

Wisconsin Sustainability Resources for Business & Transportation



CLEAN CITIES COALITION NETWORK



WELCOME

AGENDA

- Wisconsin Clean Cities
- Wisconsin Clean Cities Member – Kwik Trip
- Wisconsin Sustainable Business Council
- Wisconsin Sustainable Business Council Member – MG&E
- Questions



About Wisconsin Clean Cities

- Wisconsin Clean Cities is a 501(c)(3) nonprofit organization managed by Legacy Environmental Services, Inc., an Indiana Certified Women's Business Enterprise.
- Established in 1994, Wisconsin Clean Cities is one of the U.S. Department of Energy's more than 75 Clean Cities coalitions.
- The organizations support our nation's energy and economic security by building partnerships to advance affordable domestic transportation fuels, energy efficient mobility systems and other fuel-saving technologies and practices.



Current WCC Grants & Projects



- DRIVE Electric Wisconsin - DRIVE Electric USA
- Drive Clean Rural USA
- EMPOWER – Workplace Charging
- WIEV – Wisconsin EV Infrastructure Program (NEVI)
- WI Smart Fleet 2.0
- Heavy Duty EV Demonstrations for Freight & Mobility Solutions
- Zero-Emission Freight Future

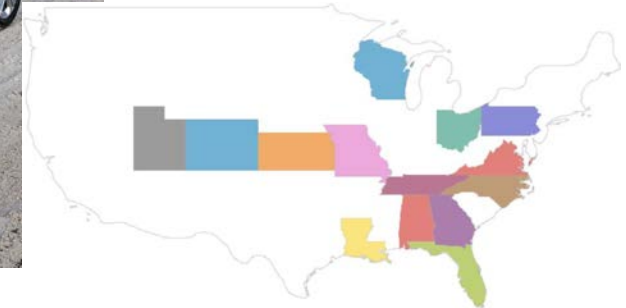
Recently Completed Projects

- M2M I-94 Clean Fuel Corridor Project
- DOE Vehicle Charging Innovations for Multi-Unit Dwellings Grant
- EPA DERA Grant
- Safer 2 Grant – WI Office of Energy Innovation
- NGV UP TIME Grant

Since 2011, WCC has assisted to secure over \$40M in funding for implementation of projects in the transportation sector.

DRIVE Electric Wisconsin

- DRIVE Electric Wisconsin is part of DRIVE Electric USA, a partnership of U.S. Department of Energy Clean Cities coalitions working to significantly advance EV adoption in their states.
- The overarching goal of DRIVE Electric USA is to substantially increase EV adoption rates across consumer and fleet markets.
- The activities, outputs and outcomes in the project are built on seven priority areas of focused work.



Drive Clean Rural USA



- Drive Clean Rural USA is engaging with government leaders, business owners, fleet managers and farmers to remove barriers and accelerate access to clean fuel solutions that deliver financial savings, clean air and economic opportunity to rural communities.
- This eight-state DOE-funded project focuses on alternative fuel options through technical assistance, clean fuel transition planning & demo vehicles with an emphasis on business, economic & job development.



EMPOWER

Equitable, Mobility, Powering Opportunities for Workplace Electrification Readiness

- Why
 - Provide reliable access where home charging is not possible
 - Providing a pathway for EV ownership for those who would otherwise not have charging access
 - Help to flatten the power demand curve by charging mid-day
- What
 - Educational outreach
 - Support infrastructure deployment in disadvantaged communities / businesses
 - Charging infrastructure planning and installation
- Who
 - Businesses across Wisconsin
 - 40% minimum goal for impacted communities and businesses



- BIPARTISAN INFRASTRUCTURE LAW
- ELECTRIC INFRASTRUCTURE FUNDING OPPORTUNITIES



\$5 billion

National Electric Vehicle Infrastructure (NEVI) Formula Program

- \$78.65 million to Wisconsin over five years
- \$11.64 million is Wisconsin's first allocation



\$2.5 billion

EV and other alternative fuel infrastructure discretionary grant funds

- Corridor Charging Grant Program (\$1.25 billion)
Strategically deploy publicly accessible EV charging stations and other alternative fuel infrastructure along Alternative Fuel Corridors.
- Community Charging Grant Program (\$1.25 billion)
Priority given to projects that expand access to alternative fueling infrastructure within rural areas, low-and moderate-income neighborhoods, and communities with a low ratio of private parking spaces.

