

EPA Air Toxics Pilot Working Group  
Draft Meeting Summary  
September 23, 2002

Members attending: Laura Hobson, Anjali Mathur, Tim Nieberding, Emily Lee, Mary Smith, Dennis Finn, Glenn Landers, Bill Davis, Doug Broussard, Stu Greenberg, Bill Skowronski, Amy Simpson, Paige Akins, Linda Kimble

Facilitators: Patrick Field, Sanda Kaufman

The Ohio Air Toxics Group convened for the eleventh time at the Levin College of Urban Affairs, Cleveland State University.

July Meeting Summary – approved.

Update:

- On October 15: Case Elementary school, the mayor will be present, as well as (maybe) Tom Skinner, Region V administrator. There will also be council and Congressional reps; Cleveland Tomorrow. Hoping for press presence. RTA is helping with the press office. The mayor might be willing to make some commitments on school buses and such. A proclamation too. People will come to lend support of projects. Everyone is invited besides the members of the Working Group.
- On October 16<sup>th</sup>, we'll have an evening celebration of the hard work for the Working Group at the Rock'n Roll Hall of Fame (with spouse/significant other).

Distribution of the letterhead models for approval (see below).

Long term communication plan update – Linda Kimble

- Create public and neighborhood awareness
- Identify partners
- Outreach: the state of the Lake Ecosystem conference (Oct. 16-18); Annual Slavic Village event; November engineering event, Earthfest 2003, and major event at the end of the 2-year implementation phase.
- Responsibilities of the communications teams: press contacts, outreach materials (updates and preparation of new materials); participating in events and manning them. There need to be decisions about which events to get involved in. Decisions about the frequency of the needed meetings. Will call in the upcoming weeks to see who is interested in participating, then a strategic plan for communication will be drawn before the celebratory event in October.

Comments:

- Opportunity for outreach at the meeting of the Organization of Local Air Agencies in Ohio – someone from this group could give a talk and describe the pilot; Lynn volunteered Mike Suver (Linda will check with him).
- Herb needs a PPoint presentation copy for an event at which he will do outreach.

Implementation team updates

Diesel Fleets: list of fleets in Slavic Village and St. Clair Superior; will rewrite the draft and send it out next week for feedback and then presentation at the Working Group.

School bus program: introduces Jim, head of the EPA retrofit team. The group met with Howard Strong and Mickey Brown and technical reps from companies that make the technology, as well as installation and calibration of the equipment. They discussed technical information and met with a member of the Highway Patrol committee deciding whether this is an acceptable change in school buses (they have to approve the modification, at their October 15 quarterly meeting.) *A letter describing the process, coming from the working group, might help; Janet will draft it for the group's approval.* The project is moving along well: the fleet was analyzed. 25 1999-model buses will be retrofitted for ultra-low sulfur diesel (at \$6000/bus, including installation). The area is ahead due to the presence of the BP outfit in Toledo which makes the fuel readily available (whereas in other areas the fuel is not available for the retrofit).

The anti-idling program is also forging ahead, with new drivers trained. Supervisors have checked driver behavior. Some trouble might occur with enforcement when the weather gets cold. Ideas are needed for publicizing all this work and progress. *Press materials are needed about the school retrofit program.* A meeting is needed.

Mary volunteers her contractor to *put together a press packet if group members will give the information*

Comments:

- Are there other things that can be done with the school buses? E.g., for the Clean Century campaign, some package like "Adopt-a-school bus" could be put together to encourage people to supply the funding for more buses. Also, *compile information for each project moving ahead, proposing a couple of things for the future should funding become available. Each implementation team should send this information to Linda by Monday Sept. 30.* (Also could be put on a fact sheet describing the Clean Century campaign.)
- The schools should be recognized for the great job they have done.
  - How about the EPA recognition programs?
  - What would mean the most are words from the mayor.

