

EPA Air Toxics Pilot Working Group  
Meeting Summary  
January 21, 2003

Members attending: Anjali Mathur, Tim Nieberding, Emily Lee, Mary Smith, Dennis Finn, Glenn Landers, Bill Davis, Doug Broussard, Stu Greenberg, Bob Leidich, Mike Suver, Rev. Smith, Skowronski, Herb Mausser, Hollie Dellisanti, Joe Calabrese, Tom Mcleary  
Absent: Laura Hobson, Amy Simpson, Paige Akins, Richard King

Facilitators: Patrick Field, Sandra Kaufman, Linda Kimble

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

September Meeting Summary – approved. (Tim preferred the detailed version.)

The Cleveland Project and Replicability:

A lot of EPA interest for this pilot project at the Agency level. Until now, other projects have been assessment-driven. Now there is interest in this project moving forward and getting reductions at the local level. EPA is working to give the project visibility. There is discussion of turning other projects into implementations. Regional Offices are also talking about this project and want to do more community-based projects linking outdoor and indoor air people. There is a request from the Agency to do more projects of this kind around the country. This group made a difference.

Comments:

Q: would other projects take resources away from the implementation in Cleveland?

A. No, this would not happen – everyone is interested in making this project a success through implementation.

Q: in the replication projects would there be the same level of resources and staffing?

A. We are working on this question.

Q: When it comes to money, what are the possibilities of leveraging some resources (from fines paid to EPA for instance) to increase the project resources?

A. There has been talk in Ohio EPA of using supplemental money (SEPs).

## WHAT IS SUCCESS

Q: Looking a year from now, how would you know you had success in implementing the projects? For example, what would you see to make you think this has been working?

- The best indicator – public awareness that change had occurred – buses don't smell as bad, the air is cleaner, and why this matters (better health, etc.)
- Measured or modeled quantities or reductions.
- Inventory, the deliverable in hand – have a written product – it is done!
- Additional raised money for the Clean Air Century Campaign.
- Contractors visited, reports in the offing, feedback, change starting at the other end – autobody shops – reaction, response from the shops in terms of change, and then how to raise more money.
- Process identified for utilizing these new resources –volunteers organized; also Work Group decision on how to spend money.
- Community groups, environmental groups, businesses, approaching the Group for help.
- More than half of the group taking the RTA to the meetings.
- A visible renewed momentum, direct action, things moving, up and running, pick back up from this more quiet, less active time.
- Some of the models more widely adopted – in construction bid specifications for low sulfur fuel, adopted by other institutions (so doable).
- Working group facilitation, evaluation: a year from now we should see active, continued facilitation.
- Industry, neighborhoods, environmental groups, in an implementation phase and not just arguing and inaction! Diverse of group still meeting, still ironing things out.
- Affirmation by neighborhoods that things are still being accomplished and important to us.
- Some of the models tested become basis for legislation, affect legislation, funding, mandating, etc.
- Successful enough here in a year that can talk to other places that worth doing, here's what we did, what we learn.
- People are not talking about end dates – i.e., they want the project to continue, focusing on concrete actions.
- National media publicity, especially as it gets to actual implementation, and all benefit from this kind of publicity. It affects the whole process, and the groups that looks good, can crow about successes as long as things keep moving, and we don't drop the ball.

- Get the story out in the media (response from the media in the past not so good). Need to make this happen although this is difficult – RTA sought to get press on positives. Media awareness is critical -- this is a tough one, so that it alone is not an indicator of success. Not a failure if this one doesn't happen. Cultivate one or a few persons who are in tune with this process.
- Press stories locally and nationally that showcase the success of the project.
- Members are active in outreach, education and press contacts.
- Positive if the media understands the supplemental and voluntary nature of this program and does not suggest a replacement for regulation and enforcement.

For evaluation slides, make sure to mention actual projects that have been accomplished or underway. Juliana will send them to be posted on Sanda's website.

