

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 198-EH

Clean Air Assistance Project (CAAP)

Category: H. Proposals seeking \$200,000 or less in funding

Sub-Category: E. Air Quality, Climate Change, and Renewable Energy

Total Project Budget: \$ 192,983

Proposed Project Time Period for the Funding Requested: June 30, 2021 (2 yrs)

Summary:

The Clean Air Assistance Project connects businesses with financial and technical resources to voluntarily reduce air pollution.

Name: Bill Droessler

Sponsoring Organization: Environmental Initiative

Title: Senior Director, Project Development and Clean Air

Department:

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Web Address <https://environmental-initiative.org/work/clean-air-assistance-project/>

Location

Region: Statewide

County Name: Aitkin, Anoka, Benton, Carlton, Carver, Cass, Chisago, Crow Wing, Dakota, Hennepin, Isanti, Mille Lacs, Morrison, Olmsted, Ramsey, Scott, Sherburne, St. Louis, Stearns, Washington, Wright

City / Township:

Alternate Text for Visual:

Each participating business can reduce, on average, the air quality equivalent of 960 cans of spray paint annually. These emission reductions not only help keep Minnesota's air clean, but have substantial impact on the air quality in the surrounding community and in the businesses themselves, improving local and worker health. Additionally, the Clean Air Assistance Project spurs economic investment and keep small businesses competitive by helping them obtain newer, less-polluting equipment.



Environment and Natural Resources Trust Fund (ENRTF) 2019 Main Proposal

PROJECT TITLE: Clean Air Assistance Project (CAAP)

I. PROJECT STATEMENT: Goal: The Clean Air Assistance Project will improve air quality and increase economic competitiveness by building and testing a replicable, public-private partnership model to voluntarily reduce air pollution in communities across Minnesota through small business incentives. This project targets area sources of air pollution, the largest single (and growing) sector of air pollution in Minnesota. Smaller, largely unregulated, community-scale sources such as auto body shops, printers, and manufacturers make up the single largest category of air pollution. These businesses are largely small enterprises with local ownership and often co-exist in close proximity to neighboring homes and businesses, making them part of the fabric of communities, but also a significant source of local pollutant exposure for community members. This project will demonstrate successful public-private partnership models in multiple regions, developing projects and recruiting business partners, securing financial and technical support, implementing emission-reduction projects, and tracking and communicating outcomes.

How: This pilot project will improve environmental and public health through partnership by combining public funding, private industry networks and technical expertise, and non-profit collaboration to coordinate and implement voluntary, sector-based emission-reduction projects. The Clean Air Assistance Project will provide incentives of up to \$20,000 toward supply, equipment and installation costs for emission-reduction activities, including chemical swap-outs, technology, equipment, or process upgrades. To prove the model's efficacy across the state, this project will recruit partners and implement projects with six businesses in four regions across Minnesota. Established programmatic infrastructure will empower local partners to facilitate and implement ongoing emission-reduction activities across a variety of industry sectors with opportunities to leverage additional future funding.

Why: Minnesota is fortunate to have generally good air quality, yet still faces troubling health disparities across economic and socio-demographic populations. In addition to maximizing emission reductions to keep Minnesota in attainment of federal standards in a growing area of need, this project brings a public health and equity focus by prioritizing pollution-reduction activities within the most overburdened communities. According to the [Life and Breath Report](#) issued by the Minnesota Pollution Control Agency and Department of Health, negative health impacts of air pollution fall disproportionately on lower-income residents and people of color, as well as the elderly, children, and those predisposed to respiratory illness. Finally, the technology and process upgrades facilitated by this project strengthen local businesses while reducing workers' exposure to harmful pollutants.

Building on our longstanding emission-reduction project experience, this project targets:

- Pollutants, source categories or industries that are not subject to existing or upcoming regulatory control that would inhibit or preclude voluntary action
- Sources of pollution that are not adequately being addressed by existing organizations or efforts
- Existing emission-reduction technologies or opportunities that could be expanded through voluntary efforts

This project will:

- Establish and sustain tailored, local programs that deliver various sector-based emission reduction projects
- Achieve measurable reductions in Particulate Matter, Volatile Organic Compounds (VOCs), NOx, and other toxic air emissions
- Demonstrate emission-reduction programs in the Twin Cities (2 projects), Duluth (1 project), Rochester (1 project), and Central Minnesota (2 projects);



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Main Proposal**

- Provide consistent outcome quantification and widespread communications
- Leverage, coordinate, and develop other resources from the public and private sectors for projects, especially in areas experiencing disproportionate air quality challenges

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Recruit local units of government and scope/design their involvement in CAAP work

