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

Getting There with Clean Air
OMS Outreach Goals

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

--Accomplishing goals through partnerships and networks

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
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)

“It All Adds Up To Cleaner Air”

DOT/EPA Public Education Initiative
Federal Partners

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

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
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

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
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

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 organizations

Getting There with Clean Air
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

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
EPA’s *Transportation Air Quality Center* - TRAQ

**New since June 1st**

www.epa.gov/omswww/traq

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
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..

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
TRAQ: Providing Technical Assistance

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

TRAQ Center - Contact Information

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

Getting There with Clean Air