



United States  
Environmental Protection Agency  
Office of Air and Radiation

EPA-420-K-97-002  
May 1998

# SMART TRAVEL

## Resource Center

...an electronic  
clearinghouse that  
highlights programs  
to improve  
air quality  
through  
transportation  
choices

[www.epa.gov/omswww/strc.htm](http://www.epa.gov/omswww/strc.htm)

### TRAQ

EPA's Transportation Air Quality Center

[www.epa.gov/omswww/traq](http://www.epa.gov/omswww/traq)

*Getting There with Clean Air*



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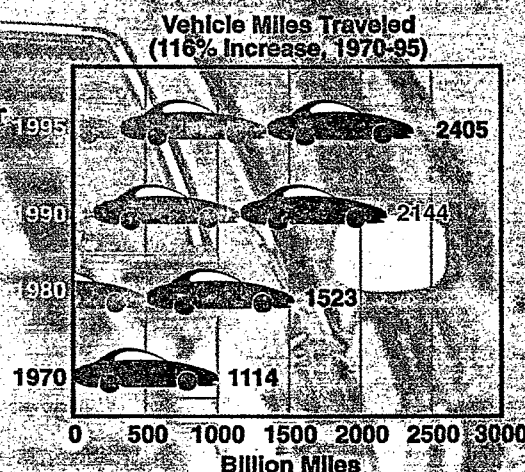
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## Background

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The U.S. Environmental Protection Agency (EPA) is providing an online resource for state, local, and regional districts to use in communicating the benefits of alternative methods of transportation. The Smart Travel Resource Center, managed by EPA's Office of Mobile Sources, offers a centralized electronic collection of materials that describe the environmental impacts of our car-oriented lifestyle, highlight the benefits of choosing methods of transportation other than driving alone, and inform individuals how their actions can make a positive change in air quality.

Although today's cars are 70-90 percent cleaner than their 1970 counterparts, transportation emissions continue to be a significant cause of air pollution due to the rapid increase in travel activity since 1970. Vehicle miles traveled have almost doubled in the U.S. from 1970 to 1990, tripled from 1960, and increased even faster in many metropolitan areas.



As a result, motor vehicle emissions are a major source of air pollution and contribute to ground-level ozone or urban smog. Smog is more noticeable in urban areas, but pollutants are also transported by wind into rural areas, where they affect human health, cause damage to vegetation and building materials and reduce visibility. Reducing the number of vehicle miles traveled is one way we can help protect the environment.



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Air pollution comes from many sources, including stationary sources like power plants and mobile sources such as cars and trucks. The 1990 Clean Air Act Amendments include several provisions encouraging the use of transportation controls for air pollutants caused by mobile sources.



The success of some of these measures is largely dependent on public understanding of the effect that driving has on air quality and a commitment to improving the environment.

Many states, regions, and local governments develop general outreach and educational campaigns to inform citizens about the impact of individual travel choices. The **Smart Travel Resource Center** is a tool for facilitating that information process.

## Benefits

Environmental Regulators, Transportation Planners, and Public Information Officers can:

- *review transportation-related air quality programs from around the country*
- *view sample outreach and educational materials*
- *identify potential points of contact*
- *benefit from the experience of a variety of state, local, and regional planners with successful programs already in place*

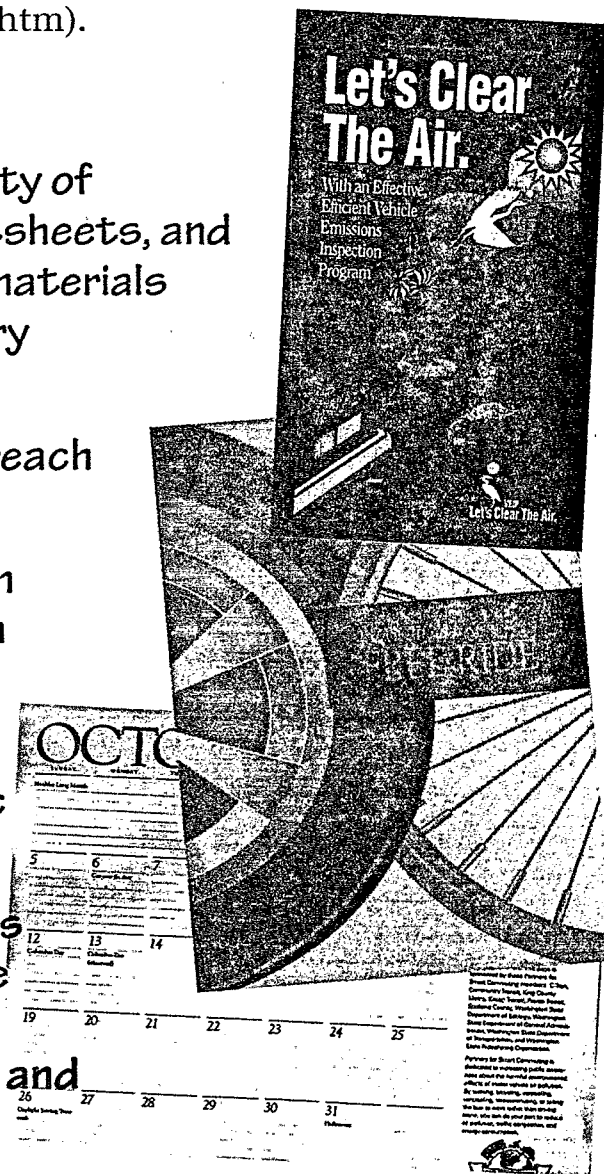
[www.epa.gov/omswww/strc.htm](http://www.epa.gov/omswww/strc.htm)



