

2015 ANNUAL REPORT



2015

CLEAN AIR Force of Central Texas

FIVE COUNTIES, ONE GOAL; CLEAN AIR FOR CENTRAL TEXAS

2015 Annual Report

CLEAN AIR FORCE OF CENTRAL TEXAS

Who We Are

Founded in 1993, the CLEAN AIR Force of Central Texas is the leading nonprofit organization dedicated to safeguarding and improving air quality in Central Texas. The CLEAN AIR Force Board consists of 13 members united in the common goal of finding workable solutions for improving our region's air quality. The CLEAN AIR Force takes a multi-faceted approach to safe-guarding the air in Central Texas. Our focus includes public education and outreach as well as serving as a resource and advising body for local entities. The CLEAN AIR Force also oversees several programs which serve the public and increase awareness of air quality issues in the Central Texas region.

Our Mission

The mission of the CLEAN AIR Force of Central Texas is to (1) be a liaison among all stakeholders, (2) coordinate the air quality planning of the private sector, (3) provide a forum for public discussion, (4) educate the public on air quality issues, and (5) manage air quality improvement programs in Central Texas focused on motivating the citizens, businesses and governments of this region to take actions to reduce air pollution to protect public health and the health of our economy.

Our Vision

The CLEAN AIR Force of Central Texas is the preeminent collaborative resource advocating clean air in Central Texas. The CLEAN AIR Force looks to inform, educate and promote proactive air pollution reducing activities in Central Texas. In our future endeavors we look to maintain healthy air quality standards, as well as make strides to further air quality awareness and action. We look to continue to be a leader in air quality planning and promote the idea that "every effort counts" when it comes to keeping our air breathable in Central Texas.

Contents

LETTER FROM THE OFFICERS	3
BOARD OF DIRECTORS	5
WHAT WE DO	6
STATUS OF THE AIR QUALITY IN CENTRAL TEXAS.....	7
2015 HIGHLIGHTS.....	8
CLEAN AIR PARTNERS PROGRAM	11
HIGH SCHOOL PUBLIC SERVICE ANNOUNCEMENT AIR QUALITY CONTEST.....	13
CLEAN SCHOOL BUS PROGRAM	14
OZONE ALERT PROGRAM	15
PUBLIC EDUCATION AND OUTREACH	16
OZONE ADVANCE PROGRAM	17
FINANCIAL STATEMENT	18
LOOKING AHEAD.....	19

Letter from the Officers

We are pleased to share with you the CLEAN AIR Force of Central Texas' 2015 annual report. This year marked our 22st anniversary, our 8th annual Clean Air Partners networking and recruiting event, participation in planning to improve our region's Ozone Advance Program Action Plan and many initiatives furthering the CLEAN AIR Force's mission.

In 2008 the U.S. Environmental Protection Agency (EPA) proposed a lower Federal ozone standard of 75 parts per billion (ppb) in response to a number of scientific studies that showed that ground-level ozone is dangerous to human health at levels markedly lower than the pre-existing standard. This meant that if Central Texas did not significantly lower our emissions of air pollution, our region would be in violation of the Federal ozone standard and subject to sanctions, such as loss or delay of Federal highway funds. We ended the 2015 Ozone Season with a design value of 68 ppb which means we met the 2008 Federal ozone standard, and more importantly, we helped to protect the health of our children, the elderly and those with chronic lung disease.

The CLEAN AIR Force of Central Texas is the only non-partisan public/private partnership in the region where local officials work collaboratively with governments, business, health, environmental and civic leaders to implement voluntary measures to improve air quality. This is what makes our organization so unique and effective. Along with local businesses, local governments have pooled their funds to coordinate their educational efforts and voluntary air quality programs through the CLEAN AIR Force. This effort allows everyone to leverage their air quality funds while minimizing costs for taxpayers. The partnership is led by a Board of Directors that includes elected officials, business executives, and environmental and civic leaders.

