

## **Brian Mormino and the Midwest Diesel Initiative**

On January 23, Brian Mormino, Director – Government Relations, acted as Co-Chair for the signing ceremony for the Midwest Clean Diesel Initiative in downtown Chicago at EPA's Region 5 offices.

The Midwest Clean Diesel Initiative is now one of eight similar groups across the country listed by EPA on their website.

The Midwest Clean Diesel Initiative is a public-private partnership covering Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin. Here is the language that generally describes these organizations:

“The National Clean Diesel Campaign will achieve immediate and significant environmental results by working collaboratively with businesses, government, community organizations, industry and others. Regional initiatives provide an excellent example of how the National Clean Diesel Campaign will use a proactive, incentive-based approach to achieve environmental results.”

This is a major step forward in Cummins Emission Solutions direction of continued high visibility and involvement at the federal, state and local levels to support our Customers.

## **Background – Midwest Clean Diesel**

Submitted by Brian Mormino

The first meeting was held on September 6, 2006 in Chicago. The letter inviting participants stated: “The Midwest Clean Diesel Initiative is a public-private partnership created to reduce diesel emissions in the Midwest. Of the estimated 3.3 million existing diesel engines in the Midwest that are not affected by the United States Environmental Protection Agency's stringent standards for cleaner diesel fuel and engines, we estimate over 300,000 have already been affected through clean diesel technologies, cleaner fuels, and idle management programs. The Midwest Clean Diesel Initiative has set an aggressive goal to impact one million of these diesel-powered engines by 2010. To achieve this goal, a concerted effort that includes the public and private sectors is essential. We are assembling a group of leaders from a variety of sectors in our region to provide direction and perspective as we move forward.”

We were specifically asked to serve on the Initiative's Leadership Group and then I became the industry co-chair. The other co-chairs are EPA Region 5 representing the federal side, Ohio Environmental Council representing the NGOs, and Illinois Environmental Protection Agency representing the states. At this meeting, the groups discussed how the Initiative would function and developed a long list of possible initiatives.

Following the first meeting, our first task was to develop principles that all of the leadership group participants could

sign. I spent a lot of time negotiating these principles. Industry wanted the most changes and was the most sensitive to the language in the principles. I basically worked to find a middle ground and bring the diverse interests even within industry together. The final principles are attached. I also pasted a list of those that signed it thus far (we are around 30 organizations).

The official signing of the principles occurred on January 23 in Chicago. At that meeting specific initiatives began to take shape. Basically, now that the group is formed and groups have committed to work together, we need to figure out what we are going to do. In preparation for the meeting, we divided the general list of initiatives into three categories: (1) Development of State Diesel Emission Reduction Programs; (2) Development of Educational and Outreach Campaign to Fleet; and (3) Development of Strategy to Educate Metropolitan Planning Organizations, Mayors, Transportation Officials, and Legislators. I am leading the breakout session on the third topic.

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