Medium/Heavy Duty Fleet Electrification

What Fleet Partners will Receive:

- Free industry-leading fleet operational and financial analysis from Sawatch Labs
- Free EV feasibility assessment & individualized fleet case study
- Connections to EV and EVSE industry solution providers to assist with available EV options, pricing, and procurement

Fleet Participation Requirements:

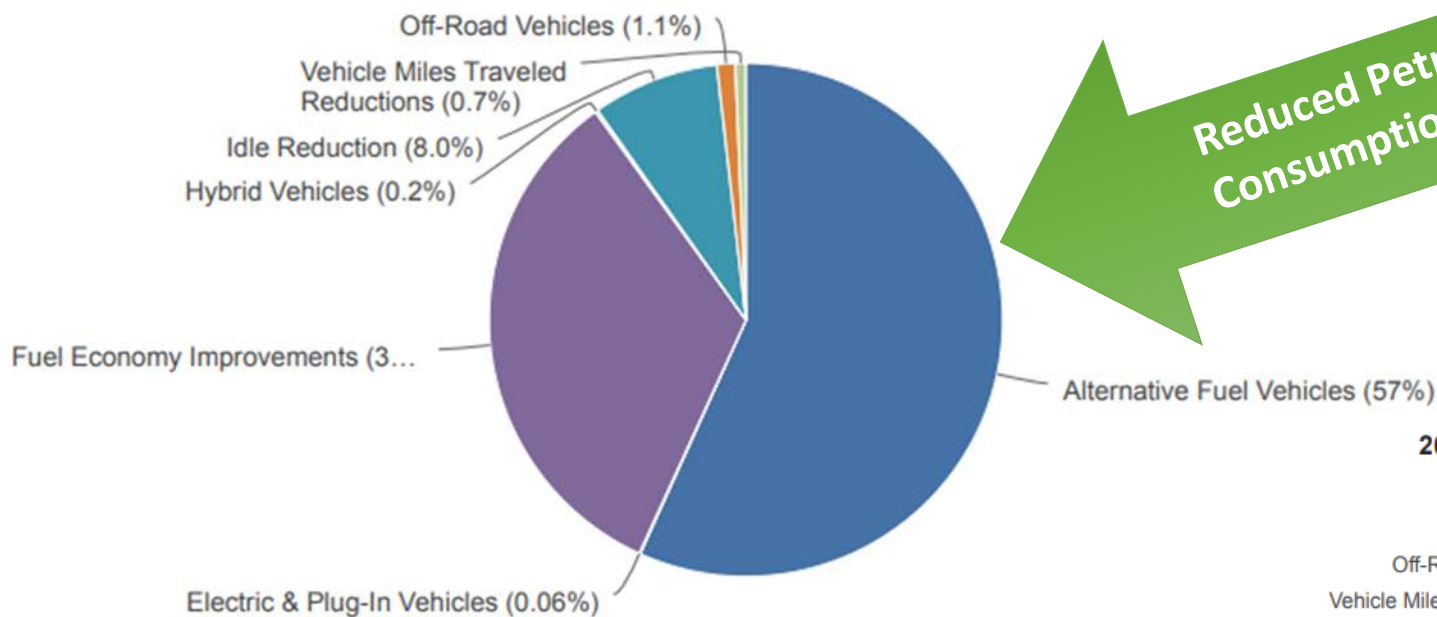
- Telematics data
- Vehicle Applications/Types
 - Passenger/Micro-Transit Van
 - Moving/Box Truck
 - Terminal Truck/Yard Hostler
- 90-day (3 month) minimum data set





2021 Gallons of Gasoline Equivalent Reduced

47,828,055 gallons

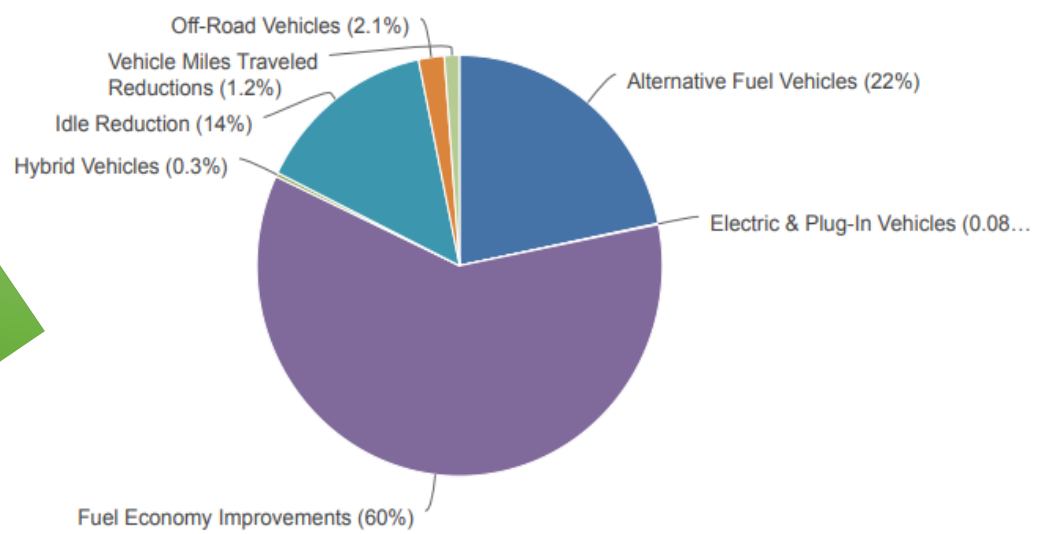


Reduced Petroleum Consumption (GGE)