Our educational efforts include both paid and earned media efforts. At our annual Ozone Season Kick-Off Event, local efforts to reduce pollution in our region were highlighted to encourage the public to do their part. We expanded our Ozone Alert Program and participated in public outreach events including the Austin Independent School District's Sustainability Resource Fair, IBM's Earth Day Event, Travis County's Earth Day Event, and the City of Austin's Getting Connected Small Business Resource Event Expo.

This year the CLEAN AIR Force worked with the Capital Area Council of Governments (CAPCOG) for a Nonattainment Impact Study. The CLEAN AIR Force hosted a series of meetings with area specialists to discuss topics including: General Conformity, Transportation Conformity, Nonattainment New Source Review and Anti-Backsliding.

In addition to educational programs, the CLEAN AIR Force is involved in several direct ozone reduction programs, such as the Clean Air Partners Program and the High School Public Service Announcement Air Quality Contest. With funding from both private donors and local governments, we continued to expand the CLEAN AIR Force's programs to reduce harmful emissions in our region.

To continue our success in making needed air quality improvements we will need to do even more and we need your help. If Central Texas does not lower our ozone emissions, our region may be designated as nonattainment in the future and this would negatively impact both public health and the health of our economy. Please read this report and look for ways that you, your community, or your business can help. We welcome more members of the Clean Air Partners Program, as well as donors and volunteers. If you have air quality ideas or want to join us in our air quality improvement efforts, please contact us at 1.866.916.4AIR (4247) or send an email to info@cleanairforce.org.

Tim Jones, Chair

Rick Perkins, Vice Chair

Brett Davis, Secretary/Treasurer

Board of Directors



Chairman of the Board - Tim Jones, Samsung Austin Semiconductor *

Vice Chair – Rick Perkins, Chemical Logic, Inc. *

Secretary/Treasurer – Brett Davis, Zephyr Environmental *

Mike Heiligenstein, Central Texas Regional Mobility Authority *

Bonnie Lister, TxDOT- Austin District

Jim Marston, Environmental Defense Fund *

Angie McClure, American Lung Association

Ron Morrison, Commissioner, Williamson County *

Bill Oswald, Koch Companies

Betty Voights, Capital Area Council of Governments

Kirk Watson, Senator, Texas State Senate

Rick Whitley, Rogers & Whitley, LLP *

Don Zimmerman, Council Member, City of Austin

*Member of the Executive Committee

What We Do

The CLEAN AIR Force takes a multi-faceted approach to safeguarding the air in Central Texas. Our focus includes education and outreach as well as serving as a resource and advisor for local entities. The CLEAN AIR Force manages several programs which serve the public and increase awareness of air quality issues in the Central Texas area. The following is a brief overview of our many roles:

- **Inform** Central Texans via email, Facebook, Twitter, radio, newspaper and television when Ozone Season begins and of days when our region's air quality is likely to reach harmful levels
- **Educate** the public on air quality issues and new regulations in Central Texas, as well as ways citizens can help reduce harmful emissions to protect themselves
- **Provide** businesses and citizens the opportunity to stay abreast of the latest air quality technical and policy developments
- **Research** emerging air quality issues in our region and track legislation and laws on national, state and local levels
- **Facilitate and Participate** in regional collaborative problem-solving with other agencies, elected officials, university scientists, industry leaders, administration officials and the public
- **Provide** a public forum for the exchange of information and ideas on air quality issues and conduct public surveys
- **Present** information on health and economic impacts of air pollution to schools, governments, civic organizations and businesses.

Status of the Air Quality in Central Texas

For the period 2013-2015, our region's design value was 68 ppb for ground-level ozone. The design value is calculated as the 3-year average of the 4th highest daily maximum 8-hour average ozone concentration measured at the prevailing regulatory ozone monitor. In order to meet the 8-hour ozone standard, by the end of the 2015 Ozone Season our design value had to be 75 ppb or less. In 2015 Central Texas met the standard and had the best Ozone Season on record.

