



CLEAN AIR QUARTERLY

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CAP Releases Annual Report – 2007 Air Update

In late November, the Clean Air Partnership released its annual report, *Air Update 2007*.

The 11-page report details all of the CAP's activities during 2007 including community events, the launch of the public education campaign, a summary of the air quality data for the year and a financial summary explaining how the organization is funded and how the money is spent.

Air Update 2007 also includes a section with information about how the Clean Air Partnership began, a letter from the CAP Board of Directors with plans for the future, and a detailed look at the results of the CAP community survey.

A PDF of the report is available in the Download Materials section of the CAP web site at www.CleanAirPartnership.info.

CAP Seeks to Add Members to Board of Directors

The Clean Air Partnership is seeking members of the Middle Tennessee community with a passion for improving air quality to join its board of directors.

Specifically needed are members of the private business sector and people who are experienced with working with non-profits.

In addition to new board members, CAP is also looking for individuals who are interested in being nominated for the positions of board chair or secretary.

“As we move forward with the process of becoming a formal non-profit organization, it is becoming increasingly important for us to reach out to the business community as well as those with non-profit experience,” said Laura Artates, current board chair.

For more information or a position description, please contact Joan Barnfield, board nominating committee chair, at joan.barnfield@state.tn.us or Melissa Stevens, CAP communications director at melissa@cleanairpartnership.info.



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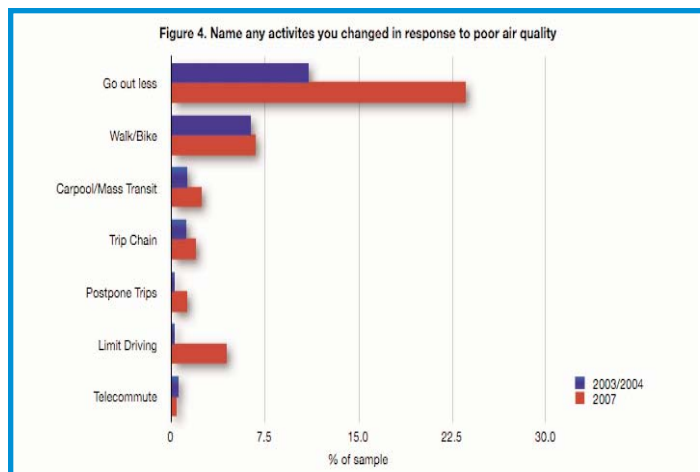
Survey Shows CAP Public Education Campaign A Success

In 2007, the Clean Air Partnership of Middle Tennessee, in collaboration with McNeely, Pigott and Fox Public Relations, developed a public education campaign with the goal of improving air quality in Middle Tennessee by reducing individual sources of air pollution through behavior change. Targeted behaviors included carpooling, using public transportation, trip-chaining, postponing or reducing driving, postponing or reducing the use of gas-powered appliances (e.g. lawnmowers, weed eaters), walking/biking, etc.

Between 2003 and 2007 a series of telephone surveys were conducted in Middle Tennessee to inform the development of the campaign, as well as to evaluate its effectiveness. The surveys were designed to assess general knowledge and awareness of air pollution, specific beliefs about the effects of pollution, as well as frequency with which individuals engaged in key behaviors or changed a behavior in response to poor air quality.

A report by Amanda Carrico of Vanderbilt University comparing the results of two surveys is now available by contacting the CAP office via e-mail at melissa@cleanairpartnership.info.

The reported results suggest the campaign was successful in reaching the community and promoting awareness about air pollution in the region.



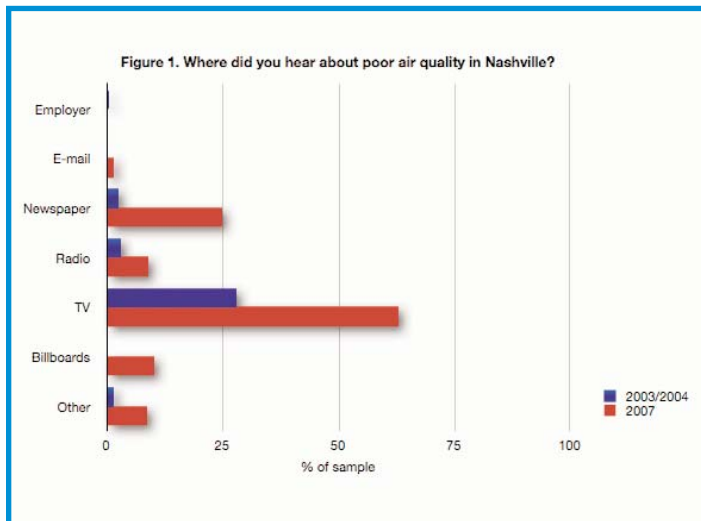
Individuals reported taking over 25% fewer car trips, and the number of vehicle miles travelled declined by over 14% in 2007.

