



# Air Update 2010



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# from the board

Thanks to staff, volunteers and donations, CAP continues to make a difference in the air we breathe! 2010 was a year focused on raising awareness and changing behavior as always.

We were able to find some funding for a scaled down marketing push in print, radio, and online this year. And, we continued to increase our use of free social networking tools including our [blog](#), [Facebook](#) and [Twitter](#) as well as informational videos on [YouTube](#).



Joan Barnfield, Board Chair

Our staff worked diligently to further develop our educational programs and to organize several events including our Air Quality 101 workshop series and a screening of the film *Air*. We grew our Employer Partner program to 25 businesses, moved the Air Quality 101 series to the surrounding counties, and launched a Corporate Sponsorship program.

As we reported in our last report, Middle Tennessee was officially designated as attainment for federal ozone standards in early 2008. Then in March 2008, the EPA tightened the ozone standards setting them at 0.075 parts per million (ppm). While this change was significant, it did not follow the recommendations of the independent Clean Air Scientific Advisory Committee. The EPA is still considering revising the “primary” ozone standard (the one designed to protect public health) to be set at a level between 0.060 and 0.070 ppm measured over eight hours.

We are looking forward to some exciting things in 2011 including a revamped outreach campaign, some improvements to our Air Quality 101 series thanks to a generous grant from the Community Foundation of Middle TN, and work with local schools in partnership with TDOT’s Clear the Air Campaign.

## What is the Clean Air Partnership?

The Clean Air Partnership of Middle Tennessee (CAP) is a non-profit organization focused on air quality outreach and education in an eight-county area including Davidson, Williamson, Wilson, Rutherford, Sumner, Robertson, Cheatham, and Dickson counties. CAP works to encourage lifestyle changes by promoting concepts like carpooling, mass transit, and regular car maintenance. From air alert notices to finding rideshare partners, CAP is a one-stop information source connecting people with the resources they need to make smart transportation choices.

## How we began...

In April 2004, the EPA designated all or part of 18 counties in Tennessee as non-attainment for ozone. This means that these areas exceed federal air quality standards for ozone.

Five of the 18 counties are here in Middle Tennessee: Davidson, Rutherford, Sumner, Williamson, and Wilson. Because officials of these five counties, plus Cheatham, Dickson, and Robertson counties, agreed to work together on an Ozone Early Action Compact, the EPA was willing to defer the effective date of the non-attainment designation.

In March 2008, Middle Tennessee earned its designation as attainment for ozone; however the EPA then tightened the ozone standards for the first time in 10 years and is now considering tightening them even further. Our area, and much of the southeast, will likely be designated as non-attainment once again.

## What comes with non-attainment?

Once the EPA designates a county as "non-attainment," it is subject to transportation conformity and more stringent non-attainment new source review requirements.

This means that transportation funds could not be spent on projects that would negatively impact air quality, and that new and modified major industrial air pollution sources would have to meet "Lowest Achievable Emission Rate" standards and create offsets for increased emissions.

So in essence, if Middle Tennessee fails to reduce ozone levels to those stipulated in the new tightened standard set by the EPA, we are at risk of incurring serious restrictions on the way our highway funds are spent, which could result in a negative impact on economic growth in the area.

# community outreach

Each year, the Clean Air Partnership strives to increase its outreach efforts within the community. With a service area including eight Middle Tennessee counties, CAP is everywhere! In 2010, our staff attended nearly 20 events including the Shelby Bottoms Boogie, the Tennessee State Fair, Hispanic Heritage Month Celebration, the TN Sustainability Summit, the Tennessee Pollution Prevention Partnership Conference, the NASBA Employee Fair, the American Lung Association Lung Walk and the MTSU Green Expo.

## EARTH DAY 2010

In April, CAP participated in the ninth annual Nashville Earth Day Festival at Centennial Park. The Festival featured 103 exhibitors and 14 food vendors, plus 19 merchants in the new Merchant Village.