The Austin-Round Rock Metropolitan Statistical Area is considered a near-nonattainment area and this year we resumed our steady decrease in ozone levels, despite the growing population. Between 2000 and 2015, our region experienced a 22% improvement in ground-level ozone. The region continued voluntary efforts listed in Ozone Advance Program Action Plan that took effect in 2014. These local and voluntary control strategies have allowed our area to avoid a nonattainment designation.

On October 1st EPA strengthened the ozone standard from 75 ppb (set in 2008) to 70 ppb to protect public health and welfare. This will necessitate the need to approach the issue of a possible nonattainment designation from a greater regional perspective. Given the fact that mobile sources (cars and trucks) are the largest combined contributor of Nitrogen Oxide (NO_x) and Volatile Organic Compound (VOC) emissions which form ground-level ozone in our region, the focus will need to expand from localized solutions to regional transportation programs, designed to alleviate traffic and congestion from our metropolitan areas.

Why We Need to Avoid Nonattainment

If our area were to violate the ozone standard and be declared nonattainment by EPA, a new State Implementation Plan (SIP) containing more restrictive limits on local sources of ozone precursor emissions would need to be developed. Costs would increase to citizens and to businesses to comply with new emission reduction measures. The regulatory consequences of a nonattainment designation could last for up to 40 years. Attractiveness to our area for recruitment of new businesses would be diminished due to designation as a nonattainment area, and more importantly, air quality in excess of Federal standards is unhealthy to breathe, as the standards are set to protect human health.



CLEAN AIR Force 2015 Highlights

- The CLEAN AIR Force's Clean Air Partners Program won the EPA's Clean Air Excellence Award and was recognized in a ceremony in Washington D.C. on April 21st



- The CLEAN AIR Force hosted the first golf tournament "Tee-Off for Clean Air" at Grey Rock Golf Club on March 30th



- Our annual Ozone Season Kick-Off event was held at Grey Rock Golf Club on March 30th
- The CLEAN AIR Force hosted the 22nd anniversary celebration and fundraiser event on October 29th at the High Road, honoring Time Warner Cable with special musical guest the Guy Forsyth Band



- The Clean Air Partners Program hosted the 8th annual Networking Event at the Park on South Lamar on November 12th
- The CLEAN AIR Force was selected as a finalist for the Austin Chamber's Greater Austin Business Awards in the Environmental Responsibility and Sustainability category
- On April 9th the 2014-2015 High School Public Service Announcement Air Quality Contest 1st and 2nd place winners were recognized at a proclamation by the Mayor of Cedar Park



- The CLEAN AIR Force received an in-kind grant from Time Warner Cable for the second year in a row in the amount of \$35,000 for the 2015-2016 High School Public Service Announcement Air Quality Contest
- The Clean Air Partners Program recognized 2014 emission reduction measures in a half page, full color ad in the Austin American-Statesman on October 4th

Thank You
**CLEAN AIR PARTNERS FOR HELPING TO
 MAKE OUR AIR HEALTHIER TO BREATHE!**



PLEASE JOIN US IN THANKING THESE CENTRAL TEXAS PARTNERS FOR HELPING TO
 MAKE OUR AIR HEALTHIER TO BREATHE.

**THESE CENTRAL TEXAS PARTNERS HELPED TO REDUCE OUR
 REGION'S OZONE-FORMING EMISSIONS LAST YEAR.**

The Clean Air Partners Program is a voluntary program of the CLEAN AIR Force of Central Texas that encourages and recognizes individuals and families, businesses and organizations taking action to improve air quality.

