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## **Wisconsin Clean Cities honors top sustainable fleets** Awards presented as nonprofit celebrates 25 years of success

MILWAUKEE — Wisconsin Clean Cities honored the top sustainable transportation leaders from throughout Wisconsin Dec. 4 at the Wisconsin Clean Cities 25<sup>th</sup> Annual Stakeholder Meeting and Awards, the nonprofit announced today.

“Wisconsin is fortunate to have an abundance of companies and municipalities led by those who are passionate about sustainability,” Wisconsin Clean Cities Executive Director Lorrie Lisek said. “Their work represents positive investments in the local economy that are making a difference today and will continue to do so for years to come. We thank them for their inspiring commitment to driving Wisconsin forward for the better.”

Wisconsin Clean Cities, a nonprofit organization serving the entire state of Wisconsin, is one of nearly 100 U.S. Department of Energy Clean Cities coalitions. The coalitions partner with members in the public, private and nonprofit sectors to increase the use of sustainable domestic fuels in the transportation sector by promoting the use of alternative fuels, alternative fuel vehicles and equipment and their fueling infrastructure as well as electric vehicles and their charging infrastructure. The programs improve air quality, reduce dependence on imported oil, support local jobs and strengthen the economy.

Forward Fleet Award winners, honored for the amount of petroleum they displaced through the use of alternative fuels and sustainable transportation options, were fifth place Time Transport, Inc. of Franksville; fourth place Paper Transport, Inc. of De Pere; third place Sheehy Mail Contractors, Inc. of Waterloo; second place Contract Transport Services, LLC of Green Bay and first place Kwik Trip, Inc. of La Crosse.

Collectively, the Forward Fleet Award winners displaced more than 11.5 million gasoline gallon equivalents. According to the U.S. Environmental Protection Agency, that represents the greenhouse gas emission reduction equivalent of taking roughly 22,000 passenger vehicles off the road for one year.

New this year were the Sustainable Transportation Leadership Awards. Those award winners were selected from among nominations submitted by and for Wisconsin Clean Cities members for major efforts or accomplishments between December 2018 and November 1, 2019 that fulfill any of Wisconsin Clean Cities’ objectives.

The Sustainable Transportation Leadership Award winners were U.S. Gain of Appleton, the City of Madison and Kwik Trip.

The City of Milwaukee received the municipal Sustainable Transportation Champion Award while GO Riteway of Milwaukee received the private sector Sustainable Transportation Champion Award for their efforts to pursue the use of alternative fuels in their operations.

Alliant Energy received the Wisconsin Clean Cities Champion award for its partnership with Wisconsin Clean Cities and the City of Madison in presenting the Transportation & Innovation Expo 2019 in Madison.

Wisconsin Clean Cities also honored We Energies with the Wisconsin Clean Cities Champion Award for its 25 years of support for the coalition. We Energies was among the 69 entities represented with signatures on the memorandum of understanding creating Wisconsin Clean Cities in 1994 and has been a member and partner ever since.

All winners were selected from among Wisconsin Clean Cities members who submitted annual survey reports, which detail their efforts over the previous year to reduce greenhouse gas emissions and displace petroleum.

Wisconsin Clean Cities presented the awards at its 25<sup>th</sup> Annual Stakeholder Meeting Dec. 4 at the Harley-Davidson Museum in Milwaukee.

The event featured networking opportunities, presentations from leaders in the sustainable transportation arena, exhibit booths and tours of the Harley-Davidson Museum. Attendees were also able to experience Harley-Davidson's™ first electric motorcycle, LiveWire™, through the experience of a Jumpstart™ demo.

Mark Smith, Integration Program Manager for the Vehicle Technologies Office of the U.S. Department of Energy, served as the keynote speaker. Other speakers included Erick Shambarger, Director of Environmental Sustainability for the City of Milwaukee; Maria Redmond, Director of the Wisconsin Office of Energy Innovation and Jeff Richlen, Chief Engineer for Harley-Davidson™.