The Smart Travel Resource Center offers a centralized collection of materials emphasizing the benefits of choosing alternative methods of transportation. The Center presents an opportunity to see what works to improve air quality by reducing the number of single-occupant vehicles on the road. The database operates via the world wide web ([www.epa.gov/omswww/strc.htm](http://www.epa.gov/omswww/strc.htm)).

## STRC Features:

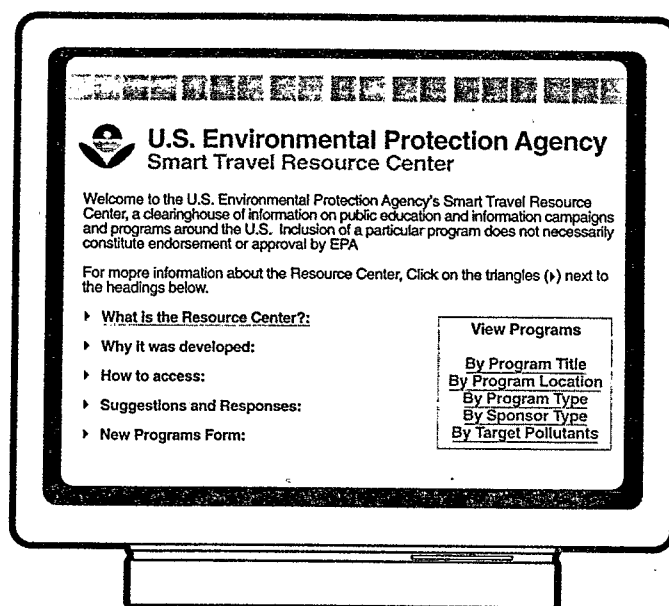
- visual display of a variety of posters, booklets, factsheets, and other public outreach materials from around the country
- summaries of state, regional, and local outreach programs
- summaries of more than 25 air quality education programs detailing the curriculum
- information on episodic control measures
- links to other web sites on transportation, the environment, health issues, and education, and
- newsletters.



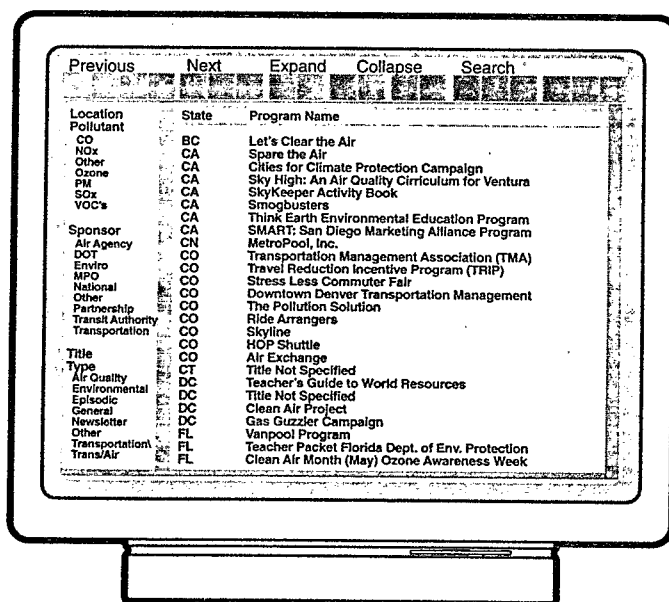
[www.epa.gov/omswww/strc.htm](http://www.epa.gov/omswww/strc.htm)

## 4 Using the Smart Travel Resource Center

The Smart Travel Resource Center directory can be accessed through the Internet at the following address:  
**http://www.epa.gov/omswww/strc.htm.** This is the home page of the STRC web site and the user may either enter the directory or link to related web sites. The directory includes summaries of programs at various stages of development and implementation. Program summaries present information as provided by program authorities, however, the inclusion of a summary in the directory does not imply endorsement by EPA.

