

Ozone Season Has Begun!

Candace C. Baker, CAP Program Manager

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April 1st was the first day of Ozone Season in Central Texas, so it's time to get those clean air programs underway!

Last ozone season we had the "Big Push," but this ozone season we will need a "Big Push 2.0" to do all we can to reduce emissions. This is due to the EPA's intent to reduce the Federal Ozone Standard to between 60 and 70 parts per billion of ozone. The current standard is 75 ppb and, thankfully, last summer we hit 75. (Whew!) Thank you, Partners, for all your efforts to help keep us in attainment and breathing healthy air!

Partners are asked to make every effort to reduce more emissions than a typical summer by increasing efforts and/or new strategies. Last year, the CLEAN AIR Force asked Partners to reduce 10% more emissions than for a typical summer. The same (or more!) is being asked of Partners again this year if at all possible. Anything above and beyond the norm is highly encouraged and we plan to publicly recognize Partners for their efforts.

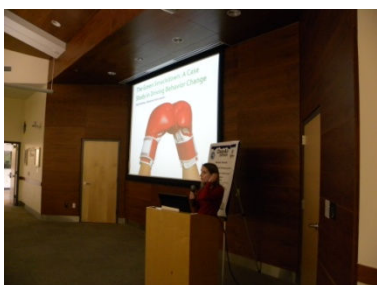
2010 Luncheon Sparks New Ideas

Candace C. Baker

This year's Partner Luncheon was a well-attended event on March 22nd at the "World's first green hospital," Dell Children's Medical Center, hosted by Seton Family of Hospitals. We thank Seton and all of our luncheon sponsors: Flextronics, R&R Limousine & Bus, Tokyo Electron (TEL), Spansion and Whole Foods Market. Thank you also to our door prize donators: Viva Choccolato!, National Instruments and Clean Air Lawn Care. Many thanks to all of our gracious and supportive Partners!

Our keynote speaker, Robin Rather of Collective Strength (on behalf of the CLEAN AIR Force and Environmental Defense Fund), provided a very motivating presentation with regard to daily commuting in Central Texas. She presented information on the Austin area shuttle pilot project and encouraged Partners to consider new avenues for employee commuting.

Speakers from Dell Children's, Texas Health & Human Services Commission and National Instruments also presented some great information on successful Partner clean air strategies. Based on feedback we received, the 2010 Luncheon was a successful, encouraging event for the program and for Partners. Speakers' presentations have been posted to the CAPP website's News page: www.cleanairpartnerstx.org/news.html.



2010 Clean Air Partners Luncheon



“Large employers and local jurisdictions are at the top of the list for recruiting...”

Program Update

Candace C. Baker

Recruiting: Recruiting is the main focus this year as we aim to increase Partner membership. Large employers and local jurisdictions are at the top of the list to recruit as their potential emission reduction efforts would have a greater regional air quality impact on Central Texas. If you have a connection to a large Central Texas employer (200+ employees) that is not currently a Partner, please let me know!

CAF Fundraiser: This year’s Annual CLEAN AIR Force Fundraiser event is on the horizon. Any Partners who can support, donate to or sponsor this year’s event should contact the CAF at info@cleanairforce.org or 225-7780. It will be a fun and exciting event, as always, and for a great cause!

Annual Reporting: Partners should consider submitting 2009 annual reporting data early. If not, please make any necessary preparations for your 2009 data to be collected and submitted this summer by the August 31st deadline.

Meeting Needs: I am available to meet with Partners for the following needs. If you would like to set up an onsite meeting or teleconference on one or more of these areas, please contact me at (512)350-6581 or by email.

- Ideas and implementation for clean air programs and strategies
- How to submit a new baseline (for new Partners)
- General annual reporting assistance
- “CAPP 101” for new (or old!) Partners

CLEAN AIR FORCE

MOW AND GROW GREEN!

CLEAN AIR Force of Central Texas
2010 9th Annual Electric Lawnmower Discount Program

Save Green and Mow Green!

Courtesy of CLEAN AIR Force Staff

The CLEAN AIR Force began its 9th Annual Electric Lawnmower Discount Program on March 1st and they invite all Partner employees to take advantage of the program this year. What a great way to make an individual air quality impact for Central Texas! There is an ongoing online discount for two Neuton cordless electric mowers, as well as an April 10th mower event at the Sunset Valley Home Depot with 20% discounts on two Homelite electric mowers. For more details, visit www.cleanairforce.org and click on *What's New!*

Call for Nominations for ABJ's Going Green Awards

Courtesy of the CLEAN AIR Force Staff

The Austin Business Journal wants to recognize businesses and individuals who are leading the effort to protect our environment. The ABJ 2010 Going Green Awards (co-sponsored by the CLEAN AIR Force) will honor those in Central Texas who make efforts to incorporate environmentally sustainable practices into their businesses and community work. Nominate your employer or others for these awards! The categories being honored are:

