



SPECIAL TRIP CHAINING EDITION!

CLEAN AIR QUARTERLY

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McNeely Pigott & Fox Chosen as CAP's PR Firm

The Clean Air Partnership recently signed a contract with Nashville public relations firm McNeely Pigott & Fox (MP&F) to work on a full scale advertising campaign to be launched in 2007.

"This is one of the most important issues facing our community, and we're honored to be a part of finding the solution," said Keith Miles, a partner at MP&F. "People care about clean air; it's a matter of getting information to residents so they understand how they can make a positive impact."

The MP&F team has already completed work on a new CAP logo, which is being unveiled for the first time in this issue of the newsletter.

MP&F will also assist the Clean Air Partnership with a web site overhaul and the development of a seasonal advertising campaign promoting carpooling, vanpooling, public transportation and other general air quality messages such as trip chaining and anti-idling. The campaign will feature interstate billboards in several locations throughout the city.

"We're so pleased to have the MP&F team on board," said Laura Artates, CAP Chairperson. "Their experience in marketing environmental issues is invaluable and I trust that they will work diligently to bring Middle Tennessee's air quality issues to the forefront."

CAP Logo Gets Update

The Clean Air Partnership logo has been given a new look. The new logo, designed by the graphic artists at McNeely Pigott & Fox, features the Nashville skyline and a crisper cleaner design.



"The new logo design is the first step in our branding process," said Melissa Stevens, CAP Communications Specialist. "We want to be known as the place to go to learn about air quality. And, we also hope to become a one stop shop for information about commuter options like carpools, vanpools, public transit, biking and even walking."

CAP partners with several organizations that offer alternatives to driving alone including MTA for bus services, TMA Group for vanpools, and RTA for carpools and the commuter train.

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What is Trip Chaining?

Trip chaining -- it's a term you may have heard mentioned around the office or on a web site or advertisement about things to do to help keep the air clean, but many of you may not have the foggiest idea what it means to trip chain.

It's easy. Think about all the driving you do running personal errands. The miles add up week after week going to the grocery store, library, dry cleaners, the doctor's office and so on. Trip chaining is combining multiple errands into a single trip, and it can really cut down on the miles you drive.

At first thought, trip chaining may not seem like a practical solution. And sometimes it's just not possible. But, with a little planning, trip chaining will pay off, especially when it becomes part of your regular routine. Just about all of us have trip chained to some extent (probably without even thinking about it).

In our fast-paced lives, it's easy to speed ahead, running here and there making several separate trips that could have been combined into a single string of errands.

So, here are **five simple tips** to help you on your trip chaining mission.

1. Plan ahead and make a list. Prior planning can save you time and money at the pump. Do you need to pick up your dry cleaning today? Why not pick it up tomorrow when you go grocery shopping.

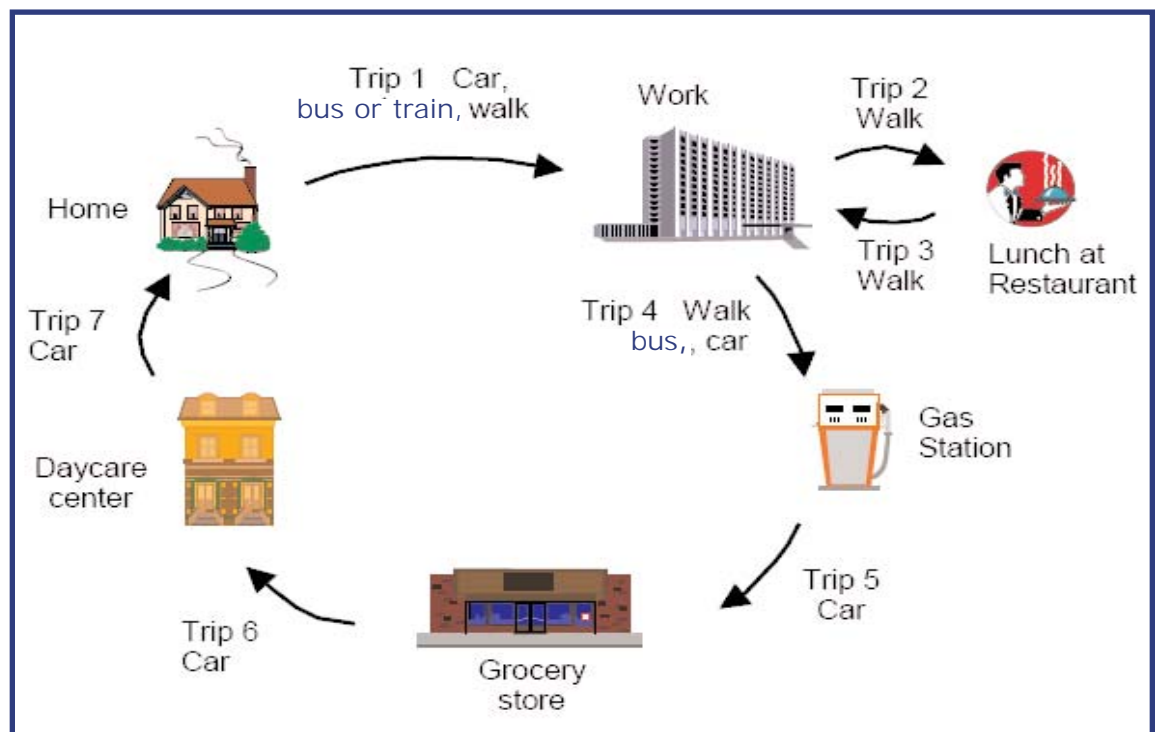
2. Use closer stores. Explore your local area. You may be able to get all you need to get done closer to home.

