



CLEAN AIR QUARTERLY

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CAP Launches Public Awareness Campaign



The CAP billboard above is located on I-24 East just after Sam Ridley Parkway.

In January, the Clean Air Partnership launched an education campaign aiming to improve air quality in the Midstate by encouraging the use of ridesharing and public transit options.

Interstate billboards that target downtown Nashville commuters and poster billboards on major surface

streets are major elements of the campaign.

"We want to help people understand the connection between their transportation habits and the quality of the air we breathe," said Laura Artates, CAP board chair.

The campaign's billboards play on people's frustrations with the frequently congested interstates coming into Nashville, especially during rush hour.

Another facet of the campaign is a revamped web site, www.CleanAirPartnership.info. The site serves as an information hub for Middle Tennesseans looking for transportation alternatives, with a listing of transit opportunities available; an air quality forecast service that allows people to get Air Quality Alerts through e-mail or text message; and a other simple tips and general resources for improving air quality.

A Spanish version of the Web site is also available.

Posters to Go Up at Emissions Testing Stations

The Clean Air Partnership is currently designing a poster to be placed in all emissions testing centers in the Middle Tennessee area.

The poster will focus on car maintenance tips that will help reduce air pollution and therefore, help people pass the emissions test more easily.

The posters should go up late this spring.

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Green Car Buying Guide

Why Buy Green?

For most of us, the decision to buy a new vehicle isn't an easy one. There are several factors to consider -- price, styling, comfort, performance, safety, and reliability. Ultimately, the decision will come down to cost versus value: how much you are willing to pay for the features you want.

But there's one more thing to think about -- a cost beyond the price on the sticker and what you'll spend on gas and maintenance -- the toll that your new car or truck will take on the environment including unhealthy air and global climate disruption.

Carbon dioxide (CO₂) emissions from the burning of gasoline, diesel, and other fossil fuels are the principal cause of air pollution, which brings with it health and economic risks. Vehicle emissions can be more dangerous than similar amounts of pollution from large sources such as power plants, because they occur quite literally "in your face" where we live, work, shop, and play.

Emissions from automobiles not only harm our health, but also contribute to global warming and increase our dependence on foreign oil, bringing greater problems in years to come. Buying more fuel-efficient vehicles is an important step to improve air quality.



Yahoo Autos ranks the 2006 Honda Civic Hybrid number one on its Top 100 Green Cars list. The Civic Hybrid received a Green Rating of 87 and gets approximately 51 mpg on the highway.



The 2007 Toyota Prius received the best Air Pollution and Green House Gas Scores from the EPA, earning it the SmartWay Elite designation.

How to Buy Green

There are several web sites with information that can help you select the vehicle that is most eco-friendly while still meeting your transportation needs.

The web site www.greencars.com features a downloadable version of the American Council for an Energy Efficient Economy's Green Book as well as a preview of the top rated vehicles by class, and the overall best and worst automobiles for the environment. Based on official emissions and fuel-economy tests, and other specifications reported by auto manufacturers, a "Green Score" is calculated for each car, minivan, pickup, and SUV on the market. The Green Score falls on a scale of zero to 100. The higher the score the lower its impact on the environment.

The United States Environmental Protection Agency (EPA) also offers a green car guide on its web site www.epa.gov/greenvehicles. The guide uses emission levels and fuel economy values to determine environmental scores. Vehicles with very good or superior environmental scores are indicated with a SmartWay or SmartWay Elite designation.

Three pieces of information about a vehicle's environmental performance are presented: the Air Pollution Score, the Greenhouse Gas Score and, if eligible, the SmartWay or SmartWay Elite designation.

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What Is Ridesharing?

RIDESHARING = CARPOOLING + VANPOOLING + BUS + TRAIN

You've heard it on CAP radio ads. You've seen it on CAP billboards around town. But you may only understand a small piece of the rideshare puzzle. Many people may think of ridesharing only as carpooling, but in reality, it's much more than that.

Ridesharing is sharing a ride with other commuters either in a vanpool, carpool, bus or train so that you are not traveling alone. There are several benefits of ridesharing including reduced commuting costs, less wear and tear on your vehicle and a more stress free commute. Additionally, ridesharing has less negative environmental impact and significantly reduces traffic and parking congestion.



The Nashville MTA's bus system is a great way to get around the city without your car.

Green Guide Continued

You can also find information about green vehicles and current and upcoming technology at www.autos.yahoo.com (click on green). Yahoo uses "The Green Rating" that measures a vehicle's environmental friendliness on a scale of 1 to 100. The higher a vehicle's Green Rating, the lower its harm to human health and the planet.

Yahoo Auto's Green Rating was developed in consultation with Environmental Defense, a leading non-profit that finds practical ways to protect the planet. The Green Rating covers all the major environmental costs of a motor vehicle, including smog from tailpipes; emissions of greenhouse gases; fuel consumption; and pollution from manufacturing the vehicle and its components.

Clean Air Partners

The Clean Air Partnership would like to recognize the following businesses who have signed on as partners at the Bronze level.

Keep up the good work!