ENRTF BUDGET: \$65,680

Outcome	Completion Date
<i>1. Units of local government and other key partners are actively supporting project</i>	<i>12/31/2019</i>
<i>2. Process for business recruitment and project execution identified</i>	<i>12/31/2019</i>
<i>3. Additional sources of leveraged funding are identified, where feasible</i>	<i>3/30/2020</i>
<i>4. Replicable model for ongoing area source emission reduction funding developed in conjunction with local partners</i>	<i>3/31/2021</i>

Activity 2: Recruit business participants and implement emission-reduction projects

ENRTF BUDGET: \$125,765

Outcome	Completion Date
<i>1. At least 10 business prospects recruited in scoping emission-reduction project implementation</i>	<i>3/31/2020</i>
<i>2. Emission-reduction opportunities identified and developed in conjunction with private sector business prospects and relevant suppliers, vendors, and technical experts</i>	<i>6/30/2020</i>
<i>3. Six projects are selected for funding and an approved equipment/supply procurement procedure for each partnering region/business project is developed</i>	<i>7/31/2020</i>
<i>4. Equipment or process upgrades completed on timeline agreed upon by project partners</i>	<i>12/31/2020</i>
<i>5. Emission reductions, cost savings, economic activity, and other data analyzed</i>	<i>3/31/2021</i>
<i>6. Project results are communicated to all appropriate parties and impacted communities</i>	<i>6/31/2021</i>

III. PROJECT PARTNERS:

Funded: Environmental Initiative

Non-funded: Various Counties (including Hennepin, Ramsey, Washington, Olmsted, St. Louis)
Multiple Cities (including Minneapolis, St. Paul, Rochester, Duluth, Brainerd, St. Cloud)
State Agencies (including the Pollution Control Agency, Department of Health)
Tribal Governments (Leech Lake, Fond du Lac, others)
Various industry and trade associations
Local Chambers of Commerce and other economic development entities

IV. LONG-TERM- IMPLEMENTATION AND FUNDING: This project leverages multiple private and public funding sources by:

- Expanding current limited program funding to establish four regional efforts
- Securing major private and public funding to maximize emission reductions, protect public health, and make small businesses more economically competitive
- Catalyzing demand for projects while establishing effective structures that deliver long-term, tailored support for local emission reduction opportunities

V. TIME LINE REQUIREMENTS: This project will be completed in two years with no timeline constraints or conditions required to complete this work.

2019 Proposal Budget Spreadsheet

Project Title: Clean Air Assistance Project (CAAP)

IV. TOTAL ENRTF REQUEST BUDGET 2 years

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Bjorn Olson, Coordinator, Outreach & Partner Development: (76% Salary, 24% Benefits) 23% FTE in Year 1 and 41% FTE in Year 2; grant-supported	\$ 50,535
Bill Droessler, Senior Director, Project Development and Clean Air: (82% Salary, 18% Benefits) 8% FTE in Year 1 and 10% FTE in Year 2; grant-supported	\$ 23,624
Mikey Weitekamp, Senior Project Manager: (78% Salary, 22% Benefits) 5% FTE in Year 1 and 6% in Year 2; grant-supported	\$ 9,349
Damian Goebel, Communications Director: (78% Salary, 22% Benefits) 2% FTE in Year 1 and 3% FTE in Year 2; grant-supported	\$ 3,676
Equipment Replacements: \$15,000-20,000 incentives for equipment replacements distributed to 6 businesses	\$ 100,000
Mileage and Parking: In-state travel to meet with project partners in 4 specified regions over 2 years	\$ 3,600
Travel Costs: Food and lodging for Environmental Initiative employees during multi-day meetings with Greater Minnesota partners	\$ 1,200
Professional Services: Contract graphic designer time to create outreach and engagement materials to attract public and private sector partners to the project	\$ 1,000
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 192,983

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period: Additional Environmental Initiative project staff providing input and support to the Clean Air Assistance Project's work under this proposal. Funded through private contributions.	\$ 6,522	Secured
Other State \$ To Be Applied To Project During Project Period:		
In-kind Services To Be Applied To Project During Project Period: Indirect Costs - Costs of operating and renting office space, telephone, computer, insurance, audit, and other infrastructure costs. Proportional costs related to this project.	\$ 27,643	Secured
Past and Current ENRTF Appropriation:	\$ -	
Other Funding History: Public and private funding secured and expended/expected to be expended by the Clean Air Assistance Project between 2016 and 2019.	\$ 192,135	Secured