2010 brought some exciting changes for the festival. For the first time since the festival began at Centennial Park, the event generated more recyclables (500 pounds) than trash (380 pounds)! The festival also produced an impressive 210-280 pounds of composting materials.

## MTA MUSIC CITY CIRCUIT INAUGURAL RIDE

In March, CAP staff enjoyed a preview ride on the new [Music City Circuit](#) along with our friends from [Transit Now Nashville](#), Mayor Karl Dean and many others. After an opening ceremony that included speeches by MTA Board Chair Gail Carr Williams, Mayor Dean, MTA CEO Paul Ballard and a performance by MTA band Transit, we boarded the bus for a ride on the Blue Route through Downtown Nashville to the Farmer's Market area and back. The ride was quick and comfortable and the route featured some great key stops including TPAC, the Schermerhorn Symphony Center, the Ryman, Music City Central, the Municipal Auditorium and the Arcade.

The FREE Music City Circuit service is designed to help not only tourists and visitors reach sports and entertainment venues, downtown hotels, but also Nashville residents and workers get to offices and downtown meetings quickly and easily. MTA reports that the service has been a huge success and they are considering adding another route to the two original routes.

## PRESENTATIONS

In addition to the many public events and festivals CAP staff attended, we also made several presentations at schools and civic groups in our eight-county service area. Some of the group presentations include the City of LaVergne Parks and Recreation Summer Program, Mt. Juliet High School, Murfreesboro Girl Scout Troop, Southside Elementary and Middle Schools, and David Lipscomb Elementary. We look forward to visiting some of these groups again in 2011!



## AIR QUALITY 101 WORKSHOPS

In 2010, we focused our lunch and learn series on the basics of air quality and took it on the road. Our goal was to open the dialogue in the outlying counties. Participants learn the basics about air quality in Middle Tennessee including the types of air pollution we experience here, simple ways to improve it, what to do on air alert days, and more. Guests also benefit from a round table discussion and networking opportunities.

## MOVIE NIGHT

In May, CAP hosted the Tennessee premiere of the movie “AIR – The Search for One Clean Breath” at the Lipscomb University campus.

AIR is a riveting feature documentary with spectacular scenery, dynamic animated sequences and historical re-creations. The film presents the story of the air we breathe from its ancient past to its threatened future taking viewers on a global journey to examine the state of our air, our dependence on it and our need to protect it. During the making of this film, the crew traveled to Iceland, England, Utah, Harvard University, and many other locations to interview an ice core researcher about global climate change; a Harvard professor about the health effects of air pollution; and a grassroots organizer about clean air actions.

We had a wonderful time and some fascinating discussion. We hope to be able to show the film again in 2011.



## TRANSPORTATION + AIR QUALITY FORUM

As part of Transit Week in 2010, CAP partnered with Transit Now Nashville and the Nashville Civic Design Center to present the Transportation + Air Quality Forum. The event was an intriguing conversation about Middle Tennessee's future mobility and air quality and how all of this transit talk is tied to it.

A panel of local transit and air quality experts joined Transit Now and co-hosts the Nashville Civic Design Center and the Clean Air Partnership of Middle TN for this FREE event.

You are invited to attend the 2010 Workshop Series presented by The Clean Air Partnership of Middle TN

Topic: Air Quality 101

**DRIVE LESS**      **DRIVE SMART**      **SPREAD THE WORD**

Come learn the basics about air quality in Middle TN including the types of air pollution we experience, simple ways to improve it, what to do on Air Alert Days, and more! Four sessions are currently scheduled.

