

# Join Wisconsin Clean Cities!



## Who are we?

Wisconsin Clean Cities (WCC) is a 501 (c) 3 nonprofit organization, that relies on membership participation and dues to accomplish the mission of reducing petroleum consumption and vehicle emissions throughout the state of Wisconsin via the support and promotion of alternative fuels, advanced technology vehicles, and the implementation of the necessary supporting infrastructure. We help companies, school districts, municipalities, tribes, fleets, and individuals to acquire the information and funding necessary to obtain cleaner vehicles, alternative fuels and infrastructure that will meet the increasing government emission standards. Sponsorships enable WCC to hold meetings, host educational workshops, provide training, acquire funding to implement projects, provide vital outreach materials, and support to partnerships between stakeholders, innovators, and consumers. These collective efforts reduce our nation's dependence on foreign oil, improves our air quality, supports American farmers, creates local jobs, and drives economic development in Wisconsin.

## Our Strategies

WCC's fuel portfolio includes biodiesel, electricity, hydrogen, ethanol, natural gas, and propane. Our coalition advocates for idle reduction, fuel economy technologies.

WCC employs five main strategies:

1. Promote affordable domestic transportation fuels, vehicles and technologies.
2. Replace petroleum with alternative and renewables fuel that are more affordable and produce lower emissions
3. Reduce petroleum consumption through smarter driving practices and fuel economy improvements.
4. Help members obtain supporting alternative fueling and electric charging infrastructure.
5. Help members obtain the funding and technical training, needed to transition current vehicles and fleets to cleaner technologies and fuels which will meet new emission regulations.

## Why Join WCC?

Public and private organizations that sign on as Wisconsin Clean Cities member gain access to an array of resources, including:

- Networking opportunities with sustainable fleets and industry partners that have experience in alternative fuels and advanced vehicles.
- Access to technological training, workshops, conferences and webinars.
- Information on alternative fuels, advanced vehicles, and other technologies that reduce petroleum use.
- Individual consultation and technical assistance
- Details regarding funding and incentives from a variety of sources.
- Assistance with applications and grants.
- Public recognition for helping Wisconsin reduce emissions and being an industry leader in alternative fuels.
- Assistance with media outreach.

## Meet Members

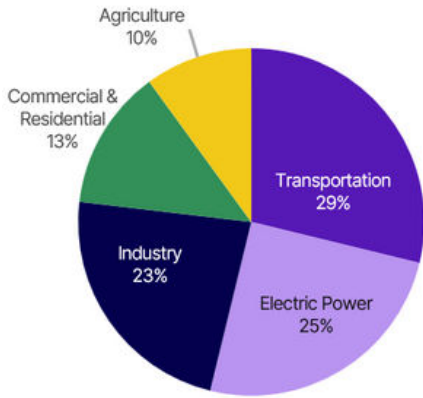


**Road trips are better together. Let's Drive Wisconsin Forward!**

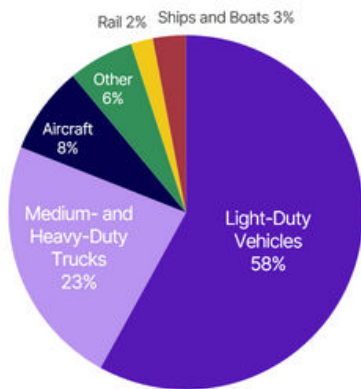
# STRICT EMISSION REGULATIONS ARE COMING WILL YOU BE ABLE TO MEET THEM?

## The New Laws:

According to the US Environmental Protection Agency, the largest source of US emissions derives from transportation, especially light-duty vehicles.



2021 US Transportation Sector GHG Emissions by Source



To meet the country's net-zero goals, the US must eliminate nearly all emissions from the transportation sector by 2050. To accomplish this, the EPA recently finalized [a major new rule](#) to curb vehicle pollution.

This rule represents the toughest standards to date for emissions in the US, and more regulations regarding transportation are coming, especially in Wisconsin, where [municipalities are increasingly committing to electrify at least 50% of their fleets by 2030](#). To make this transition easier, the US Department of Energy's Vehicle Technologies Office has formed coalitions across America to help convert to cleaner fuels and technologies. Wisconsin Clean Cities is one of these coalitions.

Our organization will help yours to meet Wisconsin's electrification commitments, and the EPA's annual reduction goals that it will expect businesses to meet.

## Financing opportunities:

Some of the new requirements that may affect you are:

- Car manufacturers must meet new emissions standards for cars, SUVs, light pickup trucks, medium-duty large pickups, and vans for model years 2027–2032.
- In order to be compliant, carmakers must halve the emissions for model year 2032 as compared to model year 2027.
- Companies that do not meet the standards will be liable for penalties.

