



**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 congestion and air quality goals under the Transportation Equity Act for the 21st Century (TEA-21) and the Clean Air Act (CAA).

Demonstration Communities

The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), and EPA's Office of Mobile Sources (OMS) are launching the National Roll-Out implementation phase of the "It All Adds Up to Cleaner Air" Initiative. Based on lessons learned in the pilot phase, the Federal partners are expanding the "It All Adds Up to Cleaner Air" Initiative through cooperative agreements to as many as twelve (12) Demonstration Communities to begin in May, 1999 and continue through October, 2000. Each of the 12 communities selected was chosen based on a documented air quality and traffic congestion problem, a committed effort to inform the public about transportation and air quality issues, strong community partnerships, and the commitment of personnel and financial resources.

The communities receive federal support in the form of market research, creative materials, limited funding, and a comprehensive resource toolkit to help guide them in their efforts. The Demonstration Communities can use these resources to customize and place broadcast public service announcements (PSAs), and develop community-based partnership programs to inform the public about the connections between their transportation choices, traffic congestion, air pollution and public health.

Evaluation is also a significant component of the demonstration community phase of the initiative, to include pre- and post-campaign surveys to gauge behavior change and message awareness, as well as media tracking to monitor usage of messages and materials.

Eligible Organizations

This effort is primarily designed for public agencies with responsibility for planning and/or implementing transportation/air quality projects and programs, such as: metropolitan planning organizations (MPOs); state departments of transportation; state, local, and regional air management agencies; councils of government; and public transit agencies. In large part, these are the organizations and agencies which requested the federal partners provide assistance that resulted in the "It All Adds Up to Cleaner Air" Initiative.

FY 99 "It All Adds Up To Cleaner Air" Demonstration Communities

- Miami Valley Regional Planning Commission (Dayton, OH)
- Jefferson County Air Pollution Control District (Louisville, KY)
- Northwestern Indiana Regional Planning Commission (Portage, IN)
- City of Anaheim, California

- North Central Texas Council of Governments (Dallas/Ft. Worth)
- Central Florida Regional Transportation Authority (Orlando)
- Georgia Department of Transportation (Atlanta, Georgia)
- Sacramento Metropolitan Air Quality Management District
- Wisconsin Partners for Clean Air/ Wisconsin Department of Natural Resources (Milwaukee)
- Maricopa Association of Governments (Phoenix, Arizona)
- City of Portland (Oregon)
- New York Metropolitan Transportation Council, New York City Department of Transportation, New York Department of Transportation
- Delaware Valley Regional Planning Commission (Philadelphia, Pennsylvania)
- District of Columbia Department of Health

Materials Only Communities

In an effort to share materials developed through the "It All Adds Up to Cleaner Air" Transportation/Air Quality Initiative with as many communities as possible, the "It All Adds Up to Cleaner Air" resource toolkit is available to communities not selected as Demonstration Communities. These are referred to as the Materials-Only communities. The Material-Only communities do not receive the cooperative agreement funds.

"It All Adds Up to Cleaner Air" Resource Toolkit

The resource toolkit is a comprehensive guide that provides practical advice on how to effectively use communications techniques and the media to support transportation and air quality programs. It contains copies of the "It All Adds Up to Cleaner Air" broadcast and print public service announcements, press materials, and additional outreach resources. The collateral materials with the toolkit may be customized as appropriate to meet specific community needs.

For additional information contact:

Joann Jackson-Stephens
U.S. Environmental Protection Agency
Office of Mobile Sources
(734) 214-4276
jackson-stephens.joann@epa.gov

Kathy Daniel
Federal Highway Administration
Office of Environment and Planning
(202) 366-6276
kathleen.daniel@fhwa.dot.gov

Abbe Marner
Federal Transit Administration
Office of Planning
(202) 366-0096
abbe.marner@fta.dot.gov