



# 2010 RAQC Work Program and Budget

Presentation to RAQC Board

March 5, 2010



# Work Program Areas

## ▶ Ozone-related programs

- Discussion and evaluation of potential transportation-related strategies
- Planning for new 8-hour ozone standard
- OzoneAware public outreach program
- TDM pilot project

## ▶ Mobile source programs

- Repair Your Air high-emitter program
- Diesel emission reduction program

## ▶ Local government assistance/public education



# Ozone Planning

(Ken Lloyd, Jerry Dilley, Stephanie Lind)

## ► Transportation measures

- Framework outlines work over the next year

## ► Ozone planning

- 2020 ozone modeling
- CDPHE evaluation of large NO<sub>x</sub> sources
- Consideration of fuels study
- Evaluation of other issues that arise with new EPA standard

# OzoneAware

(Sarah Anderson, Trevor Noel, Stephanie Lind)



LET'S TAKE CARE OF OUR SUMMER AIR.

[OzoneAware.org](http://OzoneAware.org)

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# OzoneAware Outreach and Education Program



- ▶ A voluntary, collaborative effort to reduce regional ozone pollution since 2005
- ▶ Utilizes a combination of multi-media and traditional outreach tactics to raise awareness
- ▶ Research component shows increased awareness and behavior change over the years
- ▶ New focus on technology to meet current demand
- ▶ Funded by a CMAQ grant and private donations

# On-going Efforts



- ▶ Mow Down Pollution
  - Annual residential lawn mower exchange
- ▶ Local Government Involvement
  - Participation in events and lecture series'
  - Coordinate with fleet services
- ▶ Media advertising
- ▶ Web site
- ▶ Events
- ▶ Research
  - Baseline research conducted in 2005, follow-up in 2007 and scheduled for 2010

## TIGHTEN YOUR GAS CAP.



LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org



## CHILL. HANG. BE COOL.



LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org



LET'S TAKE CARE OF  
OUR SUMMER AIR.

OzoneAware.org

### SO WHAT'S THE DIRT ON OZONE POLLUTION?

Ground level ozone pollution is created when emissions from everyday items such as gasoline-powered vehicles and lawn equipment, and household paints, stains and solvents, combine with other pollutants in the atmosphere on hot, summer days. Ground level ozone is harmful to our health and environment. We can reduce our Ozone Alert days by working together. Check out the simple actions you can take on the back of this card.



LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org



## OZONE ACTION ALERT

Reduce your emissions today.  
OzoneAware.org

## MOW IN THE EVENING.



LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org



I BREATHE,  
THEREFORE I CARE.  
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.



DON'T JUST BREATHE,  
DO SOMETHING.  
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.

### PLEDGE TO CHILL.

Join the non-movement. Pledge to do less on hot summer days.

- ▶ Enter your pledge now.
- ▶ See the names of your neighbors who have pledged.

# Media Overview



## ▶ Paid Media -- \$300,000 available in 2010

- Focus on high ozone period between mid-June and early August
- TV and outdoor have been the primary media to build awareness
- Drive-time radio traffic sponsorships for frequency
- Online component added in 2009

## ▶ Earned Media

- Promote events (kick-off, Mow Down Pollution)
- Weather and Ozone Action Alerts

# New for 2010



## ▶ Social Media

- Online social networking sites (Twitter, Facebook)
- Tailor messaging to focus on areas of interest/events

## ▶ Technology

- Exploring a variety of technologies (text, .mobi site, iPhone/Smartphone applications) to broaden reach

## ▶ Transportation Demand Management (TDM)

- Pilot program to reduce single occupancy vehicle (SOV) travel and lower vehicle miles traveled (VMT)
- Utilize existing Ozone Aware elements and add new messaging and media to reach target area

# Every Trip Counts



- ▶ Partnership with City of Arvada
- ▶ Designed to reduce trips and/or encourage alternative mode use
- ▶ Individualized marketing campaign
  - ▶ Web site will be the information hub
- ▶ Database will track trips and information
  - ▶ Use of incentives to encourage alternatives
- ▶ Create partnerships to add value and increase reach

# RAQC Mobile Source Programs

(Steve McCannon, Kate Riegler, Aneka Patel)



# Clean Air Fleets Retrofit Program

## ► Why diesel retrofits?

- National priority through Congress and federal agencies.
- Reduce HC/NOx emissions to reduce summertime ozone.
- Reduce diesel exposures to children, drivers and public from buses/vehicles operating in schools/neighborhoods.
- Reduce fuel use, petroleum dependency and potential climate changing emissions via engine preheat technology.
- Excellent PR for districts, counties, municipalities, companies and State.





