



## OFFICE OF TRANSPORTATION AND AIR QUALITY

***“Communities in Motion”***  
**Outreach and Partnerships****FUNDED PROJECTS 1997-2002**

EPA's Office of Transportation and Air Quality (OTAQ) is charged with reducing air pollution from mobile sources. OTAQ, EPA Regions, partners in state, local, and regional air and transportation agencies, other federal/state/local agencies, public health and other organizations are working to increase public awareness of air quality, the impact of mobile sources and choices individuals can make to make a difference. Over the past six years, OTAQ has entered into cooperative agreements and established partnerships with a number of organizations to:

- *provide national support for community-based mobile source public education efforts and,*
- *encourage responsible choices for organizational and individual actions through public education.*

Outreach projects funded by OTAQ emphasize transportation choices; education of vehicle owners and drivers of the future; involving youth as problem solvers in mobile source issues; car care and the role of the automotive technician; and, related projects focusing on particulate matter, reduced air pollution from snowmobiles, alternative fuels, on board diagnostics, ozone mapping, small engines and outreach to owners and operators and the public on the impact of heavy duty engines.

OTAQ/Section 105-Funded Outreach Projects

The following offers a brief sketch of projects funded through the Office of Transportation and Air Quality, either with Section 105 funding (indicated by year of funding) or projects that are intended to be national in scope, supported by OTAQ program funding (indicated by an asterisk “\*”). (Note: Some web sites provided offer information on a variety of air quality efforts being undertaken by the funded organization.)

## Transportation Choices

### **'Tampa Bay Clean Air Partnership:' Building Public-Private Partnerships for Commuter Choice, Telecommuting and AFV Choices (2001)**

Environmental Protection Commission of Hillsborough County (FL) in partnership with the Pinellas County Department of Environmental Management  
Contacts: Jerry Campbell, 813/ 272-5530, "campbell@epchc.org  
Peter Hessling, 727/464-4422, "phesslin@co.pinellas.fl.us

Hillsborough and Pinellas Counties have:

- increased the number of public and private organizations who offer Commuter Choice benefits and/or clean-fuel vehicle fleets by providing proactive support to those emission reduction strategies

### ***Green Trips: Promoting Transportation Choices and Clean Air* (2001)**

Massachusetts Department of Environmental Protection in partnership with the City of Springfield, Pioneer Valley Transit Authority, and the Tellus Institute  
Contact: Fred Civian, DEP, 617/292-5821, "Frederick.Civian@state.ma.us

Using the City of Springfield as pilot, *GreenTrips* is creating a web site which will:

- serve as decision-making and educational tool
- offer households insight into air quality and cost implications of their current personal travel choices and habits; and the environmental, health and financial benefits of alternative travel decisions
- enable households to assess a full range of personal transport decisions such as purchasing cleaner vehicles; switching to other modes; mixed mode transport such as park and ride; telecommuting; and carpooling

### **"Preferred Rider Program": Increasing the Use of Light Rail (2000)**

Maryland Department of the Environment (MDE) in partnership with the Lung Association of Maryland  
Contact: Marcia Ways, MDE, 410/537-3286  
"mways@mde.state.md.us

The Preferred Rider Program:

- focuses on light rail ridership
- provides consumers with incentives/rewards for riding light rail
- is accomplished through community and/or individuals activities
- is being promoted by the Office of Promotion and Tourism to encourage riders to use light rail to visit summertime attractions such as festivals, baseball games, museums and science centers

**“Bicycle Commuter Assistance” (2000)**

Arlington County (VA) Department of Environmental Services in partnership with the Washington Area Bicyclist Association and the Arlington County Department of Public Works Commuter Assistance Program

Contacts: Jeff Harn (ACDES), 703/228-3612, “jharn@co.arlington.va.us”  
Eric Gilliland (WABA), 202/628-2500, “gill@waba.org

The project “www.waba.com

- is a model for other community programs
- offers bicycling commuting assistance on the internet
- promotes the availability of information to encourage bicycle commuting
- establishes a mentor program for new bicycle commuters

**“What’s Ozone? Breathe Easy - We’ll Tell You” (2000)**

Florida Department of Environmental Protection in partnership with the West Florida Regional Planning Council (WFRPC)

Contact: Shawn Brown WFRPC, 850-595-8910  
browns@wfrpc.dst.fl.us

The “Breathe Easy Program :

- builds on “It All Adds Up to Cleaner Air
- targets future drivers with information about individual options and impacts of choices
- includes a transit subsidy
- establishes a smoking vehicle hotline

