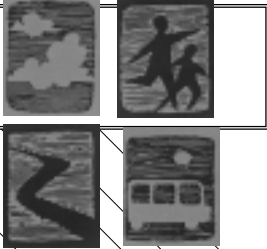


OMS Outreach Activities and Partnerships
&
EPA's *Transportation Air Quality Center*
TRAQ Center
Presentation for Mobile Source Technical Review Subcommittee
July 15, 1998


Getting There with Clean Air.

OMS as a catalyst



- Provide national support and context to community-based mobile source programs
- Encourage individual actions-- they DO make a difference
- Link between transportation, air quality, and public health

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OMS Outreach Goals

- Public Awareness
- Public Understanding
- Individual/Community Action
- Improved Air Quality

--Accomplishing goals through partnerships and networks

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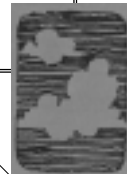
Outreach Focus on:



- Environmental Education for Youth as future drivers and consumers
- Transportation Choices: Reduce trips, trip chain, use alternative modes
- Car Care
- Ozone Mapping and Forecasting
- Heavy Duty diesel-on and off road

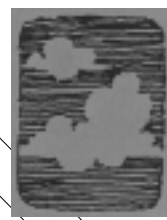
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OMS Core Outreach Partners- 97-98



- State and Local Air Management Agencies
- Environmental Health Center
- STAPPA/ALAPCO
- Service Technicians Society (SAE)
- Weber State University/State of Utah
- Academy for Educational Development
- NESCAUM
- Department of Transportation (FHWA/FTA)

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“It All Adds Up To Cleaner Air”

DOT/EPA Public Education Initiative

Getting There with Clean Air.


Federal Partners



- Federal Highway Administration - *FHWA*
- Federal Transit Administration - *FTA*
- Office of Mobile Sources - *OMS*

Getting There with Clean Air.

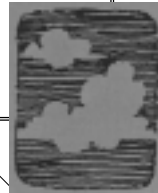
Research tells us that:



- State /local agencies need assistance to meet federal objectives
- Organizations benefit from sharing expertise and tools
- Resources are limited at best
- There's significant duplication of effort
- People are unaware of the range of options
- Messages to consumers are often inconsistent and confusing

Getting There with Clean Air.

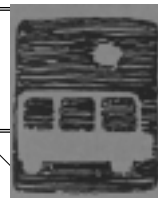
Program Goals



- Ensure a value-added federal role
- Support state and local partner implementation goals
- Offer a context for local messages
- Create an effective national coalition, resulting in...
Less congestion and improved air quality

Getting There with Clean Air

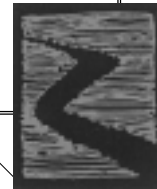
Program Objectives



- **Short Term - To raise awareness of:**
 - connection between travel choices and air quality
 - range of choices and their impact on quality of life and...
- **Long Term (5 + years) - To encourage:**
 - informed and environmentally beneficial transportation choices

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Program Design



- **Community-Based Initiative**
 - “seed” new efforts through limited \$\$, technical assistance, and tools
- **National Transportation/Air Quality Coalition**
 - link existing programs/network
- **National messages to support local “calls to action “**
 - create consistent, effective messages to raise awareness

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National Messages

- Build on extensive research and focus group testing
- Are positive in tone and substance
- Link transportation choices and air quality
- Reinforce ongoing behaviors and choices
- Suggest do-able options
- Speak to both consumer and organization



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Program Status

- Pilots underway in 3 diverse communities:
Dover, San Francisco, Milwaukee
 - Kick-Off events held during Clean Air Week 1998
 - Coalitions in place and growing
 - Resource kits provided
 - PSAs in print and on the air
 - Evaluation begun

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The Road to 1999 National Program Rollout



- Evaluate
- Refine products/processes
- Select communities - 10 to 15 demonstration sites (competitive process)
- Provide seed money and ongoing technical support
- Launch national coalition

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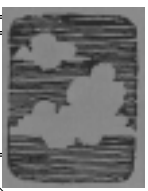
EPA's *Transportation Air Quality Center- TRAQ*

New since June 1st

www.epa.gov/omswww/traq

Getting There with Clean Air.

TRAQ Center Goals



- Put national resources to work in communities/target innovation through **partnerships**
- Provide access to **critical information**
 - funding sources
 - databases
 - contact names
- Provide **technical assistance** and tools

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TRAQ Partnership: Promoting Local Innovation

- Provide Federal seed money and technical support
- Examples include...
 - Demonstration programs for voluntary measures... CARB and Washcog ozone programs
 - Heavy Duty Retrofit... N.J.. and NESCAUM
 - Commuter Choice... Minneapolis and N.Y..

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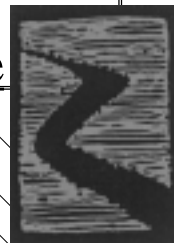
TRAQ : Access to Critical Information



- Website with links to relevant sites
- Databases
 - Market Incentive Programs
 - Voluntary and episodic programs
 - Outreach programs & education curricula
 - Grant funding sources
- Technical publications
- Guidance documents
- Information request line

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TRAQ: Providing Technical Assistance

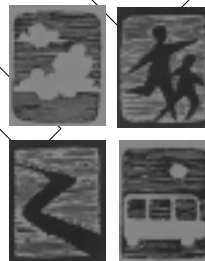


- Voluntary measures
- Market Incentives
- Emission quantification/capturing SIP credits
- Transportation Conformity
- Sustainable Development
- Public Education Programs

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TRAQ Center - *Contact Information*

- Website Address
www.epa.gov/oms/www.traq
- TRAQ Center Information Request Line:
(734)214-4100



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