



AIR CURRENTS

Wisconsin Partners for Clean Air Newsletter

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WPCA Message from the Chair

At long last, I am sure we are all welcoming spring and looking forward to the warmer weather in the months ahead. May is Clean Air Month, so we hope many of our Partners will join us at the Clean Air Extravaganza on May 22— see the notice on the back page, and be sure to register. This is an opportunity to hear about some of the great things our members are doing to improve air quality.

Dona Wininsky, WPCA Chair

Commuting Promotions

Wisconsin Rideshare

The Wisconsin's Rideshare program is once again promoting the Bike Buddy feature of the program. In recognition of Earth Week, between April 19th and April 27th, all new registrants will receive a reflective leg-band for biking or walking if they indicate an interest in bicycle commuting. What better way to 'green' your commute and become healthier at the same time!

Likewise, during Bike to Work Week, between May 10 and May 18, the promotion is being repeated for new registrants who express their interest in finding a Bike Buddy for commuting.

Whether carpooling, biking to work, or walking, registrants can record their commutes each day through their iPhone or email by signing up for Mobile Reporting that will generate a report of their financial and environmental savings.

Please share this opportunity with your staff. For more details, go to www.rideshare.wi.gov, or contact Karen Schmiechen at 262-521-5454, karen.schmiechen@dot.wi.gov.

Wisconsin Bike Fed

After a long hardy Wisconsin winter, it is beginning to feel like spring. Put an end to cabin fever and get some outside time on your commute to work! The Wisconsin Bike Fed can help you and your employees bike to work and around town, reducing pollution and waistlines.

Want to make it happen at your company?

- ◆ Invite a [Share and Be Aware Ambassador](#) to give a free bike safety presentation or ride
- ◆ Join the [National Bike Challenge](#) and have teams of employees log and track commuting miles and CO2 saved

Let the joy of biking help your company improve employee health and fitness, and reduce CO2 emissions in Wisconsin with these free tools from the Wisconsin Bike Fed. Learn more at Wisconsinbikefed.org

May is Clean Air Month *It all adds up to cleaner air*

Clean air is important to human and ecosystem health. Poor air quality can affect people of all ages, especially those sensitive to air pollution, including people with asthma or heart conditions, people who work and exercise outdoors, and older adults and children.

These facts make it all the more important to understand air quality and recognize the importance of clean air.



Air Quality Awareness Week April 28—May 2

For more information, visit:
<http://epa.gov/airnow/airaware/>

WI Clean Cities www.wicleancities.org

Green Vehicles Workshop:
Earth Day, April 22, at MATC-Downtown Campus

Natural Gas Roundtable:
May 19, at the Waterfront Hotel & Convention Center, Oshkosh

Alternative Fuels Workshop & Recognition Program: May 20, at the Alliant Energy Center, Madison

American Lung Association's
15th annual *State of the Air* Report
Release Date: April 30
www.LungWI.org



For Current Air Quality Conditions:

[Air Quality Hotline](#)
1-866-Daily Air



Wisconsin Partners for Clean Air

Success Spotlight:

Milwaukee County Transit System

Milwaukee County Transit System (MCTS) has been providing varied travel mobility needs to the community for over 150 years. Transit riders rely on the service to get to work, job training, education, medical appointments and entertainment venues. Last year, MCTS provided over 43 million rides, covering over 17 million miles.

Passengers on MCTS buses have been experiencing more of that “new bus smell” on their rides the past couple of years. Since 2010, the majority of the newer and cleaner fleet consist of 270 out of a total 405 buses. The vehicles emit 80% less particulate matter, 95% less oxides of nitrogen and 88% less non-methane hydrocarbons than the older buses they replace. These newer buses are equipped with a Selective Catalyst Reduction exhaust system equipped with a particulate filter that eliminates nearly all of the particulate matter that is released into the atmosphere. Along with the particulate filter, the Selective Catalyst Reduction exhaust system is equipped with a urea liquid solution that is injected into the exhaust to neutralize the nitrous oxide and turn it into nitrogen and water. Between the particulate filter and the urea injection process, the Selective Catalyst Reduction exhaust system eliminates nearly all emissions from the engine’s exhaust.

The buses have an exciting new design, including additional electronic route number sign at the rear of the bus, electronic radiator fans designed to provide fuel savings of up to 5%, improved accessibility and roomier interior, energy efficient LED headlights, and a longer life battery system. MCTS tries to replace buses every twelve years, or those driven more than 500,000 miles. All buses are equipped with bus racks for those multi-modal riders. In 2012, MCTS implemented a system-wide route and scheduling restructuring plan, utilizing \$19.6 million in Federal Congestion Mitigation & Air Quality (CMAQ) funds to enhance service.

According to the American Public Transit Association, public transportation reduces energy consumption by the equivalent of 4.2 billion gallons of gasoline each year, the equivalent of 320 million cars filling up— almost 900,000 times a day. MCTS prides itself in “being green” beyond their buses and riders who utilize a cleaner transportation alternative. Route supervisors drive Ford Escape hybrid vehicles in an effort to reduce fuel use and emissions. All the maintenance facilities recycle much of their equipment including plastic windows, batteries, bus shelter glass, cardboard, metals, and office equipment. Other staff activities include reducing printing materials by utilizing social media and reducing energy consumption of facilities.

Over 40% of MCTS riders have indicated the primary reason for taking the bus was work related. MCTS offers the Commuter Value Pass and Commuter Value Certificate program as a tax smart employee benefit which provides reliable transportation for the employees at a very reasonable cost. Both the employer and employees may share in the cost. The companies are billed quarterly, while the employee portion is collected by the company through payroll deduction. The Commuter Value Certificate program is similar in that employers purchase certificates and distribute them to their employees who can use the vouchers to purchase rides or a weekly pass as needed. Both of the programs offer an emergency ride (taxi) service at no cost, which provides assurance for participants for readily available transportation for urgent situations.

Milwaukee County Transit System believes strongly in offering the community the mobility it needs, remaining vital to the community.

Want to be featured in WPCA Air Currents' Success Spotlight?
Send us your emission and environmental success story.



Wisconsin Partners for Clean Air— Clean Air Extravaganza

Thursday, May 22, 2014
2:00-4:00 p.m.

ManpowerGroup World Headquarters
100 Manpower Place
Milwaukee, WI

Improving Performance: Growing Your Green Bottom Line

Program includes presentations from representatives from the Wisconsin Department of Natural Resources, Roundy's Supermarkets, Godfrey & Kahn, and Lauterbach Group. Annual Clean Air Recognition Award and Commuter Champ Award to be presented.

More Info: www.cleanairwisconsin.org
Registration: peter.mcmullen@wisconsin.gov

Wisconsin Partners for Clean Air is a coalition committed to improving air quality through voluntary action. Comments, suggestions, and successes, contact: Peter McMullen phone: 414-263-8751 or email: peter.mcmullen@wisconsin.gov