**COST: FREE! Registration is required.**

**DATES AND LOCATIONS:**

Monday, July 19, Noon - 1:00 p.m.      Mt. Juliet Public Library  
2785 N. Mt. Juliet Rd, Mt. Juliet, TN

Wednesday, July 21, Noon - 1:00 p.m.      Hendersonville Public Library  
140 Saundersville Rd, Hendersonville, TN

Tuesday, July 27, Noon - 1:00 p.m.      Gorham-Mac Bane Public Library  
405 White St, Springfield, TN

Thursday, July 29, Noon - 1:00 p.m.      Dickson Public Library  
206 Henslee Dr, Dickson, TN

**REGISTRATION INFORMATION**

Space is limited, so registration is required to attend. To register, please complete the form on the following page and e-mail it to [backy@cleanairpartnership.org](mailto:backy@cleanairpartnership.org) or fax it to 615-628-3219.

The Clean Air Partnership is funded in part under agreement with the Tennessee Department of Transportation through the Nashville Metropolitan Planning Organization.

**TRANSIT WEEK**

April 12-18th **transit NOW**

Visit our website for details!  
[www.transitnownashville.org](http://www.transitnownashville.org)

**M** **pledge**  
Monday  
Sign up on our website and join other Nashvillians in riding the bus this week!

**T** **ride**  
Tuesday  
Hop on the Circuit, grab lunch, shop and get free stuff at our booth for CityTRANS at the Farmers Market 11:30-1pm.

**W** **catch**  
Wednesday  
Check out our Transit Now video online featuring the new Circuit.

**T** **engage**  
Thursday  
Transportation + Air Quality Issues at the Nashville Civic Design Center 3:30pm.

**F** **dine**  
Friday  
Join us for a progressive dinner along the Circuit. Meet us at Past Perfect 6pm. See our website for more details.

**S** **celebrate**  
Saturday  
It's the annual Earth Day Festival 11-7pm. Visit us at our booth in Centennial Park.

**S** **imagine**  
Sunday  
LIVE IT UP! Downtown Home Tour. Ride the shuttle to homes.



**IT'S MOVIE NIGHT!**

date	time	location	event details
5/18/10	6:30 P.M.	LIPSCOMB UNIVERSITY SWANG 102 <a href="#">CLICK HERE FOR CAMPUS MAP</a>	Join the Clean Air Partnership of Middle TN on a breathtaking journey to examine the state of our air, our dependence on it and our need to protect it.

The event is FREE and open to the public. Light refreshments will be served.

# advertising efforts

In 2010, the Clean Air Partnership continued its education campaign aimed at improving air quality in the Midstate by encouraging the use of ridesharing and public transit options as well as an increased focus on businesses with print ads geared toward employers. The campaign had several elements including radio, print, and internet advertising with social media as part of the mix as well.

## TRADITIONAL MEDIA

### RADIO

In 2010, the Clean Air Partnership's education campaign included advertising on Lightning 100, WPLN (Nashville Public Radio), and traffic sponsorships through Metro Networks. Spots featuring information targeting idling, air quality alerts and the health impacts of air pollution were used.

### TELEVISION

The Clean Air Partnership did not purchase paid advertising time on television in 2010. However, we did appear on Channel 4 for a Black Friday story discussing how individuals can help CAP by using GoodSearch and GoodShop and we were interviewed and featured as a source for air quality alert information in several news stories throughout ozone season.

### PRINT

In 2010, the Clean Air Partnership continued its emphasis on print media to reach both businesses and individuals. Our print campaign included three advertisements. One explaining the benefits of signing on as a Clean Air Employer Partner was placed in the Monday edition of the *City Paper* and the *Nashville Post*. The remaining two ads, using the tagline, "Picturing cleaner air is easy. Making it cleaner can be, too!" were both targeted to individuals. The ad featured either a short message or more detailed list of simple behavior changes including signing up for air alerts, trying trip chaining, and reducing idling time. These ads were placed in the *City Paper's* consumer edition, in the *Nashville Scene*, and in the *Tennessee Tribune*.

In 2010, we also ran a two-page spread in the *Nashville Business Journal's* Philanthropy edition as well as a paid editorial in the *Nashville Post*. In addition to the paid advertising, our public relations efforts resulted in several stories in the *Tennessean* and the *City Paper*.