Corporate Partners: <ul style="list-style-type: none"> • 3M • Applied Materials • Chemical Logic • Emerson Process Management • EnviroMedia • Freescale Semiconductor • HNTB Corp. • Hospira • Metropia • Oracle • R&R Limo and Bus • Samsung Austin Semiconductor • St. David's Healthcare • TECO-Westinghouse • Time Warner Cable • Tokyo Electron • Zephyr Environmental Corp. 	Public and Nonprofit Partners: <ul style="list-style-type: none"> • American Lung Association • Austin Community College • Capital Area Council of Governments (CAPCOG) • Capital Area Metropolitan Planning Organization (CAMPO) • Central Texas Regional Mobility Authority (CTRMA) • City of Austin • Lower Colorado River Authority (LCRA) • Seton Healthcare Family • Texas Department of Transportation • Texas Department of Transportation - Austin District • Travis County • University of Texas at Austin • Williamson County
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

For additional information on this important initiative and how you or your company can join the growing momentum, please visit
www.cleanairpartnerstx.org

- In partnership with the City of Austin, the CLEAN AIR Force hosted a Lunch + Learn for Central Texas media and meteorologists at Maggiano's in the Domain on July 22nd. Special guest speakers were Board Member and State Senator Kirk Watson, and Board Member and Clean Air Partner Dr. Elena Craft with Environmental Defense Fund



- The CLEAN AIR Force notified the public of one Ozone Action Day for August 27th
- The CLEAN AIR Force Facebook page fan base reached 370 and Twitter followers reached 317
- Clean Air Partners took a field trip to Austin-Bergstrom International Airport on June 12th



Clean Air Partners Program

The Clean Air Partners Program consists of 32 Central Texas businesses, organizations and government entities, representing over 100,000 regional employees. These Partners pledge to voluntarily reduce their ozone-forming emissions by at least 10% over a three-year period. The current program goal is to reduce air pollution in an amount equivalent to removing 10,000 commuters from our Central Texas roads. Partners are able to utilize a number of strategies to achieve these reductions such as: car/vanpooling; teleworking/telecommuting; flextime 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 number of other proactive measures and practices that contribute to cleaner air. Partners report their achievements once a year via a user friendly website.

This year the Program was recognized by EPA with the Clean Air Excellence Award. On November 12th, 2015 the Clean Air Partners Program held its 8th annual Clean Air Partners Networking Event at the Park on South Lamar. Partners had the opportunity to network and discuss different emission reduction strategies. On October 4th a half-page full color ad ran in the Austin American-Statesman thanking Partners for their efforts. And on June 12th Partners took a field trip to Austin-Bergstrom International Airport.

Two editions of the program newsletter, In The Air, were published in the spring and fall.

Effectiveness

Partners report their emission reductions data for the previous year, so for the 2014 reporting period, 92,856 pounds of ozone-forming emissions were reduced by Partners. That makes a total of nearly 2.6 million pounds in the last five years. As a whole the average emissions per employee reduced by 4.05% and the average Partner reduction was 2.91%. For more information on the Clean Air Partners Program, please visit the website at www.cleanairpartnerstx.org.





Corporate Partners

- 3M
- Applied Materials
- Chemical Logic, Inc.
- Emerson Process Management
- EnviroMedia Social Marketing
- Freescale Semiconductor
- HNTB Corporation
- Hospira
- Metropia
- Oracle
- R&R Limousine and Bus
- Samsung Austin Semiconductor
- St. David's Healthcare
- TECO-Westinghouse
- Time Warner Cable
- Tokyo Electron
- Zephyr Environmental Corp.

Public & Nonprofit Partners

- American Lung Association
- Austin Community College
- Capital Area Council of Governments
- Capital Area Metropolitan Planning Organization
- Central Texas Regional Mobility Authority
- City of Austin
- Environmental Defense Fund
- Lone Star Clean Fuels Alliance
- Lower Colorado River Authority
- Seton Healthcare Family
- TxDOT
- TxDOT – Austin District
- Travis County
- University of Texas at Austin
- Williamson County

High School Public Service Announcement Air Quality Contest



This year our High School Public Service Announcement Air Quality Contest aimed at educating and engaging the youth of Central Texas in air quality related issues was presented by Time Warner Cable and Connect A Million Minds, and the CLEAN AIR Force in partnership with Samsung Austin Semiconductor, held the contest with students from all high schools in the five-county region. High School students were asked to create a 30-second PSA incorporating air quality information and tips on simple ways citizens can reduce ground-level ozone and air pollution.