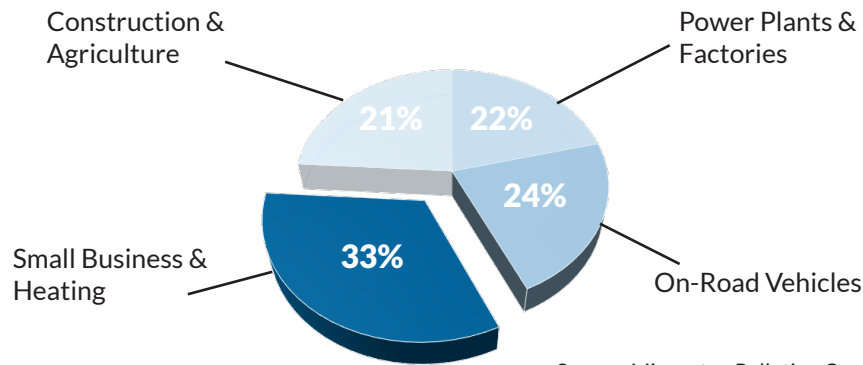
Clean Air Assistance Project

The Clean Air Assistance Project connects businesses with financial and technical resources to voluntarily reduce air pollution.

Why?

One-third of Minnesota's harmful emissions come from smaller, less regulated sources like dry cleaners and auto-body shops. Working with these small businesses can reduce emissions while improving public health and their economic vitality.

Sources of Air Pollution



Source: Minnesota Pollution Control Agency

Impact

Each participating business can reduce, on average, the air quality equivalent of 960 cans of spray paint annually. These emission reductions not only help keep Minnesota's air clean, but have substantial impact on the air quality in the surrounding community and in the businesses themselves, improving local and worker health. Additionally, the Clean Air Assistance Project spurs economic investment and keep small businesses competitive by helping them obtain newer, less-polluting equipment.



 = 10 cans
05/08/2018

How it works

- 1 We work with small business owners to identify opportunities and determine their needs for equipment upgrades.
- 2 We seek to leverage additional technical and financial resources to help businesses reach their goals.
- 3 Applying those resources, we work with businesses to procure equipment and supply upgrades to maximize cost effectiveness.
- 4 We administer project completion, including installation, payment and tracking all outcomes, including emission reductions and cost savings.

Environmental Initiative Project Manager Qualifications & Organization Description

LCCMR Clean Air Assistance Project Proposal 2018

Bill Droessler, Senior Director, Project Development and Clean Air

Bill Droessler brings experience and perspective from all sides of the issues. He has worked on environmental issues for major international corporations, state and federal agencies and nonprofits. Prior work experience includes environmental law for the Zurich American Insurance Company, Program Director for Minnesota Public Interest Research Group, Director of Outreach and Programming for 1000 Friends of Minnesota and National Energy Program Director at the Izaak Walton League. He was with Clean Air Minnesota and Project Green Fleet at their beginnings and brings substantial expertise on diesel emission reductions and air quality. He holds a Bachelors in Government and History from Beloit College and a law degree from the Environment and Energy Law Program at Chicago Kent - College of Law, Illinois Institute of Technology. Bill's responsibilities on this project include strategic project oversight, relationship development, business model development and strategic communications support.

Bjorn Olson, Coordinator, Outreach & Partner Development

Bjorn Olson is the Coordinator of Outreach and Partner Development at Environmental Initiative and has been with the organization since 2014. He is responsible for business outreach and recruitment for the organization's small business pollution reduction program as well as Project Green Fleet. Olson has experience in project development and strategic planning with government, private, and non-profit partners through Clean Air Minnesota. Prior to working at Environmental Initiative, Bjorn worked as a Research Fellow at the University of Minnesota where he received his M.S. in Natural Resources Science and Management in 2013. Bjorn's responsibilities on this project include leading relationship development and business recruitment and supporting partner and funding development, business model development, and execution of project incentives.

Mikey Weitekamp, Senior Project Manager, Environmental Initiative

With strong expertise in business sustainability consulting, program management and strategic communications, Mikey Weitekamp is responsible for day-to-day management of emissions reduction projects under Project Green Fleet and Clean Air Minnesota. Among other topics, Weitekamp has worked on business sustainability consulting with the Minnesota Chamber of Commerce and on program development for the Steger Wilderness Center. He graduated from the University of Minnesota Magna Cum laude with degrees in Environmental Science and Marketing. Mikey's responsibilities on this project include budget and task management, business model development, and overall project management.

Damian Goebel, Communications Director

Damian Goebel joined Environmental Initiative in 2017 and has worked in nonprofit communications, engagement, event planning and program management since 2008. As Communications Director, he provides strategic communications direction and support for internal and external audiences in all of Environmental Initiative's program areas and general operations. Prior to joining the organization, he worked on projects ranging from regional transportation, land use, economic development, community development and workplace benefits. Damian has a B.A. in Communications Studies from Hamline University. Damian's responsibilities on this project include strategic communications support and execution.

Organization Description

Environmental Initiative is a nonprofit organization based in Minneapolis that builds partnerships with business, government and nonprofit leaders to develop solutions to Minnesota's environmental problems. Learn more at www.environmental-initiative.org