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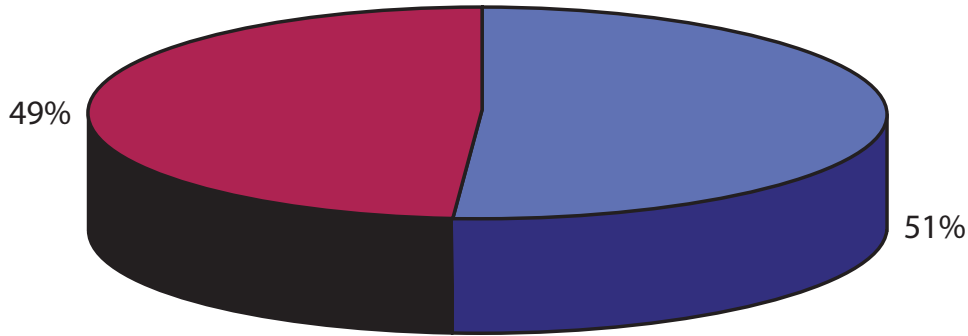
# CLEAN AIR FORCE OF CENTRAL TEXAS 2005 ANNUAL REPORT



**FIVE COUNTIES, ONE GOAL:  
CLEAN AIR FOR CENTRAL TEXAS**

**PUBLISHED JUNE 2006**

**2005 PERCENT OF BOARD MEMBERS CONTRIBUTING**



■ Contributors ■ Non-Contributors

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**RON DAVIS**  
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## CLEAN AIR Force of Central Texas Mission

**The mission of the CLEAN AIR Force of Central Texas is to coordinate and conduct air quality planning and education activities in Central Texas focused on motivating the citizens of this region to take actions to reduce air pollution, and to advise government entities on air quality issues.** Founded in 1993, the CLEAN AIR Force Board consists of 36 members united in the common goal of finding workable solutions for improving air quality in Central Texas.



## CAF REVENUE FY05

### Members

Austin	\$ 90,000
Cedar Park	\$ 2,000
Round Rock	\$ 8,406
San Marcos	\$ 6,224
Travis County	\$ 20,000
Williamson County	\$ 20,000
Caldwell County	\$ 2,250
CAMPO (OZAD Program)	\$ 50,000
Koch Industries/Flint Hills	\$ 10,000
Capital Metro	\$ 8,500
<b>Total</b>	<b>\$ 217,380</b>

### Additional Fundraising

City of Austin	\$ 18,000
Alcoa Foundation	\$ 5,000
Car Care Sponsors	\$ 11,000
CTRMA	\$ 10,000
<b>Total</b>	<b>\$ 44,000</b>

### Total Revenue

**\$ 261,380**



## CAF EXPENDITURES FY05

### Operations

Contractual	
CAPCOG	\$ 32,531
Air Quality Specialist Match	\$ 6,000
CAMPO Match	\$ 10,000
Staff	\$ 78,750
Benefits	\$ 17,360
Meeting Supplies/Operating	\$ 4,400
Travel/Professional Dev.	\$ 8,200
Media/Printing/Advertising	\$ 7,750
Equipment	\$ 2,500
Insurance	\$ 2,100
Payroll Services	\$ 2,150
Web Services	\$ 750
Property Tax	\$ 387
<b>Total</b>	<b>\$ 172,878</b>

### Programs/Campaigns

OZAD Program	\$ 50,000
• Promo items, fairs, booths, etc.	
• Ozone season kick-off event	
• OZAD radio messages	
• OZAD TV Commercials	
Air Quality Ads (TV/Radio)	\$ 18,000
Clean Air Partners Program	\$ 5,000
Lawnmower Program	\$ 5,000
Car Care for Clean Air Day	\$ 1,500
CapMetro/CAF ads	\$ 8,500
<b>Total</b>	<b>\$ 88,000</b>

**Total Expenditures** **\$ 260,878**



## MESSAGE FROM THE CHAIRMAN

I am pleased to share with you the CLEAN AIR Force of Central Texas' 2005 annual report.

Last year was a watershed year for the CLEAN AIR Force as we began to see the fruits of the cooperation that has occurred throughout the region. We have unprecedented collaboration from virtually all of the governmental entities in the 5-county area that is made even stronger with the cooperation of both the public and private non-profit sectors of the region.

Our major projects have included: the Car Care for Clean Air Program, the 5K Fun Run/Walk for Clean Air, the Electric Lawnmower Discount Program, the Adopt-A-School Bus Program, the Clean Air Partners Program, EAC Outreach and Documentation, the Ozone Action Day Program, and Air Quality Public Education and Outreach.