Check Printers
Cumberland Architectural Millwork
Environmental Ministry Network
Gibson Guitar
Holcim
Lithographics Inc.
Superior Trim

For more information about how your business can become a Clean Air Partner, please contact Melissa Stevens at melissa@cleanairpartnership.info.

CAP Joins MySpace.com

Recently, CAP launched its own MySpace.com page. The page provides a place for people to chat through the air quality blogs and is a vital tool for reaching the younger demographic.

A calendar of events and features for contacting CAP staff members are also included.

Since its launch in February 2007, nearly 40 people have signed on as "friends."

Check us out at
[www.myspace.com/160742141!](http://www.myspace.com/160742141)



Music City Star Commuter Rail Rolls into Middle Tennessee

The Regional Transportation Authority worked with the Federal Transportation Authority and local government to bring commuter rail service to Middle Tennessee for 10 years. Finally on September 18, 2006, the Music City Star – Tennessee’s first commuter rail service – brought its first load of downtown commuters to Riverfront Station.

Average daily ridership has now reached the 500 mark and RTA is looking into ways to increase that number, especially through their employer outreach program. RTA is currently negotiating with Vanderbilt on a contract to purchase discounted tickets in bulk and then sell them to faculty and staff at a still greater discounted price.



Commuters who ride the train to work enjoy a stress free ride; many use the time to read or get a jump on the work-day.

“We are also working to promote the commuter benefits Belmont University is offering their faculty, staff and students and have revised the dedicated shuttle routes to better serve this market,” said Allyson Shumate, Music City Star Project Manager. “We are also looking into shuttle services for the Donelson employment centers. These shuttles will serve Thomas Nelson Publishers and the Century City area.”

Shumate says they are also trying to get the state to extend their bus benefits to include the train and van pools.

Your Questions Answered...

What if I have an emergency?

RTA has an Emergency Ride Home Program (ERH) that is designed to provide regular users of the train with a way home in the case of sickness, an emergency concerning a family member or having to work unscheduled overtime. Commuters must be registered in the program and they have to take the train at least 15 times per month. Commuters will receive eight vouchers per calendar year that can be used in the case of an emergency only.

Is the Music City Star accessible?

Each rail car is ADA compatible. There are spaces for wheelchairs in each car and the conductor uses a manual bridge plate with a mini-high platform to assist those with wheelchairs while boarding and exiting the train.

Where can I buy tickets?

Tickets can be purchased at the stations through vending machines, at City Hall in Mt. Juliet City and Lebanon, online at www.NashvilleMTA.org, and at select Kroger stores in Donelson, Hermitage, Mt. Juliet and Lebanon. The designated Kroger stores will sell single ride, 10-trip and monthly pass tickets that can be used for commuting from the stations located near each store location. A list of the stores can be found at www.musiccitystar.org along with schedule information.

Answers to these questions and many more can be found online at www.musiccitystar.org.



The first load of Music City Star commuters rolled into downtown in September 2006. Today an average of 500 people take the train to work every day.

Nashville MTA Launches On-Demand BusLink Service



Nashville MTA's new BusLink service begins April 2.

Are you planning to leave the office at lunch, but don't feel like driving the car or losing that primo parking spot you got close to the front door today?

Do you want another option for local travel on air alert days?

Why not try MTA's new BusLink service? Beginning April 2, 2007, BusLink – residents of Green hills and Belle Meade will have access to a new “on-demand” service that will operate very differently than MTA's traditional fixed route bus service.

“We will use a smaller, 16-passenger van with an environmental theme that will operate on-demand

when a customer calls for a ride within the designated zone between 10 a.m. and 7 p.m., Monday through Saturday,” Planning Director Jim McAteer said. “This innovative pilot project will be replicated in other neighborhoods if it is successful in this area.”

Approximately 58 BusLink signs will be located within the designated zone bordering Hillsboro Pike, Belle Meade Blvd., Woodmont Blvd. and Harding Rd. You can catch a ride from one stop to another within the zone by calling 862-LINK at least 40 minutes before you want to leave. You will talk with the BusLink driver, who will tell you when he or she will be at the BusLink stop closest to you.

More good news! You can try it for free during the entire month of April thanks to the generous contribution of Councilwoman Lynn Williams, who is donating her district's community funds for the project. On May 1, the fee will be the same as a regular bus fare.

To learn more about BusLink, contact MTA's customer service call center at 862-5950, or review the brochure online at www.NashvilleMTA.org by clicking the BusLink icon.

Upcoming Events

Mayor's Walk in the Park: April 7 @ Richland Creek Greenway

Nashville Earth Day Festival: April 21 @ Centennial Park

Country Music Marathon: April 28 @ Centennial Park

Air Quality Awareness Week: April 30 - May 4 (activities to be announced)

World Asthma Day: May 1 (activities to be announced)

Mayor's Walk in the Park: May 5 @ Centennial Park

CAP Board of Directors Meeting: May 10 @ Metro Parks Building - 2565 Park Plaza

Walk/Bike Nashville's Tour de Nash: May 19 @ LP Field

Mayor's Walk in the Park: June 2 @ Stones River Greenway

Asthma Walk for the American Lung Association: June 23 @ Nashville Shores