

CORPUS CHRISTI, TEXAS



POLLUTION PREVENTION PARTNERSHIP



- Office of Community Outreach at Texas A&M University-Corpus Christi



EDUCATION / OUTREACH

For 300,000 people



EDUCATION / OUTREACH



On \$120,000 Yr.

\$100,000 Small Business Outreach
\$20,000 Public Education Outreach

EDUCATION / OUTREACH

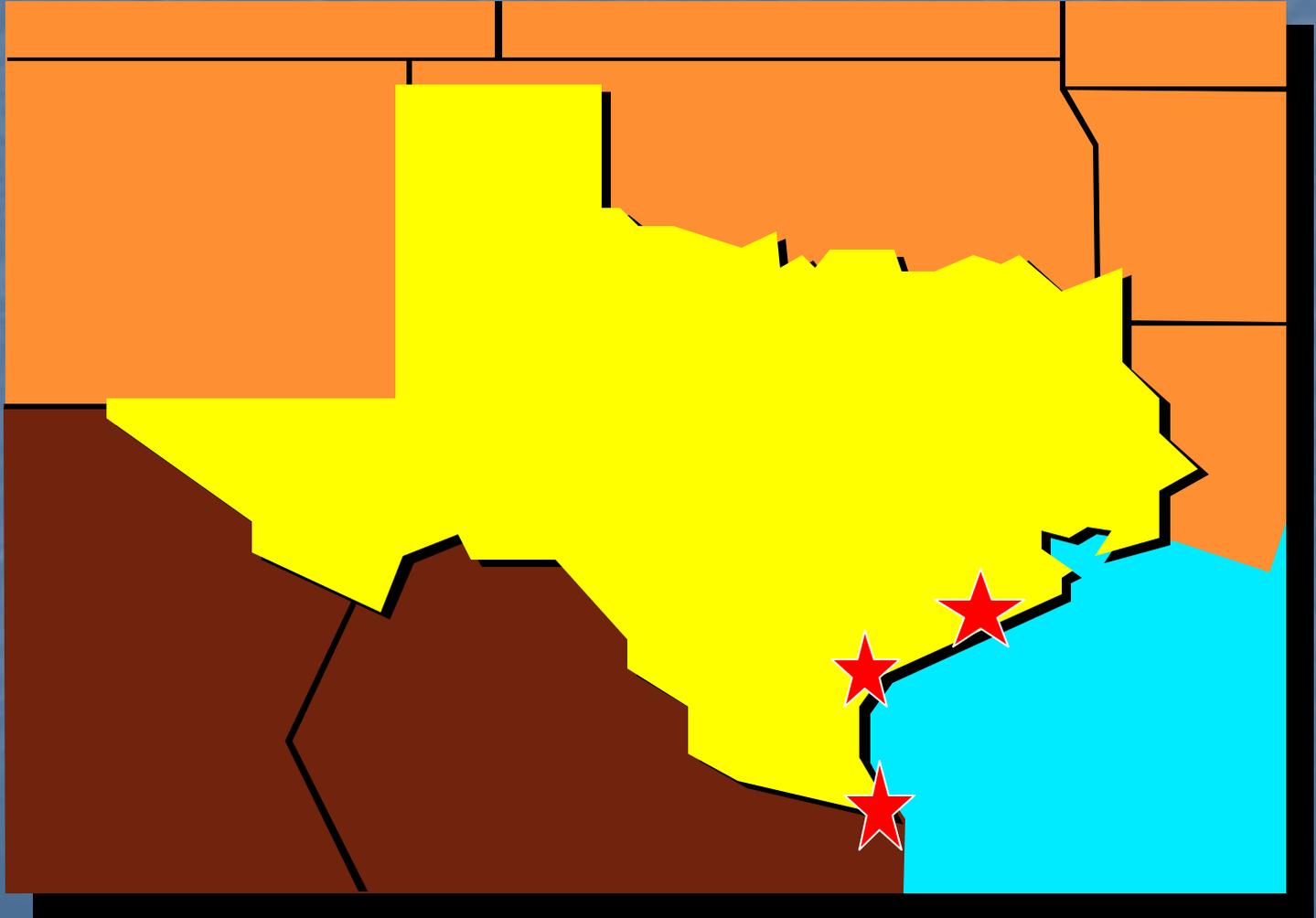
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PRESSURES



PRESSURES



PRESSURES



THE PERCEPTION AND REALITY OF OUTREACH

The Perception

- Lots of t-shirts, mugs, and flyers given away at events
- Expendable fluff
- Not science based
- Not quantifiable
- Not measurable

