

**Minutes**  
**Sustainability Committee**  
2 Martin Luther King, Jr. Drive, S. E.  
Suite 1252 East Tower  
Atlanta, GA 30334

**April 26, 2011**

**Attending:**

Committee Members

Joe Hatfield, Chairman  
Dennis Billew  
Bill Carruth  
Walter Hudson  
Duncan Johnson  
Philip Wilheit  
Steven Woodruff  
Earl Barrs, Board Chairman, ex-officio

Board Members

Phyllis Johnson  
Ray Lambert  
Rob Leebern  
Mark Smith  
Loyce Turner  
Philip Watt

Visitors

Kevin Green, Clean Air Campaign  
Daniel Groce, Georgia Agribusiness Council  
Ronny Just, Georgia Power  
Phil Zinsmeister, Sierra Club  
Doug Fulle, Oglethorpe Power  
Maggie Lee, Freelance Reporter  
John Eberhart, Georgia Earth Alliance

Staff Members

Mark Williams  
Todd Holbrook  
Spud Woodward  
Becky Kelley  
Marlin Gottschalk  
Dan Forster  
Steve Friedman  
Emily Hitchcock  
Kyle Pearson  
Lauren Curry  
Doug Haymans  
Suzanne Burnes  
Jeff Weaver  
Ben Stowers  
Homer Bryson  
Candy Henderson  
John Kilpatrick  
Cathy Barnette  
Mary Ann Evans  
Hellen Harris

The April 26, 2011 meeting of the Sustainability Committee was called to order by Board Chairman Earl Barrs.

Chairman Barrs called on Joe Hatfield, Chairman, Sustainability Committee, who called on Marlin Gottschalk, Director, Sustainability Division.

Mr. Gottschalk stated that within the Partnership for a Sustainable Georgia, there was a special group of business and institutions which are called champion-level partners. He further stated that the champion-level partners are great advocates for the cause of sustainability throughout the state of Georgia. He added that they also provide services and products for other partners who are looking to move up the sustainability ladder.

Mr. Gottschalk introduced Kevin Green, Executive Director of the Clean Air Campaign, for a briefing.

Mr. Green stated that the partnerships the state has made with businesses, the regulated community and non-profit citizens are working, and that it is important to acknowledge the progress in the area of clean air. He further stated that there is still a lot more work to accomplish.

Mr. Green stated that there is a substantial opportunity to change commute behavior in Atlanta and across the state and there are programs and services to make that easier to do. He further stated that the Clean Air Campaign's area of focus is transportation and air quality and how they intersect.

Mr. Green stated that the Clean Air Campaign has been around since the mid-90's and incorporated in 2001. He further stated that they are a public-private partnership working under contract with the Georgia Department of Transportation. He added that a majority of their funding comes from the federal government through Congestion Mitigation for Air Quality Funding, which is targeted to regions that do not meet air quality standards and also have compelling traffic challenges.

Mr. Green stated that the Clean Air Campaign Board consists of 20 individuals, with three-fourths of its members being from the private sector. He further stated that the State Environmental Protection Division (EPD) serves on the Board, as well as the Partnership for a Sustainable Georgia.

Mr. Green stated that the Clean Air Campaign has three types of customers – commuters, employers, and schools. He further stated that they are currently working with 1,600 public and private employers across the state, with the bulk of the work in metro-Atlanta. He added that they work with city and county school districts, state and federal government, and military installations.

Mr. Green stated that the programs and services offered in terms of commuting is broad and includes telework consulting, automatic ride-matching, guaranteed ride home, financial incentives, no-idle programs and tracking results. He further stated that of the 18% of commuters that don't drive alone to work, 40% telework, 30% carpool or vanpool, 28% take transit and 2% bike or walk. He added people who telework (work from home at least three days a week) have gone up 75% since 2007, when the survey was last fielded.

Mr. Green stated that more than 330 Clean Air Schools are participating and reporting results in 2011. He added that gas prices continue to escalate and that an average family spends more on gasoline than on food. He added that the person who drives alone spends \$5,000 out of pocket per year just on gasoline on their commute.

Mr. Green stated that the results of these programs in metro-Atlanta alone in 2009 were:

- Less traffic – more than 370 million vehicle miles of travel eliminated (15 million trips);
- Cleaner air – more than 490 tons of ozone and fine particles not released (185,000 tons of CO2 not emitted);
- Cost savings - \$150 million savings in reduced fuel, maintenance and repair costs (additional savings in health-related costs).

Mr. Green stated that the Clean Air Campaign works effectively with DNR and EPD, particularly the Air Protection Branch. He further stated that the Governor will declare next week “Air Quality Week.”

Discussion ensued.

There being no further business, the meeting was adjourned.