- Some way to mark the buses as special.
- When we put together our facts and ideas should they all be in the same format ("here is what \$500 could buy or here is what 10K would buy")? This information should also go in the implementation management tool .
- Product descriptions should be compiled and put before the enforcement office in Region V (Mary will present them to Region V). SEBS (a good way to fund activities such as retrofits of school buses)
- RTA has adopted a policy to use highway diesel fuel. Lakewood also wants to pass a resolution to implement the same in Lakewood. (Lynn will ask Joe Calabrese for a copy of the resolution.) Can we solicit other cities to pass similar resolutions? The Working group could send letters to area mayors. Paige would take it to councilman Cymperman (also Merle Gordon, of the Environmental Committee.)
- Does passing such a resolution qualify a city to become a partner in the Clean Century Campaign? (For consideration later.)
- The Mayor of Akron has been nominated to be president of the National Council of Mayors. We should get some of these ideas to him to present to all mayors, to get outside this area (replicability). Juliana can get contact names and help take these ideas to the Council of Mayors. (Highway diesel for off-road diesel engines, school buses -- small group of activities with costs to be adopted by other cities.)

Commuter choice,: not much enthusiasm for the program on the part of employees.

Household hazardous waste collection: collection day on November 2 in conjunction with the County Solid Waste Office and the City of Cleveland; will be promoted in the two neighborhoods together with the gas cans and mercury thermometer exchange. It is going well. The City of Cleveland is advertising the exchange. It will be hand-delivered to every household in St. Clair. Volunteers are needed to direct traffic, unload cars, hand out gas cans and thermometers. Herb is volunteering Tri-C students. Ford Motor Company also had a volunteer program; they should be contacted (although they only volunteer on week days). School volunteers could be called in too. Call the City or the County for names of people sentenced to community work. 25 needed in all. Retired people also volunteer. Emily will list all the volunteer sources for future projects and will send emails to the whole group.

Gas can exchange: – working with schools. Another round will happen in Spring (April 9 or 10). Goal: 90% of the schools.

Home indoor air education campaign: They will also have a meeting on October 8.

Tools for schools: follow up with the 4 schools and prioritize findings; training to catch the maintenance people not already trained. Working on incentives for people to implement the program. Checking on school policies for indoor air quality to improve the situation.

Case Elementary school will meet to talk about Tools for Schools findings. Going to local foundations to increase school incentives: coordination is needed in approaching foundations.

Comments:

- A key task of the communications team is to figure out the best way to approach foundations.
- Gund foundation should be approached soon for assistance, with examples of what should be done soon for small amounts of money.
- Cleveland foundation has \$5k grants for community projects.
- We need to coordinate the Foundation approach so we leave room for private entities and businesses contributing. We should begin to talk to Gund but we need to be strategic because some projects are more compelling to businesses and other sources.

Clean Air Campaign: short project descriptions need to go into press packets; longer descriptions are needed for CEBS; some information is needed to take to foundations – a list should be obtained from implementation teams. Implementation teams should send the information to Linda.

- Juliana will give strategy pointers and a special form to keep track of requests, deadlines, discretionary amounts for each foundation.
- Invite the foundations to the October 16<sup>th</sup> celebration event.

Middle school curriculum: not much happened (schools are just back). They are interested. It will start moving.

Emission inventory: hired a contractor to support the inventory effort (Darcy Wilson, Garry Brooks, Eastern Research Group). It met today with the inventory implementation team. The draft plan is to be revised. Draft products will be circulated to the full group for review. The next meeting: will be announced by email (probably by mid-October). Linda will email the draft report and Steve will take email comments.

Electroplaters: Herb approached a contact in the area, who will help compile a list of facilities to approach and get them into the program (over the next 3-4 weeks.) Another consultant has to be found. A confidentiality clause has to be drawn. Tim will also give a list of electroplate shops to Linda.

Auto body shops: Anjali identified a consultant and made contact. She has a packet of information on best practices and worker safety measures that are recommended.

Board of advisors: Bill is on the board of advisors implementation team. The President of the Cleveland Symphony Foundation could be a key member and give advice on how to structure the board, and can help with fund raising. Members forwarded suggestions to Amy who talked to the Gund Foundation about setting up boards. She got advice on

names and strategies. Other candidate members: Barbara Bird Bennett, Jan Purdy, Great Lakes Brewery, Premier Enterprises, Stephanie Tubbs Jones, the Science Museum director, Gund's Jon Jensen.