Our vision as a board and community is to ensure that our region's air quality continues to be one of our most attractive assets. Clean air tells our current residents, those that come to visit our community, and those considering relocating here that we deeply care about our quality of life and the health of our families. Irreversible degradation of our environment in any form is simply unacceptable, and I am very proud of our members' commitment to these efforts. I have never seen such a sustained effort by so many great representatives of the community as I have with this group of volunteer citizens and local governments.

Please take time to read through this report. It will help you acquire an in-depth understanding of the work of the CLEAN AIR Force, our vision, and the many community activities that have led to our reputation as one of the premier volunteer environmental groups in the nation. We look forward to breathing easier with you in the future.

Sincerely,

Mike Heiligenstein  
Chair



## MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of the CLEAN AIR Force of Central Texas (CAF), I am pleased to submit our organization's first ever annual report. This report contains descriptions of the programs CAF helps to support and some of the service highlights for CAF in 2005. In the back is a listing of those that support us: our Board members, governments, local businesses, agencies and organizations. We are extremely appreciative of these financial contributions to CAF. With their support, CAF has accomplished a significant amount of progress this past year and I invite you to take a few minutes to read about some of our accomplishments in this report.

Our air quality outreach has focused on a strategic communications plan that includes paid radio and television advertising, publicity campaigns, air quality programs and events, and presentations to governments and civic organizations. Significant strides were made in the Ozone Action Day (OZAD) Program in 2005 with a 50% increase in individuals and organizations added to the email notification list. CAF continues to be successful in encouraging our local TV stations to announce OZAD alerts as part of their weather broadcasts. The CAF web page, [www.cleanairforce.org](http://www.cleanairforce.org), is regularly updated to provide the latest news and information. And we continue to look for innovative new programs while maintaining ongoing programs geared toward meaningful solutions to our region's air quality problems while consistently being good stewards of the funds available to us.

As our region's population continues to grow at a rapid pace, issues of air quality will increase in importance. I look forward to working together in the coming year with all of our Board members and partners to strengthen our role as the preeminent collaborative resource advocating clean air and to continue to serve the communities of our 5-county region. The Board and I thank you for your past and continued support. And if you get a chance, please take the time to thank the CAF Board members, committee members, and volunteers for the important work they do for our region. They work hard to ensure clean air for our region now and for generations to come.

Sincerely,

Deanna Altenhoff  
Executive Director



## CAF 2005 HIGHLIGHTS

Radio and TV interviews with Deanna on News 8, KXAN, KVUE, KEYE, KLBJ-AM, KGSR, KUT – June and July

“Do Your Part” TV ad began on KVUE and KXAN – June 6th

Idling Press Event – August 1st

Carpooling ads appear in 14 local papers – September 20th - 30th

TCEQ/TERP Workshop – November 2nd

### **CAF Booths and Other Events**

CAF Booth at Downtown Austin Alliance Events – January through September

EAC Implementation Workshop at ABIA Learning Research Center – February 4th

CAF Booth at Sunset Valley Open House – March 5th

CAF Booth at City of Austin Fresh Air Friday Events – April through



October

CAF & CAPP Booth at Commute Solutions Events – April through October

CAF Booth at LCRA Earth Day Events – April 21st & 22nd

CAF Booth at TDI Health Fair – April 28th

CAF holds Program Assistant Interviews – May and July

CAF Booth at Bastrop County Health Fair – June 4th

CAF Booth at The University of Texas at Austin Health Fair – June 8th

Deanna serves as Judge at Girlstart camp – July 22nd

CAF Booth at Wellfest at The University of Texas at Austin – October 19th

### **Sub Committee Meetings**

CAF Nominations Committee - First Meeting – February 25th

CAF Bylaws Committee - First Meeting – March 2nd

TAC Climate Change Committee - First Meeting – November 15th



## STATUS OF AIR QUALITY IN CENTRAL TEXAS

Since 1993, the CLEAN AIR Force of Central Texas has developed and led public awareness and education campaigns to encourage voluntary actions to improve air quality and to encourage citizen participation in air quality planning. While the Central Texas region was designated attainment of the older 1-hour standard, the 8-hour standard proved more problematic for our area with intermittent monitored violations of the 8-hour standard from 1998 through 2004. In April 2004, Central Texas was designated attainment for the 8-hour ozone standard based on the design value calculated from the 2001-2003 period; however, our design value reached an unhealthy 85.66 parts per billion (ppb) by the end of the 2004 Ozone Season.

Over 10 years of CAF outreach has provided a solid base of public understanding of air quality issues in Central Texas. That base of understanding paid off in 2005 as significant new air quality measures were required of our citizens under the Early Action Compact (EAC). While Central Texas has a history of proactive air quality initiatives, perhaps the most significant milestone took place in 2005 with the implementation of both mandatory and voluntary TCEQ-adopted measures from the legally-binding State Implementation Plan (SIP). The EAC we entered into as a region on December 18, 2002 had finally come to the point of implementation in 2005, and with that came mandatory Inspection and Maintenance Vehicle Testing for Travis and Williamson Counties, Heavy Duty Vehicle Idling Restrictions, Power Plant Reductions and a host of other measures designed to assure attainment and maintenance of the federal 8-hour standard for ground-level ozone.

