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**Statement of Lisa MacKinnon,
Project Coordinator for Dane Co. Clean Air Coalition**

**Press Conference
Metcalf's Sentry / Hilldale Mall Idling Reduction**

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We applaud this new effort that Hilldale Mall/ Metcalfe's Sentry has taken to reduce unnecessary idling on their site to promote cleaner air and public health, conserve fuel and reduce costs.

Reducing unnecessary idling by vehicles is one of the many voluntary actions that employers can take as a way to reduce ozone and fine particle pollution in our air to protect public health and maintain healthy air quality.

Dane County is one of the fastest-growing areas in Wisconsin. As we grow, we have continued to work hard to combat air pollution, and air quality is improving as a result. However, due to more protective federal standards for ozone and fine particle pollution, our healthy air status cannot be taken for granted.

- Air pollution from vehicle exhaust now causes 50% of our total air pollution.
- Demand for electricity is increasing, causing current power plants to operate more.
- Today about 40,000 Dane County residents (10% of our citizens) suffer from asthma that is aggravated by air pollution.
- If Dane County violates the new more stringent federal ozone and fine particle standards, we may be designated a "non-attainment" area and face mandatory air pollution control regulations. Compliance could cost Dane County citizens and businesses millions of dollars each year.

Dane County's Clean Air Coalition partners have helped the County make progress toward improving the quality of the air we breathe.

Through our **Healthy Air Employers Network** we offer County employers the opportunity to receive advance notice of Clean Air Action Days so they can inform their employees about actions to take to reduce air pollution. We also provide assistance with creating programs such as Commute Solutions for employees to reduce air emissions, save money and provide employees with a number of benefits. Healthy Air Employers have pledged to implement long-term activities to permanently reduce their emissions through an organization-wide policy or process change.

We must continue to take effective actions to promote healthy air for Dane County. Metcalfe's Sentry and Hilldale Mall are providing a great example today of how area employers can do their share for cleaner air.

City of Madison / Dane County / Greater Madison Chamber of Commerce / Kraft Foods / Madison Area Metropolitan Planning Organization
Madison Gas & Electric Company / Madison Metropolitan School District / University of Wisconsin-Madison / Wisconsin Department of Administration
Wisconsin Department of Health and Family Services / Wisconsin Department of Natural Resources / Wisconsin Petroleum Council
Wisconsin Petroleum Marketers and Convenience Stores Association

Healthy Communities. Healthy Business. Healthy Families.

Other Clean Air Initiatives of the Dane County Clean Air Coalition and its partners:

Biodiesel School Bus Fuel Incentive Purchase Program

The program provides Dane County school districts and private bus companies with rebates to pay the difference between regular diesel and biodiesel fuel. Biodiesel fuel is a blend of conventional diesel fuel and biodiesel (typically soybean oil) estimated to reduce particulate matter and VOC emissions by up to 20 percent.

Clean School Bus Initiative

According to the EPA, the installation of diesel oxidation catalysts on school buses can reduce VOCs by 50% and particulate matter by 20%. The Clean School Bus project involves a consortium of 14 Wisconsin school districts (six in Dane County) and five private bus companies in southern and central Wisconsin that installed diesel oxidation catalysts in 253 school buses.

Green Gas Station Initiative

The pilot program installed pressure vent valves at 100 gas stations in Dane County to reduce ozone-causing VOC emissions or vapors that escape from gas station underground storage tanks by returning gas vapors to the storage tanks as valuable fuel.

Gas Station Vent-Cap Installation Program

This project, funded by Madison Gas & Electric (MG&E), outfitted 50 of the 77 gas stations in Madison with pressure-vacuum vent caps on their large underground gasoline storage tanks. These caps hold in gasoline vapors, reducing VOC emissions that lead to ozone by about 3.9 tons per year.

Gas Can Exchange Program

The estimated 167,000 old gas cans in Dane County emit roughly 1.2 tons of air pollution every day. That is equal to the same amount of pollution produced by 14,000 cars on our highways. The Gas Can Exchange is a program of Dane County and the City of Madison, in partnership with the Dane County Clean Air Coalition, Briggs & Stratton Company and UW-Madison. The new gas can reduces the amount of ozone-causing vapors by up to 75%.