Isn't it time you discovered the FREE program all the other Middle Tennessee businesses are raving about?

Let us help you become an environmental leader today!

**What can the CAP Employer Partner Program do for your company?**

- Air Quality Alerts
- Lunch and Learn Seminars
- Information for your green or health/wellness fairs
- Assistance in developing commuter benefits and/or anti-idling programs
- Recognition as a leader in environmental stewardship

**CLEAN AIR PARTNERSHIP OF MIDDLE TENNESSEE**

[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)

This ad was funded by a US DOT (FHA) grant. The contents do not necessarily represent the views of the US DOT. CAP does not discriminate on the basis of age, race, color, national origin or disability. For inquiries call (615)340-0383.

**Picturing cleaner air is easy. Making it cleaner can be, too!**

**CLEAN AIR PARTNERSHIP OF MIDDLE TENNESSEE**

- DRIVE LESS - Carpool or try transit
- DRIVE SMART - Combine errands, limit engine idling and avoid rush hour
- SPREAD THE WORD - [www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)

This ad was funded by a U.S. DOT (Federal Highway Administration) grant. The contents do not necessarily represent the views of the U.S. DOT. CAP does not discriminate on the basis of age, race, sex, color, national origin or disability. For inquiries, please call (615) 340-0383.

# INTERNET

A major component of our outreach efforts in 2010 and moving into the future is our web presence. CAP will continue to add more web based initiatives, which are more cost effective and have the potential to reach a significant audience in a more engaging way.

In 2010, CAP's web promotion included the following:

- Continued promotion of our website
- A page on *The Tennessean's* environmentally focused web page, TennesseeGreen.com
- Continued work through the CAP blog
- Continued building of our presence on Facebook and Twitter to better engage the public
- Maintaining our presence on GivingMatters.com, to provide potential funders with information
- Continued promotion of our involvement with GoodSearch and GoodShop, services powered by Yahoo to let supporters raise money for CAP just by searching the internet and buying products online. A press release regarding these services resulted in a Black Friday story on Channel 4.
- Paid online advertisements on the websites of several local media outlets

The official CAP website continues to serve as the information hub for Middle Tennesseans looking for transportation alternatives and other simple ways to improve our air quality. The site features a listing of transit opportunities available; an air quality forecast service that allows people to get Air Quality Alerts through e-mail or text message; simple tips and other general resources including a quarterly e-newsletter. A Spanish version of the website is also available.

In 2010, we continued our efforts to connect with citizens on a more personal level with the help of social media. We use our blog, Facebook, and Twitter to announce air alerts and tips; welcome new employer partners and corporate sponsors; keep people up-to-date on interesting studies, articles, and changes in national air quality standards; and even to fundraise.



FACEBOOK

CAP WEBSITE

TWITTER

GOODSEARCH

GIVING MATTERS

CAP BLOG

# employer partners

In 2010, the Clean Air Partnership of Middle Tennessee continued to promote its Employer Partner Program. The program's focus is to develop partnerships with Middle Tennessee employers of all sizes who are interested in offering their employees better ways to get to work and looking for ways to improve our area's air quality. There are four levels of participation including community, bronze, silver and gold partners.

Information about the program is available online at [www.cleanairpartnership.info](http://www.cleanairpartnership.info) or by contacting CAP staff at [employerpartners@cleanairpartnership.info](mailto:employerpartners@cleanairpartnership.info).

At the end of 2010, CAP had 25 employer partners (those marked with an asterisk joined this year). A special thanks to all the businesses below who support clean air in Middle Tennessee!