Our region currently has a design value of 82.6 ppb for the period of 2003-2005. Under the terms of the EAC, in order to remain in attainment of the 8-hour ozone standard, by the end of the 2007 Ozone Season our design value must be 84 ppb or below or we risk being designated as nonattainment, a stigma that Central Texas has strenuously fought to avoid and continues to fight.



## CAF 2005 HIGHLIGHTS

CAC Meeting to approve EAC semi-annual report – June 8th

CAF Board Meeting – September 7th  
– Adoption of final CAF Bylaws

CAF Board Meeting at GACC  
– December 7th – Elected new CAF Officers

### **Clean Air Partners Program**

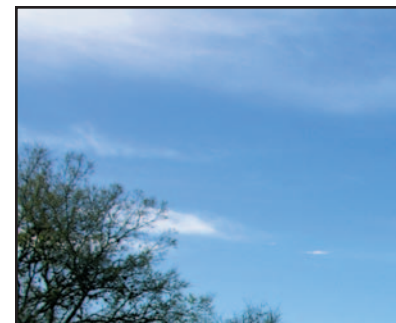
Clean Air Partners welcomed the following new Partners:  
Alien Scooters – February 18th

State Farm – April 28th

Bat Conservation International  
– July 15th

Sage Environmental Consulting  
– August 29th

Clean Air Partners “teaser” ad appears in *Austin Business Journal*  
– September 23rd



Clean Air Partners full-page ad appears in *Austin Business Journal*  
– September 30th

### **Adopt-A-School Bus Program**

CAF applies for Impact Austin grant on behalf of AASB program and makes it to second round of the application process – February 19th

AASB Art Ad Contest began at YMCA camps – June 30th

AASB Booth at Companies for Kids with new brochure – August 28th

Adopt-A-School Bus ads appear on 3 CapMetro Buses – September 17th

Adopt-A-School Bus letter sent to 60 local businesses – November 14th

### **Car Care for Clean Air Program**

Car Care for Clean Air radio ads began on KLBJ-AM – July 5th

Car Care for Clean Air radio ads began on KGSR – July 5th

Car Care for Clean Air TV commercials began on KVUE – July 11th

Dell/CAF Car Care for Clean Air Day in Round Rock – July 15th



## CAF 2005 HIGHLIGHTS

### New CAF Financial Contributions

Caldwell County gives \$2,250 in funding to CAF

Alcoa Foundation awards \$5,000 grant to CAF for the Electric Lawnmower Discount Program