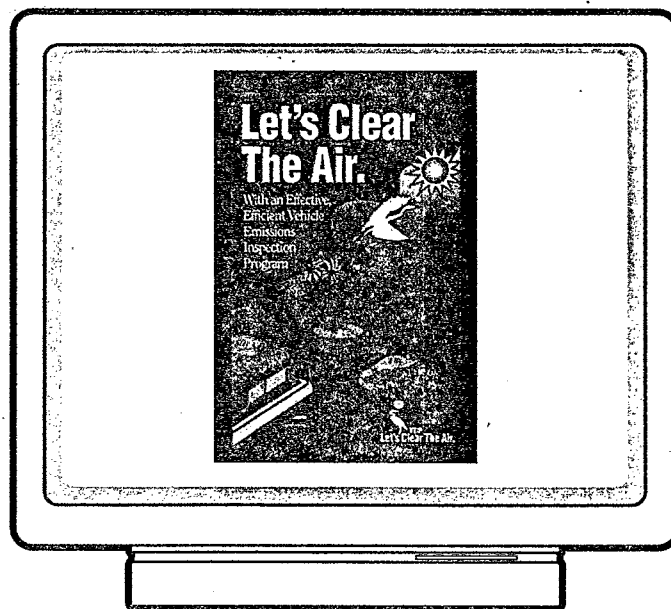


The STRC Directory's main screen presents a menu of program listings by general category.



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The directory organizes program summaries into general categories. To access information about a particular type of program from the directory's home page, the user can select from a menu of these program categories.



Selecting the "By Program Type" category, for instance, provides the user with a navigation view. The view will show a list of programs by type: air quality, environmental education, episodic, general air pollution, newsletter, transportation/air quality, or transportation services. The user can then click on the specific subcategory of interest to access an alphabetical listing by state of all programs in the directory that focus on that particular program type.



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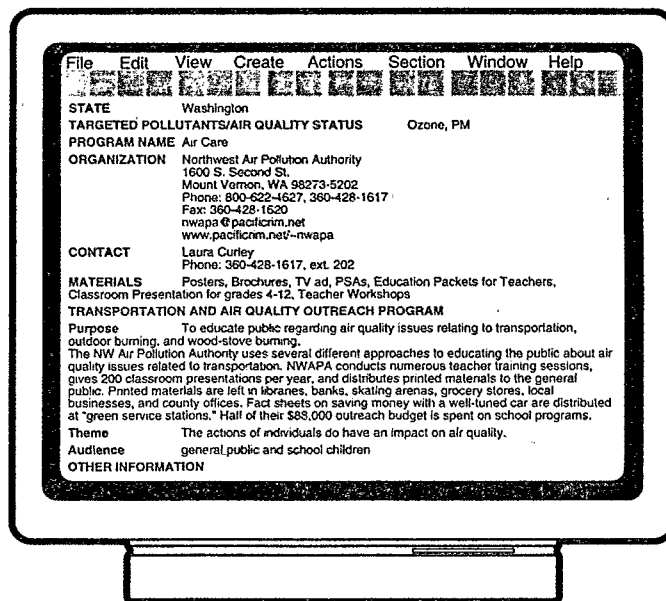


Clicking on an entry in the programs list opens the summary.

Each program summary identifies the title, location, targeted pollutant,

sponsoring organization, contact person and phone number. Summaries also provide information on the cost of running the program, as well as types of outreach materials used, i.e. brochures, posters, curricula. One unique feature is that some of the materials can actually be downloaded so that the user has a visual display. The environmental education curricula summaries include information on the actual curricula, such as goals, time frame and number of exercises, as well as the target teaching setting and the learning approach.

The STRC Directory also includes a full-text search engine, which allows the user to access information about outreach programs based on key-words or phrases.



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## Comments and Additional Features

Another feature of the STRC web site is that it includes links from its main screen to other web sites related to health, transportation, education and the environment. The STRC staff will add additional links over time. Users of the directory are encouraged to e-mail STRC staff with suggestions about useful links to include.

In addition, a blank program description template can be downloaded from the home page, filled out and sent directly to the STRC using the site's e-mail feature (oms-sti@epamail.epa.gov) for inclusion in the directory. Also, users of the directory can e-mail feedback to STRC staff on the utility of the directory.

[www.epa.gov/omswwww/strc.htm](http://www.epa.gov/omswwww/strc.htm)



Our world's growing population depends heavily on industry and technology, endangering our national resources.

Personal lifestyle choices play an important part in protecting and improving the quality of those resources, including the air we breathe. Simple choices, like carpooling or using public transit instead of driving alone, can make a difference in pollution levels. An informed public is better equipped to make these decisions.



The Smart Travel Resource Center will be updated continually to reflect new programs and offer the latest in communication, outreach, and educational materials and contacts.

If you would like your program included or for additional information, contact Patrice Thornton at (734) 668-4329 or via e-mail ([oms-sti@epamail.epa.gov](mailto:oms-sti@epamail.epa.gov)).



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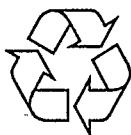
# TRAQ

EPA's *Transportation Air Quality Center*

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Ann Arbor, Michigan 48105



Printed on recycled  
paper that contains  
at least 20% post  
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