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STATE OF COLORADO

EXECUTIVE CHAMBERS

136 State Capitol
Denver, Colorado 80203-1792
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B 030 88

Roy Romer
Governor

EXECUTIVE ORDER

ESTABLISHING THE CORPORATE ALLIANCE FOR BETTER AIR

WHEREAS, the Denver Metropolitan Area regularly experiences carbon monoxide and particulate levels which exceed federal standards and endanger human health and welfare; and

WHEREAS, private automobiles and wood stoves contribute significantly to these levels; and

WHEREAS, the voluntary Better Air Campaign has helped reduce the impact of these sources on the area's air quality; and

WHEREAS, most automobile trips during weekdays are associated with commuting or other business-related activities; and

WHEREAS, Colorado's businesses have recognized the importance of air quality and have been a positive force for better air; and

WHEREAS, effective, broad-based business participation in the Better Air Campaign needs further encouragement;


NOW, THEREFORE, I, Roy Romer, Governor of Colorado, by virtue of the authority vested in me under the laws of Colorado, DO HEREBY ORDER THAT:

1. The Corporate Alliance for Better Air is created, which will consist of no more than 14 members. Members shall be appointed by the Governor and shall serve without compensation.
2. The Alliance shall have the following responsibilities:
 - a. To review existing plans for private-sector involvement in the 1988-89 Better Air Campaign, including employee, customer and policy-level involvement.
 - b. To provide direction to the campaign's business outreach program.

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- c. To inventory campaign activities in the private sector, and to provide public recognition for innovative or successful programs.
 - d. To report to the Governor by April 14, 1989, on ways to improve private sector participation in the Better Air Campaign.
3. The Alliance shall meet at times and in places designated by the chair.
 4. The Alliance shall terminate no later than April 28, 1989, unless reviewed by the Governor for appropriate action prior to that date.
 5. All members of the Alliance, including the chair, shall serve at the pleasure of the Governor.

Given under my hand and the
Executive Seal of the State
of Colorado, this 23rd day
of September, 1988,



Roy Romer
Governor

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