The event also marked the 25<sup>th</sup> anniversary of Wisconsin Clean Cities. Wisconsin Clean Cities was founded on June 29, 1994 as Wisconsin Clean Cities-Southeast Area as the 12<sup>th</sup> Clean Cities Coalition in the nation in the second year of the U.S. Department of Energy's Clean Cities program. The organization was originally created to address ozone nonattainment in the Southeast region of the state.

Lorrie Lisek was named Executive Director in 2011. Wisconsin Clean Cities-Southeast Area expanded beyond the Southeast region in 2013 to cover the entire state of Wisconsin. The coalition has seen tremendous growth since then, with membership growing to 75 members, more than five times the membership in 2011.

Wisconsin Clean Cities lives its mission through education and outreach, training, funding acquisition, project management and the development of stakeholder partnerships. Among the projects led by Wisconsin Clean Cities over the past 25 years are:

- **Wisconsin Clean Transportation Program:** This four-year, \$15 million project in partnership with the Wisconsin State Energy Office ran from 2009 to 2013. The program worked with 53 public and private partner fleets throughout the state to reduce their carbon footprints and meet their economic goals through the implementation of alternative fuels and technologies. The program led to the successful installation of 13

private and four public alternative fuel and electric vehicle charging stations and the deployment of more than 300 alternative fuel and electric vehicles on Wisconsin roads, displacing 1.6 million gallons of petroleum annually.

- **Biofuels Retail Advancement in Wisconsin Transportation (BRAWT) Program:** Wisconsin Clean Cities provided education and outreach for the \$3.7 million U.S. Department of Agriculture grant-based BRAWT program from 2015 to 2018 in partnership with the Public Service Commission. The program was aimed at increasing the adoption and expansion of biofuels across the state.
- **REV UP Wisconsin:** Wisconsin Clean Cities led the REV UP Wisconsin program in partnership with Nissan North America and Wisconsin utility companies from 2016 through 2018 to promote Wisconsin's first electric vehicle group buy program to all Wisconsin utility employees and customers. Wisconsin Clean Cities hosted more than a dozen ride and drive events promoting the program, which ultimately led to the addition of more than 150 new Nissan LEAFs on Wisconsin roads, helping to reduce greenhouse gas emissions equal to those created by the use of 80,000 gallons of gasoline. Nissan LEAF discounts for Wisconsin utility customers and employees remain available through Jan. 2. Learn more at <https://bit.ly/38d8tYX>.

Over the past decade alone, Wisconsin Clean Cities member have displaced more than 140 million gasoline gallon equivalents and 494,000 tons of greenhouse gas emissions. That's the equivalent of removing nearly 265,000 passenger vehicles from the road for one year and eliminating the use of nearly 3 million barrels of oil.

For more information about Wisconsin Clean Cities, go to [www.wicleancities.org](http://www.wicleancities.org).

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**Cutline:** Five Wisconsin businesses received Forward Fleet Awards at the Wisconsin Clean Cities 25<sup>th</sup> Annual Stakeholder Meeting & Awards Dec. 4 for the amount of petroleum they displaced through the use of alternative fuels and sustainable transportation options. Pictured are (l-r), WCC Board Member David Hagopian of Advanced VTech, Joel Fasnacht of first place winner Kwik Trip, John Sheehy of third place winner Sheehy Mail Contractors, Inc., Lisa Morris of fifth place winner Time Transport, Inc., Carrie Kratz of second place winner Contract Transport Services, LLC, WCC Board Member Brad Schmoll of CMD Corporation and WCC Executive Director Lorrie Lisek. Not pictured is fourth place winner Paper Transport, Inc. Fasnacht, Kratz and Morrie are also WCC board members.

### **About Wisconsin Clean Cities**

Wisconsin Clean Cities (WCC) is a nonprofit coalition focused on promoting cleaner energy for transportation in Wisconsin. WCC is one of nearly 100 coalitions across the country affiliated with the U.S. Department of Energy's Clean Cities program, which brings together stakeholders to increase the use of sustainable transportation options and improve air quality. WCC concentrates its efforts on educating businesses and municipalities throughout Wisconsin. Learn more at [www.wicleancities.org](http://www.wicleancities.org).