Letterhead: approved with just logo, slogan and no names, temporarily. It could be sent with an attachment as needed, with the list of the membership. The name recognition is needed for credibility. A small amount will be printed with no names. Later the advisors might want their names on it too. The current version can be printed with Word and a color printer. Members should begin the process of being approved by their organizations in November to appear on the letterhead (the problem of changing membership would remain). **Bill will send the word doc to Emily.**

#### EVALUATION (Juliana Birkhoff)

Juliana explained again her approach to the project evaluation, using information from newspaper articles, evaluation forms from meetings, organizations' publications, interviews. She asked to hear specifically what should be the evaluation product in order to be most useful to the Working Group. She also asked the group about:

#### PROJECT STRENGTHS:

- o Multistakeholders
- o Money
- o EPA expertise to get information; EPA availability, staff, resources
- o Diverse group at the table
- o Value in having industry and environmentalists face-to-face for the realization that they are all human beings
- o Consensus model: seems cumbersome, but the group came to agreement; facilitation helped that along
- o Neutral facilitation gave confidence in project
- o Neighborhood participation
- o Longer time frame: didn't try and do it in a few months
- o FOCUS -- focused on action rather than on information, thinking broadly
- o People get tired of discussion, want to see action, things really done, had enough of education
- o Having a budget to allocate
- o Lots of work done by implementation teams then brought to Work Group, could focus on detail then bring back broad points/recommendations, actions in small teams

- Taken things off the shelf from other places, implementing what is readily available, not trying to totally reinvent wheel; further developing and adapting the ideas here, having ideas/projects to begin with, a matter of them getting them done here
- Diversity of group, not just environmentalists or business; influence of action-oriented people; it took energy, kept up moving
- Leadership and commitment outside of EPA to keep things moving
- Facilitation, keeping us on track, focused, monitoring, prodding, patting backs; this could have been real mess, got close a few times, but wasn't. Focused on consensus, plugging along
- Food
- Extra layer of accountability, members wanted to make sure the funds are effectively spent, not wasting money; staying focused on this responsibility not to waste money, but spend it wisely (different from donating just your time)
- Personal and organizational agendas stayed out, little grandstanding, focus.

#### HOW TO MAKE IT BETTER (at some other location)

- Even more money
- Communicating the scope of the project more clearly from the beginning (it drifted a bit, there was a miscommunication about it being county-focused vs. neighborhood focused)
- When expanding, there is a need to also talk about enforcement as well as voluntary efforts, to recognize this is not all of the answer to the problem, but only a piece, and that perhaps the full menu is needed with a full range of options to deal with toxics: enforcement, education, voluntary actions
- Some more involvement from Slavic Village
- There is a need to at least discuss enforcement, at least as context for the project; it is a good idea because it also gives the business views on enforcement, and gives all at the table comments to bear on issue. Education is needed at least, to understand more fully what can and can't be done outside of this group
- Shorter meetings each, two versus 3 or 4 hours
- No buy-in from Slavic Village from beginning; we thought it had a foundation, but it didn't
- ICF report: rather than throwing it at us, condense to something we can understand with high-school-level biology, to grasp quicker, get running quicker, for both presentations and written information
- Big learning curve to understand what visuals mean, videos

- Partnership with local media outlets from beginning to end, to address information, distill information, and for broader dissemination to the public
- Slavic Village has been more quiet, it was harder to understand its interests
- Get CSU and Tri-C, involved from start, university resources; academic, technical competencies, students for interns
- St. Clair- Superior and Slavic Village have a problem, but Slavic Village didn't read it quite as well. What motivates a neighborhood to participate is not just that there are air toxics, but critical mass of interest and agreement that there is a problem to solve
- Attrition: are people not as involved, or just working on subcommittees? There is a need to hear from folks not as involved, to understand what it was – meetings too long? didn't feel they needed to be here? There should be key components/decisions to be made at each meeting, to create important reasons to show up.
- Had to create our own momentum; more meetings closer together, something to get people focused, not wait 28 days to prepare again -- people lose focus from month to month.
- Improve the process to select neighborhoods – already organized, interested, willing to be there ; Obtain a commitment to participate consistently. Other neighborhoods would have participated more if they had been asked; figure out, who should be involved -- better criteria for neighborhoods
- Businesses: better way to convene (facilitators note: could have used convenor like Chamber of Commerce, Cleveland Tomorrow, etc.)
- Approach different ways in different places – some neighborhoods that are already educated, organizing around air quality, others where they won't even know exactly; learning curve, preparatory education, city where you know there are a lot of pollution problems; don't know level of community concerns, start up with some kind of education campaign (Facilitator note: in terms of money, in comparison, how much do enforcement actions cost?)
- Have a participation fund for copies, etc., small grants to get them help and invested and accountable to participate
- More outreach to businesses and public, more what doing, teach ins, colleges involved, let them know what problems are, what concerned about, what the organization is doing to address, invite them to come and participate, might be participate in follow-up, public education more explicitly a part and funded.
- People don't approach issues through the chemicals, etc, but through how it affects them – the health impacts; do not create hysteria, but ask them what they are concerned about – "I am not worrying about carbon X, but my kid has asthma, I am smelling these strange smells, I get headaches"