City of Austin/Austin Energy gives \$21,000 to CAF Programs

Koch Industries/Flint Hills Resources gives \$11,200 to CAF Programs

Freescale Semiconductor gives \$1,000 to CAF Programs

Clean Cities gives \$1,000 to CAF Programs

Dell, Inc. gives \$2,000 to CAF Programs

Farmers Insurance gives \$1,000 to CAF Programs

AMD/Spansion gives \$1,000 to CAF Programs

CTRMA gives \$10,000 to CAF

LCRA gives \$400 to CAF Programs

H-E-B gives \$1,200 to CAF Programs

AAA gives \$400 to CAF Programs

URS gives \$200 to CAF Programs

EnviroMedia gives \$200 to CAF Programs

Firestone gives \$200 to CAF Programs

SEMATECH, Inc. gives \$200 to CAF Programs

Shaw Environmental Consulting gives \$200 to CAF Programs

Sherry Mathews Advocacy Marketing gives \$200 to CAF Programs

Emissions Technology of Texas gives \$200 to CAF Programs

A M C Tractor Sales gives \$200 to CAF Programs

TRC Environmental Corporation gives \$200 to CAF Programs

Avery Environmental gives \$200 to CAF programs

Aquafina makes in-kind donation to 5K Fun Run for Clean Air

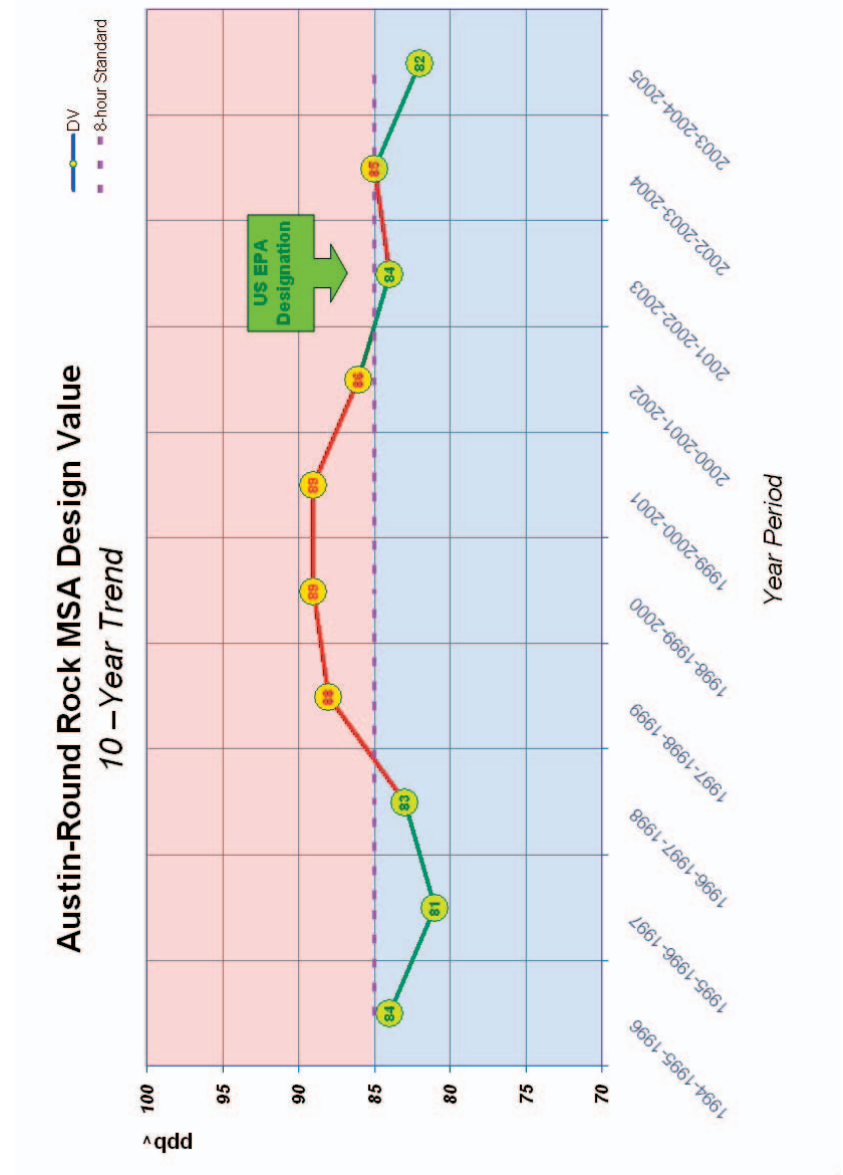
### Board & CAC Meetings

CAF Board Meeting – March 9th – Air Check Texas Presentation by DPS

CAF Board Meeting – June 1st – Reviewed EAC semi-annual report



## CENTRAL TEXAS' 10 - YEAR OZONE TREND

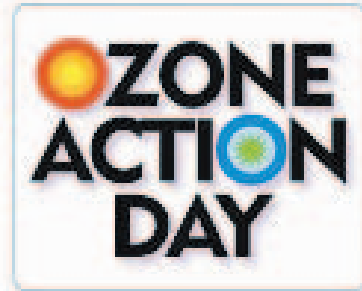


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## OZONE ACTION DAY ALERT PROGRAM

To kick-off the beginning of ozone season, the CLEAN AIR Force holds a public outreach event to remind Central Texans of the simple things they can do to improve air quality in Central Texas. Throughout ozone season (April 1st – October 31st), the CLEAN AIR Force offers a free notification service to participants by email when an Ozone Action Day (OZAD) is forecast for the following day. This gives Central Texans



time to plan ahead for alternate travel arrangements for the next day and to make informed decisions about air pollution and its potential health effects. The email alerts encourage Central Texans to reduce their driving and postpone other polluting activities until late in the day when ozone is less likely to form. To register for OZAD alerts, citizens can visit [www.cleanairforce.org](http://www.cleanairforce.org) or call 1-866-916-4AIR. Ozone action day notifications are also available on the CLEAN AIR Force's air quality information line at (512) 343-SMOG, and Ozone Action Day updates are given at all TAC, CAF Board and Executive Committee meetings during Ozone Season.

The "Do Your Part" TV Commercial aired from June 2, 2005 to October 30, 2005 and gave citizens suggestions for simple things they could do to improve air quality in Central Texas. The commercial aired on both KVUE and KXAN, the two top rated TV stations in Central Texas. While expensive, TV commercials reach a significantly large percentage of the population during Ozone Season when getting the word out about what to do on OZADs is critical.

**Effectiveness:** The OZAD Alert Program delivers a personalized email message to 1,600 Central Texans (many of those are contact points for other distribution lists) asking commuters to alter their commute for the next day and keeps the CLEAN AIR Force visible in the community. The Executive Director responds personally to each phone or email inquiry by citizens regarding OZAD information or air quality data. The Board received much positive feedback on the "Do Your Part" TV commercial and will likely air it again during the 2006 Ozone Season.

