

## Sacramento Metropolitan Air Quality Management District

For the Agenda of: June 23, 2005

**To:** Board of Directors  
Sacramento Metropolitan Air Quality Management District

**From:** Larry Greene, Air Pollution Control Officer

**Subject:** Mow Down Air Pollution Program 2005

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### **Recommendation**

This is an information item.

### **Purpose**

The purpose of this item is to present an overview of results from our 2005 Mow Down Air Pollution Program.

### **Background**

In October of 2004 your Board approved funding for Sacramento Metropolitan Air Quality Management District's (District) participation in the ninth Mow Down Air Pollution Program. Initially, funding was set at \$50K; however, our contribution was subsequently reduced to \$10K due to an unanticipated budget shortfall. This resulted in a total budget for this year's program of \$90,500. Adjustments were made and plans proceeded and the event was held on May 7th at California State University Sacramento.

Ultimately our chosen manufacturer partner was Country Home Products, of Vermont. The product for sale was a Neuton rechargeable mower which sold for a discounted \$200, with gasoline mower trade-in, as opposed to the \$379 retail price.

The contributing participants in this year's effort include: Sacramento Municipal Utility District, Yolo-Solano AQMD, El Dorado County APCD, Placer County APCD, County of Sacramento Recycling Division and Sims Metal America.

### **Program Results**

Given the unexpected budget reduction, the loss of our eight year advertising partner and a last minute change in our manufacturer the program had an overall good result. (See attached chart for details.) Five hundred sixty-one rechargeable mowers were sold. Due to a significant number of no shows it was necessary to phone all those on our waiting list; however, approximately 20 percent of the mowers were left unsold. Notwithstanding the no shows, the event went well. Those who did participate were full of praise for the level of organization and efficiency of the event.

In addition, we will soon be sending out a survey to better gauge our success, to determine how customers are enjoying the new mower and to thank everyone for their participation. Those results will be provided to our manufacturer partner, Country Home Products, for their information as well as to the members of Mow Down Working Group.

Respectfully submitted,

Larry Greene  
Air Pollution Control Officer

Attachment