**“Mobility Challenge Web Site” (2000)**

Center for Transportation and Environment (CTE)

Contact: Katie McDermott, 919/515-8034, “kpm@unity.ncsu.edu

This project will conduct research and create a web site

<http://itre.ncsu.edu/cte/ARmobility.html> to:

- chronicle the relationship between surface transportation development and the environment
- showcase examples of people, policies, partnerships and industry innovations that represent the best combination of engineering excellence and environmental stewardship
- educate students from grade school to graduate school on how mobility and clean air interrelate
- build public awareness about the relationship between mobility needs and environmental issues
- introduce new and practicing professionals to these issues
- encourage enhanced communication and coordination among transportation and environmental decision-makers

**“Car-Free Challenge” (2002)**

Wisconsin Department of Natural Resources

Contact: Sara Burr, 608/266-2621, [sara.burr@dnr.state.wi.us](mailto:sara.burr@dnr.state.wi.us)

The Car-Free Challenge will:

- serve as a model for other similar opportunities
- design and publish a “Transportation Option map
- encourage residents to use alternative transportation
- publicize results from the Challenge in concert with local car-sharing program
- share project results with other communities by distributing Ca-Free Challenge Kits

**“Walk There: Linking Seniors and Children to Promote Active, Healthy Communities” (2002)**

Oregon Department of Environmental Quality

Issa Simpson, 503-229-5254, [issa.simpson@deq.state.or.us](mailto:issa.simpson@deq.state.or.us)

“Walk There” is a pilot project which will:

- establish and evaluate a voluntary senior-assisted walk to school program at a local elementary school
- result in reduced VMT, increased physical activity, and increased community awareness of the link between individual behavior and health
- develop bi lingual outreach materials

**“Screen Seens” (1998)**

Maine Department of Environmental Protection

Contact: Ron Severance, 207/287-2437

[ronald.w.severance@state.me.us](mailto:ronald.w.severance@state.me.us)

The project includes:

- full screen cinema commercials for “captive audience of moviegoers
- 20-minute rotation of messages (visual images, trivia questions -- OBD, PM, heavy duty, health message)
- posting of all slides on the “WWW; (Maine will assist states in adapting.)

**“Public Outreach on Congestion Relief Pricing and Cash-Out Parking (1998)**

NY Department of Environmental Conservation/Tri-State Transportation Campaign

Contacts: Janine Bauer (Tri-State), 212/777-8181, [jbauer@tstc.org](mailto:jbauer@tstc.org)

Dave Shaw (NYDEC), 518/457-7231, [djshaw@gw.dec.state.ny.us](mailto:djshaw@gw.dec.state.ny.us)

The project:

- researched, produced and disseminated educational materials about market-based pricing mechanisms to reduce auto travel

- was built on work with cash-out parking demo projects and Pricing Project Implementation on I-287/Tappan Zee Corridor
- sends clear public health message

**“Chattanooga Lifestyle Campaign: Improving Chattanooga’s Air Quality Through Voluntary Citizen Behavior Change of Transportation Choices” (1997)**

Chattanooga-Hamilton County Air Pollution Control Board

Contact: Kelly Walters, 423/867-43321, “walters\_kelly@mail.chattanooga.gov

Working with the Global Action Plan (GAP), the project goal was to enhance the mobile source component of Chattanooga's Household EcoTeam Project. The project included:

- 4-month tracking of specific actions to reduce auto emissions through transportation choices in 50 households
- peer support and handbook to support family involvement
- follow up research to determine sustainability of new transportation practices
- two-part national technology transfer -- invitational conference for local, state and federal air quality managers after demonstration period; broad-based outreach through presentations at meetings and conferences

**“It All Adds Up To Cleaner Air:” Transportation/Air Quality Public Information Initiative \***

Contacts:

Denise Kearns (EPA/OTAQ), 734/214-4240, kearns.denise@epa.gov

Kathy Daniel (DOT/FHWA), 202/366-6276, “kathy.daniel@fhwa.dot.gov  
“www.italladdsup.gov”

This DOT/EPA collaborative effort is:

- community-based designed to increase public awareness of impact of travel behavior on air quality, and increase driving public’s awareness of alternative modes of transportation and importance of travel choices on traffic congestion and air quality
- built on results from 3 pilot community sites and 14 Demonstration Communities
- designed to encourage coalition-building, environmental education for youth, production of informational materials for public and media, and evaluation of changes in public awareness and actions
- being conducted in cooperation with the Alliance for Clean Air and Transportation, a national public-private partnership created to address public education on transportation and air quality

**“Air World” -- Interactive Information Kiosk (1997)**

Ventura County Air Pollution Control Board

Contact: Barbara Page, 805/645-1415, [barbara@vcapcd.org](mailto:barbara@vcapcd.org)

This initiative:

- created a stand-alone bilingual interactive information kiosk for the public focusing on transportation-related air quality issues with content which reflects national, state and local issues
- produced products including a prototype kiosk (providing other air quality management agencies with 60-70% of actual programming needed to produce a similar kiosk for their citizens - video, graphics, animation) and an instructional handbook
- a CD-Rom version is available!