**Belmont Animal Hospital**

**CASA Nashville \***

**Check Printers**

**City of Watertown**

**Cumberland Architectural Millwork**

**Ferrellgas of Mt. Juliet \***

**Gibson Guitar**

**Green Fleet Messengers**

**Holcim**

**Letter Logic**

**Lightning 100 \***

**Lithographics Inc.**

**Metro Nashville Government**

**McNeely Pigott & Fox**

**MindMatters**

**Multimodal Research LLC**

**NASBA**

**Nashville Bicycle Lounge \***

**Ozburn Hessey Logistics**

**South Central Media \***

**Superior Trim**

**Team Green \***

**Transit Now Nashville \***

**White Thompson \***

**WNCP Preschool**

# corporate sponsors

In 2010, the Clean Air Partnership launched its corporate sponsor program with the goal of raising some funding that was less restricted than the funding that comes from federal grants. We offered four (4) levels of sponsorship that included benefits such as a certificate of recognition signed by Nashville Mayor Karl Dean, a listing on the CAP website and in the CAP quarterly newsletter, free lunch presentations, transit tickets and bike commuter presentations.



**sponsorship opportunities**

**PLATINUM: \$3,000**  
All the benefits of a Gold Sponsorship, plus:

- FREE lunch presentation (for up to 40 people) on commuter choices
- FREE bike commuter clinic for up to 20 employees provided by a League of American Bicyclists certified instructor
- Six MTA 20-Ride bus passes or three 20-Ride RTA Relax & Ride bus passes

**GOLD: \$2,000**  
All the benefits of a Silver Sponsorship, plus:

- Option to provide banner at CAP sponsored events of your choice for one year
- FREE one-hour bike commuter clinic for up to 10 employees provided by a League of American Bicyclists certified instructor
- Four MTA 20-Ride bus passes or two 20-Ride RTA Relax & Ride bus passes

**BRONZE: \$500**  
All the benefits of a Basic Sponsorship, plus:

- FREE lunch presentation (for up to 10 people) on commuter choices – utilizing public transit, carpools, vanpools, bike commuting, etc. and how these benefit individuals and employers alike

**SILVER: \$1,000**  
All the benefits of a Bronze Sponsorship, plus:

- Listing of support and logo in four CAP quarterly newsletters
- FREE lunch presentation (for up to 25 people) on commuter choices
- Two MTA 20-Ride bus passes or one 20-Ride RTA Relax & Ride bus pass (routes from outlying counties)

**BASIC: \$250**  
All basic sponsorships include:

- Text link on CAP website for one year
- Listing of support in one CAP quarterly newsletter
- Certificate of appreciation
- Peace of mind!

What does your sponsorship support? Educating children, businesses and the community at events like these!



Clean Air Week @ Southside Elementary | Lunch and Learn, December, 2009 | Mt. Juliet Green Day

[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)



**our history**

<b>2004</b>	<ul style="list-style-type: none"> <li>• 18 counties in TN were designated as "non-attainment" for ozone by the Environmental Protection Agency (EPA)</li> <li>• CAP was formed as a steering committee of stakeholders as a result of an Early Action Compact agreement between the EPA and the governments of Davidson, Rutherford, Sumner, Williamson, Wilson, Cheatham, Dickson and Robertson counties.</li> </ul>
<b>2005</b>	<ul style="list-style-type: none"> <li>• Introductory meetings were held with weather staff at each of the local TV news stations.</li> <li>• CAP was asked by the EPA to host an EnviroFlash Rollout event. Nashville was one of the first five pilot cities to test the EnviroFlash air alert system.</li> </ul>
<b>2006</b>	<ul style="list-style-type: none"> <li>• Hired first staff member - Communications Director Melissa Stevens.</li> <li>• Prepared for launch of NEW CAP website and quarterly newsletter before the rollout of education campaign.</li> </ul>
<b>2007</b>	<ul style="list-style-type: none"> <li>• CAP launched its first official education campaign using grant funds from the Federal Highway Administration designated for air quality outreach. It included billboards, radio, internet and print advertisements. We even "trapped" an entire bus to promote clean air!</li> <li>• Filed Articles of Incorporation with the State of Tennessee.</li> </ul>
<b>2008</b>	<ul style="list-style-type: none"> <li>• Middle TN officially earned its designation as "attainment" for ozone!</li> <li>• EPA lightened the ozone standards, leaving Middle TN at risk of being designated non-attainment again.</li> <li>• Hired our second staffer - Program Administrator Becky Taylor</li> <li>• Formalized the CAP Employer Partner Program and began reaching out to area businesses.</li> </ul>
<b>2009</b>	<ul style="list-style-type: none"> <li>• CAP received its 501(c)(3) non-profit status on the first reading!</li> <li>• Launched new Lunch and Learn Series to educate local businesses about air quality.</li> <li>• Grew CAP Employer Partner Program to 17 businesses reaching over 10,000 employees in Middle TN.</li> </ul>
<b>2010</b>	<ul style="list-style-type: none"> <li>• Began development phase of CAP Clean Air Schools Program.</li> <li>• Grew CAP Employer Partner Program to 21 businesses (1st quarter) reaching over 11,568 employees in Middle TN.</li> <li>• Expanded CAP Board of Directors from 9 to 13, bringing in professionals with expertise in law, environmental consulting and automotive engineering.</li> </ul>