## Wisconsin Clean Cities Milestones

**June 29, 1994** – Wisconsin Clean Cities-Southeast Area is founded as the 12<sup>th</sup> Clean Cities Coalition in the nation in the second year of the U.S. Department of Energy’s program to address ozone nonattainment in the southeast region. Gov. Tommy Thompson is among the 69 who sign the memorandum of understanding creating the coalition along with other public, private and non-profit leaders. Offices are located at the University of Wisconsin-Milwaukee.

**2004** – SmartWay program begins, a U.S. EPA program that reduces transportation-related emissions by creating incentives to improve supply chain fuel efficiency. Wisconsin Clean Cities supports SmartWay’s efforts by promoting idle reduction and fuel efficiency methods and technologies. Wisconsin Clean Cities also assists the SmartWay program by partnering with fleets in order to aid them in their fuel-reduction efforts.

**2009** - In August, the U.S. Department of Energy’s Clean Cities Program competitively awards nearly \$300 million in American Reinvestment and Recovery Act funding to 25 cost-share projects nationwide. The Wisconsin State Energy Office is awarded \$15 million, the largest and only project to receive the maximum amount allowable. In partnership with Wisconsin Clean Cities, the Wisconsin State Energy Office creates the four-year Wisconsin Clean Transportation Program with 53 public and private partner fleets throughout the state aiming to reduce their carbon footprints and meet their economic goals through the implementation of alternative fuels and technologies.

**2011** – Legacy Environmental Services is contracted as Executive Leadership for Wisconsin Clean Cities-Southeast Area. Legacy Environmental Services President Lorrie Lisek becomes Executive Director of Wisconsin Clean Cities-Southeast Area. Membership is 14 members.

**2012** – Gov. Scott Walker calls for series of compressed natural gas roundtables to encourage expansion and adoption of CNG for transportation statewide. Wisconsin Clean Cities partners with State Energy Office for roundtables.

**2012** – Lorrie Lisek on behalf of Wisconsin Clean Cities serves on steering committee of Wisconsin Partners for Clean Air.



**2012** – Wisconsin Clean Cities creates the Plug-In Electric Vehicle Task Force aimed at expanding the adoption of PEVs across the state. The Task Force aims to grow the PEV market, educate audiences about PEVs and provide comprehensive resources about PEVs to Wisconsin residents.

**2012** – Wisconsin Clean Cities along with South Shore Clean Cities & Chicago Area Clean Cities are awarded a \$764,266 grant from the U.S. Department of Energy to create the Lake Michigan Consortium aimed at overcoming barriers to the use of alt-fuel vehicles in Illinois, Indiana and Wisconsin.

**2012** – Wisconsin Clean Cities wins U.S. EPA SmartWay Affiliate Challenge Award, goes on to win the award for six consecutive years.

**2013** – Wisconsin Clean Cities-Southeast Area expands beyond the Southeast region to cover the entire state of Wisconsin. Membership grows to 70 members.

**2013** – Four-year Wisconsin Clean Transportation Program ends. Program led to the successful installation of 13 private and four public alt-fuel and/or EV charging stations and the deployment of more than 300 alt-fuel or EVs on Wisconsin roads, displacing 1.6 million gallons of petroleum annually.

**2013** – Forwarding Wisconsin's Fuel Choice begins. The \$510,000, two-year program is designed to implement policy, barrier reduction, training and educational initiatives to significantly expand the alternative fuels market in Wisconsin. The program runs in partnership with the Wisconsin State Energy Office, Wisconsin Clean Cities and the Wisconsin State Technical College System.

**2013** – Wisconsin Clean Cities begins the two-year Congestion Mitigation and Air Quality (CMAQ) program and partners with Waukesha County Technical College to offer over-the-road trucks eco-driving training to learn techniques to maximize a vehicle's energy efficiency.

