



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

Milwaukee, WI - Wisconsin Clean Cities (WCC) has been named a U.S. Environmental Protection Agency (EPA) 2016 SmartWay Affiliate Challenge Award Honoree. EPA recognized WCC on the 2016 SmartWay Affiliate Challenge Recognition Webinar on April 21, 2016.

"The mission of WCC directly aligns with that of the SmartWay Program," said Lorrie Lisek, Executive Director of WCC. "We are honored to be recognized by the US EPA as a SmartWay Affiliate Challenge Honoree. By providing education and outreach opportunities that encourage the use of alternative fuels, vehicles and technologies, WCC continually addresses issues that affect our air quality and overall quality of life."

The SmartWay Affiliate Challenge is a national challenge developed by EPA to acknowledge organizations that participate in SmartWay and do an exceptional job supporting the partnership's freight sustainability goals. SmartWay Affiliate Challenge Honorees have proactively initiated and executed recruiting, promotional and marketing activities that raise awareness and encourage their members to address air pollution from freight activities. These affiliates serve as role models for other SmartWay affiliates and partners.

"EPA commends the Affiliate Challenge honorees for their extraordinary level of commitment, enthusiasm, and creativity in supporting EPA's SmartWay program, and sustainable transportation," said Christopher Grundler, Director of EPA's Office of Transportation and Air Quality. "The work in this arena helps to advance the environmental sustainability of commercial transportation and logistics bringing us all closer to achieving the shared goals of efficient goods movement and clean air."

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The challenge was open to all SmartWay Affiliates. Participating organizations submitted an application and supporting materials describing various activities they accomplished during the period of March 1, 2015 to March 1, 2016.

As a SmartWay Affiliate Challenge Honoree, WCC completed activities in a variety of areas, such as:

- Spread the SmartWay message in multiple ways. Developed co-branded promotional materials for distribution at air quality conferences and hosted a webinar to foster understanding regarding SmartWay and how it helps to reduce emissions and save fuel.
- Promoted SmartWay certified vehicles, resulting in brand awareness for the consumer sector.
- Identified opportunities for fleets across the state to implement alternative fuels and SmartWay strategies through the Wisconsin SmartFleet program.
- Created awareness of the SmartWay program with numerous state, local, and nonprofit organizations.
- Partnered with the Wisconsin American Lung Association to provide education and outreach regarding ethanol (E85) use throughout the state.

About Wisconsin Clean Cities

Wisconsin Clean Cities (WCC) is a 501c3 tax-exempt, stand alone, non-profit organization that was designated as the 12th Clean Cities Coalition on June 29, 1994, through the U.S. Department of Energy's Clean Cities Program. WCC was founded on the principle that motivated individuals working together for common goals to best accomplish our nation's objectives. In almost 100 coalitions, government agencies and private companies voluntarily form partnerships that meet the objectives of improving air quality, developing regional economic opportunities and reducing the use of imported oil. Visit www.wicleancities.org to learn more about our organization.

About SmartWay

EPA launched SmartWay in 2004 to help business improve the sustainability of their freight supply chains. Today the Partnership consists of nearly 3,000 Partners, representing a cross section of the freight supply chain industry. As of today, SmartWay Partners have saved over 144 million barrels of oil. SmartWay's clean air achievements (60 million metric tons of carbon dioxide so far) help protect the health and well-being of citizens.

For more information on SmartWay: <http://www.epa.gov/smartway/>