We received 15 entries and the winning first place entry went to Gabe Victoriano of Vista Ridge High School, in the Leander Independent School District, and he received a 32GB Samsung Galaxy Tab. The second place winner was awarded to Sandra Grimaldo of Manor New Tech High School, in the Manor Independent School District, and she received a 16GB Samsung Galaxy Tab. The winners were recognized in a proclamation by the Mayor of Cedar Park and the winning PSA was aired on Time Warner Cable News in the spring. The winning PSA can be viewed on the CAF website and all past winning PSAs can be viewed on the [CAF YouTube channel](#) and [Facebook page](#).

A special thank you to Time Warner Cable this year for presenting the contest, their in-kind contribution to the CLEAN AIR Force this year totaled \$35,000.

Effectiveness

The program engages Central Texas students in air quality issues and showcases their work on websites and local television stations. The CLEAN AIR Force looks to continue the program with Time Warner Cable next year.



Clean School Bus Program

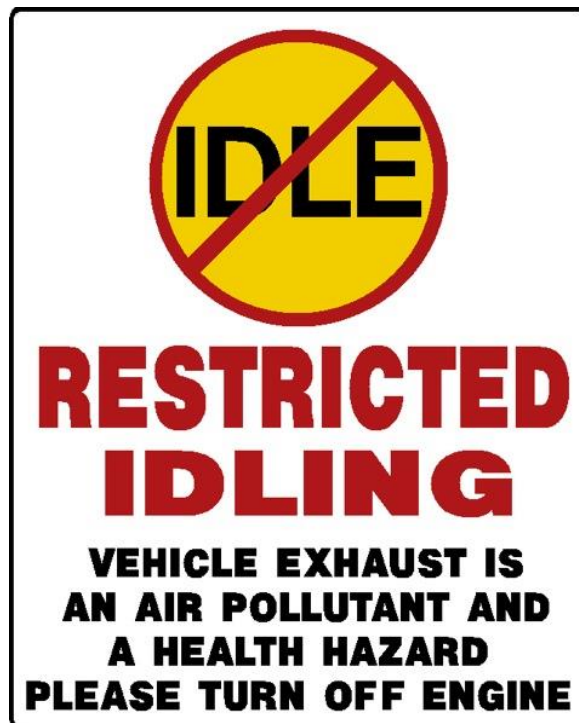
The Central Texas Clean School Bus Program (CSB) is managed by the CLEAN AIR Force of Central Texas and was established to help Central Texas school districts reduce children's exposure to harmful pollutants from school buses. The primary goal of the Clean School Bus Program is to raise funds acquired through the solicitation of donations, gifts and bequests in order to:

- Replace older, polluting school buses with new, cleaner technology buses
- Retrofit older buses with new, cleaner emissions controls
- Reduce school bus vehicle idling and encourage the use of cleaner fuels

This year the program continued to educate schools and parents about the health risks of vehicles idling in pick-up lines at schools through materials developed in collaboration with the Environmental Defense Fund and the American Lung Association. Materials are available on the Clean School Bus website in both English and Spanish. This year the program worked with Doss Elementary in the Austin Independent School District to implement a no idling campaign.

Effectiveness

Overall the program has worked with 32 Central Texas school districts to retrofit/replace older polluting school buses and 15 schools to implement anti-idling policies. For more information on the Clean School Bus Program, please visit our website at www.cleanschoolbus.net.



Ozone Alert Program

To kick-off the beginning of each Ozone Season, the CLEAN AIR Force holds a public outreach event to remind citizens of simple things they can do to improve air quality in Central Texas. Our speakers at the 2015 Ozone Season Kick-Off at Grey Rock Golf Club were CLEAN AIR Force Board Chair and Clean Air Partner, Tim Jones of Samsung Austin Semiconductor; CLEAN AIR Force Board Member and Clean Air Partner Dr. Elena Craft with the Environmental Defense Fund (EDF); and CLEAN AIR Force Board Member and Clean Air Partner, City of Austin Council Member Don Zimmerman.

