leads to higher worker productivity and increased labor market access.

- Transit services diverted about 23 million vehicle trips (cumulating in about 83 million vehicle miles) from Milwaukee area streets and highways.

Affordable Mobility-

- Transit provides a low-cost, affordable mode of travel to many low-income households thus extending their opportunities for employment and resulting in less dependence on social services such as food stamps, home care, and unemployment compensation.

- As many as 37.3% of MCTS passengers do not have access to a car, and the absence of transit would lead about 14.7% of them to forego their trips, with 40% of those forgone trips leading to unemployment.



- Another part of passengers would spend a considerably higher portion of their income on transportation at the expense of food, health care and housing.
- In 2003, MCTS added an estimated value of \$267.4 million in affordable mobility benefits to the regional economy.

Enterprise-

The operation of transit services generates financial transactions that contribute to the local economy in the form of increased output, employment and earnings.

- Direct spending by the agency (\$137.9 million) resulted in the employment of workers, sales of locally produced goods and services, and the generation of local tax revenue.
- Indirect economic impacts (\$58.5 million) also resulted from purchases by local firms who are direct suppliers to MCTS and include services that exist solely due to the operation of the transit system.
- Induced economic impacts (\$122.6 million) include changes in regional business output, employment, income and tax generation that are the result of personal/household spending for goods and services by MCTS employees and the employees of MCTS's direct suppliers.

- MCTS created 2,026 full time jobs and generated about \$74.3 million in earnings.

Neighborhood Development-

- Transit users have access to a wider range of affordable lifestyle choices as a result of transit-oriented development and lesser automobile dependence.
- Neighborhoods serviced by transit benefit from improved urban property values.
- Taxpayers benefit from reduced highway infrastructure outlays and related maintenance expenditures.
- Everyone benefits from improved environmental conditions.

Clearly transit, in particular MCTS, has a profound effect on the mobility of those it serves and contributes to a ripple effect of economic vitality throughout Milwaukee County. For more information contact Joe Caruso, Marketing Director for MCTS, at 414.937.3250/ jcaruso@mcts.org.

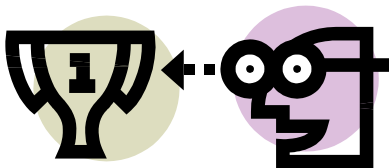
Nominations Open for the Wisconsin Partners for Clean Air Recognition Award

Here is an opportunity to nominate and recognize your organization or business for their voluntary actions to improve air quality in 2004. The nomination process is simple and the award provides an excellent opportunity to cultivate a positive image in the community and attract customer attention. Award recipients also enjoy public recognition and media attention.

Examples of activities that may make your organization eligible to receive this award include:

- ➔ Actively inform your employees about air quality conditions and actions via flyers, bulletin boards, e-mail or newsletters
- ➔ Participate in Ozone Action Days by notifying employees and rearranging work activities
- ➔ Participate in the 'School + Business = Clean Air' program
- ➔ Have Environmental Management Systems or engage in other activities that go beyond compliance
- ➔ Install state-of-the-art emission control technology
- ➔ Invest in energy efficiency and/or fuel efficient vehicles and technology
- ➔ Register emission reductions on the DNR Voluntary Emission Reduction Registry
- ➔ Provide transportation-related benefits such as telecommuting, compressed workweek, biking or carpool incentives, subsidized transit fare, etc.
- ➔ Plant trees or use natural landscaping around your business
- ➔ Participate in Green Buildings, Smart Growth or other initiatives

The next set of awards will be presented on May 19th at the 2005 Clean Air Extravaganza at the new Urban Ecology Center (in Milwaukee's Riverside Park, 2808 N. Bartlett Ave.). Winners will be announced at the awards event.



There is still time to nominate an organization for this event. Click here for the [Nomination Guidelines](#). The Intent to Apply deadline is March 11th, 2005. **The nomination deadline is March 25th, 2005.** For questions, please contact Jessica Lawent at (414) 263-8653 or Jessica.Lawent@dnr.state.wi.us. Thank you!

The Recognition Awards program, sponsored by the Wisconsin Partners for Clean Air, was established in 1996 as a way to recognize businesses and organizations for their accomplishments and to share information on successful programs with others.



Walk Safe Milwaukee

Too many pedestrians and cyclists in the Milwaukee area have fallen victim to the wheels of inattentive motorists in recent months.

- Mary Glorioso, hit crossing Brady Street, later died of severe head injuries she sustained in the accident
- Father Eleazar Perez of St. Adalbert's, lost his leg below the knee
- John Harrington, North Shore firefighter, lost his life while biking to work

In Milwaukee County last year, 22 pedestrians and 2 bicyclists were killed as the result of traffic accidents with motorists. The number of people killed in crashes was down 7% in the state of WI, but up 21% in Milwaukee County and up an alarming 46% in the City of Milwaukee in 2004.

