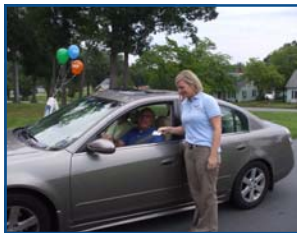


# CLEAN AIR WORKS

## Program Summary 2006-2010



### GREATER CHARLOTTE METROPOLITAN AREA

Iredell, Rowan, Cabarrus, Mecklenburg, Union,  
Lincoln & Gaston Counties, NC & York County, SC

# ABOUT CLEAN AIR WORKS!

## REGIONAL AIR QUALITY BOARD

Started in 2006, *Clean Air Works!* is a project of the Regional Air Quality Board, which brings together businesses, elected officials, and staff from cities and counties throughout the Charlotte region, to work collaboratively to improve air quality.

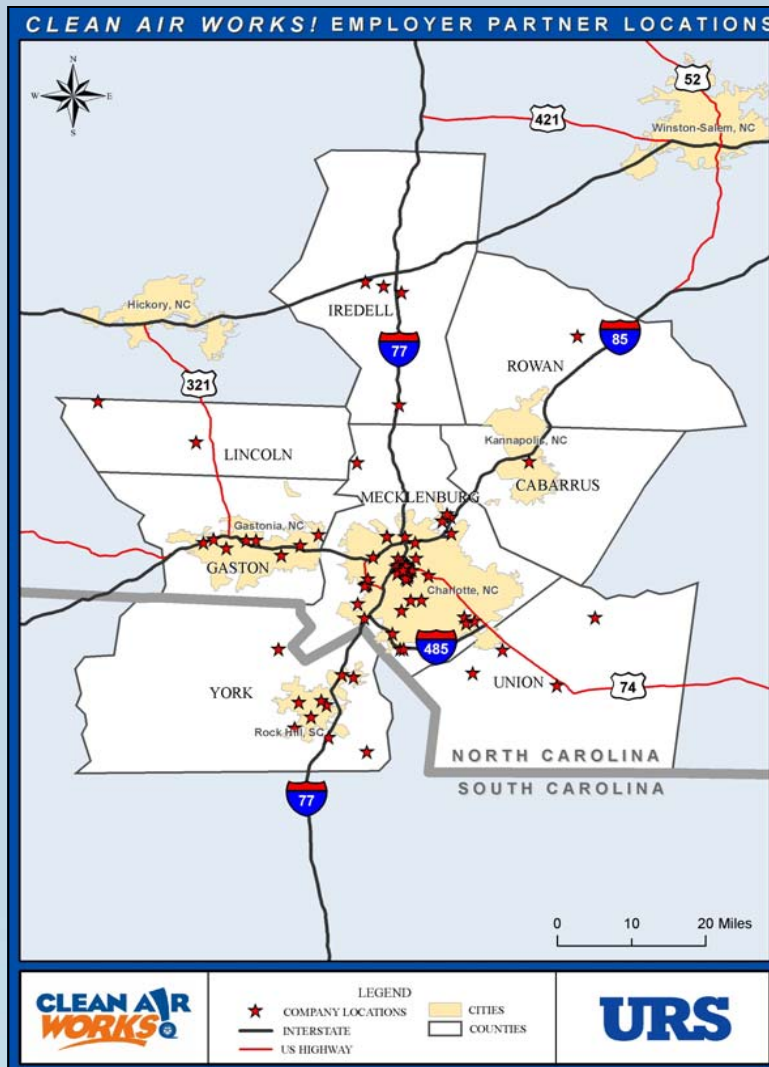
## PROJECT GOAL

The project goal is to improve air quality by reducing NOx and other emissions through proactive, structured, and voluntary means. Specifically:

- Offer commuters a range of travel options, such as taking transit, carpooling, bicycling, walking, and vanpooling, to reduce reliance on “drive-alone” travel;
- Work with employers to encourage supportive work-site policies, including flexible schedules, teleworking, compressed work weeks, and preferred parking;
- Encourage business practices that lower emissions, such as anti-idling, improved lawn maintenance policies, or fleet conversions.