2021 Greenhouse Gas Emissions Reduced

313,791 tons



Reduced Greenhouse Gas (GHG) Emissions

WCC IS MAKING A DIFFERENCE
 Since 2009 - 312M GGE Reduced
 1.4M GHG Reduced

Wisconsin Clean Cities Membership



Membership Benefits

- Access to technical training, workshops and webinars
- Resources on alternative fuels, advanced vehicles, idle reduction and other petroleum-reduction technologies
- Individual consultation and technical assistance
- Funding opportunities from the U.S. DOE
- Information regarding funding sources from federal, state and local government agencies, nonprofits and foundations
- Assistance with funding applications
- Public recognition
- Assistance with media outreach



Get involved today!!





Tools You Can Use!



Tools


The Alternative Fuels Data Center offers a large collection of helpful tools. These calculators, interactive maps, and data searches can assist fleets, fuel providers, and other transportation decision makers in their efforts to advance alternative fuels and energy-efficient vehicle technologies.


Calculators


 **EVI-Pro Lite**
Estimate a city or state's need for vehicle charging and the effect on electric load.


 **AFLEET Tool**
Calculate a fleet's petroleum use, cost of ownership, and emissions.

 **Vehicle Cost Calculator**
Compare cost of ownership and emissions for most vehicle models.  [mobile](#)


 **VICE Model**
Evaluate the financial case for natural gas vehicles and battery electric buses.


 **JOBS Model**
Estimate economic impacts of natural gas, hydrogen, or fuel cell infrastructure.


 **Heavy-Duty Vehicle Emissions**
Calculate the emissions of alternative fuel medium- and heavy-duty vehicles.


 **E-Volution: E-Drive Vehicle Education**
Understand the costs and benefits of electric vehicles based on location.

Interactive Maps

 **Alternative Fueling Station Locator**
Locate alternative fueling stations and get maps and driving directions.  [mobile](#)


 **Alternative Fuel Corridors**
Find maps and station data to help with nominating alternative fuel corridors.


 **TransAtlas**
Analyze vehicle densities and locations of fueling stations and production facilities.


 **Biofuels Atlas**
Compare feedstocks and analyze biofuel production by location.



 **Coalition Locations**
Find Clean Cities coalitions and contact information for coordinators.


Data Searches

 **Vehicle Search**
Compare all classes of alternative fuel vehicles, electric vehicles, and hybrids.

 **Laws and Incentives Search**
Search for laws and incentives related to alternative fuels and advanced vehicles.

 **Fuel Properties Comparison**
Compare alternative fuel properties and characteristics.

 **Find a Car**
Compare fuel efficiency, costs, carbon footprints, and emissions.  [mobile](#)

 **State Information**
Find state information about alternative fuels and advanced vehicles.



www.wicleancities.org
www.afdc.energy.gov/tools



Funding – Where to begin?



