



A PROJECT OF THE REGIONAL AIR QUALITY BOARD

October 6, 2006

TOTAL CLEAN AIR WORKS! PARTNERS: 52

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

PROJECT UPDATE

PROGRAM HIGHLIGHTS

Duke Energy's new transit incentive program is already showing great success! Duke saw an increase in transit pass sales from 323 passes in July to 457 passes in September. Its CATS Express monthly bus pass sales rose from selling three passes in July to selling 115 during the month of September. In addition, on September 27th, Duke Energy hosted a Try It Day to reward its transit riders and vanpoolers. That morning, *Clean Air Works!* and Duke Energy staffs were stationed at three CATS bus stops rewarding Duke transit riders and vanpoolers with \$5 Target gift cards. The event was an overwhelming success, with more than 100 employees rewarded. A Try It Day to reward Duke carpoolers is scheduled for October 5th.

American & Efird's new commuter programs have motivated 72 of their employees to switch commute modes this summer. American & Efird's new programs include in-house ridematching, preferential parking for carpoolers, an Emergency Ride Home program, free 10-trip bus passes to encourage transit use, in addition to rewards like gift cards, carwashes and/or oil changes. In addition, A&E management reports increased morale among employees because of these programs. With such great programs, it's no wonder why American & Efird's employees have been motivated to make the switch.

Piedmont Natural Gas has been keeping the air clean this summer by implementing a variety of *Clean Air Works!* operations and maintenance programs. Some of the company's new programs include implementing an anti-idling policy, focusing on fuel economy for its fleet, and an afternoon fueling policy to help reduce pollution. In addition, it replaced heavy-duty Charlotte District Indian Trail Vehicles with 2007, Tier II vehicles, which pollute less. Tier II vehicles are diesel fueled vehicles that have on-board diagnostics (OBD) and additional air pollution controls. Piedmont Natural Gas has switched its paint booth use to the afternoon. To top things off, the company recently relocated to a new corporate office that is more energy efficient, and is close to local restaurants and shops, encouraging employees to walk to lunch instead of driving.

Clean Air Works! introduced new anti-idling signs to its employer Partners in September. These signs can be placed at loading docks and employer entrances to encourage delivery vehicles to turn off their engines during deliveries made. To date, **Coca-cola Distribution, NorthEast Medical Center, National Gypsum, American & Efird, and Harris Teeter Distribution** will be installing these signs at their worksites to promote clean air.

IN THE NEWS:

- **In September, Citigroup and its employees were featured in *The Charlotte Observer*, York edition for participating in the first "Don't Drive Day."**
- **UNCC's *Niner Online* included a story on the university's participation in *Clean Air Works!***

Over the past four months, more than 40 different employers have received publicity for their leadership in addressing the region's air quality issues. Contact us today to find out how you can be recognized!

Just a few more weeks until the first Clean Air Challenge Awards!

Invitations are in the mail now, so be sure to attend – you or your organization may walk away with one of nine awards to be presented for outstanding efforts to promote commute alternative use and reduce air pollution in the Charlotte region. Join us in the winner's circle on **October 24** at Lowe's Motor Speedway. For more information, check out the News & Events section at www.cleanairworks.org.



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