## PARTNERS

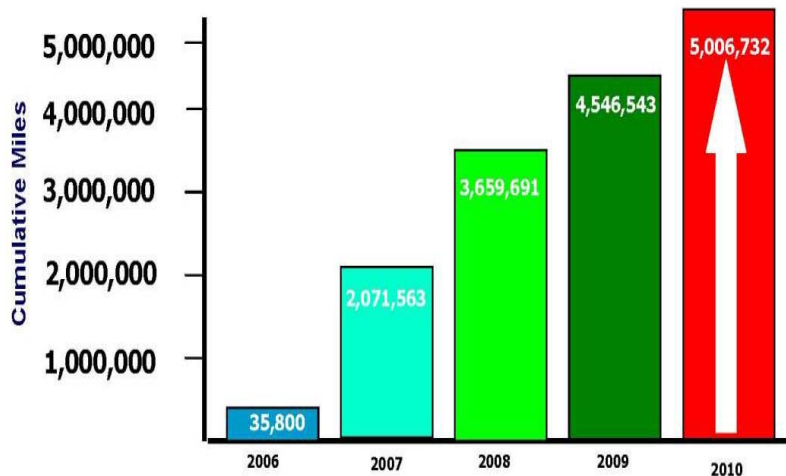
*Clean Air Works!* works directly with employers, offering a framework to provide commuter assistance and air quality awareness programs. More than 118 Partners in eight counties are members of *Clean Air Works!*, representing top employers, with more than 100,000 participants.



## FIVE MILLION MILES!

*Clean Air Works!* participants tracked their commutes by going on line and recording how they traveled to work. By changing their travel behavior, participants reduced or avoided more than five million miles and reduced more than 2,000 tons of ozone-forming pollution from our air.

Fewer miles on the road means fewer emissions from the tailpipe. And fewer emissions means better air for all of us in the greater Charlotte region.



# KEYS TO SUCCESS

## MANAGEMENT BUY-IN

Garnering senior level management support has been critical to the success of *Clean Air Works!*. Creating relationships with Chambers of Commerce and other economic development groups helped build relationships across a broad and high-level segment of the business community. Worksites with more “top down” commitment from their CEOs maintained greater participation throughout the life of the project.

## PARTICIPANT BENEFITS

National research shows that financial incentives play a critical role in influencing mode shift and in motivating employees to track their behavior.

- The **Commuter Perks** incentive program rewarded commuters for their clean commuting and tracking efforts, significantly increasing the number of commuters who consistently tracked their travel mode. As commuters logged more clean commutes, they received increasingly more valuable prizes, from umbrellas to \$50 gift cards.
- The **Pick Your Prize Raffle** gave away monthly rewards valued at \$50 each, to randomly selected commuters who tracked their travel choices.
- The **Guaranteed Ride Home** program provided a “commuter insurance policy” against being stranded without transportation in the event of an emergency. Free taxi rides home when emergencies occurred gave participants peace of mind.

## PEER TO PEER INTERACTION

To promote peer-to-peer learning and networking opportunities, *Clean Air Works!* organized **Project Leader Workshops** four times per year. Program leaders from businesses across the region came together to strategize on program development, effective marketing tactics, and more. *Clean Air Works!* used their feedback to generate new ideas and improve the quality of the program.

## MEASURING RESULTS

Partners wanted an easy way to measure how their employees were helping to improve air quality. *Clean Air Works!* launched “**Trip Trak**,” an online tool to give commuters a fast and efficient way to report their travel, and for Partners to see their progress. Nearly 365,000 clean commuting trips were reported by 3,607 registered users. Employers also get free customized reports to manage programs and incentives.

## OUTREACH SUPPORT

From 2006-2010, outreach staff organized 667 events at Partner worksites, using a variety of promotion types to engage employees. On-site *Clean Air Works!* staff presence generated greater participation, employee tracking, and enthusiasm. Events included:

Transportation Fairs  
Gas Cap Checks

Carpool Matching Events  
Presentations

Try-It Days  
And more....



