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AirWaves

A PUBLICATION OF THE
CLEAN AIR CAMPAIGN®



Summer 2006

Small changes equal big savings

Once again, Sperling's Best Places has given metro Atlanta a dubious honor - the highest driving cost in the nation!



The study shows that the average two-driver household spends an average of \$5,772 each year just on gas, a whopping \$481 each month. On average, this "[Pain at the Pump](#)" is costing each family of four almost 12 percent of its total income.

Many of you already know the benefits of clean commuting: less stress, reduced wear and tear on your cars, maybe even more time with your families and friends. You also know that small changes can add up to big savings each and every month. Here are some ideas on how smart commuters can use those savings:

- As August heat sets in, [telework](#) one day each week and cool off with two friends at the Georgia Aquarium with the extra \$64.
- Faced with back-to-school traffic woes in September, [carpool](#) two days each week and use that month's savings (\$128) to catch a late-season Braves game with the family.
- In October, buy a monthly [MARTA](#) pass, and use the savings to watch the leaves change in New England with two airline tickets to Boston.

SMOG ALERT

[Sign up to receive Smog Alerts!](#)

COMMUTE CLUE

Get in the loop!



With gas prices still hovering around \$3 per gallon, your summer drive to the beach may end up looking like just a mirage in the desert. If you are looking to find some local summer fun-and conserve money- take a look in your own backyard and get there with MARTA's new [Tourist Loop](#).

SPOTLIGHT COMMUTER

More and more people are making the change. Applications for Cash for Commuters increased by 89 percent in May, when compared to 2005.

If you or someone you know hasn't already signed up for Cash for Commuters, or if you haven't registered for Commuter Rewards, [sign up today](#) and earn more. Don't forget to also sign up for [Guaranteed Ride Home](#), so you won't get stranded in the event of an emergency.*

Remember to give your car a break, and give yourself the gift of savings.

*GRH is a complimentary service available to employees of participating employers.

Happy Birthday to The Clean Air Campaign: 10 years young!



During the summer of 1996, you were probably captivated by the start of Atlanta's summer Olympic Games. Did you know that the summer of 1996 also marked the start of [The Clean Air Campaign](#)?

Aneli Nugteren, a founding board member of The Clean Air Campaign, is one of the many minds that converged in the mid-1990s to create the organization. "The sanctions from the federal Clean Air Act were very real and created an opportunity to form a public-private partnership that could champion the clean air cause. Everything came together at the right time and place and for the right reason," said Nugteren.

The Clean Air Campaign was launched as the first regional public awareness effort to call attention to our air quality problem. The organization, now a 501(c)(3) nonprofit, has evolved to encompass many roles and meet the changing needs of the region's explosive growth.

Today, it helps more than 440 [employers](#) implement [clean commute programs](#), provides [incentives](#) to thousands of commuters, and its programs are responsible for eliminating

Follow the leader: [Andy Smith](#) made his commute from Buford to Buckhead better by creating a [vanpool](#), and he has helped 10 other people better their commutes.

WHAT'S NEW

Leave the driving to someone else. MARTA's new [Regional Transit System Map](#) allows you to plan your trip using all of the region's available transit resources, which now serve nine counties.

Know the codes! Smog season is in full swing. [Sign up](#) for Smog Alerts to always be in the know and make changes to protect yourself and your family.

Avoid the heat. Check out our cool [promotions](#). You could receive gas for a year or a family vacation to Lake Lanier Islands!

The Clean Air Campaign Celebrates 10 Years! Be part of the celebration. [Tell us](#) why you made the choice to clean commute, and you could be included in our list of the "Top 10 Reasons to Clean Commute." The 10 best stories will

42 million car trips and reducing 1,800 tons of air pollution annually. "To see The Clean Air Campaign grow and become such a force in the community is beyond my expectations," said Nugteren.

With new programs, such as the [Better Air Schools](#), which reached over 32,000 Georgia students in 2005, The Clean Air Campaign's future looks bright. "Our challenge today is to keep up our visibility. With 4.2 people living in the Atlanta region today and another 2.5 million expected in the next 25 years, we have a lot more work ahead of us," said Nugteren.

Want to help? [Donate now](#) and help the fight for cleaner air!

each receive a \$20 gift card.

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