Wet Cleaning Outreach in Massachusetts

NEWMOA Webinar
March 4, 2008
TURI’s History with Wet Cleaning

• 1995: Demo site established in Arlington, MA with Utopia Cleaners
  – http://www.turi.org/library/turi_publications/misc_demo_site_project_reports

• 2006: TURI publishes 5 Chemical Alternatives Assessment Study which includes perc in dry cleaning
  – http://www.turi.org/library/turi_publications/five_chemicals_study
Reestablished Networks in 2007

- Contacted by Peter at PPC
- Reached out to stakeholders engaged in the 5 Chemical report process
  - Korean Dry Cleaners Association
  - Northeast Fabricare Institute
- And others...
  - Massachusetts Environmental Results Program
  - Massachusetts Office of Technical Assistance
  - Boston Public Health Commission
  - Viet-AID
  - Utilities
  - Lowell Center for Sustainable Production
  - NEWMOA
Developed a Plan for Outreach

**Education**
- Mailing to all dry cleaners in the state
- Based on TURI 5 chemical report and perc fact sheet

**Demonstration Event**
- Planned demo day for fall of 2007
- Co-sponsored by trade association
- Planned to engage utilities

**Demonstration Site**
- Prepared matching grant program to be offered state-wide
- Funded through TURI
October 2007 Demonstration Day Event

• Location:
  – National Park Maintenance Facility in Lowell
  – Requirements to be met
    • Neutral location
    • Water supplies and discharge access
    • Electrical supply – 3 phase wiring
    • Large bay doors
    • Weekend (Sunday) availability plus set-up time
    • Low cost for rental
    • Space for lunch to be provided
Event Partners

• NEFA co-sponsored the event
• CA cleaners and PPC came to MA for the event
  – CA cleaners ran the equipment for us
• Miele and Veit provided equipment
• Kruessler provided detergent
• KDA was present (we have translated most communications into Korean throughout the project)
• National Grid participated offering energy audits
How the Day Worked

- Equipment was set-up Wed-Sat of that week
- 25 cleaners attended
- Began with introductory remarks and lunch at 12:30 PM
- 1 PM Cleaners started wash cycle
- NEFA and National Grid spoke
- Continued drying and tensioning process with questions from the audience
- Concluded at 4 PM
- Evaluation forms completed
Outcomes Beyond the Event

- Event was covered by the Lowell Sun and mentioned in the Boston Globe
- National Grid offered $2,500 towards a demo site set up in their service territory
- Cleaners interested in additional events and information
- Awareness of TURI raised
- Continued contact with cleaners who attended to obtain additional feedback
Event Day
Resulting Video

• To view the video TURI created in both English and Korean from the event. Please now go to:

http://www.turi.org/community/wet_cleaning
Setting up a Demo Site

- At the 2007 event, TURI unveiled a $17,000 matching grant program
- Information was mailed to all cleaners
- 3 cleaners applied (a few others expressed interest but did not apply)
- After site visits to each – chose a cleaner to contract with in Bellingham, MA
Obligations of our Demo Site

- Must agree to be a dedicated wet cleaner
- Portion of grant ($2,000) goes toward data collection exercises
- Signage and marketing material about new business model required
- We hope to contract for “open door” events next fiscal year
  - Media, public, legislators
  - demos and training days for other cleaners
Plant Photos
What next?

• Regional discussions
• Searching for external grant funding
• Looking for partners in communities to fund additional demo sites (such as Boston)
• Goal of having several demo sites in diverse geographical locations across state
Other MA Initiatives

• TURA program is considering listing perc as a Higher Hazard Chemical
  – This would require reporting of perc usage for facilities with over 10 employees and using over 1,000 gallons of perc per year.
  – Industry is pushing back
  – Not yet determined how many facilities would be affected
For More Information
www.turi.org/community/wet_cleaning

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