# PROGRAMS THAT PRODUCE RESULTS

- **Citi Fort Mill's** anti-idling policy saves more than 775 minutes of idling each week.
- **Sherpa** and **NewDominion Bank** challenged each other to a Summer Trip Challenge, in which employees eliminated nearly 8,700 miles! This kept 5,651 grams of NOx emissions and 7,764 grams of volatile organic compounds (VOC) from being formed.
- **Duke Energy** and law-firm **Moore & Van Allen** began offering 100% transit and vanpool subsidies to all employees, as part of *Clean Air Works!*.
- **NewDominion Bank's** promotions of teleworking and carpooling reduced 11,375 miles!
- **American & Efird's** Try It Day promotions drew steadily greater participation — in one year alone, more than 200 employees were rewarded for trying a new commute!
- **Ritz-Carlton Hotel's** first initiative, a Refuel After 6 PM Raffle, yielded 240 entries in one month.
- **AT&T** and **Bissell Companies** introduced alternative scheduling to reduce the time employees spend on the road during peak hours.
- **BaxterHarris** linked employee bonuses to their facility's energy efficiency and emissions reductions.



Piedmont Natural Gas' *Clean Air Works!* programs focused on both operational practices and employee commuter initiatives.

- PNG formalized its anti-idling policy to enhance fuel economy for its fleet. By eliminating idling during service calls, PNG has reduced emissions during approximately 1,000 trips per day.
- PNG implemented a late-afternoon refueling policy for company vehicles. Their fleet uses approximately 12,500 gallons of gasoline per month, which, now, won't be pumped in the morning.
- Employees earned a \$10 gift card for every 10 days that they clean commuted during Ozone Season (May–September). In one year alone, PNG distributed 54 gift cards as part of this initiative, and employees logged more than 10,000 miles avoided through clean commuting. Since 2006, PNG employees have reduced more than 90,000 miles through clean commuting.

# BY THE NUMBERS

## Clean Commuting

Vehicle miles avoided by participants:	5,006,732
Commuters logging clean commutes:	3,008
Clean commuting trips reported by program participants:	365,026

## Partner Participation

Employer Partner organizations:	118
Employees reached through Partners:	More than 100,000
Events at Partner worksites:	667
Operational audits at Partner worksites:	39
Employer-funded incentive programs:	108
Rideshare matching applications on ShareTheRideNC.org:	7,853

## Pollution Reductions

Tons of ozone-forming air pollution avoided from operational and commute changes:	More than 2,100
Tons of CO2 emissions reduced through clean commuting:	3,016



Harris Teeter's *Clean Air Works!* programs began with the goal of increasing carpooling among the 300 employees at its headquarters in Matthews, NC.

- Harris Teeter promoted air quality awareness and rewarded employees through raffles for: staying in for lunch, participating in Trip Trak online, and for carpooling. In one year, employees won \$300 in gift cards through this incentive program!
- Through clean commuting, participants eliminated 2,652 vehicle miles from area roads each year; 30% of employees registered to track their commutes online.
- Harris Teeter's Distribution Center implemented an anti-idling policy, one of its first *Clean Air Works!* initiatives. With 1,250 deliveries coming to the Distribution Center per week, and an average idling time of 40 minutes. per delivery, this reduces 195 lbs of NOx and 16 lbs of VOCs per year.

# PARTNER FEEDBACK



"We are pleased that businesses are being encouraged to develop programs voluntarily to address our air quality issues."

*Bob Morgan, President, Charlotte Chamber of Commerce*

"Clean Air Works! has been a tremendous help to the CRVA and our internal green initiatives. Their outreach coordinators help make our summer ozone plan fun and engaging for our employees. They are a great resource not only for the CRVA, but for the entire Charlotte community"

*Tim Newman, CEO, Charlotte Regional Visitors Authority*



"Sherpa has worked diligently to make sure that employees are knowledgeable about air pollution, its adverse health effects, and its potential effect on the business climate of the region should it continue in non-attainment."

*Missy McDonald, Group Manager, Sherpa LLC*

"Clean Air Works! is an 'Environmental Excellence' program. Health of people in the community and unrestricted future economic growth are great motivating factors."

