

Wisconsin Partners for Clean Air Membership Survey 2008 Summary

Background / Methodology: The Wisconsin Partners for Clean Air conducted a membership survey at the end of 2008. The purpose of the survey was to gauge the Partners' level of participation in activities that promote, encourage or result in reductions of air emissions and to request updated contact information. The past few surveys were focused on transportation only activities, as part of a work effort of the WPCA Transportation Subcommittee, but expanded this year to cover other areas. The survey format was a check off list under the activity categories of Transportation, Business, Air Quality Watch & Advisory Days, and Promotion.

The survey was initially mailed to the 299 Partners' Chief Executive Officer (CEO) contact in October. A follow-up fax survey request was sent to 273 Partner's Employee Transportation Coordinator (ETC) contact in November. In December, individual emails, phone calls, and additional faxes were conducted to all non-respondents. The result was 154 returned surveys, with a **response rate of 52%** (using the 299 base mailing). Below are the rounded percentage results of the 2008 Survey in order of highest to lowest activity participation by activity category:

Transportation Activities

- 71%- Provide bike racks or bike lockers
- 43%- Provide on-site shower or changing facilities
- 26%- Offer compressed (flex) work week schedule (4-day week or 9-day 2-week)
- 25%- Promote WisDOT's Rideshare Program
- 24%- Organize internal walk/bike groups for commuting or during lunch hours
- 24%- Promote or participate in Bike to Work Week
- 18%- Display transit information & schedules for routes connecting with job site
- 18%- Provide an internal carpool program
- 17%- Provide area walking or biking maps
- 14%- Provide free or reduced transit fare programs
- 13%- Use hybrid or fuel-efficient vehicles in fleet
- 12%- Use alternative fueled vehicles in fleet
- 12%- Sell transit tickets and/or passes on-site
- 11%- Charge a parking fee
- 10%- Participate in pre-tax transit payment program
- 10%- Provide shuttle service to remote lots or work sites
- 8%- Provide a Guaranteed or Emergency Ride Home
- 8%- Provide preferred parking for car-poolers or hybrids
- 7%- Provide rewards incentives to encourage use of alternative commutes
- 7%- Provide or participate in a vanpool program

Response less than 1%

- Offer Parking Cash-out
- Participate in Walk-to-Work Program that assists home-buying near work site

Other responses- transportation

- Carpool to long distance meetings
- Offer use of on-site mail room for personal mail
- Fitness program promoting walking
- Bike racks on buses. Preferred parking for bikes, mopeds, & motorcycles
- Preferred parking for motorcycles

- Operate Washington County Commuter Express Service in conjunction with Washington County
- Employees are carpooling
- Local transit stop is outside of facility
- Eco-buck program pays \$1/day for alternative commute
- Program to convert where practical, transportation mode to railroad to reduce GHG, cut fuel consumption, reduce congestion and cut transportation costs.
- Fleet training on eco-driving and participate in WI Clean Diesel Coalition

Business Activities

- 34%** Use low or non VOC emitting paint or solvent
- 18%** Change an operation process
- 10%** Use alternative fuel for equipment
- 5%** Participate in WDNR's Green Tier Program

Other responses- business

- Installed energy efficient lighting; extensive reroute of delivery and service vehicles
- Use bikes for travel to meetings
- Upgrade pollution control equipment
- Installed solar panels
- Certified ISO14001
- Energy reduction activities
- Replace heating boilers with high efficient units; major relighting of facility with high efficient lights
- Use bus, bike, and rideshare for work travel
- Participate in ECA Pilot Program
- Installed light-pipes and changed to CFL bulbs
- Issues and posts Watches and Advisories on its websites, NOAA Radio, Hazardous Weather Outlook and Public Information Statement
- Member of Chicago Climate Exchange & Climate Registry
- Bio-gas collection, conditioning, and reuse in substitution for fossil fuel
- ISO 14001
- Use non-solvent parts cleaners
- Energy efficient glass glazing system-Zo-e Shield- which would save typical home between 15-30% on energy bill
- lighting upgrade with more efficient lights, sensors, and controls. Increased generation efficiency and change steam loads to operate with only one boiler

Air Quality Watch / Advisory Days

- 53%** Receive Air Quality Watch/Advisory email notifications from the WDNR Listserv
- 33%** Post Air Quality Watch announcements around facility
- 19%** Postpone landscape and other fueled-powered maintenance activities to another day
- 19%** Defer refueling vehicles to either late in the day or to another day
- 9%** Defer a process or processes which emit emissions
- 3%** Provide incentives on Air Quality Watch Days for employees to carpool, walk, bike, or use transit

Other responses- AQW / AQA Days

- Alert media, employees on AQW days
- Reduced garbage pickups

Promote Awareness

- 19% Participate in community or transportation planning efforts
- 17% Help to develop bike or walking paths in the community
- 17% Provide information on how to reduce individual emissions
- 16% Utilize WPCA website
- 14% Host a transportation, health, or 'green' fair
- 14% Work with a community or organization on how to help improve air quality
- 9% Participate in WPCA's annual Clean Air Extravaganza event
- 5% Apply for WPCA's annual Clean Air Recognition Award

Other responses- awareness

- Provide training on air issues, permit requirements and ISO14001 certification in 2008
- Sponsor annual car free challenge
- DNR's Green & Healthy Schools
- Promote "Natural Step" circles, free 'blue bike' project, and Go Green Initiative
- Host energy workshops and emissions-sustainability consulting
- Looking at variety of areas to reduce
- We're an educational facility that promotes green living
- Provide room for Madison Rideshare display, once a year
- Conduct school fundraisers to sell CFLs and LEDs. Offer professional development courses to incorporate energy education in classes

Additional comments- How can the Wisconsin Partners for Clean Air have a greater impact as a coalition?

- As a one person operation, I try my best to limit vehicle use- especially on Air Quality Watch / Advisory days
- Publicize and fund bike to work week
- We would like to have Milwaukee's bus system extended to our campus
- Educate elected officials that it is in their best interest to reduce emissions
- Include air filter change out of filters on all ventilation units that service site or sites
- Formally a regular Steering Committee participant but I have had frequent scheduling conflicts on meeting days. Due to the current global focus on GHG, has the WPCA evaluated its focus to determine if it should become more holistic? Does this duplicate other state organizations or partnerships? Also, I must confess that the air quality notice format change to include particulates has made it more difficult for employee communications.
- Provide opportunity to participate on-site at companies and in person to help promote the program. For example, our company could have had a WPCA booth at our recent safety fair.
- I'm not sure if we are a member or when and how we became members
- Fax ozone alerts - do not email
- Collaborate with all the statewide "Natural Step" movements, i.e. Dane & Jefferson counties and 12 other eco-municipalities
- Learn from each other and spread the word
- Please email me air quality Watch and Advisory notifications so I can post for our employees. We use to receive faxes-but that stopped
- Promote the use of energy efficiency as a clean air strategy
- Offer free seminars to local government on-site
- Explore expansion of educational programming to achieve more substantial improvements in local and regional air quality. This would require additional staff capacity and likely additional resources to support increased capacity
- Provide WPCA information - handouts geared toward individuals and for fleets
- We should brainstorm to increase participation among our members other than the Clean Air Extravaganza. For example, what other opportunities does WPCA provide for non-steering committee members to become involved in the organization?