<https://wicleancities.org/>



<https://driveelectric.gov/>



Wisconsin Office of Energy Innovation

<https://psc.wi.gov/>



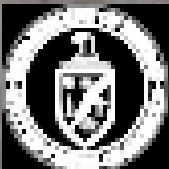
Wisconsin Electrification Initiative

<https://wisconsindot.gov/>



U.S. Department of Transportation
Federal Highway Administration

<https://www.fhwa.dot.gov/>



U.S. DEPARTMENT OF
ENERGY

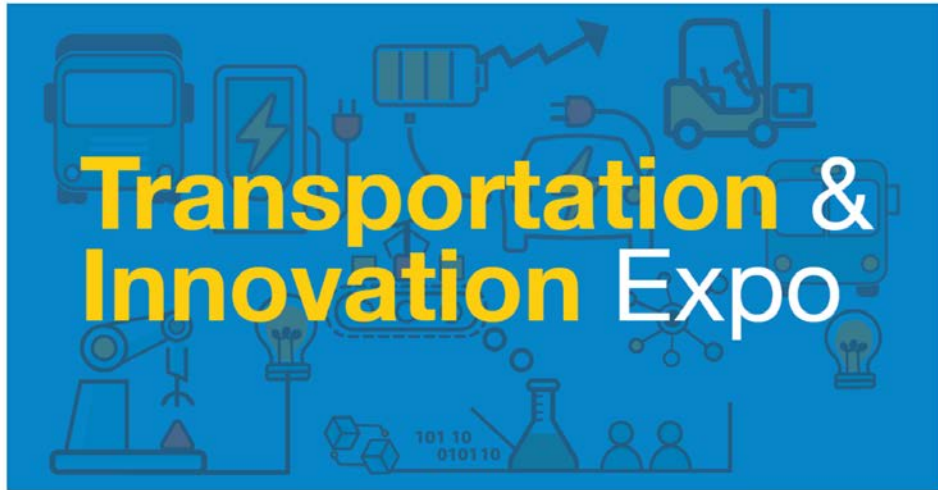
<https://www.energy.gov/>



<https://www.epa.gov/>



<https://www.usda.gov/>



A sustainable transportation, infrastructure, technology and fleet vehicle conference and expo

Details coming soon...



Madison Gas and Electric



Lorrie Lisek

Executive Director

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Milwaukee, WI 53203

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www.wicleancities.org

Joel Fasnacht – Kwik Trip

- **Joel Fasnacht** - Business Developer – Commercial Fuels – Kwik Trip, Inc.
- Joel joined Kwik Trip in 2012. He works in the Commercial Fuels-Alternative Fuels/Commercial Accounts Department for Kwik Trip Inc. which includes his activities in liquid fuels, Compressed Natural Gas (CNG), Biogas/Renewable Natural Gas (RNG), Bulk CNG and EV.
- Kwik Trip operates more than 800 Kwik Trip/Kwik Star convenience stores throughout Wisconsin, Minnesota, Iowa, Illinois and Michigan UP. Kwik Trip has over 300 tractor trailer accessible locations and 34 fast fill CNG sites and 1 LNG site.
- Joel had 26 years of experience in fleet and distribution operations in the food, auto parts and furniture industries prior to joining Kwik Trip. He earned his undergraduate degree and MBA from Minnesota State University-Mankato.

Contact information:

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Phone – 608-793-6400



KWIK TRIP™

Kwik Trip LOCATIONS

500+ Wisconsin Store Locations

Operate in WI, MN, IA, MI and IL

Over 90% of carwashes utilize
reclaim water systems

95% of stores have recycling
containers

Annually recycle 1,571 tons of
cardboard, 148 tons of shrink wrap
and 47,325 tons of mixed recycling

2 stores & Bread & Bun plant
partially powered by solar
panels/energy



23 CNG Locations in WI- 19
Biogas/RNG

34 CNG Locations in overall
- 29 Biogas/RNG

70% of Commercial fleet
operate on CNG/LNG Plus
service vehicles

WISCONSIN

Visit kwiktrip.com for more details!



OUR MISSION is to advance sustainable principles and practices forward through the power of business.

Educate. Measure. Improve. Connect





WisconsinTM Sustainable Business Council Member



EDUCATE

- Webinars and Workshops
- Access to a resource platform
- Working groups and peer to peers
- Annual Conference



MEASURE & IMPROVE

- Access the Green Masters Program tool
- GMP Working Group
- Member Only Resource Center



CONNECT

- Networking Events
- Working Groups
- Member Directory
- Collaborate
- Annual Cool Choices Game



SHOWCASE

- Display WSBC logo
- Appear on our website
- Share news, jobs, and successes
- Support the sustainable business movement





Sustainability is the pursuit of a business growth strategy that creates long-term stakeholder value by seizing opportunities and managing risks related to the company's environmental and social impacts.