*John Eapen, Vice President, Environmental, Health & Safety, American & Efire*



# MEDIA COVERAGE

A major draw of the project was the opportunity for regional businesses to be recognized for their efforts to improve air quality. The advertising equivalent of the media placements in 2007 alone was approximately \$11 million.

# SPEAKERS SERIES

More than 250 project leaders and company representatives attended the 2010 Speakers Series, featuring national and international experts on a range of topics. Speakers included walking advocate **Mark Fenton**, community based social marketing guru **Doug McKenzie-Mohr**, Bank of America sustainability executive **Lisa Shpritz**, and Executive Director of Atlanta's Clean Air Campaign, **Kevin Green**. The goal of the series was to introduce participants to new ideas and tools they could use to enhance their worksite's *Clean Air Works!* program.



Mark Fenton



Doug McKenzie-Mohr



Kevin Green



Duke Energy's Joni Davis & Sheila Holman of NC Division of Air Quality



Lisa Shpritz (right) and Workshop Participants

## ENERGY AUDITS

*Clean Air Works!* provided free energy audits at 39 worksites, focusing on energy usage cost information and NOx and VOC emission patterns.

- Each company received specific facility recommendations and action plans
- Average return on investment for all of the recommendations = 1.5–2 years.
- Focus areas included lighting, compressed air usage practices, steam usage and steam system components, HVAC system components, vending machines, deliveries, lawn maintenance practices, emergency generator testing practices, and anti-idling programs.

The audits show that opportunities for energy efficiency improvements and NOx emission reductions existed at every facility!

## ON-GOING FREE RESOURCES

- The Project Leader Toolkit, a comprehensive guide for implementing a commuter support program is available at [cleanairworks.org](http://cleanairworks.org).
- On-line commuter tracking at [TrackYourCommuter.com](http://TrackYourCommuter.com) can help you quantify the number of miles you reduce and the amount of pollution that is avoided.
- North Carolina Air Awareness has community coordinators who can attend events and help educate your employees about air quality. Visit [ncair.gov](http://ncair.gov).
- CATS' Marketing Team can attend events and answer questions about the transit system—visit [ridetransit.org](http://ridetransit.org).

# OUR PARTNERS

AbitibiBowater  
Alltel Wireless  
American & Efird  
AT&T  
AXA Equitable  
Baker & Taylor  
Bank of America  
BaxterHarriss  
Belk, Inc.  
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Blythe Development  
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Charlotte-Mecklenburg Schools  
Charlotte Pipe & Foundry  
Charlotte Regional Partnership  
Charlotte Regional Visitors Authority  
-Bobcats Arena  
-Charlotte Convention Center  
-Cricket Arena  
-Ovens Auditorium  
-VisitCharlotte  
CIGNA HealthCare  
Citi Fort Mill  
Coca-Cola Consolidated  
Compass Group  
Comporium Communications  
Concorde Construction  
Crescent Resources  
Dixon Hughes  
Duke Energy  
Environmental Building Solutions

Elmer's Products  
Family Dollar  
Fifth Third Bank  
Firestone Fibers & Textiles, LLC  
Flakeboard  
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Gaston County Chamber of  
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Harris Teeter  
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Ingersoll Rand  
Johnson & Wales University  
Johnson C. Smith University  
-Metropolitan College  
KL Gates  
KPMG  
Lash Group  
VT LeeBoy  
Lincolnton-Lincoln County Chamber  
Littler Mendelson  
Loftin Printers  
Marsh  
McGee Brothers  
Moore & Van Allen  
National Gypsum  
NewDominion Bank  
Pappas Properties  
Piedmont Medical Center  
Pharr Yarns

Piedmont Natural Gas  
Pratt Industries  
PSNC Energy  
Quaero Corporation  
Queens University  
Rack Room Shoes  
Radiator Specialty Company  
The Ritz-Carlton Hotel, Charlotte  
Robert Bosch Tool  
RT Dooley  
Sherpa LLC  
SHS-JAN  
Sole Spanish Grill  
Southern Building Maintenance  
Company  
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SPX Corporation  
Superior Seeding  
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The Herald  
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Travelers  
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UNC Charlotte  
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Visit [cleanairworks.org](http://cleanairworks.org) for more information.