3. Plan an efficient route. Try making only right turns. UPS experts have determined that left turns tend to take more time and waste more gas than right turns because drivers often have to wait for traffic and/or the light to change.

4. Avoid backtracking whenever possible. Doubling back can create needless travel.

5. Consider one-stop shopping. Local shopping centers may offer you the opportunity to get more errands done at once.

The diagram on the right, taken from the 2001 National Household Travel Survey, demonstrates one person's movements on any given day. These are the types of trips that can be combined during trip chaining. It also demonstrates the use of several modes of transportation rather than relying solely on a car.



Froogle Helps Shoppers Trip Chain

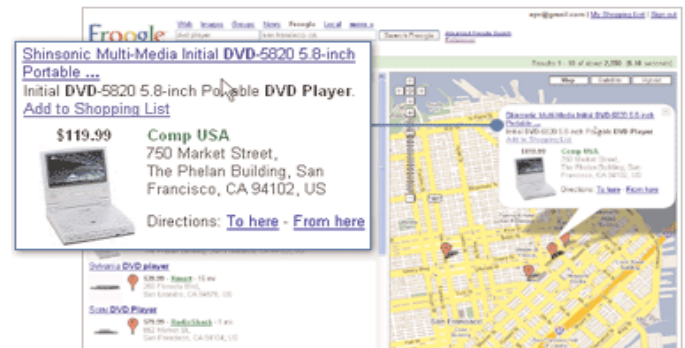
Online search engine leader Google Inc. offers a tool aimed at making it easier for shoppers to map out their local trips.

The feature, which was rolled out in November 2005 on Google's Froogle shopping site, pinpoints merchants selling a specific item within a designated ZIP code. Froogle's Local Shopping Tool displays a map showing all the local stores carrying the merchandise and also lists price differences.

"The company developed the free tool to help consumers avoid the frustration of traveling to a store that no longer has an item on their shopping lists," Marissa Mayer, Google's director of consumer products told Associated Press reporter Michael Liedtke.

Froogle is a comparison shopping site that Google launched in 2002 that also gives visitors the option to buy the merchandise online.

You can access Froogle's trip chaining tool by visiting www.Froogle.com. Once there, do a location-specific search like "camcorders in Nashville, TN" or just click "Local Shopping" from any Froogle results page. You'll see a list of stores near you and the items relevant to your search. You can click to get directions to or from the store from any address you choose by clicking on the store's location on the map.



Above: Screen shot of Froogle's Local Shopping Tool

Did you know?

- Carpooling, using transit, walking, or bicycling—just one day a week for a year—can save the typical commuter about 1,200 miles on their vehicle and more than \$600 in total driving costs (*Federal Highway Administration's National Household Travel Survey*).
- The time penalty for traveling during peak periods jumped from 16 hours per year in 1982 to 47 today (*Urban Mobility Report*).
- Emissions are highest when a vehicle is started "cold," so by combining several errands into one trip you can drastically cut the amount of ozone-related pollutants.
- 43.4 percent of the trips using vehicles are made by people driving alone.

- The average "peak period" traveler uses an extra 28 gallons of fuel per year due to inefficient vehicle operation in congested conditions.
- A vehicle with four passengers achieving 15 mpg is 2.4 times more efficient than four small sedans with one passenger getting 25 mpg.
- Transportation accounts for more than 28 percent of our country's energy consumption and more than 25 percent of its air pollution (EPA).
- After housing costs, transportation-related expenditures are the second largest for the average American household—exceeding food, education, recreation, and healthcare (*U.S. Department of Labor, Bureau of Labor Statistics*).



TMA Group/Franklin Transit Authority Receives State Honors

Clean Air Partner TMA Group/Franklin Transit Authority was a multiple award winner at the annual Tennessee Public Transportation Association (TPTA) conference, held this year in Chattanooga, Tenn.

Founded in 1988, The Transportation Management Association (TMA) Group was the first Transportation Management Association to form in the Southeast. The TMA Group is a public-private partnership committed to providing mobility options for Middle Tennesseans including a regional vanpool program, management of the Franklin Transit Authority for the City of Franklin, and the Clean Air Partnership of Williamson County.

Diane Thorne, the TMA Group's executive director and CAP board member, was named Urban Executive of the Year at this year's conference. Thorne was honored for her outstanding skills in leadership, management, public relations and employee interaction.

"I believe the quality in the level of service an entity provides is directly related to the quality of its employees and the relationships it maintains with other entities, locally, statewide and nationally," Thorne said.

TPTA is composed of Tennessee's urban and rural transportation systems. It is dedicated to promoting excellence in transportation by increasing public transit use; securing funding; encouraging best practices among members; and disseminating research and information to transit riders and officials.

Trip Chaining Ads Running on JACK FM and Mix 92.9

In November 2006, the Clean Air Partnership began running its new trip chaining advertisements on JACK FM and Mix 92.9 radio stations.

The ads were adapted from a print ad featured in the It All Adds Up to Cleaner Air campaign developed by the Environmental Protection Agency. The radio spot uses Santa's yearly trip to deliver toys to children all over the globe to explain the concept behind trip chaining. The advertisements will run on both stations throughout the holiday season.

The Clean Air Partnership has also teamed up with JACK FM and Youth Villages for a toy drive for several foster children this year.

Please visit www.963jackfm.com to view the children's wish lists and purchase a gift that will be delivered directly to the station from Amazon.com.