# Clean Air Fleets

- ▶ CAFs seeks partners that are forward thinking and early adopters of technology and strategies.
- ▶ Directives and goals are dictated primarily by EPA.
  - The last DERA and ARRA grants directed focus on idling, Smartway technologies and emissions from the oil and gas industry.
- ▶ All equipment must be EPA/CARB/Smartway verified.
- ▶ RAQC develops fleet partnerships, works with fleets to develop requests, puts together grants, manages project, invoices grantors and handles all reporting.
- ▶ Fleets handle installations or coordination of installation with program contractors.



# CAF Partners & Priorities

## ► School Buses and Public Works Fleets

- Utilizing simple technologies to reduce tailpipe, crankcase (in-cab emissions) and idling emissions, and hybrids/hydraulic launch assist vehicles

## ► Over-the-Road Trucking Program

- Utilizing idle reduction technology to eliminate need to idle engine and reduce criteria and GHG emissions
- Utilizing aerodynamic fairings and tire technology to reduce drag, fuel usage and NOx

## ► Oil & Gas and Construction Fleets

- Utilizing tailpipe, idling reduction technologies and upgraded engines

## ► Rocky Mountain Clean Diesel Collaborative

- EPA-sponsored group that includes EPA, FHWA, Federal Transit, CDPHE, CDOT, State of Utah, City and County of Denver and Clean Cities



# CAF Funding Sources

- ▶ Congestion Mitigation/Air Quality Program (CMAQ)
  - \$5.1 million -- 2008-2011
- ▶ Diesel Emission Reduction Act (DERA)
  - \$466,000 – 2009-2011
  - Applied for new DERA grant last fall
- ▶ American Recovery and Reinvestment Act (ARRA)
  - \$1 million – 2009-2010
- ▶ Supplemental Environmental Projects (SEP)
  - Source of past funding, but no funding currently available



# Repair Your Air Campaign

- ▶ Began in 2003 as a voluntary effort working with CDPHE, DOR, Envirotest and area repair facilities.
- ▶ Program funded by CMAQ grants, Supplemental Environmental Project (SEP) grants, and private donations
- ▶ Utilizes remote sensing vans to identify high-emitting vehicles on area roads.
- ▶ CDPHE provides confirmatory emissions testing.
  - CDPHE checks tailpipe and evaporative emissions
  - If vehicle fails either, RAQC offers \$715 to repair vehicles at participating shops
- ▶ **Timeline:**
  - 2003 – 2007: Voluntary effort operated by RAQC
  - 2008 – 2009: RAQC supported mandatory effort operated by CDPHE
  - 2008 – 2009: RAQC and CDPHE added a voluntary salvage program targeted at non-repairable vehicles
  - 2010+: Returning to a voluntary effort operated by RAQC depending on funding
    - ▶ Focus on evaporative emissions, tailpipe high-emitters and possibly NFR

# Future Project Development



- ▶ There are many funding opportunities in the near future for mobile source related projects.
- ▶ Diesel Emission Reduction Act (DERA) funding
  - New project proposal submitted last fall
- ▶ Next DRCOG Transportation Improvement Program (TIP) Cycle this summer
  - Project proposals due in August 2010 for years 2012 – 2015.
  - RAQC is eligible to submit project proposals independently or in partnership with other organizations

# Local Government Assistance



- ▶ Street sanding technical assistance
- ▶ Public information materials
- ▶ Project assistance and partnerships
- ▶ Information exchange



# 2010 Funding Sources

- ▶ **Local governments**
  - ~\$200,000 from 20 jurisdictions
- ▶ **Private sector**
  - ~\$238,000 in 2010, including remainder of Suncor donation
- ▶ **Annual planning contract with CDPHE**
  - ~\$220,000 (state fiscal year)
- ▶ **CDOT contracts (CMAQ grants)**
  - ~\$4.7 million for OzoneAware, Clean Air Fleets, and TDM pilot project
- ▶ **EPA diesel grants (DERA and ARRA)**
  - ~\$1.4 million in 2010
- ▶ **Supplemental Environmental Projects (SEP) grants**
  - ~\$110,000 for vehicle scrappage and Mow Down Pollution

# Major Expense Areas

- ▶ **Staff salary/benefits expenses**
  - \$740,000 for 9 staff members
- ▶ **Administrative expenses**
  - \$110,000 for rent, office support, travel, equipment, etc.
- ▶ **Modeling and other technical assistance**
  - ~\$143,000 for ozone modeling, fuels study completion, and other technical assistance as needed
- ▶ **OzoneAware program**
  - ~439,000, including Mow Down Pollution program
- ▶ **Diesel emission reduction program**
  - ~\$5.1 million available in 2010
- ▶ **Repair Your Air program**
  - ~\$289,000 available repair assistance and vehicle salvage
- ▶ **Miscellaneous**
  - \$55,000 for TDM pilot project
  - \$20,000 for legislative liaison services
  - \$9,500 for general public outreach (web site support, materials, etc.)