Ideas for solutions are being talked about by a lot of people- people from Milwaukee Co. Parks, the Milwaukee Police Department, the Brady Street Business Improvement District, the Bike Federation of WI, the Division of Public Health, the City Attorney's Office, the Municipal courts and the City of Milwaukee and private business owners. They

meet as the Education and Outreach Committee of the City of Milwaukee Bike/Ped Task force. This group views education as an important part of the solution.

- Educate motorists to stop for pedestrians, drive the speed limits, and respect traffic laws.
- Educate pedestrians about safe walking skills.

A traveling pedestrian safety campaign is being developed to include banners with safety messages to be hung over roadways, human-shaped placards reminding people to stop, and a media awareness campaign that will remind media to follow pedestrian fatality and injury stories with safety messages. The solution also includes stricter police enforcement of traffic laws to enhance pedestrian safety, and plans to work with the municipal courts and the City Attorney's office to more aggressively uphold citations for actions that endanger pedestrians.

Efforts to make pedestrians and cyclists safer and on our streets and roadways advances the WPCA's agenda to achieve clean and healthy air by promoting travel alternatives such as walking and biking. The Milwaukee Bike/Ped task force is currently seeking support to help put their ideas into action. To find out how to contribute to these efforts, or for more information, contact Maurice Williams at 414-263-8517/ Maurice.Williams@dnr.state.wi.us

We Want YOU...

To write an article about the voluntary actions your company or organization is taking to reduce air emissions for the next issue of "The Partner Link". Please send your articles or article ideas to Jessica Laub at Jessica.Laub@dnr.state.wi.us (or call 414-263-8367).

Bike to Work Week

Bicycling is clearly an effective way to reduce harmful emissions and improve air quality. Bike to Work Week (BTWW) is The Bicycle Federation of Wisconsin's main event to get people to start commuting by bike. This year BTWW is May 14th-20th. Bicycling is a low-impact, accessible form of exercise appropriate for all ages. Bicycle commuting is a great way to sneak in daily exercise, travel without polluting, and enjoy an active lifestyle. Despite cycling's multitude of benefits however, people are hesitant to try new things. Thus, Bike to Work Week offers events, education, encouragement, and excitement to get people to try biking to work.

We Energies worked with the Bicycle Federation of WI to experience tremendous growth in the number of their employees cycle commuting. Four years ago, they had about 5 people biking to work. In 2004, 75 cyclists logged over 21,000 miles!

The Bicycle Federation of WI can help your company develop a bicycle commuter program, provide education to employees, and offers consulting services. Some of the most successful ways for companies to encourage cycle commuting include:

- Provide bicycle education such as lunchtime commuter cycling seminars
- Hold special events, such as BTWW, that encourage people to bike

- Invest in bicycle facilities install bike parking racks, allow workers to bring bikes into the building, provide showers if possible
- Integrate bicycling into existing wellness programs
- Sponsor a Bike Club
- Provide a company bike for errands and lunch trips
- Reward people for making the healthy choice to bicycle and award 15 mins of vacation time for every day of bicycle commuting.

Ken Leinback, executive director of the Urban Ecology Center, has started an innovative reward based program. He pays employees one dollar for each day they bike, walk, or take transit to work. Carpoolers receive 50 cents. According to Leinbach, "The EcoBuck program is a small investment for a significant return. Healthier workers are happier. Happier workers are more productive." The San Francisco city government pays employees seven cents a mile for all business travel by bicycle, and sponsors a city-wide monthly "Leave Your Car at Home Day". Xerox, in Palo Alto, also has a well-conceived and run bicycle commuter program boasting a 20% cycle commuter rate!

BTWW success stories like these can only occur with the support of individuals and community-minded

businesses, like the Wisconsin Partners for Clean Air. Together we can encourage Milwaukeeans to fuel their travel with calories, not fossil fuels. The BFW offers sponsorship opportunities that range from \$500-5,000 offering excellent advertising exposure. Bicyclists tend to be educated, high-earners with disposal income who value environmentally minded businesses.. Be part of this important community effort to encourage cycling—the healthy, safe, fun, and environmentally sound way to get around.

Contact Jessica Wineberg (414-431-1761 or Jessica@bfw.org) for information on participating or sponsoring BTWW.

Milwaukee Area BTWW Events

- Bike to Work with the Mayor
- Commuting by Bike Classes at area establishments and employment center *with Harley Davidson, The Johnson Companies, Johnson Controls*
- Bike to Worship Campaign *with Wisconsin Interfaith Climate and Energy Campaign*
- Commuter Race
- Bike your Child to School Day
- Daily Commuter Breakfast Station
- Bike-in Movie
- Tune-ups, classes at area bike shops and the Bike Collective
- Commuter Challenges with area employers
- Bike Collective Open House
- Alley Cats Bike Race
- Bike Buddies
- Cyclist Soiree at Trocadero