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## CAR CARE FOR CLEAN AIR DAY

This annual event offered free vehicle emissions testing, giving citizens the opportunity to find out if their vehicle would pass a similar test that became mandatory September 1, 2005 as part of an Inspection and Maintenance (I&M) program in Travis and Williamson Counties. Besides the emissions test, participants received car care tips from on-site mechanics, air quality education materials, free pizza from Mangia, prizes from KGSR and KLBJ-AM, VIN etching, and an opportunity to see the latest green vehicles up close. In 2005, Car Care for Clean Air events were held at Dell's Round Rock facility, where 170 employees participated, and at Highland Mall, where 233 citizens participated. Local partners included DPS and TCEQ.

### **Effectiveness:**

- 403 cars were tested (170 at Dell/233 at Highland Mall)
- KGSR Radio ads reached 84,303 people ages 25-54 in two weeks through 87 commercials/30 PSAs
- KLBJ-AM radio ads reached 70,200 people ages 25-54 in two weeks through 35 commercials/30 PSAs





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## EAC OUTREACH AND DOCUMENTATION PROGRAM

In January 2003, the CLEAN AIR Force (CAF) launched an extensive program to ensure widespread public and stakeholder participation in developing the region's Clean Air Action Plan (CAAP) under the Early Action Compact (EAC). CAF contracted with an established local opinion research company, NuStats Partners, to assist. The involvement project had two goals: (1) to provide venues for participation by interested parties; and (2) to provide air quality information to the general public. Public involvement activities, while also soliciting input, focused on increasing public understanding of air quality issues and the EAC process.



The CAF and the Early Action Compact Task Force continued to facilitate public participation by hosting numerous public meetings throughout 2003 and 2004. The Clean Air Coalition (CAC), composed of one elected-official from each of the local EAC signatory jurisdictions, bore primary responsibility for CAAP development decisions, basing their decision in part on public input received by the CAF.

The Public Involvement Committee helped develop and coordinate a workshop on February 4, 2005 to begin the implementation phase of the CAAP by providing informational presentations and materials for public officials and staff of EAC jurisdictions. CAF also helped facilitate outreach on the new Heavy Duty Vehicle Idling Restrictions through CAF's hotline number and website, helped facilitate TERP workshops, and continues to document outreach for inclusion in the EAC semi-annual reports.

**Effectiveness:** Achieves compliance with the EAC requirement to document public outreach.

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## CLEAN AIR PARTNERS PROGRAM

The Clean Air Partners Program currently consists of over 96 Central Texas businesses, organizations and government entities in Central Texas, representing over 160,000 regional employees. These Partners pledge to voluntarily reduce ozone-causing emissions by 10% over a three-year period. The current program goal is to reduce the equivalent of 16,000 commuters from our roads. Partners are able to utilize many different strategies to achieve these reductions, such as carpooling/vanpooling; remote work (teleworking/telecommuting); flex-time schedules; energy conservation; on-site emission reductions from the use of Green Choice energy; low-emission construction activities; cleaner, water-conserving landscaping practices; and a host of other proactive measures that can lead to cleaner air. Partners report their achievements once a year.



**Effectiveness:** 92% of Partners reported educating their employees on commute reduction ideas and ozone education; 41% reported practicing energy conservation, including the use of cleaner energy (GreenChoice); 23% reported practicing water conservation; 26% reported reducing site deliveries; 33% reported using ebusiness and video/teleconferencing to reduce commutes for visitors and customers; and 28% reported reducing emissions by using cleaner/alternative fuels and taking fewer vehicles/trips in company vehicles.

The annual *Austin Business Journal* ad to recognize Partners' achievements and encourage new Partners to join reaches 63,600 readers. The ad also keeps CAF visible in the community.

For more information on the Clean Air Partners Program, please visit our website at [www.cleanairpartnerstx.org](http://www.cleanairpartnerstx.org).



## CLEAN AIR PARTNERS 2005

3M	Greater Austin Chamber of Commerce
AISD	Green Mountain Energy Company
AMD	H-E-B
Alien Scooters	Habitat Suites
American Lung Association of Texas	Hewlett-Packard
Analog Devices, Inc.	IBM
Apple Computer, Inc.	In Fact Daily
Applied Materials	Intel
AT&T (Telework Group)	Lower Colorado River Authority
Athens Group	MFI
Austin Biofuels	National Instruments
Austin Community College	Office of the Adjutant General of Texas
Bat Conservation International	Office of the Attorney General of Texas
Broadwing	Prosperity Bank
Capital Metro	Public Utility Commission of Texas
Capital Area Council of Governments	Railroad Commission of Texas
Capital Area Metropolitan Planning Organization	Round Rock Chamber of Commerce
City of Austin	Sage Environmental Consulting
City of San Marcos	Samsung
Dell, Inc.	San Marcos Chamber of Commerce
Downtown Austin Alliance	SEMATCH, Inc.
Emerson Process Management	Seton Healthcare Network
Employees Retirement System of Texas	Secretary of State of Texas
Entrepreneurs Foundation & Idea Network	Sherry Matthews Advocacy Marketing
Environmental Defense	Solectron
Farmers Insurance	State Farm Insurance
First Night Austin	
Freescale Semiconductor	
Focus Strategies	
GSD&M	