Both general awareness about air quality and awareness of specific air alert days significantly improved in 2007. Furthermore, nearly three times as many individuals in 2007 reported receiving information about air quality from one or more media sources.

These results also suggest that Middle Tennesseans are behaving in a more environmentally responsible manner than in previous years. Individuals reported taking over 25% fewer car trips, and the number of vehicle miles travelled declined by over 14% in 2007. Furthermore, nearly twice as many individuals reported changing a behavior in response to poor air quality than did in 2003 and 2004.

An analysis comparing those who reported being exposed to the campaign to those who were not exposed suggest that outreach efforts were associated with greater concern about air quality and perceived harm, more behavior change in response to poor air quality, as well as fewer trips taken and fewer miles travelled.

According to the report, the 2007 campaign was superior to previous outreach efforts in affecting concern about air quality. All of these results suggest that the 2007 campaign was associated with numerous effects that are consistent with CAP's overall goals, most importantly a reduction in driving behavior and an increase in behavior changes when air quality is poor.



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Energy Efficiency = Cleaner Air

As winter approaches and Middle Tennessee starts to feel like Alaska, you may be thinking about heating bills and energy efficiency. You may not realize, however that improving your home's energy efficiency can also have a positive impact on our air quality. When you use less energy, somewhere a power plant is generating less power. For Middle Tennesseans, this means less coal burned and less air pollution.

The small changes you make at home can not only lower your utility bill, but can improve the health of our kids and our planet. Even something as simple as replacing a light bulb can make a difference. Did you know that if we all replaced just one incandescent light bulb with an Energy Star rated one, we would save enough energy every year to light more than three million homes and prevent greenhouse gases equivalent to the emissions of more than 800,000 cars!

Use Less, Save More at Home

Making a few easy changes at home can save energy and fight global warming and air pollution. Try these money-saving suggestions:

-  Replace your home's five most frequently used light bulbs with compact fluorescent ones to save up to \$65 each year in energy costs.
-  Look for the ENERGY STAR logo on consumer electronics products.
-  Unplug cell phone battery chargers or power adapters when not in use, and turn off lights when leaving a room.
-  Install a programmable thermostat, which when properly programmed can save you \$100 a year in energy costs.
-  Find and seal air leaks in your home to keep hot air in during the winter and cool air in during the summer.
-  Choose appliances that have earned ENERGY STAR approval — you can save \$80 a year in energy costs, while saving the environment.
-  Keep air registers and vents clear to allow air to flow freely throughout the room.
-  Visit the ENERGY STAR web site www.energystar.gov for more information on improving your home's efficiency.

CAP Staff Appears on TN Mornings

Clean Air Partnership Board Chair Laura Artates, Communications Director Melissa Stevens, and Clean Cities of Middle TN Executive Director Dave Pelton all made an appearance on the Fox 17 Tennessee Mornings Show to discuss issues related to air quality including what causes air pollution; air quality alerts and the health risks associated with air pollution; and the benefits of alternative fuels and what options are available in Middle Tennessee.

CAP also has commercials appearing on Fox 17, CW and My 30 television networks.

CAP Joins Cool People Care Network

Clean Air Partnership is reaching out to an online audience with a mission to make a difference. In November, CAP joined the network of Cool People Care partners.

Cool People Care is a web site that is trying to spark a revolution. The founders of Cool People Care, Sam Davidson and Stephen Moseley, believe that ordinary people can change their worlds in less than 5 minutes a day. Their web site seeks to educate, motivate and inform people about how to do just that and now that includes how to improve our air.

Franklin Hybrid Electric Makes National Debut

submitted by Debbie Henry, TMA Group

November 19, 2007 marked the national debut of Franklin's premiere environmental GILLIG Hybrid electric low floor bus with features by Cable Car Classics to create the appearance of an old-fashioned trolley. The vehicle was partially funded through a Special Projects grant from the US Department of Energy through the Tennessee Department of Economic and Community Development, which applied for and administered the grant.

