



St. Louis Regional Clean Air Partnership

2005 in Review

Executive Summary

Since 1995, the St. Louis Regional Clean Air Partnership has been the driving force behind the region's voluntary clean air initiatives. Formed by the American Lung Association of Missouri, St. Louis Regional Chamber and Growth Association, East-West Gateway Council of Governments, Washington University and others, The Partnership has held steadfast to the mission it set forth a decade ago: to increase awareness of regional air quality issues and to encourage activities to reduce air pollution. Operating as a public-private partnership, nearly 800 area businesses, organizations, schools, hospitals and government agencies are current members of The Partnership.

During the summer months, The Partnership is best known for its daily air quality forecasts which are designed to engage the public in the regional clean air effort. The aggressive outreach campaign is focused on educating area residents and businesses about various steps they can take on a daily basis to help keep our air clean.

When the forecast calls for poor air quality in the form of an "orange" or "red" day, the American Lung Association, which handles the day-to-day activities for The Partnership, notifies the designated Clean Air Coordinator (CAC) or Employee Transportation Coordinator (ETC) at member worksites as part of the Air Quality Forecast alert system. That way, they can spread the word to fellow employees and customers and remind them to consider taking actions to reduce emissions to protect their health and the health of others in the community.

A key initiative includes encouraging citizens to choose alternatives to driving alone, such as carpooling and taking mass transit. These options can not only drastically reduce air pollution forming emissions, but also greatly benefit their participants. Active partners such as Metro, RideFinders, Madison County Transit and Citizens for Modern Transit play an important role in encouraging behaviors that reduce automobile emissions in the St. Louis community.

The Partnership kicked off its 2005 air quality awareness campaign with an expanded message which asked individuals to *Care About Clean Air – Choose a Better Way: At Home...At Work...On the Road*. The broadened theme built on The Partnership's previous campaigns, which were

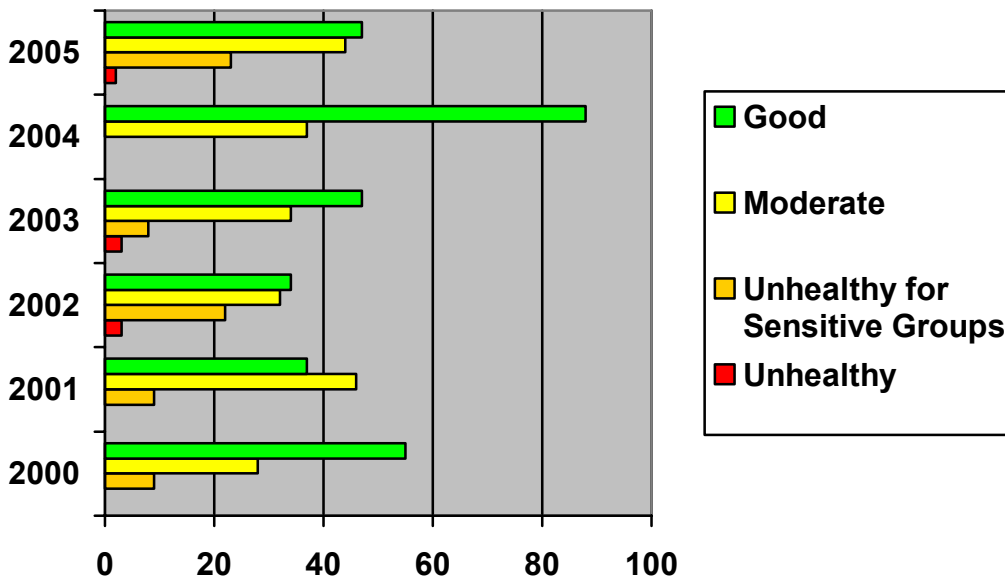
focused primarily on reducing solo commuting, by educating area residents, organizations and businesses on additional steps they could take in the workplace and at home to improve air quality in the St. Louis region.

The 2005 air quality season also brought changes to the regional air quality forecast. For the first time ever, the Missouri Department of Natural Resources (MoDNR), provided particulate matter forecasts (PM) to The Partnership for use in its air quality awareness campaign. Based on MoDNR's input, The Partnership's ozone level forecasts were expanded to include PM information on days when high PM levels were predicted, to help warn the public of potential health risks.

The following pages outline the results of the 2005 Air Quality Season, summarize the key highlights and initiatives and provide an overview of the important role the St. Louis Regional Clean Air Partnership continues to play in improving our region's air quality.

2005 Air Quality Forecast Tally

A relentless summer weather pattern of heat, haze and humidity resulted in a summer plagued by poor air quality conditions. During the 2005 Air Quality Season, the St. Louis region experienced 47 good or “green” air quality days, 44 moderate or “yellow” air quality days, 23 “orange” days considered unhealthy for sensitive groups and two unhealthy or “red” air quality days. The contrast in our air quality between 2004 and 2005 reinforces the fact that we can’t let our guard down when it comes to our air quality. While we can’t control the weather, our region must continue to work together to reduce emissions – the contributing factor to ozone pollution over which we do have some control.