**2014** – Wisconsin Smart Fleet Program begins in partnership with the State Energy Office.

**2015** – Lorrie Lisek is inducted into the U.S. Department of Energy's Clean Cities Hall of Fame on behalf of Wisconsin Clean Cities.



**2015** – Wisconsin receives a \$3.7 million USDA grant to expand ethanol blending equipment at retail stations across the state. Public Service Commission partners with Wisconsin Clean Cities for the Biofuels Retail Advancement in Wisconsin Transportation (BRAWT) program aimed at increased adoption and expansion.

**2016** – Wisconsin Clean Cities manages the U.S. Department of Energy’s Michigan to Montana I-94 Clean Fuel Corridor Project for Wisconsin, aimed at ensuring the 1,500-mile span of I-94 from Port Huron, Michigan to Billings, Montana will have adequate fueling sites to serve sustainable transportation driver needs.

**2016** – Wisconsin Clean Cities leads the REV UP Wisconsin program in partnership with Nissan North America and Wisconsin utility companies to promote Wisconsin’s first electric vehicle group buy program to all employees and customers of Alliant Energy, Madison Gas and Electric, Minnesota Power, We Energies, Wisconsin Public Service and Xcel Energy. Wisconsin Clean Cities hosted more than a dozen ride and drive events promoting the program, which ultimately led to the addition of more than 150 new Nissan LEAFs on Wisconsin roads. This helped reduce greenhouse gas emissions equal to that created by 80,000 gallons of gasoline.

**2016** – Wisconsin Clean Cities partners with the U.S. Department of Energy and Penske to offer fleets extended test drives of compressed natural gas trucks through July 2018.

**2017** – Wisconsin Clean Cities begins managing the three-year Midwest EVOLVE project for Wisconsin aimed at increasing education and implementation of electric vehicles and charging infrastructure in the Midwest.

**2018** – Wisconsin Clean Cities hosts The Electric Room, the first ever all electric-vehicle display at the Milwaukee International Car and Truck Show.

**2018** – U.S. EPA awards Wisconsin Clean Cities \$475,000 to reduce diesel emissions in the Great Lakes region in partnership with Jack Gray Transport & Lakes & Rivers Logistics.

**2019** – Wisconsin Clean Cities launches the EV Wisconsin Facebook page, the only page managed by Wisconsin Clean Cities dedicated to sharing news with and for EV owners and enthusiasts in the state. Page grows to more than 150 followers in first two months and more than 175 by year’s end.



**2019** – Wisconsin Clean Cities expands The Electric Room to The Electric Zone, an all-electric vehicle display at the Milwaukee International Car & Truck Show.

**2019** – Wisconsin Clean Cities becomes one of 15 Clean Cities coalitions selected as partners for the Multi-Unit Dwelling (MUD) Plug-In Electric Vehicle Charging Innovation Pilots in Multiple Metropolitan Areas or MUD EV Pilot. The three-year project began in April and aims to identify and break down barriers to plug-in electric vehicle ownership for residents of apartment buildings and condominium complexes as well as charging infrastructure adoption for building owners and managers.

**2019** – Wisconsin Clean Cities partners with Alliant Energy and the City of Madison for a first-of-its-kind, one-day sustainable transportation conference and expo in Madison dubbed the Transportation & Innovation Expo 2019.

**2019** – Wisconsin Clean Cities celebrates 25<sup>th</sup> Anniversary at Annual Stakeholder Meeting & Awards event at Harley-Davidson Museum in Milwaukee. Wisconsin Clean Cities announces the launch of Wisconsin Smart Fleet 2.0, a program partnering with fleets to help reduce their carbon footprints through the implementation of sustainable transportation methods guided by recommendations following a comprehensive fleet analysis.

**2020** – Wisconsin Clean Cities begins the two-year Statewide Assistance for Energy Resiliency and Reliability (SAFER2) grant program, assisting the Wisconsin Office of Energy Innovation (OEI) in developing a comprehensive statewide effort to improve energy emergency plans at the local level. As part of the program, Wisconsin Clean Cities will provide in-depth fleet assessments and education outreach to governments.