



Clean Air Minnesota

A voluntary public-private partnership to reduce air pollution



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Environmental
INITIATIVE

We **build partnerships** to develop collaborative solutions to Minnesota's environmental problems.



Clean Air Minnesota is a diverse group of air quality leaders working to develop, fund, and implement voluntary projects that reduce air pollution.



Success at Scale: Project Green Fleet





Locomotive Projects:

- They are big, they are old, they are used a lot
- They are cost-effective, they have massive emission reductions, they are co-located in critical areas
- Our experience:
 - 2010 TC&W APUs, 2018 DERA, 2018 MPCA Volkswagen



Goods Movement Emissions - An Ongoing Effort

Who

- **Industry Engagement:** Proactive Port Authority, Clean Air Minnesota meetings, Acronyms: UMWA/Port, MRRRA, MFAC, MTA, ARM
- **Projects and Communications:** 2015 towboat, DERA projects, VW
- **Champions:** Upper River Services, TC&W Rail, Caterpillar,

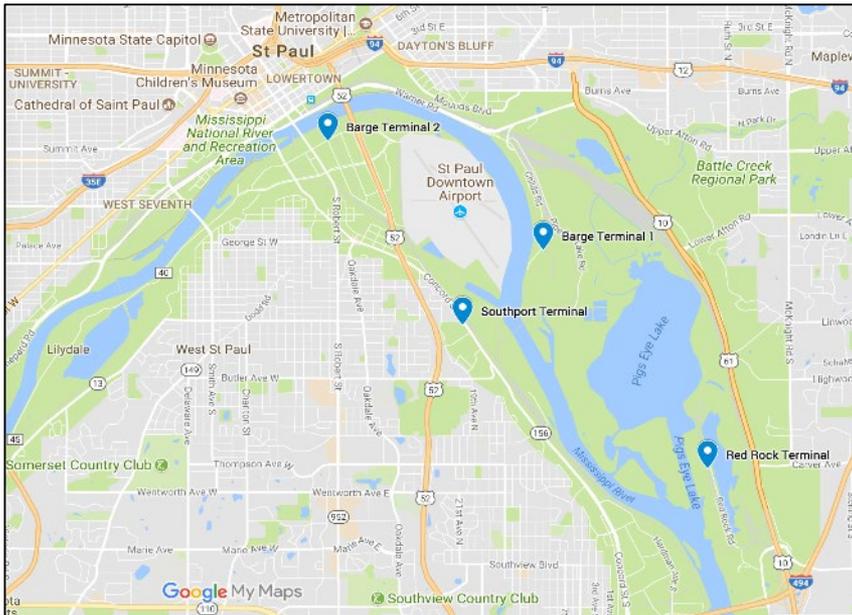
How

- Cummins
- **Early engagement, flexibility, climb the ladder, utilize networks, hurry up and wait, use projects to grow, build trust**



Impact on Communities:

The Port



The People





Impact with Communities:

Challenges

- **Community Engagement:** Genuine, ongoing, prioritized, 2-way engagement
- **History:** Acknowledging, listening, respecting, supporting
- **Limited resources and scale:** Limited funding, other emissions, other issues
- **Bridging the gaps:** Wide spectrum of partners, leaning into discomfort, clarity and groundrules



Our Journey:

- **Strategic Planning Process**
 - **“In the next 5 years, how do we achieve broader and equitable air quality improvements through expanded partnerships, awareness, action, and increased public and private investment?”**
 - **Practical Vision and Strategic Direction:**
 - **Where do we want to be in 5 years?**
 - **What blocks us from our strategic vision?**
 - **What moves us forward toward our vision?**

Practical Vision





Strategic Directions



Clarifying CAM's purpose and building capacity

- Develop CAM clarity
- Build human capital, knowledge skills



Redefining CAM impact through expanding air quality and understanding

- Expanding monitoring system
- Develop new metrics, impact analysis



Diversifying and expanding power and resources

- Activate influencers
- Diversify and expand funding



Transforming CAM's influence and influencers

- Initiative listening/storytelling
- Cultivate intersectionality
- Share power



Moving Forward

- **Organizational Allies**
 - **State agencies, tribal nations, local government, private sector**
- **Clean Air Minnesota**
 - **Structure for support and growth**
 - **Strategic Direction “Task Force” led by Core Team members**
 - **Working for long-term, contractual support**



Thank You



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