



Healthy Air

DANE COUNTY CLEAN AIR COALITION

Dane County Clean Air Coalition cares about healthy air for healthy communities



Today regional economic growth challenges our air quality



Dane County Stats

- Population
 - 458,297 (2005) (+20%: 1990 - 2000)
 - 288,475 jobs (2000)
 - 12,380 businesses (2000)
- Commuting workers
 - Increase = 80% (1990 – 2000)
 - 18,850 to 33,850

In Dane County, **50%** of air pollution now comes from vehicles





Federal regulations are stringent
for air pollutants from vehicles

Ozone (VOCs + NO_x)

Fine particles (PM_{2.5})

Soon Dane County may exceed federal health standards for air quality



Health concerns



- Ozone and fine particles are asthma triggers
- 10% of Dane County's residents suffer from asthma = 45,000 persons

We need to reduce vehicle use

- .06 pound of pollution is produced for every mile driven
- Almost 5 billion miles were driven in Dane County during 2006

How can your organization help?



Commute options = a cost effective employee benefit

- With pre-tax dollars
 - Purchase employee bus passes
 - Provide a taxi benefit for emergency ride home
- Create competitions, recognition and fun



There are many
alternatives to driving alone



Carpools and State vanpools

Did you know Wisconsin vanpools are open to both private and public employees?



Telecommuting and compressed work weeks



Walking



Bicycling



Transit



or a combination of modes



Reinvest in commuting alternatives

Benefit customers and employees

Reduce your capital investment in parking



Free up parking for customers



Support high employee morale



Attract a diverse labor force



Employee Commute Options

Provide both health and bottom
line benefits for employers and
employees

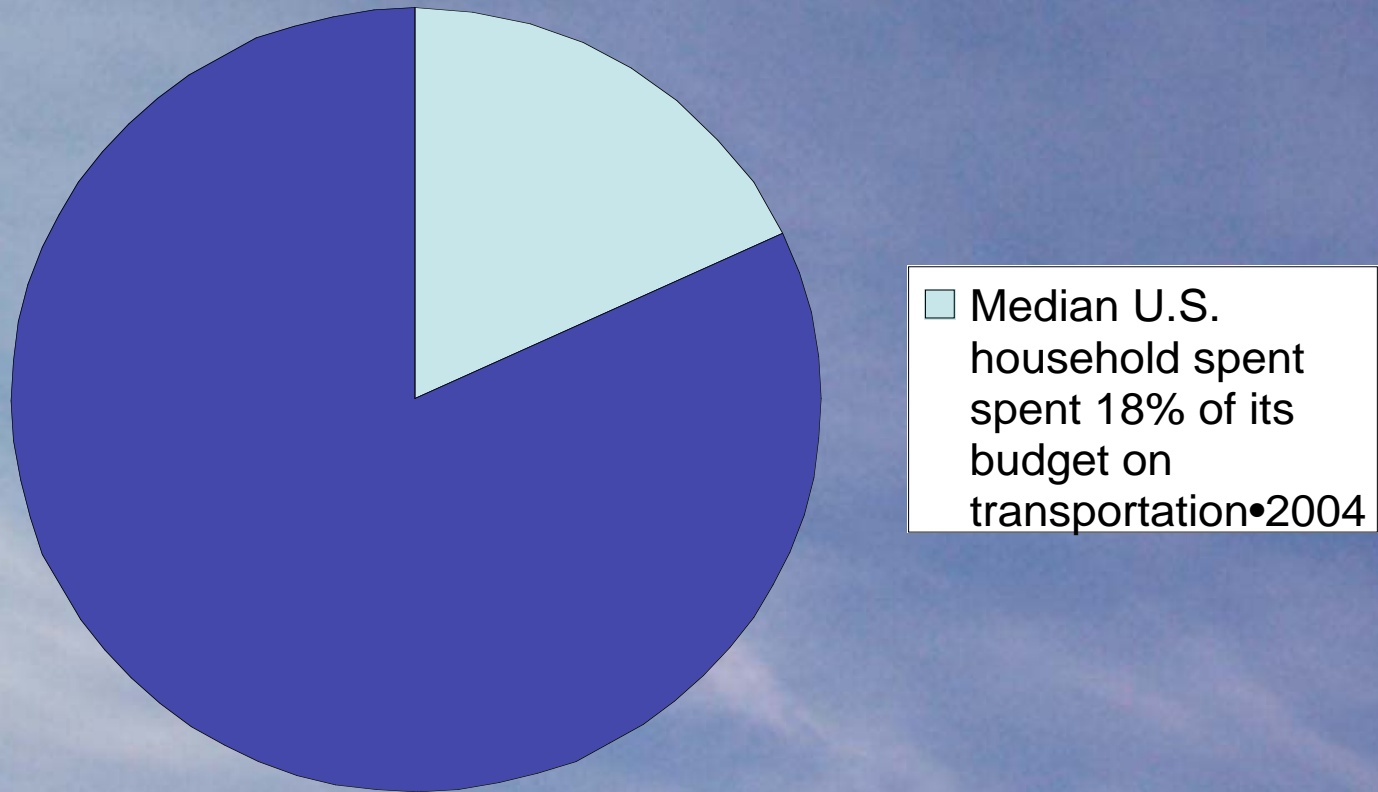
Employees avoid the daily stress of driving alone



They become more active



They save money on car costs



A healthy economy and healthy air
go hand in hand



Take a leadership role
in voluntarily reducing pollution



Join the Healthy Air Employer Network

Learn how at
www.healthyairdane.org



Thank you!
Dane County Clean Air Coalition Members

City of Madison

Dane County

Greater Madison Chamber of Commerce

Kraft Foods

Madison Area Metropolitan Planning Organization

Madison Gas & Electric Company

Madison Metropolitan School District

Wisconsin Petroleum Marketers and Convenience Store Association

University of Wisconsin-Madison

Wisconsin Department of Administration

Wisconsin Department of Health and Family Services

Wisconsin Department of Natural Resources

Wisconsin Petroleum Council



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