Which Middle Tennessee skyline do YOU prefer?

Good Air Quality Day



Air Quality Alert Day



Keep it CLEAN. Sponsor TODAY!

[www.CleanAirPartnership.info](http://www.CleanAirPartnership.info)

10 | CAP ANNUAL REPORT

We were thrilled to find three (3) businesses who support our efforts to educate Middle Tennesseans about how to improve the air quality in our area. For more information about our Corporate Sponsorship program, please contact Becky Taylor via e-mail at [becky@cleanairpartnership.info](mailto:becky@cleanairpartnership.info).

**We'd like to take this opportunity to thank our generous 2010 Corporate Sponsors. Your support is vital to our mission!**

**J Gowdy Consulting**  
**Village Real Estate Services**  
**White Thompson**

# air quality summary

## AIR QUALITY INDEX

The Air Quality Index (AQI) was developed by the United States Environmental Protection Agency (EPA) to provide the public with accurate, timely and easy-to-understand information about levels of pollution present in the air on a daily basis. All metropolitan areas with a population greater than 350,000 are required to report the AQI every day.

Air Quality Index Levels of Health Concern	Numerical Value	Meaning
Good	0 to 50	Air quality is considered satisfactory, and air pollution poses little or no risk.
Moderate	51 to 100	Air quality is acceptable; however, for some pollutants there may be a moderate health concern for a very small number of people who are unusually sensitive to air pollution.
Unhealthy for Sensitive Groups	101 to 150	Members of sensitive groups may experience health effects. The general public is not likely to be affected.
Unhealthy	151 to 200	Everyone may begin to experience health effects; members of sensitive groups may experience more serious health effects.
Very Unhealthy	201 to 300	Health alert: everyone may experience more serious health effects.
Hazardous	301 to 500	Health warnings of emergency conditions. The entire population is more likely to be affected.