**“Rideshare,” “Smoking Vehicles,” Mow Down Smog” (1999)**

Texas Council on Environmental Quality/Alamo Area Council of Governments

Contacts: Stephanie Morris, 512/239-1934, [Smorris@tceq.state.tx.us](mailto:Smorris@tceq.state.tx.us)

Dorothy Birch, AACOG (210) 362-5213, [dbirch@aacog.org](mailto:dbirch@aacog.org)

In partnership with the Alamo Area Rideshare Program, “Ridesharing is designed to:

- encourage commuters through radio and cinema advertisements to consider carpooling as an alternative form of transportation
- educate consumers on the benefits of ride-sharing and trip reduction (cost savings, improved air quality, reduced congestion and enhanced quality of life)

Building on the Texas “Smoking Vehicle Program, “Smoking Vehicles :

- educates the public that vehicle smoke which is polluting the air is a result of mechanical problems
- encourages the public to call in license plates numbers of smoking vehicles triggering a letter and response card to the motorist advising of the smoking vehicle report
- informs the public through billboards on major highways

“Mown Down Smog is:

- a cash voucher program to encourage the public to trade in gasoline-powered lawn mowers for electric mowers

**“Neighborhood Transportation Choices” (1999)**

Spokane County Air Pollution Control Authority

Contact: Lisa Woodard, 509/477-4727 x115, [lmwoodard@scapca.org](mailto:lmwoodard@scapca.org)

This project is designed to:

- create a sustainable, neighborhood-based education and outreach effort
- focus on personal as well as commuter trips
- produce informational materials including video and neighborhood action kits
- achieve an overall 10-15% reduction in weekly vehicle miles traveled, vehicle trips and auto emissions

- improve air quality and public health by making safe and smart car use second nature for families as recycling is now

**“Reducing Cold Starts/Diesel Emissions” (1999)**

New York Department of Environmental Conservation/Tri-State Transportation Campaign

Contacts: Dave Shaw (NYDEC), 518/457-7231, “djshaw@gw.dec.state.ny.us

Janine Bauer (Tri-State), 212-268-7474, “jbauer@tstc.org

The project is designed to:

- raise awareness among a wide variety of audiences of the air quality impacts of cold automobile engine starts and diesel soot from trucks
- educate and motivate through media, posters, community meetings, Earth Day handouts and other known effective outreach mechanisms
- encourage people who live near and use train stations to walk or bike, reducing pollution from cars and trucks through avoided trips, cleaner fuels and mode shifts

**“Clean Air Fair 2000” Community Outreach Program (1999)**

Mojave Desert Air Quality Management District

Contact: Violette Roberts, 760/245-1661 x 6104, “vroberts@mdaqmd.ca.gov

(“www.mdaqmd.ca.gov )

The project:

- promoted public awareness about mobile sources, air quality and public health
- developed and provided educational tools needed for the public to make informed decisions regarding purchase and use of mobile sources (car care, smog checks, less polluting lawn equipment, natural gas vehicles)
- launched a comprehensive marketing campaign to increase attendance at annual “Clean Air Fair
- was designed to serve as a blueprint for other communities

**Involving Youth In Mobile Source Issues**

**“XRT” Extreme Road Trip! (2001)**

Wisconsin Department of Natural Resources in partnership with Illinois EPA and the Northwestern Indiana Regional Planning Commission

Sara Burr (WI DNR), 608/266-5215, sara.burr@dnr.state.wi.us

Betsy Tracy (Illinois DOT),

Reggie Korthals, 217/763-6060, rkorthals@nirpc.org

The purpose of “XRT” is to:

- teach teens the driving and car care skills that improve automobile performance, reduce air pollution, and control costs of car ownership and maintenance through a

"game car" outfitted with competitive video arcade game-playing  
- serve as the foundation for a permanent kids exhibit in the Chicago Museum of Science and Industry  
- competitive, thought-provoking, and cool!

