



**U.S. Department of Transportation and the U.S. Environmental Protection
Agency**
Transportation and Air Quality Public Information Initiative
"It All Adds Up to Cleaner Air"



Initiative Goal

To support and facilitate state and local governments' efforts to meet their traffic congestion and air quality goals under the Transportation Equity Act for the 21st Century (TEA-21) and the Clean Air Act (CAA).

Objectives

- Increase public awareness of the connection between travel behavior and air quality.
- Increase public awareness of alternative modes of transportation and the importance of travel choices on traffic congestion and air quality.

Significance

The American public desires both mobility and clean air. While progress has been made in achieving these goals, significant challenges remain to reduce traffic congestion levels and improve air quality. Growth in vehicle travel contributes to traffic congestion and air pollution and, unless technology improvements keep pace, could begin to offset emissions reductions made through cleaner cars and fuels. Consequently, a successful community-based program will help address increases in vehicle miles driven and air pollution by encouraging people to take such actions as trip chaining, regular car maintenance, and using alternative modes of transportation.

Partners

U. S. DOT — Federal Highway Administration
U.S. EPA — Office of Mobile Sources
U. S. DOT — Federal Transit Administration

The federal partners are working collaboratively with metropolitan areas as Demonstration Communities on the transportation and air quality public education initiative.

Initiative Design

Meeting the objectives of the initiative requires a carefully coordinated and consistent effort. Thus, the federal partners are conducting a long-term initiative on both the national and local levels. There are five primary components to the initiative: pilot site tests, demonstration community roll-out, national coalition implementation, outreach and communications, and evaluation.

Core Messages:

The core messages of this initiative focus on actions that people can take which are convenient and can make a difference in air quality when they are practiced on a wide scale. The messages include:

- (1) Trip-chaining, or linking trips in the car to accomplish a number of trip purposes without letting the engine cool down completely, thus cutting down on "cold-starts" that produce much greater exhaust emissions
- (2) Maintaining the car in top running condition, which also can have a large payoff, because out-of-tune vehicles account for a disproportionately large share of auto emissions
- (3) Choosing alternate modes of transportation whenever possible. Sharing a ride with a friend, car- or vanpooling to work, taking mass transit, biking,

walking --- all of these options reduce congestion and transportation emissions by eliminating auto trips.

The common thread in these messages is that drastic changes in lifestyle aren't necessary in order to make a difference. When enough people are motivated to make small and manageable changes in their daily routines, the cumulative impact is improved air quality and less congestion.

Two years of research and focus group testing conducted by the federal partners, indicate that, in order for people to be willing to listen to these messages, the tone must allow them to receive credit for actions they're already taking, while encouraging them to do more.

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