## 5K FUN RUN/WALK FOR CLEAN AIR

Held at Williamson County Regional Park, this annual 5K Fun Run/Walk for Clean Air encourages citizens to “Run Ozone out of Central Texas” by emphasizing the importance of having clean, healthy air for outdoor recreation. The 2nd Annual 5K Run for Clean Air and Children’s 1K Fun Run were held October 30th, 2005. Participants and volunteers received a t-shirt and goodie-bag filled with air quality information. Awards were given for 1st, 2nd, and 3rd place in seven age categories, along with a prize for the best adult and child costumes since the event was the day before Halloween.

**Effectiveness:** In 2004, 75 people pre-registered but only 40 ran the race due to monsoon-like weather. In 2005, only 25 people participated in the run. Potential reasons for the decline in participation could have been the Children’s Miracle Network Run held the same day and time in Austin and the event being held on a Sunday instead of a Saturday as it was in 2004.



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## ADOPT-A-SCHOOL BUS PROGRAM

The Central Texas Adopt-A-School Bus Program is a cooperative partnership among the CLEAN AIR Force of Central Texas, the Texas Commission on Environmental Quality (TCEQ), the U.S. Environmental Protection Agency (EPA), area businesses, and school districts in Central Texas. The Program is established to help school districts within the five Central



Texas counties (Bastrop, Caldwell, Hays, Travis, Williamson) reduce school children's exposure to harmful pollutants from school buses. The primary goals of the Adopt-A-School Bus Program are to raise funds acquired through the solicitation of donations, gifts and bequests in order to:

- Reduce emissions of Particulate Matter (PM) through the retrofiting, replacement, or repowering of older diesel school buses
- Reduce emissions of Nitrogen Oxides (NOx) through replacement or repowering of diesel school buses
- Encourage policies and practices to eliminate unnecessary school bus idling

**Effectiveness:** By helping school districts replace the oldest, in-use high-polluting diesel school buses in their fleets with newer lower-emission buses, or alternatively, helping school districts retrofit older buses with new emission reduction technologies, the program benefits Central Texas school children by reducing their exposure to toxic and smog-forming pollution while also improving overall air quality in our communities. By serving as the administrator of a \$750,000 Supplemental Environmental Program, CAF has helped the school districts of Thorndale, Rockdale, Lexington, McDade, Elgin and Cameron to replace 10 highly-polluting diesel school buses with 10 new, cleaner school buses and to retrofit 46 late-model school buses, resulting in a half ton of PM reduction per year. CAF also helped purchase 50 cleaner technology school buses for AISD through an EPA grant.

For more information on the Adopt-A-School Bus Program, please visit [www.adoptaschoolbus.net](http://www.adoptaschoolbus.net).

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## CLEAN AIR PARTNERS 2005, CONT'D.

TateAustin Public Relations  
TECO-Westinghouse  
Texas Building and Procurement Commission  
Texas Commission on Environmental Quality  
Texas Comptroller of Public Accounts  
Texas Department of Aging and Disability Services  
Texas Department of Banking  
Texas Department of Agriculture  
Texas Department of Assistive & Rehabilitative Services  
Texas Department of State Health Services  
Texas Department of Family & Protective Services  
Texas Department of Housing & Community Affairs  
Texas Department of Insurance  
Texas Department of Public Safety  
Texas Department of Transportation  
Texas Education Agency  
Texas eRider  
Texas General Land Office  
Texas Lottery Commission  
Texas Parks and Wildlife Department  
Texas State Library and Preservation Board  
Texas State University  
Texas Water Development Board

Texas Workers Compensation Commission  
Texas Workforce Commission  
Texas Gas Service  
Threadgill's Restaurants  
Tokyo Electron America, Inc.  
Travis County  
Turner Collie & Braden  
Tuerff-Davis EnviroMedia  
TxDot – Austin Office  
The University of Texas at Austin  
URS  
Vignette  
Wells Fargo  
Williamson County  
Zephyr Environmental Corporation



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## ELECTRIC LAWNMOWER DISCOUNT PROGRAM