	2027	2028	2029	2030	2031	2032
<b>Cars</b>	<b>139</b>	<b>125</b>	<b>112</b>	<b>99</b>	<b>86</b>	<b>73</b>
<b>Trucks</b>	<b>184</b>	<b>165</b>	<b>146</b>	<b>128</b>	<b>109</b>	<b>90</b>
<b>Total Light-Duty Fleet</b>	<b>170</b>	<b>153</b>	<b>136</b>	<b>119</b>	<b>102</b>	<b>85</b>

It may seem a daunting and expensive task, but education and financial incentives are available. WCC is here to help you meet these new regulations through education on best practices, obtaining funding procurement, and facilitating partnerships between stakeholders and members to help switch to alternative fuel sources, obtain necessary supporting infrastructure and/or acquire Electric Vehicles.

In fact, there has never been a more lucrative time!

Consumers, dealers, and fleets (including tax-exempt fleets) can benefit from updates to the clean vehicle tax credits that save money on EVs and infrastructure.

- Consumers: Tax credits up to \$7,500 are available to purchase [eligible new EVs](#) and \$4,000 for [eligible pre-owned EVs](#). Customers can transfer the credit to a dealer and lower the price!
- Dealers: Customers can transfer their clean vehicle tax credit to sellers if they are registered with the [IRS' Energy Credits Online](#) and meet [IRS qualifications](#).
- Fleets: Businesses and tax-exempt organizations that buy a qualified vehicle may obtain a \$40K tax credit per vehicle under Internal Revenue Code [IRC 45W](#). Tax-exempt entities can readily access these tax credits through [direct pay](#). [Register for direct pay](#) on the IRS website.

Tax incentives are only the beginning. WCC provides our members with information on grants and funding opportunities from a wide variety of sources. We offer technical assistance, free webinars, ongoing work shops, round tables, training, educational materials, events, networking opportunities and a host of other services to help drive Wisconsin towards a cleaner, sustainable future.



# WISCONSIN CLEAN CITIES

"DRIVING WISCONSIN FORWARD"



## Membership Level Benefits

	\$50 Supporter	\$250 Associate	\$500 Bronze	\$1,000 Silver	\$2,000 Gold	\$3,500 Platinum	\$5,000 Diamond
Networking Opportunities & invitations to our exclusive annual members event.							
Receive WCC monthly newsletter + your membership shall be acknowledged across our platforms							
Access to all technical training, workshops & webinars. Opportunity to participate in round tables.							
Discounted pricing on WCC and non-WCC events							
Access to the exclusive WCC Member Center & Database							
Access to WCC's exclusive grant and funding information							
Organization name with hyperlink on WCC website							
Opportunity to serve on WCC Board & as expert at events							
Member Spotlight feature in monthly newsletter & on WCC website							
Organization logo with hyperlink on WCC website							
Organization logo in monthly newsletter & on marketing materials							
Opportunity for in-person member consultations to aid with fleet transitions							
Opportunity to Co-Host an event							
Access to WCC grant writing expertise & assistance. We can help you locate & obtain funding for your projects. *							

\*In order to customize services to your organization's needs, a consultation with our staff is necessary. Please direct all inquires to Wisconsin Clean Cities director, Fred Schnook at [FSchnook@wicleancities.org](mailto:FSchnook@wicleancities.org) or 262-362-1228



[www.wicleancities.org](http://www.wicleancities.org)



Driving  
Wisconsin  
Forward

# WISCONSIN CLEAN CITIES

Please take a moment to provide WCC a primary contact for your organization. If you wish to join become a member, submit this form, with a check payable to Wisconsin Clean Cities. Mail to Wisconsin Clean Cities C/O PO Box 297 Muskego, WI 53150 Or use PayPal by signing up online at [www.wicleancities.org/apply-online/](http://www.wicleancities.org/apply-online/) & click the "Buy Now" button to use PayPal.

## Contact information

<b>First Name</b>	<input type="text"/>
<b>Last Name</b>	<input type="text"/>
<b>Organization &amp; Title</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
<b>City</b>	<input type="text"/>
<b>State</b>	<input type="text"/>
<b>Zip Code</b>	<input type="text"/>
<b>Phone &amp; Fax Number</b>	<input type="text"/>
<b>E-mail &amp; Web site</b>	<input type="text"/>

## Select Membership Level

Diamond (\$5,000)  Platinum (\$3,500)  Gold (\$2,000)  Silver (\$1,000)  Bronze (\$500)

\*If you elect level Bronze or higher, we may need to contact you to obtain a High resolution copy of your logo. We also wish to have record of the alternative fuels your organization has the most experience with so that we may extend opportunities to your organization to serve as an expert at our educational events.

Associate (\$250)  Supporter/Individual, School or Nonprofit (\$50)

## Membership Pledge

I pledge to support Wisconsin Clean Cities and its mission to promote cleaner air and energy security through alternative fuel and development. I also support the U.S. Clean Cities broader mission to advance the nation's economic, environmental, and energy security by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption.

**Signed:**

**Date:**