



# The Clean Air Partnership of Middle Tennessee

[www.cleanairpartnership.info](http://www.cleanairpartnership.info)

Summer 2006

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## Clean Air Ads Running on JACK FM and Mix 92.9

In July 2006, the Clean Air Partnership began running advertisements on JACK FM and Mix 92.9 radio stations.



The ads were adapted from the It All Adds Up to Cleaner Air campaign developed by the Environmental Protection Agency and will run through the end of September.

The CAP radio campaign also includes spots on the two stations' web sites and special mention by the Mix Morning Crew.

The JACK FM site, <http://963jackfm.com>, features a link to the Clean Air Partnership web site and you can view the web commercial at <http://www.mix929.com> by clicking on the listen live link.

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## CAP Presents Bike to Winner of Earth Day Drawing



*CAP Chairperson Laura Artates (far right) presents a new Schwinn Frontier to Terrell Raley (center) and his friend. The bicycle was donated at cost by Bike Pedlar Cycling of Nashville.*

## “Kilowatt Ours,” Saving Energy One Light Switch at a Time

Did you know that more than seven tons of coal are burned to generate electricity for the average home in Tennessee every year? Our state has the highest rates of residential electricity use in America and more than 60 percent of that electricity is generated from coal-fired power plants.

“Kilowatt Ours: A Plan To Re-Energize America,” a film by Jeff Barrie, traces the wires from our light switches to the power source, revealing how electricity is generated in the southeastern United States, and then demon-

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## Timely Tips...

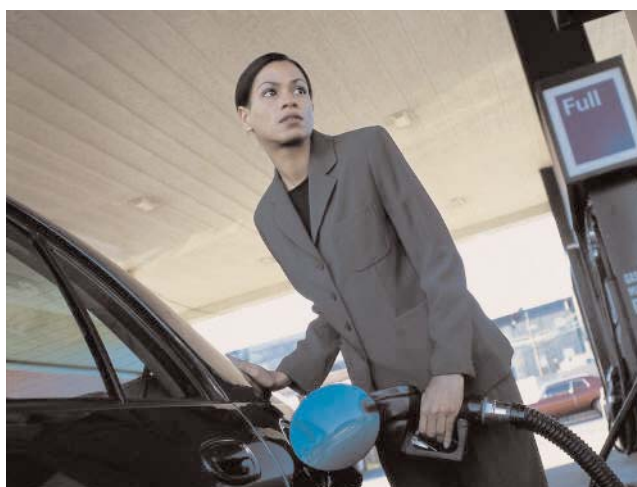
### *How to Clean the Air and Keep More Money in Your Wallet*

Summer is in full swing and people are on the go! Now is the time to make your neighbors aware that following a few simple steps at the gas pump-and on the road-can clean the air and keep more money in their wallets.

#### Refueling

**Here are some important refueling tips to share with your friends this summer:**

- When refueling your vehicle, stop at the "click." Spilling one ounce of gasoline that evaporates produces the same ozone-producing VOC emissions as a car driving 56 miles.
- Ozone, a pollutant that's hazardous to your health, forms when evaporative emissions "bake" in the heat. Refueling your car at night can help prevent formation of ozone, which will keep your lungs healthier.
- Don't throw your money on the ground! Spilled gasoline from topping off your tank means less money in the bank.



*Refueling your vehicle in the evening when temperatures are lower helps reduce ground level ozone.*

#### Fuel Efficiency

**Soaring gas prices are a good reason to make our vehicles more fuel-efficient. Remember, small changes can have a big effect on gas mileage.**

Here are some suggestions that will help you clean the air and save money this summer:

- Aggressive driving (rapid acceleration, speeding, and quick braking) can lower your gas mileage by 33 percent at highway speeds and 5 percent around town. Going easy on the gas and brake pedals can save you 15 to 96 cents per gallon!
- Driving a typical passenger vehicle at 75 mph uses 18 percent more gasoline than driving at 65 mph, and 31 percent more than driving at 55 mph. That means, at today's prices, you're paying an additional 20 cents per gallon of gas for every 5 mph over 60 mph you're driving.
- Replacing a clogged air filter can improve your car's gas mileage by as much as 10 percent - saving up to 55 gallons of gas each year.
- Next time you're shopping for a new vehicle, consider buying the most fuel-efficient one that meets your needs. Driving a vehicle that gets 30 miles per gallon rather than one that gets 20 miles per gallon would save you nearly \$730 in gas a year, or more than \$3,600 over five years.