### **Corded Lawnmower Discount**

With gas-powered lawn equipment contributing to air pollution problems in Central Texas, for the past four years the CLEAN AIR Force has offered Central Texans a financial incentive to purchase cleaner, electric lawnmowers and to learn other simple ways to help reduce air pollution. CAF and participating Home Depots offered Central Texans a 20% discount on the purchase of a corded Black & Decker MM575 18" Mulching Lawn Hog Electric Lawnmower the first two Saturdays in April of 2005, resulting in 170 mowers sold and 44 mowers recycled. Austin Energy provided one free bag of Dillo Dirt with each electric lawnmower sold and all participants received educational air quality information. Additional efforts were made to encourage participants that have gas-powered mowers to maintain them properly by having them routinely tuned up and ensuring the cutting blade is kept sharp. Participants also received information on Austin Energy's Green Choice Program, which is an excellent tie-in with the Electric Lawnmower Discount Program. (By choosing Green Choice, customers rely on renewable, zero-emitting resources for their power, which results in significant improvement in NOx emission reductions when customers use an electric mower instead of a gas-powered one.)

### **Cordless Lawnmower Discount**

Because many participants prefer a cordless electric lawnmower over a corded one and Home Depot did not have a cordless model of electric lawnmower in stock in 2005 as they had in the past, CAF partnered with an online company, Neuton Mowers, to provide \$40 discounts on the Neuton cordless electric lawnmower, plus a free rear-bagger, 3-year extended warranty and free shipping for the period of April 1 - May 12, 2005. This program resulted in 60 Neutons sold and forged a positive, professional relationship with a new retailer of electric lawnmowers.

Upon CAF's request, both Home Depot and Neuton donated one electric mower each to be displayed at various KGSR/CAF events so that citizens could see both products in person. At the end of these events, the mowers were given away in a drawing.



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### **Recycling of Older Lawnmowers**

If a participant had an older gas-powered mower, they were offered the opportunity to deposit the mower at either the Arboretum or Sunset Valley Home Depots the first two Saturdays of April 2005. These old mowers were then collected and transported for recycling at no cost to the participant. There was no requirement for an older mower to be recycled in order to receive the 20% discount.

### **Additional Sunset Valley Discount**

2005 was the first year to partner with the City of Sunset Valley on an even deeper discount for the residents of Sunset Valley. The CAF/Sunset Valley Program offered a 40% discount to City of Sunset Valley residents (20% from CAF and 20% from City of Sunset Valley) on the purchase of the corded Black & Decker Electric Lawnmower from the Home Depot located in the City of Sunset Valley. This program was extremely popular with the residents of Sunset Valley and they are eager to partner with us again for next year's program.

### **Summary of Environmental Benefits resulting from the 2005 Program**

- Recycled 44 older gas-powered mowers
- Removed approximately 5.32 tons of hydrocarbons from the air in Central Texas over a 7-year period
- Reduced the amount of grass clippings in landfills (through use of the mulching function on the electric equipment) and pollution from spillage of oil and gas from use of gas-powered mowers

**Effectiveness:** Total sold in stores over 30 days in 2004 = 430; total sold in stores for two days and online in 2005 = 230. The popularity of this program with the public, its cost effectiveness, and the value gained by educating citizens on purchasing electric vs. gas options and other ways to improve air quality makes this program an effective way of reaching the public to motivate change for improved air quality.

The ad in the *Austin American-Statesman* reached 515,300 people; KGSR radio ads reached 76,000 adults between the ages of 25 and 54 with 46 commercials/45 PSAs in two weeks; and KLBJ-AM radio ads reached 94,100 adults between the ages of 25 and 54 with 34 commercials/30 PSAs in two weeks.