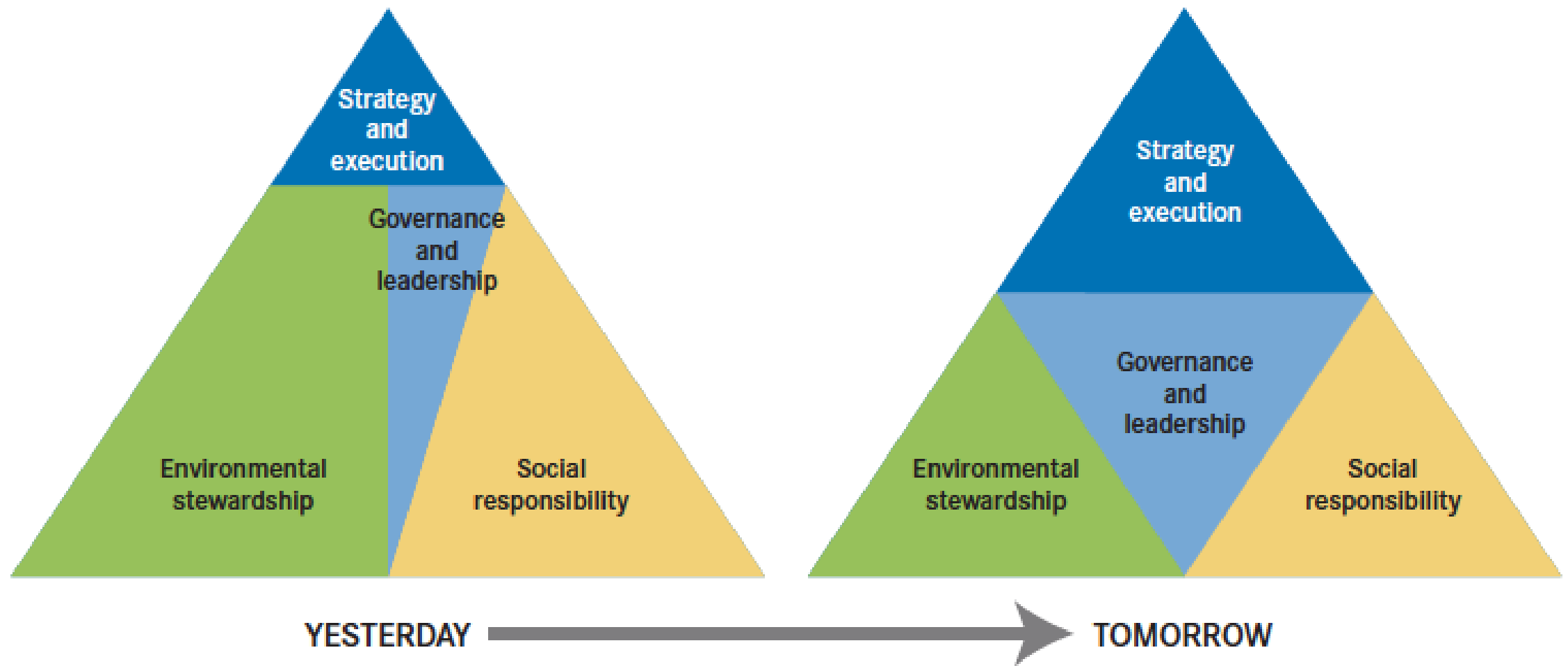
- Conference Board: CEO Challenge; Navigating the Sustainability Transformation

Business Definition of Sustainability



Figure 2

The changing sustainability conversation



Source: Hedstrom Associates





The Business Case for Sustainability

Competitiveness

- Reducing Risks & Costs
- Innovation
- Continuity
- Supply Chain

Stakeholders

- Performance
- Expectations and value
- Enhanced impacts

Customer Benefits

- Brand
- Reputation
- Transparency
- Retention
- Market Access

Workforce

- Recruiting / Retention
- Impact / Purpose / Meaning

Regulatory Benefits



OUR SOLUTION



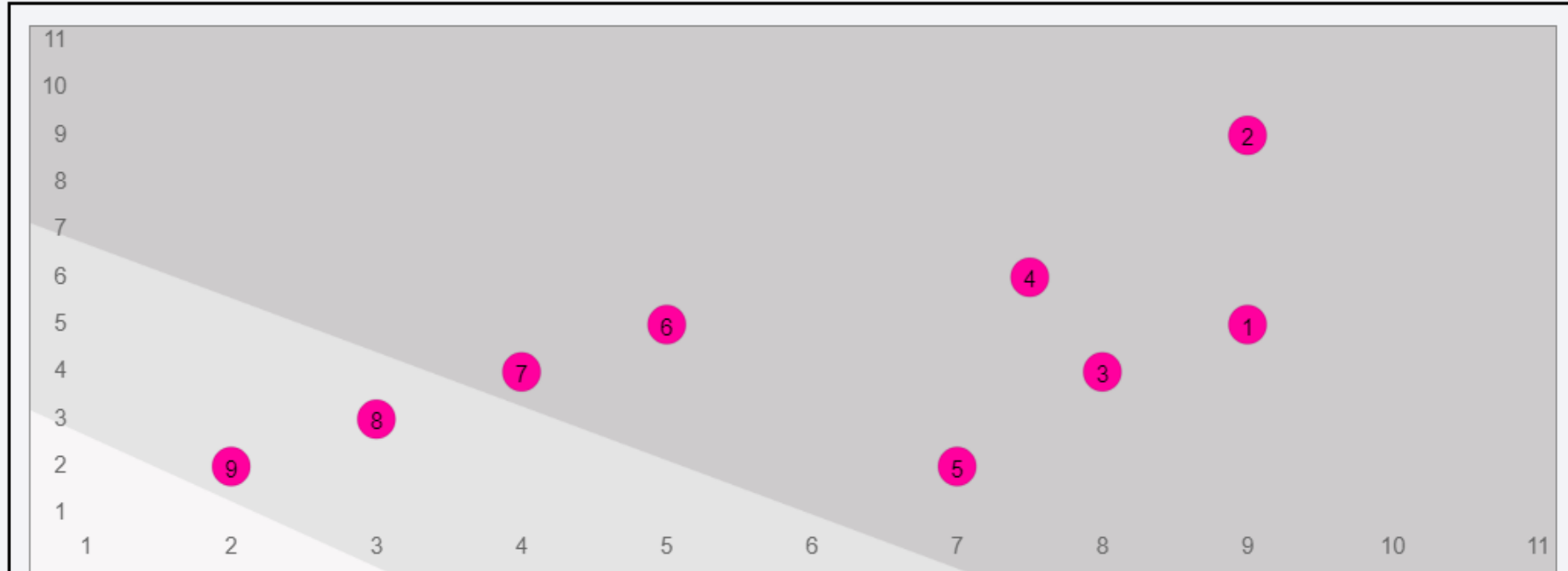
The Green Masters Program (GMP) helps you define, prioritize, measure, manage, improve, and validate your sustainability practices.