## HOW DO WE MAKE THIS SUCCESS HAPPEN?

### PUBLIC AWARENESS:

- Getting the media's attention.
- Making our constituencies aware of what's happening; a core of volunteers getting out into communities with presentations, soliciting feedback; energizing neighborhoods to engage in similar projects. You need a larger set of volunteers to implement since WG can't do all. Needed: media, volunteers (Case has a volunteer corps), health fairs, community centers, community organizers, and listservs. To bridge the gap, connect to all these different groups.
- Take advantage of the ways that the public gets their information: TV is an important source; if the issues are health-related, we trust our doctors. Each of our projects has a narrow constituency, so maybe focus on the subset we are really reaching out to – pick a narrower audience to whom we really want to reach out.
- Need work on the message and on how to deliver it. Elected officials, businesses who can act Citywide, in neighborhoods, or even narrower. May look at expanding the scope of the projects to broaden the interest of the public. Need to tailor our messages to our audience – maybe Cleveland is the right audience for the smoke-free home pledge, or maybe we want to get to the entire population, while other projects may be community-specific.
- Company/organizational newsletters – aim to get a piece in each newsletter about this project! Bus project did that. Have the logo in the bus, to get people to associate it with the improvement. For private retrofits, for instance, a logo indicating "Brought to you by . . .".
- School administrators: good example of a specific audience – we need to broaden the message across school administrators. Start making that association. When they have concerns, they should think of this project and know where to go, who is the instrument of change. Provide this also for businesses really doing this. Get them publicity too! Using

the logo in all forums, and out in street, to maximum in every agency, every participating business. The logo should prominent and mean something.

#### MEASURED, MODELED REDUCTIONS:

- New monitor in St. Clair Superior, evaluation throughout implementation. Implementation teams should summarize emissions benefits of the projects on which they are working. Gas can exchange program is a nice example of how estimates of emissions reductions should be recorded: Very concise and clear.
- Have nice pithy things at end of year, hold press event, and go to the media showing what we have accomplished concretely.
- One Working Group member has personally engaged in an anti-idling campaign: when a truck pulls in front of the church he tells the driver not to let it run. He also calls the parent companies.
- The Inventory is key to getting an idea of baseline information and then reflect on actions and impacts to see how much of a dent we are making!
- Key to success is actually implementing the projects that we decided to fund! Need to develop documentation team from the output from various folks and can be put on website, out to media, to constituencies, in consistent format. Struggle to find time to implement. Expand the Working Group, involving other folks to get some of the work done. Actual, additional resources put in hours to help implementation.
- How does the Clean Air Campaign relate to the Working Group?

#### EXPAND TO GET NEW MEMBERS AND RESOURCES: some ideas

- Pay people.
- Other groups were potentially excluded before; now, with a smaller core group, bring in other community and environmental groups, recruit including in universities. Need to see us differently.
- Have as many volunteers as possible, but it is hard to get people to do just do it.
- If we can consciously use media and explain what is in it for them: Look at the diverse agendas we have here, and convince them there is something in here for them.
- A number of the projects had built-in staffing, paid to help – student interns, volunteers. The Campaign is to be a vehicle and focal point for bringing in resources, offering benefits. It seems the logical vehicle, structure. Let it be what is might be.
- Involve local universities with environmental study programs (What would volunteers do?).
- Highlight to others in the business what platers and autobody shops are doing, sell the story of success and action, show \$ savings,
- Anti idling is taking off on its own, doesn't take more resources, just getting message out.

- The low sulfur fuel for off-road vehicles is easy enough in a way. Getting organizations to make commitments to accomplish goals gets achievements without cost to the Working Group. Market these to certain groups.
- At year's end, an extensive list of new resources is needed. If we only have existing resources & students we are in trouble. We need to get quickly on the resources for the CACC.
- Make sure that current projects have momentum and are working; we can discuss all the other things but current projects have to be up and running, they have to target the right people etc. the Clean Air Campaign is contingent on having success.