**"Who Let the Smog Out?" (2001)**

California Air Resources Board in partnership with the Science Discovery Theater

Contact: Edward Wong, 916/322-6925, "ewong@arb.ca.gov"

"Who Let the Smog Out?" is designed:

- as a 20-30 minute air quality play, set and prop designs and musical score for grades 3-6
- to actively involve elementary schools students and families in exploring air quality issues, specifically those related to transportation choices
- to aid educators in addressing state and national science and mathematics standards as they relate to air quality and related concepts
- to be transported through a "cleaner" natural gas van with signage to advertise clean commuting options
- to be videotaped and shared with other communities

**"North v. South, a Competition for Cleaner Air" (2000)**

South Carolina Department of Health and Environmental Control in partnership with North Carolina Department of Environmental, Health and Natural Resources

Contacts: Michael Monroe, (SC DHEC) 803/898-3261,

"monroemcl@dhec.sc.gov"

Lisa Grosshandler (NC DEHNR), 919/715-3510,

"lisa.grosshandler@ncmail.net"

This project:

- focuses on high school students and their parents
- creates an internet web site as a primary educational resource
- is designed as a competition to promote knowledge of air quality while also promoting critical thinking, problem-solving and decision-making skills among students
- requires students to enter behavioral data regarding their (and their parents' use) of transportation each day
- calculates average mobile source emissions for each individual in the classroom
- enhances working relationships between North and South Carolina air quality programs
- serves as a model for other communities



**“Let Kid Lead: Youth VMT Initiative” [Creating Community-Based Solutions to Community-Defined Problems] \***

Academy for Educational Development (AED)

Contacts: Bill Smith, 202/884-8750, “bsmith@aed.org

Rick Bossi, 202/884-889, “rbossi@aed.org

“www.letkidslead.org/home.html

The purpose of this youth-based program, which entered into partnership with Kansas City, Tampa and Boston as its pilot sites was to:

- create a replicable and sustainable program for involving youth and families in reducing growth in vehicle miles traveled (VMT)
- enable youth to communicate about travel choices, solve problems and make sound travel decisions to minimize VMT
- share successful practices, lessons learned and tools developed in the pilot sites with other communities
- serve as a blueprint for communities interested in including a youth component in efforts to reduce growth of VMT

**“Easy Breathers” (1998)**

Wisconsin Department of Natural Resources

Contact: Dr. Sara Burr, 608/266-2621, “sara.burr@dnr.state.wi.us

“www.easybreathers.org

The project is:

- a national educational effort focusing on the science of mobile sources
- raising awareness and understanding high schools, technical and community colleges and business communities
- being integrated/coordinated with the Wisconsin Partners for Clean Air (involved in pilot activities for transportation/air quality initiative) and the “Cleaner Cars driver education curriculum module developed by the Environmental Health Center
- a multimedia approach (interactive CD, poster, research materials, link to web sites)
- available now

**“Smog City: Interactive Air Pollution Simulator” (1998)**

Sacramento Metropolitan Air Quality Management District

Contact: Kerry Shearer, 916/386-6180, “kshearer@airquality.org

“www.smogcity.com

“Smog City is:

- designed for users to manipulate multiple on-screen controls with their mouse to control variables within “Smog City, and the simulation will be able to respond to that input based information
- colorful, challenging, completely interactive, instantly applicable in the classroom

### **"I Can See for Miles" (1999)**

Jefferson County Department of Health/Jefferson County Department of Environmental Protection (Alabama)

Contacts: Sam Bell (JCDH), 205/930-1366, "sbell@jcdh.org  
Mike Higginbotham (JCDEP), 205/325-8712,  
"higginbothamm@jcc.co.jefferson.al.us

"I Can See for Miles:

- began with a Family Bike Day
- took the message of mobile source reductions to children and youth attending summer camps
- includes development of an ozone website directed at students

### **Educating Future Drivers and Consumers**

#### **Raising Mobile Source Awareness Through the EV (Electric Vehicle) Challenge Educational Program (2001)**

North Carolina Department of Environment and Natural Resources/Division of Air Quality

Contact: Mark Smith, 919/715-7639, "Mark.G.Smith@ncmail.net

The primary goals of this project were to:

- provide essential orientation and program implementation services to expand the EV Challenge program into 15 schools and communities in West Virginia, Virginia, Georgia, South Carolina and Florida
- with the leadership of five air quality agencies, develop a new approach to partnership development that will sustain the project beyond the initial federal funding
- develop collateral materials such as web sites, presentations, associated environmental science activities,
- develop a replicable model for additional program growth

#### **"Save Planet Polluto!" Interactive Educational Air Quality Adventure on CD-ROM and the Web (2000)**

Sacramento Metropolitan Air Quality Management District

Contact: Kerry Shearer, 916/874-4810, "kshearer@airquality.org  
("www.planetpolluto.com )

"Save Planet Polluto! is an award-winning "edutainment" tool which:

- is in its second "printing
- provides those interested in air quality management with a high quality nationally-applicable educational resource, using the tool that kids know best
- targets students in 4th-9th grade levels (but draws in adults as well!)