## BOARD OF DIRECTORS 2005

### Officers

**MIKE HEILIGENSTEIN, CHAIR**  
*Central Texas Regional Mobility Authority*

**RICK WHITLEY, VICE-CHAIR**  
*Rogers and Whitley, L.L.P.*

**ART BEDROSIAN, SECRETARY-TREASURER**  
*Sage Environmental*

### Executive Committee

**MICHAEL AULICK**  
*Capital Area Metropolitan Planning Organization*

**DAVID BALFOUR**  
*URS/Greater Austin Chamber of Commerce*

**BILL CLAYTON**  
*Freescale Semiconductor*

**BRETT DAVIS**  
*Shaw Environmental*

**JIM MARSTON**  
*Environmental Defense*

**BETTY VOIGHTS**  
*Capital Area Council of Governments*

**WILL WYNN**  
*Mayor, City of Austin*

### Board Members

**SENATOR GONZALO BARRIENTOS**  
*State of Texas, District 14*

**CHARLIE BETTS**  
*Downtown Austin Alliance*

**GREG BOATRIGHT**  
*Williamson County Commissioners Court*

**ERIC CARLSON**  
*Mayor, City of Elgin*

**ED CARTER**  
*American Lung Association of Texas*

**SUSIE CARTER**  
*Hays County Commissioners Court*

**JOE CLIFFORD**  
*Reid's Dry Cleaners*

**ROBERT DAIGH**  
*TxDot—Austin District*



## 2005 CAF CONTRIBUTORS (FINANCIAL AND IN-KIND)

AAA  
Air & Waste Management Association  
Air Check Texas  
Alcoa Foundation  
AMC Tractor Sales  
AMD/Spansion  
Aquaflina  
Austin Energy  
Caldwell County  
CAMPO  
CAPCOG  
Capital Metro  
City of Austin  
City of Cedar Park  
City of Round Rock  
City of San Marcos  
Clean Cities  
CTRMA  
Dell, Inc.  
Department of Public Safety  
Emissions Technology of Texas  
Environmental Protection Agency  
Environmental Systems Product  
Greater Austin Chamber of Commerce  
Farmers Insurance  
Firestone  
Freescale Semiconductor  
H-E-B  
Home Depot

Koch Industries/Flint Hills Resources  
KGSR  
KLBJ-AM  
KXAN  
KVUE  
Lower Colorado River Authority  
Neuton Mowers  
Samsung  
Seton Medical Center  
SEMATECH, Inc.  
Shaw Environmental Consulting  
Sherry Matthews Advocacy Marketing  
Snap-on Tools  
State Energy Conservation Office  
TCEQ  
The University of Texas at Austin  
Travis County  
TRC Environmental Corporation  
Tuerff-Davis EnviroMedia  
URS  
Williamson County  
Worldwide Environmental Products  
Zephyr Environmental Corporation



## CAF 2005 HIGHLIGHTS

DPS/CAF Car Care for Clean Air Day at Highland Mall – July 16th

### **5K Fun Run/Walk for Clean Air**

Fun Run ads began on KGSR and KLBj-AM – October

KGSR and KLBj-AM live remotes at RunTex for Fun Run – October

Fun Run Packet Pick Up/Registration at RunTex Round Rock – October 28th

2nd Annual Fun Run Event at Williamson County Regional Park – October 30th

### **Electric Lawnmower Discount Program**

Electric Lawnmower Discount Program article in Austin Energy newsletter (distributed to approximately 330,000 customers) – March 1st

Radio ads re: Electric Lawnmower Discount Program began on KGSR and KLBj-AM – March 21st through April 9th

CAF/Neuton Cordless Electric Lawnmower Discount Begins – April 1st through May 12th

Electric Lawnmower Discount Event at Sunset Valley Home Depot – April 2nd

Electric Lawnmower Discount Event at the Arboretum Home Depot – April 9th

Ad in *Austin American Statesman* re: Electric Lawnmower Discount Program – Cordless Option – May 1st

Ozone ActionDay Program  
Ozone Season Kick-off Press Event at Austin City Hall – April 1st

Notified Public of 19 Ozone Action Days

### **Media Outreach**

Deanna speaks as panelist at Challenger X at Freescale – January 6th

Deanna's presentation to COA employees regarding ozone and health – February 24th

Deanna's live broadcast with KGSR re: Lawnmower Program at new Whole Foods – April 7th

CAF presentation by Fred Blood to San Marcos Chamber of Commerce Natural Resources Committee – April 11th

DPS Emissions Press Event – June 1st



## WHAT THE CLEAN AIR FORCE DOES

While many reading this annual report are already familiar with the CLEAN AIR Force of Central Texas and the many services we provide for the region, we have listed some of the things we do for those who may not be as familiar with our nonprofit work. The CLEAN AIR Force:

- Represents environmental, governmental, corporate, academia and community interests in air quality in the 5-county region of Central Texas
- Informs Central Texans via email, fax, radio, newspaper, and television when Ozone Season begins and days when our region's air quality is likely to reach harmful levels
- Educates the public on air quality issues in Central Texas and relays information on how citizens can help reduce harmful emissions
- Informs citizens about new air quality regulations in our region
- Researches emerging air quality issues in our region and develops issue papers
- Provides a public forum for the exchange of information and ideas on air quality issues and conducts public surveys
- Provides businesses and citizens the opportunity to stay abreast of the latest air quality technical and policy developments through Board and Technical Advisory Committee (TAC) meetings
- Facilitates and participates in regional collaborative problem-solving with elected officials, university scientists, industry leaders, administration officials and the public
- Gives informational presentations on the health and economic impacts of air quality in our region to governments, schools, civic organizations and businesses
- Responds to citizen inquiries on outdoor air quality issues
- Secures funding for current and future air quality programs
- Advocates Board-approved air quality policies before local, state, and federal agencies and the legislature
- Advises businesses, governments, and U.S. colleagues on regional and emerging environmental issues
- Initiates and manages multiple collaborative community projects aimed at motivating the citizens, businesses and governments of our region to take positive steps towards cleaner air
- Documents public education campaigns for inclusion in EAC semi-annual reports