#### PLANS AND CONCERNS REGARDING THE GROUP'S WORK:

- Need to have a diverse group working together going forward.
- Need strong facilitation: neutrality, someone from outside the group for making decisions for new projects or reallocating resources -- CBI continuing, or the group brings in some other neutral party helping to cajole, grease the wheels, get out the emails, make meetings happen. Needed: initiative, calling each other, holding each other accountable. Advisors, team leadership, facilitation, and neutral assistance are still needed, as is hand holding. To run the process is a big job in need of outside help. The method for getting things going is fine, so why change it at this point? What is the plan? Many of the projects can be implemented with help ALA, but to go beyond, we would really benefit from a facilitator.
- Need overarching structure to expand the scope: It is important to have most of the money to go to projects. We want facilitation, but not with painful tradeoffs that take away from actual projects. The group has achieved chemistry – if things are going to change, there is worry about taking two steps backward before going again steps forward.
- Transfer sustainability to Cleveland. We need to figure out the steps, expand the capacity for collaborative leadership. Other groups, like watershed groups, have made this transition. Need to clarify the direction of the CACC: to make people will feel more confident, less uneasy, need to understand the new structure and know the current structure is working.
- The group has done great work, but is in a vulnerable position. Need to address CCAC planning, get facilitation resources, and keep some continuity. There is also concern about lack of participation. The core group is relatively stable, though missing a few. The Century Campaign is key to moving to the sustainability part of the project. This Working Group risks coming to an end when current projects are implemented. Get names of people known for skill, organization, and personal ability, resources that might work well with this group, possibly through a mini-convening process. The original concept behind CCAC is to provide incentives for additional resources to join us. We need a clear concept of benefits from being a member, and why join us. Start pushing it, get additional resources, support. Look at the future, adding new projects, finding out what people want to do. Do not assume the work is when the contract is done, but we may need more resources.
- KEEP WORKING ON IMPLEMENTATION TEAMS, FIGURE OUT CACC STRUCTURE. Define transition, group chair, and facilitator. Should the watershed model be used? They

have their own chair, sometimes a paid staff person, sometimes and an environmental organization or staff person. What about CSU, Dr. Kellogg & her colleagues, local resources? Add members to subcommittees, not necessarily as full members, but helping us with implementation, with full work group membership being another level. Clarify roles and responsibilities of ALA, CSU, CBI, and evaluator, EPA. What is the Campaign going to be when it grows up?

## Updates

### Heavy-duty fleets

- List of people who received the rfp, to get feedback
- How to get additional media attention for the rfp to get others engaged -- newsletters? Servicing industry where these fleets go – fuel suppliers, for example – avenue to get rfp out. Identify websites of BP marketing people.
- Local websites people go to for local information – cleveland.com
- PD auto reporter/column or business section; Joe Calabrese' help; Crane's magazine
- Review evaluation criteria (in the rfp) – company should have a good enforcement record before it can engage in this project

→ Mary will explore SEPs for specific projects

### Highway diesel fuels for off-road use

- Pursuing potential organizations to get the word out (limping along)
- Need bodies to coordinate and make contacts (for ex., intern)
- Trying to figure out likely major projects in the area – need somebody with time to delve into this (we have lots of ideas)
- Need some coordination and research, and someone to pursue high-level contacts with the organizations (Linda can help coordinate but not do the research component)
- Some hours of the student intern left in the project

Anti-idling campaign – More people needed (Emily & Janet only members), Rev. Smith joined

→ Linda will call Stephanie Strong (Earthday) to ask her to help

### Commuter choice

RTA bus project completed

Household hazardous waste

- Rethinking strategy, will come back with needs
- Asbestos – how can it be removed legally when people find it in their homes?

Gas can exchange, Home indoor air, Tools for schools -- Plan for how to accomplish tasks  
Middle school curriculum -- Unclear what is happening to that project

Emission inventory -- In contracting "limbo" → Ask Steve to send an email update to all  
Autobody shops, Electroplaters -- Going well

Clean Air Century Campaign → Will get going after the New Year

Next steps: Plan

Meeting in January-February (third Monday or Tuesday of the month, Mondays preferred)

METING ADJOURNED AT 8:50

Next meeting: January 21, 2003