- Green Builder: Residential Project**
- Green Builder: Commercial Project**
- Green Business Leader**
- Green Business**
- Green Innovation**
- Green Advocate**
- Green Non-Profit**

AUSTIN BUSINESS JOURNAL
WHERE CENTRAL TEXAS CAPITALIZES ON BUSINESS



For details and to nominate, visit <http://www.bizjournals.com/austin/nomination/4541>

Small Partner Highlight

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CAPP truly values its smaller Partners committed to doing their share for clean air. Every effort makes an impact and we salute our small Partners for their environmental stewardship in Central Texas. Here are two Partners making an impact in innovative and creative ways:

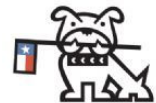
Clean Air Lawn Care (CALC)

CALC Owner/Operator Chris Carter does her share for clean air by providing businesses and residents with all-electric landscaping service, but that's not all! She also makes every effort to commute by bike to make onsite service estimates instead of driving the service pickup.



Sherry Matthews Advocacy Marketing

Sherry Matthews offers employees a monetary stipend to not drive a personal vehicle to the office. This monthly reimbursement also covers more than the cost of a monthly bus pass!



Every action counts and we'd like to commend Clean Air Lawn Care and Sherry Matthews!

CAPP is a TEEA Finalist!

Candace C. Baker / TCEQ



The CLEAN AIR Force and I are proud to announce that the Clean Air Partners Program has been chosen as a finalist in the 2010 Texas Environmental Excellence Awards for the civic/nonprofit category. This will be our second year in a row to receive this recognition by the Texas Commission on Environmental Quality and Governor Perry.

A certificate will be awarded to the program at the TEEA Awards Banquet on May 5th. In receiving this recognition, the CAF and I would like to thank each of you for your role in what the program has become in improving our region's air quality. Each Partner's clean air successes are the reason CAPP is able to receive this recognition, so we accept this for each of you. Thank you for your environmental stewardship to Central Texas and air quality. Keep up the good work. We'll try to bring home the "blue ribbon" in 2011!

Utilizing Those Partner Resources!

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Partners are encouraged to take advantage of the many resources the Clean Air Partners Program has available for employers. These are provided to help Partners develop, implement or improve their current clean air efforts. I am always available for additional information or assistance.

Partner-Specific Tools and Resources

There are program logos, templates, surveys, forms, and multiple resource files and links on the Clean Air Partners website www.cleanairpartnerstx.org by clicking on *Resources*. Go to *Partner Resources* for Partner-specific tools and information.

Employee Education

The next three educational resources are those that Partners should provide (or be providing) to their employees as a foundation for greater employee impact for clean air.

Ozone Awareness

For ozone awareness information and resources to provide your employees, visit links on the resources page on the CLEAN AIR Force's website www.cleanairforce.org and use air quality publications from the City of Austin's Air Quality Program website www.cityofaustin.org/airquality.

Ozone Alert Notifications

To sign up for Ozone Day Alert email notifications for your employees, go to the CAF website. Ozone Action Day Alerts are sent out via email the day prior to a predicted Ozone Action Day when ozone may be at unhealthy levels. These alerts also include educational air quality tips and information. Partners should be providing these effective, educational alerts to ALL employees during Ozone Season. It takes less than a minute to sign up for them!

Vehicle Efficiency & Maintenance

The Drive Clean Across Texas Campaign by TxDOT and TCEQ (www.drivecleanacrosstexas.org) offers free resources for educating commuters on how to drive clean whenever driving is a must. The City of Austin also has information from their [Buy Green and Drive Clean](#) program and related publications. These resources are excellent for every employee, especially those requiring a vehicle to commute or as part of their job.

Let's Ride! Training by Commute Solutions

If you are interested in your ETC (Employee Transportation Coordinator) acquiring training and resources for a successful employee commute solutions program, contact me for information on the next training session. For more information about *Let's Ride!* Training, visit www.commutesolutions.com/letsride.

Employer Tax Benefits for Transportation

There has been a lot of talk, interest and questions about employer tax benefits with regard to employee commuting. The *IRS Employer's Guide to Fringe Benefits (Pub 15-B)* is now linked on the [Partner Resources page](#) to provide Partners with a connection to these employer benefits.

ACT and "TDM Review"

If you are interested in learning more about programs like the Employer Shuttle Pilot Project, you might also check out ACT (the Association for Commuter Transportation) and its quarterly newsletter "TDM Review" at www.actweb.org. With a focus on mobility management, ACT provides a multitude of efforts and resources aimed at reducing traffic congestion, conserving energy and improving air quality.

Please Promote River Cities Rideshare (RCR)!

The CAPP supports RCR as a viable commute solution tool for local commuters. Please encourage your employees to sign up and take advantage of this online resource that provides free carpool and vanpool ride matching for 22 counties making up the Greater Austin and San Antonio areas.

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A program of the CLEAN AIR Force
Of Central Texas