- ✓ Helps define the scope
- ✓ Provides a framework to develop, integrate, and grow sustainable practices
- ✓ Provides prioritization and a roadmap, helping cut through the noise
- ✓ Access to peer-to-peer learning and mentoring, resources, technical expertise, training and education, and tools
- ✓ It is a tool and learning in one

Example LLC Organization - Materiality Matrix

- Business Profile >
- Materiality Worksheet >
- Materiality Matrix >
- Business Priorities >
- Priority Management >
- Dashboard >

Switch Graph:



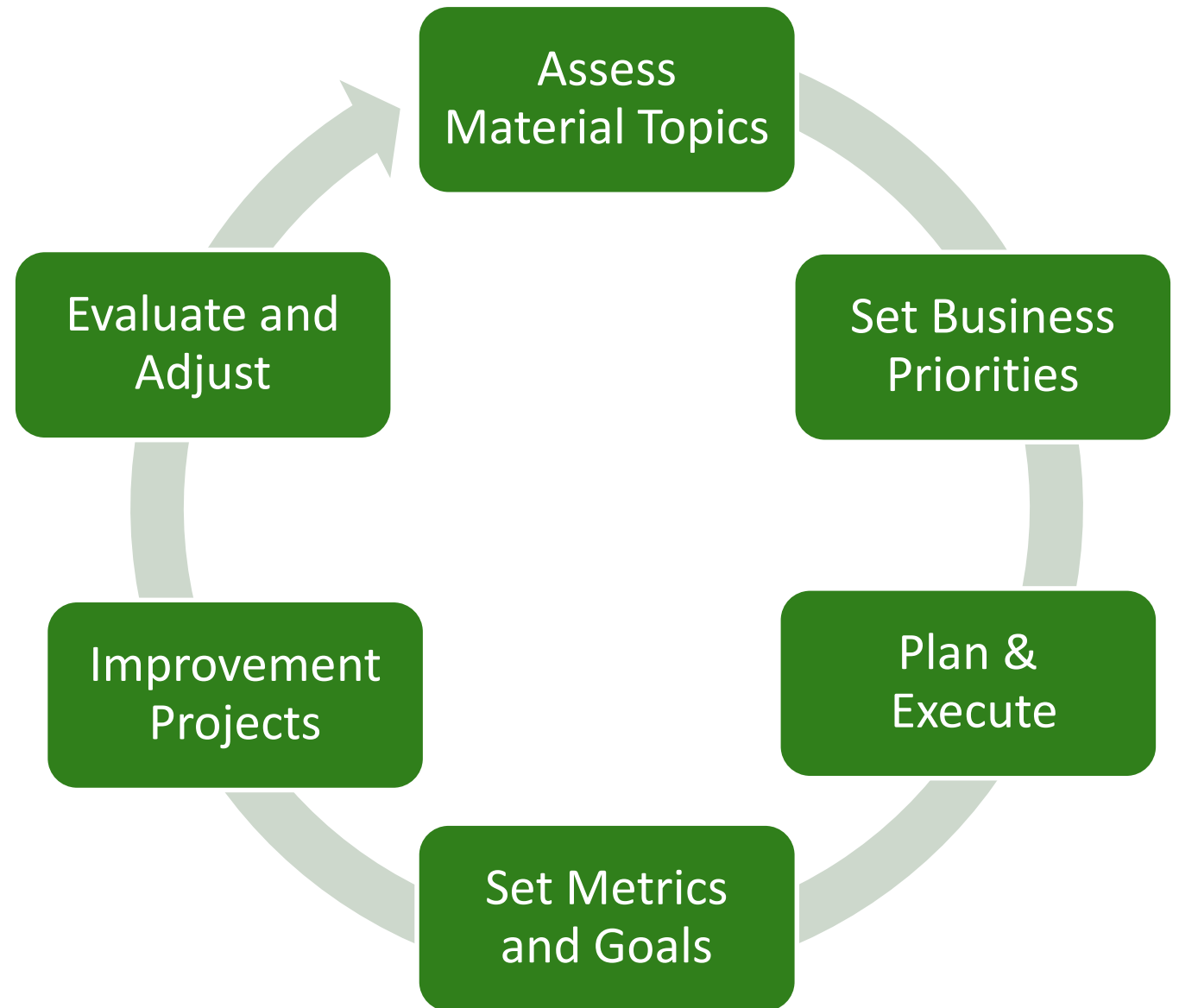
*Objects higher and further to the right will have greatest importance to the company.