- provides base knowledge on ozone and particulates
- creates understanding of link between transportation choices and air quality
- teaches health effects of poor air quality
- integrates Air Quality Index and Ozone Monitoring

**“Cleaner Cars Module: An Initiative to Encourage Responsible Car Maintenance and Driving Habits Among Future Drivers.” \***

Environmental Health Center (National Safety Council)

Networking and coordinating with other similar projects across the country, this effort has:

- developed a driver education curriculum module for new drivers linking benefits of responsible maintenance to responsible driving for use in 3000+ public and private driver education programs nationwide
- Products including teacher plans, exercises, information wheel, interactive CD ROM, overheads

**NESCAUM Driver Education Pilot of “Cleaner Cars Module” \***

Contact: Ginger Lawrence, 617/367-8540, “glawrence@nescaum.org  
 (“www.nescaum.org )

This effort:

- piloted the driver education curriculum module developed by the Environmental Health Center (see above) in several cities in the northeast

**“Going Places, Making Choices: Transportation and the Environment” \***

National 4-H Council

Contact: Sally Miske , 301/961-2904 “smiske@fourhcouncil.edu  
 www.fourhcouncil.edu/programs

This award-winning project:

- supports effective distribution of an existing transportation/air quality/climate change curriculum to help high school age youth understand and respond to real life issues of transportation and personal mobility choices affecting their quality of life
- has distributed more than 3,000 copies of the curriculum

**“I.D.L.E. in Dade” (1997)**

Dade County Department of Environmental Resources Management

Contact: Stanley Edouard, 305/372-6968, “edouas@co.miami-dade.fl.us

The program:

- educates new drivers on the air quality impacts of driving, use of alternative fuels and transportation choices

- encourages responsible maintenance and driving practices
- teach critical-thinking, problem-solving, and decision-making skills through educational videos, informational handouts, creative hands-on demonstrations and design contests

**“A Fresh Breath: Transportation Education for a Pollution-Free Tomorrow”/Annual *Tour de Sol* \***

Northeast Sustainable Energy Association (NESEA)  
 Contacts: Chris Mason, 413/774-6051, “cmason@nesea.org  
 Nancy Hazard, 413/774-6051, “nhazard@nesea.org  
 (“www.nesea.org/transp-home.htm )

Designed as a teacher training course, these projects:

- create educational resources that bring issues of transportation and the environment into middle school classrooms
- are delivered through workshops which get young people involved in making informed and environmentally sound transportation choices, and
- complement NESEA’s award winning annual “*Tour de Sol: Great American Green Transportation Festival*

**Dealing with In-Use Emissions**

**“Clean the Air” (2000)**

Texas Council on Environmental Quality (TCEQ) in partnership with the Alamo Area Council of Governments (AACOG)  
 Contacts: Mike Fishburn, TCEQ 512/239-1934, “mfishbur@tnrcc.state.tx.us”  
 Dorothy Birch, Alamo Area Council of Governments, “dbirch@aacog.org

This project:

- was a partnership of AACOG, KISS Radio, and an auto parts chain
- promoted voluntary measures, motorists’ choice initiatives and environmental education
- focused on vehicle maintenance as a way to prevent pollution
- included radio advertisements, a kiosk, sunshade distribution, remote radio broadcasts, utility bill flyers, and gas pump ads
- provided motorists with information about what to expect at time of inspection, establish that car care saves money and can be done simply, while motivating other auto parts chains to become partners in educating their customers

**“CHOICES” (2000)**

Oregon Department of Environmental Quality

Contact: Michelle Butler, 503-229-5178

[Butler.Michelle@deq.state.or.us](mailto:Butler.Michelle@deq.state.or.us)

**“CHOICES :**

- eliminates some of the highest emitting vehicles which fail inspection from the road by providing incentives for drivers to switch to less polluting options as an alternative to repair
- offers to scrap older vehicles at no cost and provide a wide range of incentives (free 3-month transit pass, discounted bike purchases, auto dealer incentives for new or newer, used car, membership in car sharing venture)