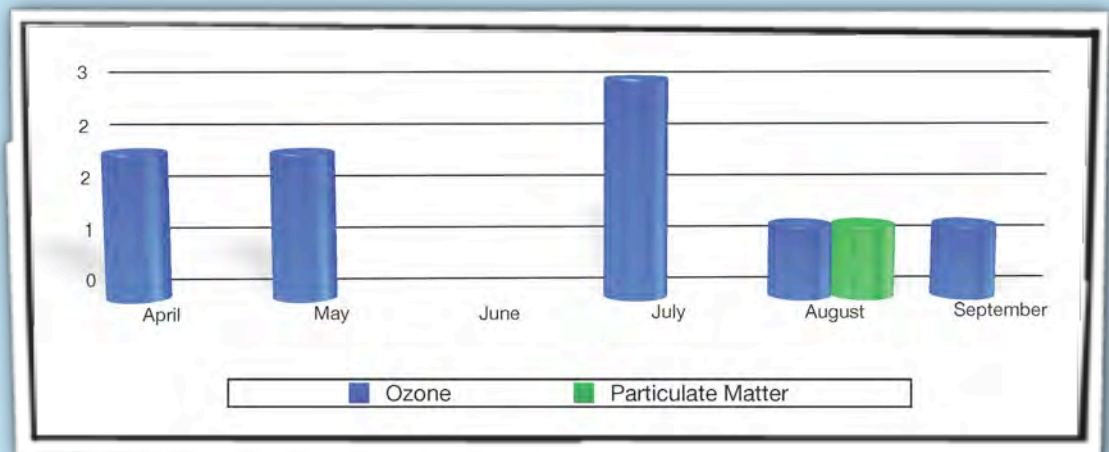
The AQI (pictured right) also provides information about the health effects associated with different pollution levels. There are six categories, which are assigned a specific color relating to the level of pollution and the health risk posed. The pollution level is reported on a scale of 0-500. An AQI level at or below 100 indicates a pollutant is in a satisfactory health range. AQI levels greater than 100 mean that a pollutant is in an unsatisfactory health range.

The AQI is reported based on the highest concentration of the five major pollutants: PM10, PM2.5, SO2, CO, and O3. In Middle Tennessee, ozone (O3) and particulate matter (PM2.5) are most often problematic. Each day a forecast is issued for these pollutants, and if necessary an air quality alert is sent out. Forecasts can be found on CAP's web site, [www.CleanAirPartnership.info](http://www.CleanAirPartnership.info), where the public can sign up to receive the air alerts at no charge.

## ATTAINMENT STATUS

In 2008, Middle Tennessee was designated as attainment for the 8-hour ozone standard. However, a new more protective standard went into effect in March 2009, and the EPA is currently considering tightening that standard even further.

Eleven air alerts were issued in 2010 ten (10) for ozone and one (1) for particulate matter. That is up from a total of five (5) alerts in 2009. This increase likely reflects the tighter standard and may also be attributed to the extremely hot summer our region experienced in 2010. Generally, air quality continues to improve in Middle Tennessee but, we, along with all other metropolitan areas in the southeast, will likely be designated non-attainment for the new ozone standard once the EPA makes its final ruling.



# financial summary

The information presented here is a basic accounting of the Clean Air Partnership of Middle Tennessee's program expenses as of December 31, 2010. It is deemed correct to the best of our knowledge, but has not been formally audited.

FY 2010 Expenditures		CMAQ		Individual Donations	
<b>PL Funds</b>					
Salary & Benefits	\$ 41,365.97	Print Outreach	\$ 8,607.00		
Education	\$ 156.00	Radio Outreach	\$ 5,741.00		
Meetings	\$ 40.00	<b>Total</b>	<b>\$ 14,348.00</b>	<b>Total</b>	<b>\$ 895.00</b>
Membership Dues	\$ 330.00				
Postage	\$ 260.00				
Supplies	\$ 266.66				
Communications	\$ 413.53				
Mileage	\$ 1,796.10				
Indirect Costs	\$ 2,555.33	<b>In-Kind</b>		<b>Corporate Sponsorships</b>	
Liability Insurance	\$ 1,589.00	Salary	\$ 15,445.09		
Print Outreach	\$ 2,500.00	Print Outreach	\$ 419.00		
<b>Total</b>	<b>\$ 51,272.59</b>	<b>Total</b>	<b>\$ 15,864.09</b>	<b>Total</b>	<b>\$ 950.00</b>

Program staff currently includes one part-time program administrator and one contract communications director.

CAP's funding for 2010 came from federal CMAQ monies administered for a fee through the Nashville Metropolitan Planning Department and a PL fund grant from the Nashville MPO administered for a fee by the TMA Group.