The Reality

- Difficult to fund
- Difficult to sustain

Small Business Outreach

Over 400 businesses assisted

Over 750 tons of emissions reduced annually



- Site Visits



- Workshops



- Policy and procedure development



Public Education / Outreach

- School Visits
- Briefings
- Conferences
- Presentations
- Special Events



Smog Frog





Stop at the Click campaign

- 600 pump decals
- 200 gas stations
- 3 television spots
- 2 newspaper articles

= \$10,000

Vehicle Emission Sensing

- Van
- Trailer
- Computers
- Electronic sign

= \$375,000



- 4 Billboards

- 3 Years

- 6 Months

= \$72,000



Bus Wrap

- Wrap

- Space

= \$30,800



Lawn Mower Exchange

- \$80 rebates
- 312 electric mowers

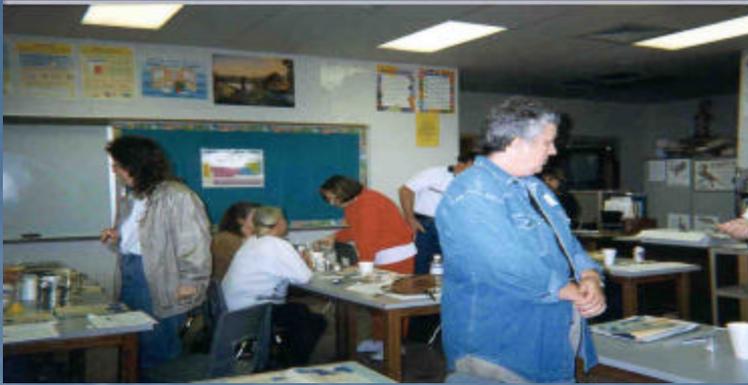
= \$25,000



Clean Air Fair

- Lung Function Testing
- Sedgway, Alt Fuel Demos
- 500 hot dogs, popcorn, colas

= \$25,000 yr.



Teacher Workshops

- Stipend
- Lab supplies
- Curricula
- Workbooks
- Free Re-Orders

= \$10,000

Drive Clean Across Texas

- TTI, TCEQ, TxDOT
- State-wide campaign
- Television
- Radio
- Bus Wrap
- Billboards

= \$1.2 million
statewide

THE PERCEPTION AND REALITY OF OUTREACH

The Perception

- Visible, interactive, hands-on activities that reduce emissions
- Addresses a critical need
- Science based
- Quantifiable
- Measurable

The Reality

- Outreach for 300,000 done by over 500 for \$737,800

Got it ?

What I get

- \$100,000 yr.
- \$ 20,000 yr.

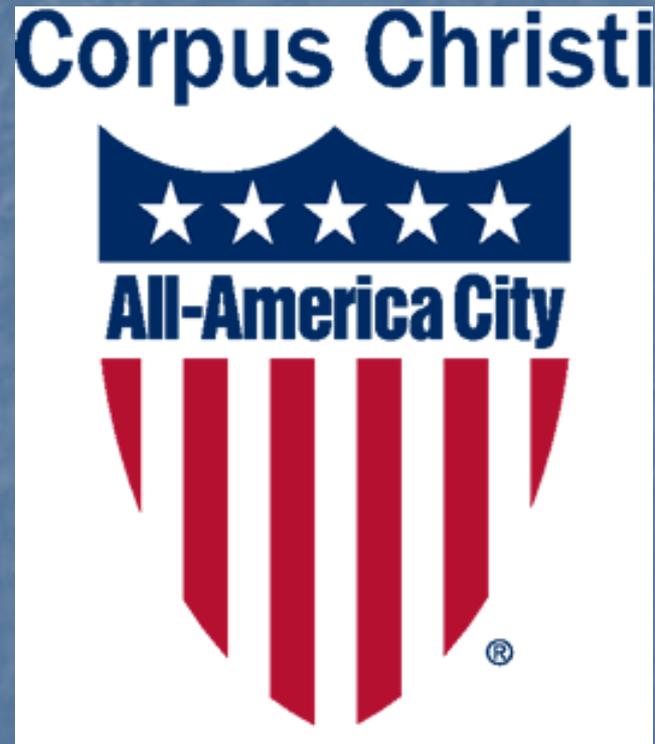
\$120,000.00

What I really get

- \$ 10,000 Stop at Click
- \$375,000 AutoCheck
- \$ 72,000 Billboards
- \$ 30,800 Bus Wrap
- \$ 25,000 Lawn Mower Rebate
- \$ 25,000 Air Fair
- \$ 10,000 Teacher Workshops
- \$ 40,000 DCAT campaign
- \$ 10,000 Book covers
- \$ 5,000 Utility Bill Inserts
- \$ 10,000 Briefings
- \$ 5,000 World Asthma Day

= \$617,800

Corpus Christi Got It !



- State regulatory SEPs
- Public transportation
- State transportation
- Sedgway
- Convenience / Gas stores
- Utility providers
- Black and Decker
- Home Depot
- Lowes Home Improvement
- Municipality
- Exxon Clean Air Challenge
- Industry
- Small businesses (printers, dry cleaners, auto paint and body)
- Universities