**“On Board Diagnostics II - Outreach to Technicians and Consumers” (1998)**

Utah Department of Air Quality/Division of Air Quality

Contacts: Bill Colbert, 801/536-4423, [bcolbert@utah.gov](mailto:bcolbert@utah.gov)

The national OBDII Trainer the Trainer Workshop Series was:

- designed to train on 3 tracks to support state I/M regulators and technical and communication staff

**“OBD Training Course for Technicians” \***

Service Technicians Society (STS)

Contact: 412/772-7166

STS:

- developed a training course on-board diagnostic systems for technicians

**“Motivating Timely Repair of Vehicles not subject to I/M through Remote Sensing, Public Outreach, and Repair Community Incentives” (1998)**

Oregon Department of Environmental Quality

This project was designed to:

- raise awareness of highly polluting vehicles and their impact on public health
- motivate community actions to encourage repair of high emitting vehicles NOT subject to I/M
- mobilize the repair industry to offer repair incentives for vehicles identified as high emitters
- stimulate communities to use resources to promote and evaluate effectiveness of the program

**“Car Care for Clean Air” Pilot Project\***

Contact: Bill Colbert, Utah DAQ 801/536-4423, "[bcolbert@utah.gov](mailto:bcolbert@utah.gov)

This pilot project was designed to:

- raise public awareness of ways in which automotive *service* affects air quality
- create coalitions to identify ways to improve vehicle maintenance practices -- elevating the number, skill sets, performance and image of vehicle maintenance technicians
- encourage environmentally-sound transportation choices in anticipation of 2002 Olympics and beyond.

**“Car Care for Clean Air Clinics” (2001)**

North Carolina Department of Environment and Natural Resources/Division of Air Quality

Contact: Mark Smith, 919/715-7639, "[Mark.G.Smith@ncmail.net](mailto:Mark.G.Smith@ncmail.net)

This project:

- educates the public and provide advance publicity for the implementation of OBD-only I/M program
- eases the entry of older vehicles into the new I/M program, especially those that may not pass in the first round of inspections tampering or degradation of the emissions control systems
- allows the air and motor vehicle agencies to assess likely impacts of program introduction - prior to implementation of I/M program changes
- develops and field tests procedures, materials and references needed for car care clinics

**Adult and Youth Education and Car Care Month (2001)**

Texas Council for Environmental Quality in partnership with  
The City of Victoria, Texas

Contact: Ray Miller, City of Victoria, 361-572-2795

In partnership with the TCEQ, the City of Victoria has undertaken 3 outreach projects geared toward smaller communities, including:

- an advertising campaign promoting individual choices (psas, bus signs, billboards, tray liners, tune-up coupons and gas can giveaway program - all on disk
- educational programs designed for adults and elementary school children, incorporating activities and a reward program
- Car Care Month

**“The Air Repair Communications Project” (1997)**

Missouri Department of Natural Resources

Contact: (“www.dnr.state.mo.us” )

A bi-state effort in partnership with the American Lung Association of Eastern Missouri, the “Air Repair Communications Project” :

- focused on enhanced inspection and maintenance
- based on extensive market research
- created replicable materials including media kits, psas, exhibits, articles for newsletters, brochure to educate on enhanced I/M, theater screen slides, video to be distributed through Blockbuster;
- included activities including car care clinics, community presentations, training and materials development for transportation management associations, participation at commuter fairs, open houses for public information exchange; make I/M program information available through posting on the WWW and other outreach tools

**Alternative Fuels**

**“EVs for Tourists in Martha’s Vineyard (1999)**

Massachusetts Department of Environmental Protection

Contact: Fred Civian, 617/292-5821, “Frederick.Civian@state.ma.us

The project was designed:

- as a pilot project to promote the use of electric vehicles and bring visibility to alternative fuels
- to create a display and educational events agenda
- improve air quality by displacing gasoline vehicles with electric vehicles
- to educate auto technician students about alternative fuels and show successful and practical applications of electric vehicle repair
- to prove by example that electric vehicles are a real world solution to dirty air

**“Clean Fuel Fleets” - “One Stop” Information Resource Program (1999)**

Georgia Department of Natural Resources/Clean Air Campaign/Clean Cities

Contacts: William Cook (GA DNR) , 404/362-2781,

“william\_cook@mail.dnr.state.ga.us

This project:

- uses a variety of tools to reach different audiences, including fleet operators and the general public
- created tools to include an interactive CD ROM, a “one stop” website, a national toll-free hotline, fleet managers’ workshop, newsletters, fax alerts and theater slides

