

AIR CURRENTS

Wisconsin Partners for Clean Air Newsletter

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WPCA Message from the Chair

As we welcome in summer, it is time once again to congratulate the recipients of the Clean Air Recognition Award and Commuter Champ winner presented at the Clean Air Extravaganza. The annual event is always a nice time to come face-to-face with Partner members and learn about the great initiatives organizations undertake to improve air quality. Whether you were able to attend the event or not, please enjoy this issue as we recognize the winners and their impressive activities.

Dona Wininsky, WPCA Chair

Clean Air Extravaganza Recap

Two Wisconsin businesses and one environmental non-profit were honored during the annual Clean Air Extravaganza at the Metropolitan Milwaukee Association of Commerce in Milwaukee on Thursday, May 21. The event theme was *Small Business: Big Strides*, addressing air quality challenges faced by small businesses and resources these entities can turn to for assistance.

In addition to the award recognitions, attendees heard presentations by the Wisconsin Department of Natural Resources' Small Business Environmental Assistance program, Wisconsin Department of Economic Development, State Energy Office, Focus on Energy- Small Business Program, Visual Impressions and Molded Dimensions.

Eric Nitschke, DNR Secretary Director, presented a Clean Air Recognition Award to both Fairmount Santrol (Bay City/Hager City, Maiden Rock, Menomonie) for their expansive community involvement and efforts to reduce fuel, energy and dust, and to Roundy's Supermarkets Inc. (Milwaukee) for their leadership in innovation and energy improvements in their facilities and fleet.

The Commuter Champ Award was presented to the Urban Ecology Center (Milwaukee) for their Eco-Buck program, an employee financial incentive program, and promoting alternative transportation.

Commuter Champion Award Urban Ecology Center (Milwaukee)

The Urban Ecology Center's Eco-Buck program is one of the ways the non-profit organization leads by example. The program:

- Provides a small, daily monetary incentive for employees who make efforts to reduce their commuting impact. Employees who bus, bike, ski, rollerblade, or unicycle earn a dollar extra for the day while car-poolers earn an extra 0.50.
- Boosts staff morale by recognizing the health benefits and cost savings of using alternative transportation.

In addition to the Eco-Buck program, the Urban Ecology Center displays transit schedules, has an internal carpool program, provides a shuttle service for student groups and has hybrid vehicles in their fleet.

The Urban Ecology Center's three facilities are strategically located adjacent to bike and pedestrian pathways, provide bike parking, storage, and shower facilities, organize bike and walking programs and host an annual Bike to Work Week commuter station.



From left to right:
Eric Nitschke (WI DNR), Jennifer Drury Buzbeck (Whyte Hirschboeck Dudek SC-representing Roundy's), Kevin Christopherson (Roundy's Supermarkets), Martha Gillespie and Lauren Evans (Fairmount Santrol), Ken Leinbach (Urban Ecology Center), Dona Wininsky (American Lung Association and WPCA chairperson).



Wisconsin Partners for Clean Air

Success Spotlight:

Fairmount Santrol and Roundy's Supermarkets, Inc.

Clean Air Recognition Awardees

Fairmount Santrol (Bay City/Hager City, Maiden Rock, Menomonie)

- Voluntarily commissioned a year-long study to evaluate levels of fine particulate matter (crystalline silica) around its Maiden Rock facility. Concentrations were low and within normal range of concentrations found in the Midwest.
- Expanded rail yard at Hager City facility to allow for unit trains (comprised of 100 railcars), reducing truck traffic (1 train=400 trucks), fuel use and emissions.
- Installed low torque (low rolling resistance) bearings on 4,000 new rail cars, annually saving over 130,000 gallons of fuel and 4 tons of emissions per 100-car train.
- Paved road into the Hager City facility and installed a dustless loading spout to reduce fugitive dust.
- Purchased seven pieces of heavy equipment that meet tightest emission standards (tier 4).
- Encouraged cleaner transportation amongst employees by offering rebates to those who purchase alternative-fueled vehicles and sponsored an alternative commute contest.
- Planting trees and prairies on its properties to sequester carbon.
- Achieved goal to become Zero Waste to Landfill at all facilities two years ahead of schedule through reducing, reusing, recycling, and composting, while sending the remaining small amount to waste-to-energy facilities.
- Achieved LEED Gold certification at its Menomonie facility.
- Reduced energy/fuel throughout operations, while also tracking greenhouse gas emissions.
- Has 13 sustainable development teams, each with one goal per year implemented at every facility. Some 2014 goals achieved:
 - ◇ Installation of solar lights at Hager City rail yard
 - ◇ Stream restoration projects with other organizations
 - ◇ Installation of a conveyor system that saves nearly 1,000 gallons diesel/year
 - ◇ Water savings through sprinkler modifications and installation of pump that reuses water
 - ◇ Hosting and/or participating in community events such as Adopt-a-River and Adopt-a-Highway recycling or turning into energy all waste collected

Roundy's Supermarkets, Inc. (Milwaukee)

- Piloted a new CO2 transcritical refrigeration technology at their new Menomonee Falls store, one of just three in the nation. The system completely eliminates the use of hydrofluorocarbons (HFCs), which has 3,300 times more global warming potential than CO2, while also reducing 20% electricity, equivalent to reducing greenhouse gases from 1,900 cars. It has also saved more than \$20,000 in its first year and generates heat that is reclaimed for hot water use in the store. The technology will be used in all new stores starting in 2016 and will be evaluated for additional ways for optimization.
- Installed LED lighting and occupancy sensors in the freezer area of the warehouse, equivalent to the greenhouse gas reduction of removing 190 cars.
- Added a compressed natural gas tractor to their fleet, which reduced CO2 by 33 tons in just the first few months of use.
- Extensive recycling at the distribution center and stores annually reduces greenhouse gases equivalent to removing over 20,000 cars.
- Diverting food waste from landfill to convert into animal feed, which has an annual greenhouse gas reduction equivalent to removing 250 cars.

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

Congratulations!

Wisconsin Clean Cities Honored with U.S. EPA SmartWay Affiliate Challenge Award

Wisconsin Clean Cities (WCC) has been named a U.S. Environmental Protection Agency (EPA) 2015 SmartWay Affiliate Challenge Award Honoree. EPA recognized WCC at the Transportation Intermediaries Association Capital Ideas and Exhibition Conference and was one of seven organizations nationwide to receive this honor. To learn more about the organization, visit www.wicleancities.org