1 - Employee Health & Safety (9 , 5)	4 - Energy Management (7.5 , 6)	7 - Scope 2 GHG Emissions (4 , 4)
2 - Materials Management (9 , 9)	5 - Community Outreach & Engagem ent (7 , 2)	8 - Water Management (3 , 3)
3 - Waste Management (8 , 4)	6 - Scope 1 GHG Emissions (5 , 5)	9 - Scope 3 GHG Emissions (2 , 2)





GMP Participants Create a Sustainability Roadmap



2.0 Dimensions and Topics

Environment

- Energy Management
- Greenhouse Gas Management
- Sustainable Transportation
- Water Resource Management
- Biodiversity & Ecological Impacts
- Waste Management
- Materials Management
- Product Circularity & Life Cycle Management

Society

- Community Impacts
- Customer Welfare

Workforce

- Employee Health & Safety
- Employee Experience
- Diversity Equity & Inclusion

Governance & Leadership

- Ethical Governance & Sustainable Leadership
- Supply Chain Management



Green Masters Program Overview



Measure and Improve

Benchmark and compare your sustainability performance internally and to other companies in your sector.



Certify

A third-party credential to validate your sustainability programming.



Get Recognized

Earn a certificate. The top 20% are Green Masters and recognized at our annual conference.



Promote

Use the GM logo to share your sustainability story with others.



2022 GREEN MASTERS





WSBC UPCOMING EVENTS

WIS International Women's Day| March 8 | 11 AM

Member Working Group on GHG | March 9| 11 AM

Webinar: Materiality and Priority Setting for Sustainability| March 15 | NOON

NEW SLG| Energy Efficiency Opportunities | March 23 | NE Tech College | 9 – 12:30

COOL CHOICES GAME PLAY– April 3 to 28, 2023

Member Meet and Greet (Networking)| April 19 | NOON

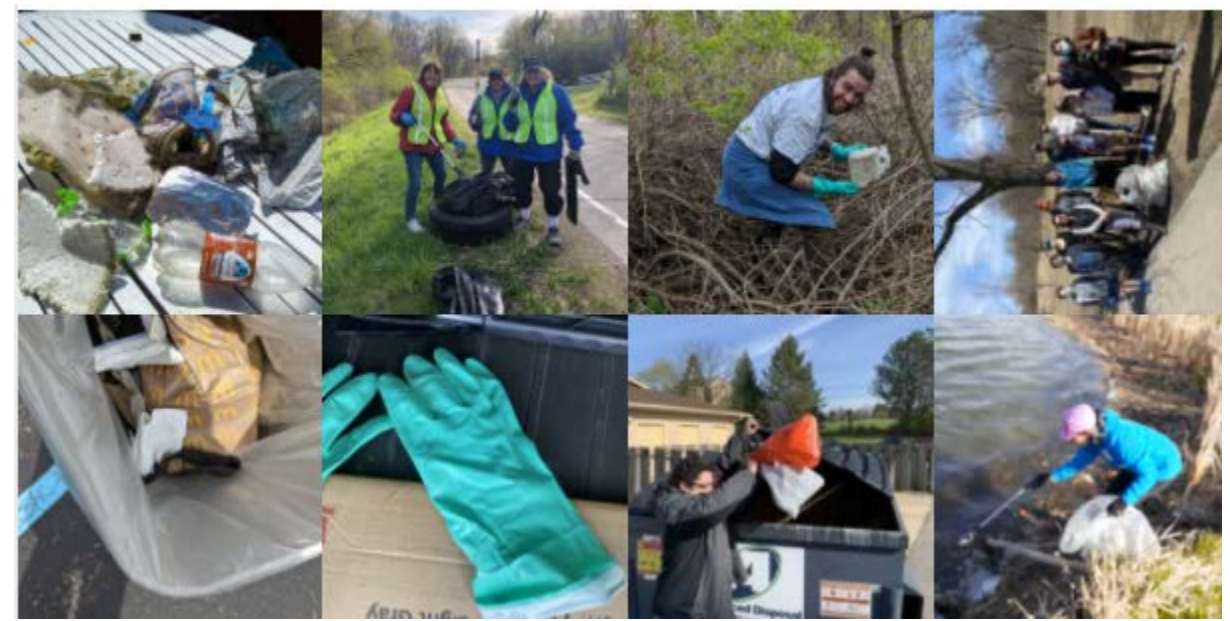
... Learn more and register at wisconsinsustainability.com/upcomingevents