The chart above is a comparative analysis of the number of green, yellow, orange and red air quality days during the 2000-2005 air quality seasons based on the Air Quality Index measurements. The information is invalidated.

2005 Highlights

a. *Kick-off Event*

Hundreds of downtown St. Louis employees gathered at Kiener Plaza to help The Partnership kick off the 2005 Air Quality Season on May 16. The event was the perfect opportunity for The Partnership to provide downtown employees with a wealth of information on the negative health effects of poor air quality and the steps they can take at work, at home and on the road to clear the air. Attendees were treated to live music and complimentary Ted Drewes frozen custard as they visited more than a dozen informational booths manned by Partnership members. Mayor Francis Slay was also on hand, marking the occasion by declaring May 16 Clean Air Day in the City of St. Louis. Partnership organizations represented with booths at this year's event included:

- American Lung Association of Missouri
- Asthma and Allergy Foundation of America
- Citizens for Modern Transit
- Gateway Clean Air Program
- Madison County Transit
- Metro
- Missouri Department of Transportation
- Missouri Botanical Garden - EarthWays Center
- RideFinders
- St. Louis Community Air Project
- St. Louis Regional Clean Cities Program
- Trailnet
- U.S. Environmental Protection Agency

Our thanks go out to all the ETCs and CACs who helped to promote the event in advance and to all our exhibitors.

b. *New Initiatives for the 2005 Season*

In addition to promoting its new, broader theme, The Partnership also embarked on a variety of new air quality initiatives during the 2005 season. These included:

- 1) **New initiative with fleet and courier drivers** – This summer, The Partnership joined forces with fleet drivers from the Missouri Department of Transportation (MoDOT) and couriers from 1st Choice Courier for an initiative designed to encourage the drivers to care about clean air while they are on the road performing their job duties. In June, The Partnership distributed to MoDOT and 1st Choice Courier drivers approximately 1,000 clean-air themed window decals, which featured a list of steps they could take to reduce emissions while they are on the road. The drivers were asked to display the decals in their work-vehicle windows and keep the list of guidelines in mind as they refueled and made their deliveries or stops.
- 2) **Clean Air Checklist** – This tool was developed by the Partnership in 2005 as a way of engaging the local business community in the regional clean air effort. The checklist is designed to help businesses identify the voluntary steps they are taking, or could take to help minimize the area's emissions. Businesses will continue to be asked to review the list and check off the clean air efforts that are already underway at their organization, and those that they plan to commit to, and return the information to The Partnership so that we can continue to identify those that are really going the extra mile to reduce emissions.
- 3) **Daycare center outreach** – During 2005, The Partnership teamed up with Riverbend Head Start and Family Services to help protect its students from the dangers of summertime air pollution. Throughout the ozone season, The Partnership provided the organization with air quality forecasts on days when poor air quality was predicted. As a result of these efforts, educators were advised in advance of potential unhealthy ozone days, making it easier for them to limit outdoor activities accordingly and helping them to avoid exposing their students to harmful levels of ozone pollution. Plans are in the works to expand this effort to other Head Start centers throughout the region.

- 4) **Website redesign and launch** – In June, The Partnership launched its newly redesigned website, www.cleanair-stlouis.com. Comprehensive and easy to navigate, the site includes a variety of great features designed to raise awareness of air quality issues and provide individuals with a wealth of information on what they can do to improve the region's air quality.
- 5) **Clean Air Breakfast** – As a way of encouraging greater participation by area businesses in the regional clean air effort, The Partnership hosted a Clear Air Breakfast on July 26. The event attracted more than two dozen representatives from various local businesses, organizations and institutions who gathered at the offices of Alberici Group to hear a distinguished panel of speakers discuss a variety of clean air topics. The agenda covered green building practices, ways to enhance energy efficiency, the health effects of poor air quality and the benefits of providing commuting benefits to employees.

c. *New and Continued Partnerships*

During the 2005 season, The Partnership added to the list of hundreds of area businesses and organizations that are working to spread its clean air message. Examples of new partners joining the effort include Riverbend Head Start and 1st Choice Courier, as mentioned above, as well as the following:

University City School District – which distributed a letter and flyer with tips for reducing emissions during the 2005 air quality season to approximately 2,800 of its students and their families. They joined **Festus School District**, which participated in this outreach effort for the second consecutive year, distributing information to approximately 2,200 students and their families each May.

Alberici Group/Vertegy – which is providing additional expertise to The Partnership's advisory board on the impacts of green building and sustainable design issues, particularly as they relate to our air quality. Alberici also hosted the first Clean Air Breakfast at their award-winning new headquarters in Olivette.

Examples of other partners continuing to work with the Partnership on our outreach efforts during 2005 included:

The St. Louis Post-Dispatch – which ran a number of PSA-style ads for The Partnership that helped us to get our message in front of their readers numerous times throughout the summer months. In all, the Post provided several pages of unpaid advertising support – a much appreciated contribution;

St. Louis Cardinals – who again teamed up with us to produce a PSA featuring Ray King and KMOV’s Kent Ehrhardt promoting carpooling and transit as great alternative modes;

St. Louis RCGA – which is working with The Partnership to provide opportunities for targeted outreach to their members, both through presentations to groups such as its Environmental Council and possible mailings.