## Clean Cities - Clearing a Path for Alternative Fuels in Middle Tenn.

Clean Cities of Middle Tennessee is a coalition whose mission is, "to bring Middle Tennessee a prosperous future where energy is clean, abundant, reliable and affordable."

Since its foundation, Clean Cities has accomplished several milestones in alternative fuel consumption in Tennessee.

In August 2003, the group helped to open Tennessee's first public access alternative fueling site through a joint effort with the National Ethanol Vehicle Coalition, Hollingsworth Oil Company, and the Departments of Economic and Community Development Energy Division, General Services, Environment and Conservation and Transportation. The station provides E85 fuel for vehicles used by the general public.

"We would like to see at least one public station in each major city in Tennessee," said Dave Pelton, Clean Cities of Middle Tennessee Executive Director. "When I can drive my E85 minivan the entire stretch of interstate 40 from Memphis to Bristol using only E85 I'll feel like we've really made some progress."

The organization received designation as part of the national Clean Cities program from the United States Department of Energy in October 2004. Designation is an important event recognizing a coalition's work to further develop the alternative fuel market and other Clean Cities petroleum reduction technologies.



*This E85 pump located at the Citgo station at 500 N. Main Street was the first in Nashville available for public use.*

Clean Cities of Middle Tennessee recently brought a Chevrolet Tahoe that runs on E85, a mixture of 85 percent ethanol and 15 percent gasoline used as an alternative fuel for light-duty vehicles, as part of "Car Care Night" at a Nashville Sounds baseball game. Several state agencies partnered at the event to raise awareness of environmental issues including the efficiency of hybrid vehicles, used oil recycling and other issues related to car care that impact our natural environment.

Plans are in the works for a Clean Cities event called "Drive Clean and Green Across Tennessee." The campaign will be held October 10-13 and will involve a series of events across the state highlighting the current infrastructure for alternative fuels. Stay tuned for more details as the planning develops.



*Dave Pelton, Clean Cities executive director, receives a plaque at the official designation ceremony held in October 2004.*

## Summer Road Trip List

Americans from coast to coast are hitting the highways this summer in search of fun in the sun. Here's a list of steps you can take to make your summer travels hassle-free and more enjoyable, while saving you money and helping the environment.



### Saving gas saves you money and helps the environment, so...

- Refuel when it's cool
- Don't top off your tank, stop at the click
- Don't let your car idle
- Don't sit in traffic. Travel at times other than rush hour, if possible
- Avoid lines at drive-thru restaurants, pharmacies, and banks
- Avoid abrupt starts and stops
- Try sharing a ride or taking public transportation when you can

### Treat your car well and it will take care of you and the air. Below are some tips for keeping your car properly maintained.

- Keep your tires inflated properly
- Get regular tune-ups
- Make sure your gas cap closes tightly - replace it if it's old
- Keep your air filter clean
- Change the oil regularly
- Make sure your car's catalytic converter is hooked up and working properly

## Kilowatt Ours *(from page 1)*

strating examples of solutions that are helping to improve the quality of life in the southeast today.

The film also provides practical ideas for consumers to lower their energy bills, showcasing successful examples of homes, businesses and schools in the southeast that are saving hundreds — even thousands of dollars annually on their energy bills.

Filmmaker Jeff Barrie is currently taking “Kilowatt Ours” on a screening tour across the southeast as part of the Southern Energy Conservation Initiative (SECI). For more information or to request your own “Kilowatt Ours” DVD, log on to: [www.KilowattOurs.org](http://www.KilowattOurs.org).



## Upcoming Events

Cultivating P2 Pollution Prevention Conference -September 14-15  
For more information on this event, please visit [www.tdec.net/ea/tp3](http://www.tdec.net/ea/tp3).