## **Heavy Duty/Particulate Matter**

**“ Heavy Duty Vehicle Emission Reduction Outreach Program” (1998)**  
San Joaquin Valley United Air Pollution Control District  
Contact: Dave Mitchell, 209/497-1075, “[dave.mitchell@valleyair.org](mailto:dave.mitchell@valleyair.org)”

This comprehensive marketing program is:

- targeting owners/operators of heavy duty on-road and non-road engines and demonstrating operating advantages
- informing potential participants of all available local, state, and federal incentives for using clean technology
- participating in annual Tulare Farm and Equipment Show (display/product show and breakout session)

### **Diesel School Bus Education Initiative (2002)**

\_\_\_\_\_ Erie County (NY) Dept. of Environment and Planning  
Contact: Isabell Berger, 716-858-6430, [bergeri@bflo.co.erie.ny.us](mailto:bergeri@bflo.co.erie.ny.us)

This forward-thinking initiative:

- educates school transportation officials, school board members, and parent groups on the consequence of diesel fuel use and vehicle emissions on children
- demonstrates and encourages use of alternatives to reduce emissions
- educates about the health and environmental problems associated with mobile source emissions; the importance of transportation planning and driver behavior; available fuel alternatives; and tailpipe emission variations
- bases efforts on the premise which indicates that health concerns for children will advance the use of alternative fuels

### **Outreach to Reduce Diesel Emissions from Construction Fleets and Projects (2001)**

City of Chicago Department of the Environment  
Contact:  
Steve Walter  
Deputy Commissioner  
(312) 744-8901  
[swalter@cityofchicago.org](mailto:swalter@cityofchicago.org)

This project builds on voluntary emission reduction activities being undertaken by municipalities in the Chicago metropolitan region and will:

- provide municipal decision-makers with information necessary to reduce diesel emissions from municipal construction-related fleets and municipal construction projects



- develop template materials to educate municipalities about the public health benefits of diesel retrofits and the practicalities of implementing such a program

### **Small Engines**

#### **“Clean Snowmobiles: Workshops, Challenge 2000, and Partnerships” (1999)**

Montana Department of Environmental Quality

Contact: Howard Haines, 406/444-6773, [hhaines@state.mt.us](mailto:hhaines@state.mt.us)

The partnerships:

- built on results from recent technical studies that reduce emissions from snowmobiles
- developed an education effort targeted at voluntary public use of pollution reducing technologies
- supported a clean snowmobile design competition (in partnership with the Society of Automotive Engineers)
- established a regional clearinghouse for relevant technologies

#### **“Cash for Clippers” (1997)**

Maryland Department of the Environment

Contact: Tad Aburn, 410/631-3245 [gaburn@mde.state.md.us](mailto:gaburn@mde.state.md.us)

This program:

- educated consumers about pollution prevention, ground-level ozone, MDE's forecasting program, and the impact of lawn and garden equipment
- offered rebates toward purchase of non-gasoline powered lawn mowers
- developed economic incentives to prevent pollution, foster creativity and innovation within the private and public sectors

### **Environmental Justice**

#### **“Neighbors for Clean Air” (2000)**

Missouri Department of Natural Resources in partnership with the Lung Association of Eastern Missouri

Contact: [www.dnr.state.mo.us](http://www.dnr.state.mo.us)

“Neighbors for Clean Air” was designed to:

- focus on asthma in inner-city neighborhoods
- involve community-based educational meetings, information booths and evening classes, and production of information materials targeting those at the 6th grade reading level

- provide opportunities for those with asthma to share their individual stories in meetings with experts from ALA and the Washington University School of Medicine
- arrange meetings in neighborhood churches, community centers and area schools

**“Outreach to Hispanic and Chinese Communities” (1999)**

Bay Area Air Quality Management District (San Francisco area)

Contact: Lucia Libretti, 415/749-4906, “LLibretti@baaqmd.gov

The project:

- began with development of “trial messages for radio and television focusing on the relationship of mobile sources, air quality and health, the importance of proper car maintenance, and advantages of carpooling
- included focus groups, production and placement of ads
- is designed for hand off to other communities

**Air Quality and Public Health**

**“Air Indicator Report for Public Access and Community Tracking” (“AirWatch Northwest”) (2000)**

Puget Sound Clean Air Agency in partnership with the American Lung Association of Washington

Contact: Alice Collingwood (PSCAA), 206/689-4043, “alicec@psccleanair.org

*Air Watch Northwest* is:

- educating the public about the newly developed air quality data forecasting system (modeling results, how to interpret the data, options for voluntary action)
- carrying a strong public health message, solidifying the link between air quality and public health
- disseminating information via fax network to businesses, schools, and the medical community
- implementing marketing partnership with major TV station to broadcast air quality on daily weather report
- establishing a partnership with Oregon

**“Air Pollution, Motor Vehicles and Public Health”\* (1997-98)**

American Lung Association (ALA)

Contact: “www.lungusadc.org

Mini-grants were provided to local lung associations (through ALA competitive process) for public education efforts which address a wide range of mobile source issues.