The contributions of these various entities are helping The Partnership in its goal of increasing awareness of regional clean air issues and encouraging participation in activities to reduce emissions.

d. *Green Day Giveaway Round-up*

The Partnership was again fortunate to have the opportunity to team-up with KMOV Channel 4 for the Green Day Giveaway Promotion and benefited from significant on-air exposure in the form of PSAs and other coverage throughout the season. The promotion ran from June 6 through September 16, 2005, with prizes being awarded to randomly drawn winners each time Kent Ehrhardt, Chief Meteorologist of KMOV Channel 4, forecasted a “green” or “good” air quality day. Area residents had the opportunity to register to win the daily prize giveaways online at KMOV’s website, www.kmov.com, or by mailing a postcard to KMOV. Winners received prize packages valued at \$120.

During the summer, KMOV Channel 4 held two random drawings in July and one random drawing in August and September to determine this year’s four Green Day Giveaway grand

prize winners. Each prize package was valued at approximately \$3,500 and included a five-day, four-night Funjet vacation for four to Cancun, Mexico and one of the great daily prize packages that were given to lucky residents on forecasted “green” days throughout the summer. This year’s lucky grand prize winners were: Mary Davis of Fenton, Mo., Joan Grillion of Chesterfield, Mo., Jim Hoff of St. Charles, Mo., and Karen Kohler of Maryland Heights, Mo.



The winning families pose for a picture in Cancun

The contest is held annually by KMOV as part of The Partnership’s ongoing efforts to draw attention to our region’s air quality and encourage residents to do their part to keep our air clean so we have more good or “green” air quality days.

e. *Rideshare Fairs and New Carpools/Vanpools/Transit Riders*

RideFinders, the regional ridesharing agency, continued its active involvement with The Partnership, hosting more than 75 Clean Air Fairs between May and August as part of its air quality season campaign. Citizens for Modern Transit (CMT) also continued its outreach efforts to regional employers and transit riders throughout the metro area. As a result, CMT issued 150 Tastes of Transits and signed-up an additional 266 new transit commuters in 2005, bringing the total number of registered transit riders to 6,867. RideFinders saw incredible gains in 2005, with skyrocketing gas prices at the end of the season contributing to record-breaking growth for the organization. RideFinders wrapped up the season with almost 5,000 registered carpoolers and vanpoolers and active ridesharing programs at more than 600 employers. Metro and Madison County Transit both saw significant ridership increases during late August and early September as higher gas prices also drove people to try transit instead of driving to work.

f. *Awards*

In April, the U.S. Environmental Protection Agency honored The Partnership for its commitment to protecting children from environmental health risks by presenting the organization with the 2005 Children's Environmental Health Recognition Award. The national nod recognized The Partnership for its ongoing efforts to educate parents and caregivers about the health risks associated with poor air quality and to promote ways to reduce emissions that cause ground-level ozone, a pollutant which places children at increased risk for respiratory problems.

Ongoing Communications Initiatives

During 2005, The Partnership continued to utilize a variety of communication tools to keep its partners and the public at large informed about the regional clean air efforts in progress.

Public relations remained a key component of The Partnership's communications program. During the clean air season, it was used extensively to warn the public when poor air quality conditions were predicted and to inform residents about steps they could take on these days to improve the region's air quality. It was also used to promote events, such as the Clean Air Fair

at Kiener Plaza, generate articles and interviews about the issue of air quality in our region and showcase this year's Green Day Giveaway winners.

In addition, The Partnership launched a newly redesigned website during the 2005 season making it easier than ever for area residents and businesses to learn how they can do their part to clean the air. The comprehensive, easy-to-navigate site features a variety of air quality facts and tips and information on ozone pollution and the health effects associated with it, as well as links to the websites of other clean air partners.

Looking Forward

Plans are already getting underway for the 2006 Air Quality Season. The Partnership is actively seeking new members, and can work with any size employer, in any industry in the St. Louis region to help identify an existing employee who can serve as a CAC and be the liaison to The Partnership. Participation is free and requires little time commitment, so any company or organization can become part of the region's clean air effort. The Partnership also will continue to recruit major St. Louis venues to help encourage their customers to care about clean air.

As the coordinator of The Partnership's day-to-day activities, the American Lung Association of Missouri also is tasked with overseeing The Partnership's funding. The Partnership has been funded by in-kind donations and federal Congestion Mitigation Air Quality (CMAQ) monies since its inception in 1995. In-kind donations in recent years total more than \$450,000 annually. Heading into the 2006 season, The Partnership will be funded through a new CMAQ grant secured in conjunction with the Missouri Department of Transportation, a long-time member of the partnership and active participant in the ongoing outreach efforts.

Contact The Partnership

For more information on the St. Louis Regional Clean Air Partnership and its programs, or to learn more about how to get involved in The Partnership's efforts, visit www.cleanair-stlouis.com, or call (314) 645-5505.