Earth Month

Members will
play April 3-28



128
Registered Players

26
Teams

7,431
Total Actions Taken





Jeanne Burns-Frank

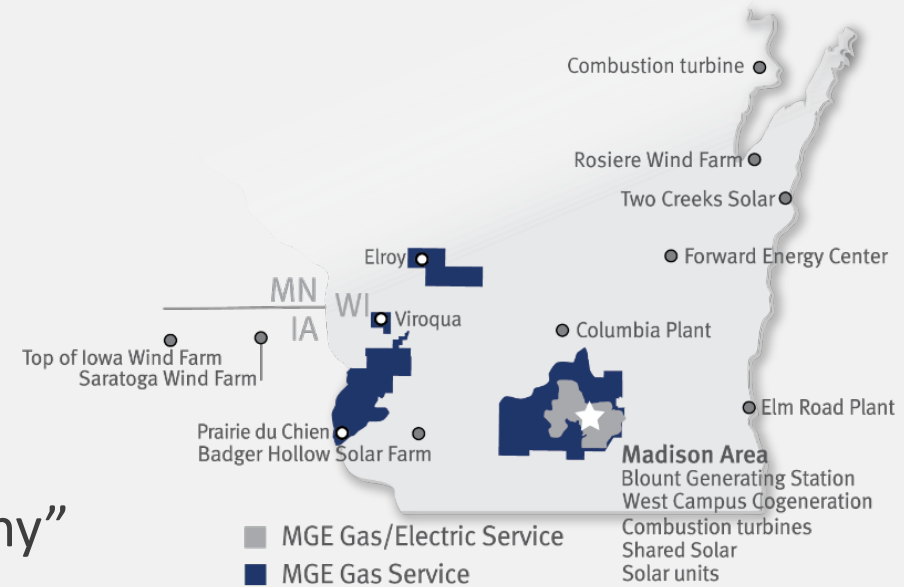
Environmental and Sustainability Program
Manager

Madison Gas and Electric (MGE)

Business Case Study Example

MGE – Who We Are

- **MGE Service Territory**
 - 159,000 electric customers
 - 169,000 gas customers
- **MGE is an investor-owned utility.**
 - Madison roots date back 150+ years.
 - Known as “your community energy company”
 - Approx. 700 employees



MGE's sustainability history

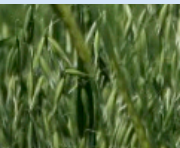
- 30 years of MGE's Green Team
 - Original mission: compliance training, communication, and assurance across operations
- Installed our first wind farm in 1999
- Wisconsin DNR Green Tier (and its pilot program) since 2002
 - ISO-14001-based environmental management system
 - Focus was our Blount Plant, which burned coal at the time
 - We expanded into all of our operations in 2020
- Green Master for 9 consecutive years



Decision to apply for Green Masters



- Benchmarking
 - How were we doing compared to other companies in Wisconsin?
 - What were our strengths? What were our areas for growth?
- Tracking and evaluation
 - Demonstrated what was typically tracked
 - Formal review of what data were and were not tracking
- Goal setting
 - Helped set priorities
 - Set of facts/rankings to bring to our team
- Sustainability education
 - Learning from other companies
 - WSBC annual conference, webinars



Sustainability Organization at MGE

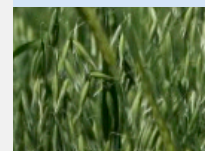
Sustainability Steering Team

- Multi-disciplined group overseeing EMS and ESG performance
- Periodically reports to Sustainability Executive Team
- Drive sustainability through continuous improvement
- The heart of that is the EMS and Green Tier Program
- Green Masters helps with measurement, benchmarking, goal-setting



Next steps in Sustainability Journey: Materiality, ESG, Climate Change

- What is material to our operations
 - What is our greatest impact? How do we reduce it?
- How do our stakeholders view our operations?
 - Customer/community/employee perspectives
- How are ratings agencies measuring us?
 - As a publicly traded company we are ranked by ESG ratings agencies (Environmental, Social, Governance)
- How do our climate change goals align with current science and policy?



QUESTIONS

???

THANK YOU!

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