Throughout Ozone Season (April 1st - October 31st), the CLEAN AIR Force offers a free email notification service to participants notifying them of an Ozone Action Day, days when ozone is expected to reach a level unhealthy for sensitive groups. This gives Central Texans time to plan ahead and make informed decisions regarding air pollution and its potential health effects. The CLEAN AIR Force staff works with local media and meteorologists to communicate the message to their viewers/listeners/readers. We also reach governments and large companies which distribute the message to their employees via company emails, websites and signage. Ozone alerts are also posted on our website and hotline number, and distributed to our Facebook fans and Twitter followers.

In addition to relaying information on the health impacts of exposure to ozone, the CLEAN AIR Force Ozone Alert Program includes simple suggestions for reducing air polluting emissions that everyone can relate to and do, such as limiting driving, riding the bus, avoiding idling, postponing both refueling and mowing until later in the day, and tuning up their vehicle.

To register for ozone alerts, citizens can sign up through the CLEAN AIR Force website (www.cleanairforce.org) or contact us at 1.866.916.4AIR (4247). Ozone alert notifications are available on the CLEAN AIR Force's air quality information line at 512.343.SMOG (7664) which also provides information on how to report a heavy duty idling vehicle. The program's informational phone lines are especially valuable to citizens that do not have internet access or who choose not to give out their email address. Ozone Season summaries are given at all CLEAN AIR Force meetings during Ozone Season.

Effectiveness

The CLEAN AIR Force Ozone Alert Program delivers a personalized email message to thousands of Central Texans (many of those are contact points for other distribution lists) and keeps the CLEAN AIR Force visible in the community. The alert notification system has been extremely effective and successful and continues to expand each year.

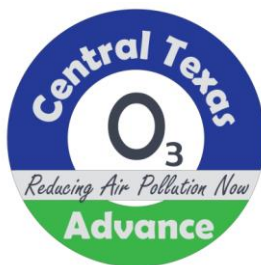


Public Education and Outreach

In addition to our programs, the CLEAN AIR Force also conducts educational outreach. This year we participated in ten educational outreach events. The CLEAN AIR Force also worked with the Clean Air Coalition Advisory Committee to create an Outreach and Education plan to coincide with the region's Ozone Advance Program Action Plan. Developed the tag line "Be Air Aware" and the Air Central Texas website.



Ozone Advance Program



The Central Texas region developed an 8-Hour O₃ Flex Plan in 2008 with measures through December 31st, 2013 to keep us committed to programs implemented in the Early Action Compact (EAC). Central Texas adopted the new Ozone Advance Action Plan to guide regional efforts through the end of 2018. In June the region submitted the first air quality report under this new plan. The annual regional air quality progress report submitted to and accepted by TCEQ and EPA indicated that the Central Texas region had successfully maintained progress toward the continuation and implementation of emission reduction measures and had met all milestones to date. Results reported were for the 2014 calendar year.

- The CLEAN AIR Force placed ads on social media, websites and in newspapers with messages encouraging the public to participate in ozone reduction activities
- During the reporting period, the Clean Air Partners Program enlisted emission reduction commitments from Partners representing over 110,000 regional employees
- The CLEAN AIR Force was mentioned in the general media over thirteen times (count does not include social media).

2015 Financial Statement

CLEAN AIR Force of Central Texas
January 1, 2015 – December 31, 2015

Income	\$110,759
In-Kind Contributions	\$71,140
TOTAL INCOME	\$181,899
Expenses	\$95,747
TOATL EXPENSES	\$95,747

Looking Ahead to 2016

- Planning for the state's recommendation for our region's attainment designation in October
- Continued recruitment of Partners and implementation of successful emission reduction measures through our Clean Air Partners Program
- Our 23rd anniversary
- A new and improved website
- Our 9th annual Clean Air Partners networking event
- Continuing the High School PSA Air Quality Contest with Time Warner Cable and Samsung Austin Semiconductor
- Planning and public education on new measures to reduce ozone-forming emissions

