



A PROJECT OF THE REGIONAL AIR QUALITY BOARD

July 2006

TOTAL CLEAN AIR WORKS! PARTNERS: 45

For more information, contact Elizabeth Lintner at 704.716.0726 or visit www.cleanairworks.org

PROJECT UPDATE

WELCOME NEW PARTNERS:

Burchette & Associates

Carolinas Medical Center

Carolinas Medical Center – Pineville

Hospitality Tourism Alliance

Loftin Printers

PSNC Energy

Quaero Corporation

York County Chamber of Commerce

PROGRAM HIGHLIGHTS

Moore & Van Allen kicked off its *Clean Air Works!* effort with a transportation fair on June 20th where employees were invited to locate car and vanpool partners using maps plotted with employee addresses. CATS was on hand to provide transit information and N.C. Air Awareness provided air quality information to employees. Fourteen employees signed up to find a carpool partner, while over 50 are tracking their commutes online. Moore & Van Allen's Randy Perkins was interviewed by Fox News (WCCB-TV) and *The Mecklenburg Times*. To further encourage commute alternatives to the worksite, they will be offering employees free 10-trip CATS bus passes. Moore & Van Allen will also implement its own Guaranteed Ride Home program, offering employees who carpool, vanpool, take transit, bicycle or walk a free taxi ride if they ever have an emergency and are stranded at work. The week of July 17th, the company holds a Try It Week, rewarding employees who use a commute alternative.

On June 26, **ALLTEL** held its first annual "Pool Party". ALLTEL provided cake and refreshments to attract employees interested in carpooling and vanpooling. Employees were encouraged to sign up for a carpool or a vanpool commuting from Union County. Media outreach resulted in coverage by Charlotte's CBS affiliate, Channel 3. ALLTEL's commitment extends even further, as the company plans to offer each participant a \$10 vanpool incentive. The initial efforts have resulted in enough interest to start one vanpool from Union County, a significant step in reducing commuting trips!

Family Dollar's Kick-Off for Clean Air was held on June 23rd, and was a huge success. Representatives from both CATS and NC Air Awareness aided in educating and providing resources for employees. The company hosted an outdoor bar-b-q for both lunch shifts. A fantastic turnout of approximately 1,000 employees attended the event! Seventy-five employees signaled their interest in carpooling by signing up on the spot for the rideshare database (www.sharetheridenc.com). Employees were also encouraged to track their commutes for the Clean Air Challenge. Family Dollar holds a "Meet your Match" event on July 14th to further facilitate carpooling and vanpooling. In an excellent example of commitment, senior-level managers will give up their parking spaces to employees who carpool or vanpool. The company will also encourage transit use by offering employees free 10-trip CATS passes.

Clean Air Works! presented **Bowater** with its Employer Action Plan on June 30th. Bowater has already launched a campaign to raise employee awareness about air quality in the region, which includes orientation and safety training for employees. Bowater kicked off its program the week of July 12th with an event to encourage carpooling and vanpooling. The company will host a series of Try It Days once a week in July, in addition to having lunchtime rideshare events where employees can sign up to find carpool partners. On the operations side, Bowater has replaced all gasoline containers with no-spill containers to reduce escaping emissions, and is taking its commitment to *Clean Air Works!* even further by distributing a letter to all vendors educating them about the project and asking that they do their part to reduce emissions. Bowater's Barre Mitchell participated in a July 7 WRHI radio show.

COMING NEXT MONTH:

On August 9, *Clean Air Works!* will hold a training and networking event for all *Clean Air Works!* Partners. This will be a great opportunity to come together, share success stories, and help your peers overcome challenges. Look for your invitation soon!



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CURRENT PARTNERS

ALLTEL
American & Efird
Bank of America
Belk, Inc.
BellSouth
Bissell Companies
Bowater
Burchette & Associates
Carolinas Medical Center
Carolinas Medical Center - Pineville
CaroMont Health
Central Piedmont Community College
Charlotte Chamber of Commerce
The Charlotte Observer
Charlotte Pipe & Foundry
Citigroup
Coca-Cola Consolidated
Compass Group
Dixon Hughes
Duke Energy
Family Dollar Stores
First Charter Bank
Food Lion

Froehling & Robertson
Harris Teeter
Hospitality Tourism Alliance
Loftin Printers
Johnson C. Smith University
Johnson & Wales University
Kennedy Covington
Lowe's
Moore & Van Allen
National Gypsum
Northeast Medical Center
Piedmont Natural Gas
PSNC Energy
Quaero Corporation
Radiator Specialty Company
Springs Industries
Terracon
Tuscan Development
University of North Carolina Charlotte
Wachovia
Winthrop University
York County Chamber of Commerce
York Technical College