Officials from the US Department of Energy, FTA, TDOT, City of Franklin, Franklin Transit Authority and Clean Cities of Middle Tennessee, as well as Ryan Gooch, director of energy policy, were on hand for the event at Riverfront Station in Nashville, in partnership with the Regional Transportation Authority.

"This is a great day in Tennessee. Franklin continues to be leader in providing environmentally sound public transportation. With the addition of this hybrid electric vehicle to the existing fleet of biodiesel burning trolleys, the Franklin Transit Authority and the City of Franklin continue to push the "green" environmental envelope," stated Gooch.

The premiere environmental Gillig hybrid electric 35' low floor vehicle features include: full ADA accessibility, true heavy-duty reliability, standard transit components, fleet standardization, stainless steel chassis, side impact crash barrier design, solid oak seating and interior trim complete with comfortable padded seat cushions; a classic trolley roof and

cupola, and climate-control features for passenger comfort.

The hybrid electric dynamics of the vehicle provide a tremendous savings in fuel and maintenance. Since the vehicle uses mainly electricity at lower speeds and primarily fuel at highway speeds, Franklin's Hybrid Electric Trolley is perfect for the stop-and-go traffic experienced in Franklin and Cool Springs.

"This vehicle is a perfect illustration of the importance of federal, state and local transportation entities working together to provide environmentally sound and affordable transportation options for Middle Tennessee," said Debbie Henry, Interim director of the TMA Group/Franklin Transit Authority. "This old-fashioned trolley replica fits in with the strong historical heritage of Franklin that citizens, businesses and tourists value and cherish."



This Hybrid Electric Trolley is perfect for the stop-and-go traffic experienced in Franklin and Cool Springs.

CAP to Advertise on Lightning 100

Beginning in January 2008, the Clean Air Partnership will add Lightning 100 to the list of stations airing its ads.

Lightning 100 is Nashville's independent progressive rock station. The station carries fewer ads per hour than larger stations, so CAP's messages will deliver the maximum impact.

"Advertising with Lightning 100 will allow us to target a specific group," said Melissa Stevens, CAP communications director. "In general, Lightning listeners are well educated and extremely active in the com-

munity. This is an audience that's willing to learn how their actions impact our air and make a change in response."

In addition to Lightning 100, CAP will also partner Team Green, the station's outdoor adventure club which has a strong focus on service to the environment.



CAP Bus Wrap Hits the Streets



The “Think Outside the Car” bus is part of a larger campaign with the same message that includes television and other ads. The bus will travel all of MTA’s routes during a one-year period.

Beginning in November, the Clean Air Partnership’s “Think Outside the Car” bus wrap hit the streets of Middle Tennessee. The wrap design was a collaboration between CAP staff and McNeely, Pigott, and Fox Public Relations.

The overall goal of the design is to promote ridesharing and make a connection between people’s driving habits and the quality of the air we breathe. It prompts people to think about how they travel to work.

The bus wrap graphic shows people who are literally “thinking outside the car.” Each person sitting on top of his or her car is doing something they would normally be doing on a bus or train or in another ridesharing situation, such as a carpool or vanpool.

“The design is meant to capture people’s attention, and to make them think. So many people drive to work alone every day without giving their transportation choices a second thought,” said Becca Stinson of MPF.

In order to drive home the ridesharing message, it is important that the Clean Air Partnership have a concept that stands out from the usual marketing clutter that people see everyday.

The “Think Outside the Car” concept purposely does more than come right out and tell people to try riding the bus, try carpooling, etc. It asks them to really evaluate their current transportation habits and to come up with their own creative alternatives.

“We’re extremely pleased with this design,” said CAP Communications Director Melissa Stevens. “It’s a creative concept that really sends people a message and makes them think.”

“We were so fortunate to have Murfreesboro photographer Erica Foley volunteer her services for the photo shoot; and the models were all volunteers and friends of the Clean Air Partnership staff,” Stevens continued.

A Special Thank You to
photographer Erica Foley
and
to our volunteer models
Tony and Drew Artates
Fred Burton
Sean Foley
Raul Moriel
Tiffany Smith
Tom Stevens
Janice Truskowski

Upcoming Events

Tennessee Recycling Coalition Conference: Jan. 16-18 @ Marriott Cool Springs

CAP Board of Directors Meeting: Feb. 20 @ TBA

Walk/Bike Nashville Road 1 Bike Course: Friday, March 14 @ TBA

Walk/Bike Nashville Road 1 Bike Course: Saturday, March 15 @TBA