Projects, such as Gumby and Pokey, were designed to:

-send a strong public health message focused on children and asthma designed to raise public awareness of air quality and the impact of mobile source

**"Integrating the Televised Ozone Map with Mobile Source Outreach Initiatives"**

(predecessor to AirNow) (1997)

NESCAUM/MARAMA/OTC Collaboration

Contact: Ginger Lawrence, NESCAUM, 617/367-8540, [glawrence@nescaum.org](mailto:glawrence@nescaum.org)

This project:

- expanded the scope of the animated ozone map to 14 states+ represented by NESCAUM, MARAMA and OTC
- encourages region-wide distribution and use of the map, conduct public outreach to inform and motivate voluntary mobile source ozone abatement actions, and development of outreach materials for meteorologists and the public
- provides technical assistance to other regions of the country interested in the benefits of ozone mapping and forecasting, through creation of a web site and other outreach activities

**Ozone and Particulate Matter Outreach - "Small Town Saves World"**

STAPPA/ALAPCO

Contact: Stephanie Cooper, 202/624-7864, [scooper@4cleanair.org](mailto:scooper@4cleanair.org)

The "Small Town Saves World" video:

represents a dynamic approach designed to educate important constituents including state and local elected officials, civic and business groups and high school and college students.

***Air Quality of Life*** (2002)

Northeast States for Coordinated Air Use Management (NESCAUM)

Cindy Drucker, NESCAUM, 617/387-8540, [cdrucker@nescaum.org](mailto:cdrucker@nescaum.org)

*Air Quality of Life* is:

- built on partnership with the American Lung Association
- being designed as a national education campaign to emphasize the links between air quality, public health, and quality of life
- making a connection with car care, inspection and maintenance
- drawing upon a multitude of tools and techniques (website, print and radio psas, press kit, newsletters, trade shows)

**Other Exciting Projects**

**“Using Visual Tools to Reduce Vehicle Trips and Encourage Walking Through Changes in Attitudes, Policy and Development Patterns” (2002)**

San Joaquin Valley United Air Pollution Control District

Contact: Dave Mitchell, 209/497-1075, “[dave.mitchell@valleyair.org](mailto:dave.mitchell@valleyair.org)”

This innovative approach:

- addresses reduction in fine particulate matter as well as ozone
- encourages people to use their cars less through movement toward compact communities
- creates and uses interactive visual presentations to increase awareness of local government staff, policymakers, developers and residents to the environmental, health, fiscal and aesthetic benefits of compact development, narrow street design and traffic calming

**“Reusable City” (1997)**

Illinois EPA and the Chicago Museum of Science and Industry

Contact: Terry Sweitzer, Illinois EPA, 217/782-7438

“[epa2204@epa.state.il.us](mailto:epa2204@epa.state.il.us)”

The exhibit opened in 1998 and was designed to:

- enhance the air quality and mobile source component of “Reusable City – a permanent environmental science exhibit at the Chicago Museum of Science and Industry
- present basic science, describe health effects, explain citizen role in contributing to mobile source emissions, explain “calls to action” such as Ozone Action Days, foster critical problem-solving and decision-making skills
- create “real” meteorological station measuring actual ambient conditions outside the Museum, an interactive learning device (computer with CD ROM) and supporting materials to illustrate the relationship between meteorology and ozone. The user can become an ozone forecaster.

***AirShare* (2002)**

Sacramento Metropolitan Air Quality Management District

Contact: Kerry Shearer, 916/386-6180, “[kshearer@airquality.org](mailto:kshearer@airquality.org)”

*AirShare*:

- will be an air quality “supersite” to serve as the nation’s only Web site of its type targeted specifically to air quality/public health communicators.

– *AirShare* will bring the nation’s air quality communicators together by providing an unprecedented mix of resources

Input is being received from air management agencies over the course of the past several months. *AirShare* is projected for launch by the end of 2003.

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[Revised April 2003]