- At the first meeting, one of the measures of success mentioned was education; look at the community level -- many people were surprised when they saw the data, in terms of how much stuff comes from diesel, versus something else. Need to bring this information to the public. For smaller businesses, little guys don't have a clue, where they stand in scheme in things, don't know where to get help. Look at small facilities out there, it adds up. Without educating these folks, we won't get enough reduction.
- Support the idea of teach-ins, but reinforcing two points: evaluation criteria for selecting neighborhoods, level of understanding, commitment, interest, view as a problem to solve and improve

#### PROJECT LIMITATIONS

- Be explicit about limitations about a voluntary project – you can test out new things, but lots of things we're addressing with greater impact through regulation, enforcement, in framing project, are important to put it in the larger context of what can and cannot be done.
- Recognize the full range of tools, voluntary action, enforcement, regulation and compliance, etc. The fear is that such a project could be used politically to show there was no need for enforcement: "we stopped zillion tons of X, on a voluntary basis, isn't that great – we don't need to enforce regulations; instead, it should be a way to address problems out of a possible range of options/actions
- Emphasize that this project is in the context of already having regulations that are not doing enough, not a substitute for compliance nor a weakening of existing laws, not a replacement. Should be in addition to compliance, will help, but is not a solution by itself. Try things out, anti-idling, involvement of schools. This message is part of the review of the project.
- Unique about a neighborhood: how involved it is; it would not have gone far without Rev. Smith's focus; have a separate compliance project with same neighborhoods, when we said "strictly voluntary", and compliance issues are handled somewhere else – there was something else to try and tackle it, tackling compliance hand in hand. Is this important? Other venue, and it was going on.
- The two complemented, and opened resources that weren't otherwise available from existing programs; help in future projects, encourage others, ancillary efforts.

#### WHAT LEVEL OF FUNDING IS ENOUGH

- Depends on problems, community size, how much, we'll stick it out, population of Cleveland is 500,000, so \$1 to \$2 per person,
- Order of magnitude is about right, down in five figures; if it got into seven figures, it might be difficult; the order of magnitude is about right to generate more

sustainability, show that we are serious about doing something, make that serious, not chicken feed, but not so huge.

- o With lots more money, we could be spending money on information/inventory, build on information, characterize problem as part of the project.
- o Money for teach-ins, education, money for participation, etc., seed money for beginning projects

#### WHAT KINDS OF EVALUATION PRODUCTS WOULD BE USEFUL

Options: Fact sheet, brochure, report, CD-roms, powerpoint presentations.

- o Have to have something electronically. Nowadays, just on paper, isn't enough, it has to have electronic form.
- o List format with lists, bullets, a few graphics, pictures, contact information on this group, talk to others communities
- o Website, hot links, layers, layers of complexities
- o Easy to print, not just PDF
- o To reach out to communities, some groups may not have computers even, so make sure that you use multiple forms of communication.
- o Have kits for folks, on projects, tools for schools, etc., get a sense of scope of thing, if we don't take on whole project, success stories are highly motivating; snippet, how many toxics, only this many people, hours, etc. organized, KIT is key, works well, folder, CD-rom, different flyers, use library systems, even groups, quick connections with internet, making those materials available.

METING ADJOURNED AT 9:10

Next meeting: October 15 – 16, 2002.