



2016 Annual Report

CLEAN AIR FORCE OF CENTRAL TEXAS

Five Counties, One Goal; Clean Air for Central Texas

2016 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 of Directors 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 safeguarding 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 that 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 a collaborative resource advocating for 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 programs and promote the idea that "every effort counts" when it comes to keeping our air breathable in Central Texas.

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Letter from the Officers

We are pleased to share with you the CLEAN AIR Force of Central Texas' 2016 annual report. This year marked our 23rd anniversary, participation in the planning to improve our region's Ozone Advance Program Action Plan and many other initiatives furthering the CLEAN AIR Force's mission.

In 2015 the U.S. Environmental Protection Agency (EPA) proposed a lower Federal ozone standard of 70 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 of 75 ppb. We ended the 2016 Ozone Season with a design value of 66 ppb, which means we met the 2015 Federal ozone standard, and more importantly, we helped to protect the health of our children, older populations 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. We continued to expand our Ozone Alert Program and participated in public outreach events including Kyle's Spring Clean and Green Fun Fest, the Department of Aging and Disability Services Health Fair, and a Media and Meteorologists Lunch + Learn with the City of Austin.

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 businesses, 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 need to do even more and we need your help. If Central Texas does not continue to lower our ozone emissions, our region could be designated as nonattainment in the future and this would negatively affect 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 to 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

ELENA CRAFT, VICE CHAIR

RICK PERKINS, SECRETARY/TREASURER

Board of Directors



Chairman of the Board- Tim Jones,
Environmental Regulation & Policy – Samsung
Austin Semiconductor*

Vice Chair- Dr. Elena Craft, Senior Health
Scientist – Environmental Defense Fund*

Secretary-Treasurer- Rick Perkins, President –
Chemical Logic, Inc.*

Mike Heiligenstein, Executive Director – CTRMA*

Ron Morrison, Commissioner -
Williamson County Commissioners Court *

Rick Whitley, Attorney - Rogers and Whitley,
L.L.P.*

Carrie Bochenek, Project Engineering Associate –
Zephyr Environmental

Bonnie Lister, Planner, Advanced Transportation
Planning – TxDOT Austin District

Angie McClure, Executive Director – American
Lung Association

Bill Oswald, Director of Government and
Regulatory Affairs - Koch Companies Public Sector,
LLC

Betty Voights, Executive Director - Capital Area
Council of Governments

Senator Kirk Watson - Texas State Senate

Don Zimmerman, Council Member – City of
Austin

*Member, 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 that 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
- **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 2014-2016, our region's design value was 66 ppb for ground-level ozone. The design value is calculated as the 3-year average of the fourth 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 2016 Ozone Season our design value had to be 70 ppb or less. In 2016, Central Texas met the standard and had the best Ozone Season on record.

The Austin-Round Rock Metropolitan Statistical Area has been considered a near-nonattainment area; however, this year we resumed our steady decrease in ozone levels, despite the growing population. Between 2000 and 2016, our region experienced nearly a 26% 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.

In October of 2015, EPA strengthened the ozone standard from 75 ppb (set in 2008) to 70 ppb to protect public health and welfare. This necessitated 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 needed 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. If Central Texas does not continue to lower our emissions of air pollution, we will be subject to sanctions, such as loss or delay of Federal highway funds. 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 and vegetation.



CLEAN AIR Force 2016 Highlights

- On April 7th the 2015-2016 High School Public Service Announcement Air Quality Contest 1st and 2nd place winners were recognized by the Mayor of Austin



- The CLEAN AIR Force worked with the Clean Air Coalition Advisory Committee's Outreach and Education subcommittee to plan the Ozone Advance Program Action Plan's outreach and education initiatives
- The CLEAN AIR Force Facebook page fan base reached 385 and Twitter followers reached 355
- The CLEAN AIR Force participated in four regional outreach events

- The Clean Air Partners Program recognized 2015 emission reduction measures in a half page, full color ad in the Austin American-Statesman on November 16th



- 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 August 5th. Our special guest speaker was Clean Air Partner and Travis County Judge Sarah Eckhardt



- The CLEAN AIR Force notified the public of two Ozone Action Days. One for April 23rd and the second for May 6th
- The Central Texas region had only one day where ozone levels exceeded EPA's standard, on October 3rd
- Clean Air Partners took a field trip to the City of Austin's Hornsby Bend Water Treatment Facility on May 19th
- The CLEAN AIR Force launch a new and improved mobile friendly website



Clean Air Partners Program

The Clean Air Partners Program consists of 32 Central Texas businesses, organizations and government entities, representing over 110,000 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 11,000 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.

On November 16th a half-page full color ad ran in the Austin American-Statesman thanking Partners for their efforts. In addition, on May 19th Partners took a field trip to the City of Austin's Hornsby Bend Water Treatment Facility.

EFFECTIVENESS

Partners report their emission reductions data for the previous year, and for the 2015 reporting period, they reduced 685,794 pounds of ozone-forming emissions. That makes a total of over 2.2 million pounds in the last five years. Total emissions per employee was reduced by 2.26% from all of the Partner's baseline years with the total emissions reduced by 2.87%. 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. The CLEAN AIR Force in partnership with Samsung Austin Semiconductor, held the contest for 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 six entries and the winning first place entry went to Austin High School's Media Arts Department and Miranda Gershoni, in the Austin Independent School District, and she received a 32GB Samsung Galaxy Tab. The second place winner was awarded to Danny Mahoney of Cedar Park High School, in the Leander Independent School District, and he received a 16GB Samsung Galaxy Tab. The winners were recognized by City of Austin Mayor Steve Adler and the winning PSA 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 You Tube 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 highlights their work on websites and local television stations. The CLEAN AIR Force looks to continue the program next year.



Ozone Alert Program

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 and make informed decisions regarding air pollution and its potential health effects. The CLEAN AIR Force 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 available on our 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.

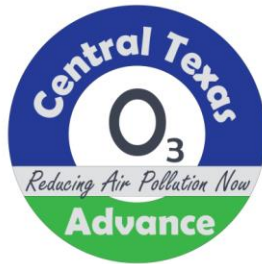
To register for ozone alerts, citizens can sign up through the CLEAN AIR Force website (www.cleanairforce.org) or contact us at 1.866.916.4AIR (4247). Ozone alert notifications are available on the CLEAN AIR Force's air quality information line at 512.343.SMOG (7664) which also provides information on 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 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.



Ozone Advance Program



In 2014, Central Texas adopted the new Ozone Advance Program Action Plan to guide regional efforts and keep us committed to programs implemented in the Early Action Compact (EAC) through the end of 2018. In June, the region submitted the second annual air quality report under this 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 2015 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 nineteen times (count does not include social media).

2016 Financial Statement

CLEAN AIR Force of Central Texas

January 1, 2016 – December 31, 2016

Income	\$80,433
In-Kind Contributions	\$53,630
TOTAL INCOME	\$134,063
Expenses	\$77,850
TOATL EXPENSES	\$77,850

Looking Ahead to 2017

- Recruitment of new members for the Board of Directors
- Continued recruitment of Partners and implementation of successful emission reduction measures through our Clean Air Partners Program
- An update to the Clean Air Partners online reporting tool
- Our 24th anniversary
- Continuing the High School PSA Air Quality Contest with Samsung Austin Semiconductor
- Working with the City of Austin for an Air Quality Awareness Week media event
- Planning and public education on new measures to reduce ozone-forming emissions

