

Community-Based Air Quality Improvement

October 15, 2008 Kick-off Meeting

4:15 – 6:00 pm, Room 201, UDEQ (168 North 1950 West)

Meeting Summary

Salt Lake Solutions Model

The Salt Lake Solutions approach is described in the brochure (attached). Salt Lake Solutions projects model collaborative problem-solving, and act as a catalyst for creative thinking and community engagement in public issues. The current Air Quality Partners Team is an umbrella group of key opinion leaders to identify and prioritize community-based projects with the greatest air quality improvement potential (reduction of PM 2.5, ozone, and “red alert” days).

The primary focus is to find projects that engage community members to change behavior that contributes to air pollution. It is an action-oriented effort; this is not a venue to change policy. Membership in the umbrella group has been designed to prevent duplication of efforts, and to recognize and leverage potential synergies across programs.

We anticipate that the umbrella group will not need to meet often. After the first community-based project is agreed upon, a separate Partners Team (with some overlap in membership with the umbrella group, as well as additional partners) will be created to implement the project.

Ongoing Air Quality Improvement Efforts

The attached chart reflects an overview of various efforts going on throughout the Salt Lake Valley related to air quality improvement, as identified by meeting participants.

Several agencies are working successfully to develop alternative transportation options for individuals who choose not to drive their cars. Multiple entities have developed extensive websites with educational and resource information to support individuals who wish to learn more about individual behaviors and air quality.

The program area that appears to be less well developed is providing the motivation for individuals to make the behavior changes that will improve air quality. This includes creating incentives for the desired behavior, and providing targeted and persuasive information to the right audiences.

Community-Based Air Quality Improvement Projects

Examples of community-based air quality improvement projects implemented in other cities were distributed, to help the group identify potential projects for the Salt Lake Valley. (See attached chart).

The group brainstormed SL Valley opportunities to improve air quality. The attached listing includes all of the ideas generated in this kick-off meeting, along with ideas suggested by community council chairs in a separate meeting. Ideas are included, whether or not they are community-based projects. The Air Quality Partners Team's next meeting will focus on refining the community-based opportunities to create a concept design for a first project.

10/15/08 Meeting Participants:

Ralph Becker	Mayor, Salt Lake City, Co-Convener
Peter Corroon	Mayor, Salt Lake County, Co-Convener
Jon M. Huntsman, Jr.	Governor, Utah, Co-Convener
Vicki Bennett	SLC Office of Sustainability
Jerry Benson	UTA
Dan Bergenthal	SLC Transportation
Chuck Chappell	Wasatch Front Regional Council
Gary Edwards	Salt Lake Valley Health
Elaine Emmi	Salt Lake Interfaith Roundtable
Robin Erickson	Utah Clean Cities Coalition
Craig Forster	U of U Office of Sustainability
Cheryl Heying	UDEQ / UDAQ
Dr. Michelle Hofmann	Moms for Clean Air
Elise Lazar	Salt Lake Green Team
Murrell Martin	Utah State Office of Education
Ann Ober	Salt Lake County Mayor's Office
Karen Okabe	Salt Lake County
Angelo Papastamos	UDOT
Ellen Reddick	Vest Pocket Coalition
Rick Sprott	UDEQ
Kathy Van Dame	Wasatch Clean Air Coalition
Michele Straube	Salt Lake Solutions, facilitator

Audience:

Stacey Adams	UDEQ
Renette Anderson	UDEQ
Kip Billings	Wasatch Front Regional Council
Bryce Bird	UDEQ / UDAQ
Tracy Eagle	US EPA Region 8, CARE Grant Program
Debbie Feder	SJ Quinney College of Law, Legal Intern
Nancy Reish	US EPA Region 8, Environmental Justice
Renee Zollinger	SLC Sustainability

Invited:

Alan Anderson	Chamber West
Kerry Case	Westminster College Sustainability
Scott Conlin	Church of Jesus Christ of Latter-day Saints
Natalie Gochnour	Salt Lake Chamber of Commerce
Dianne Nielson	Gov. Huntsman's Energy Advisor

Community-Based Air Quality Improvement

Ideas for Projects to Improve AQ in Salt Lake Valley

(including ideas generated by Air Quality Partners Team at 10/15/08 kick-off meeting and ideas from community council chairs at 11/6/08 breakfast with the Mayor)

Individual Behavior Changes – Community-Based Opportunities

- Encourage walking
 - E.g., walk to church
- Travel demand management used during Olympics
 - Work with community / businesses
 - Very specific to “red days”
 - UDOT met with businesses in focus groups
- Walking school bus
- School system contest – not use car (done in Logan?)
 - Which community saved the most miles?
- Education re: air quality impacts of:
 - Snowblowers
 - Leaf blowers
 - Electric scooters
 - Lawn mowers
- Educate business community re diesel retrofits
 - Technology available
 - Funding
 - Partner with businesses
- Signage in public places
- TV show to educate kids (Swedish example)
 - Collaborate with school districts?
 - Public education
- “Slugging” (as done in DC)
 - Create cultural movement to randomly carpool
- How to expand audience for message (reach beyond “the choir”)?
 - Public education campaign that is viral
 - Use political leadership to get message out
 - Target message to audience
 - Send message through the children
 - Increase use of media
 - Publicize health aspects
 - Highlight benefits for all residents
 - Keep gas prices down
 - Improve insurance rates
 - Save money

- Monthly / quarterly workshops at community level
 - Help citizens find alternatives to driving car – e.g. facilitate RideShare opportunities
 - Spread the word
- Special community events
 - Ride-the-Bus Day
 - Mass-Transit Day
 - Catch-a-Neighborhood-Ride Day
 - Try-Something-New-Today Day
- Chambers of Commerce challenge businesses
 - Don't drive 1-2 days / week
- Tracking system for challenges – publicize success

Policy / Implementation Changes

- Government lead by example
 - Voluntarily curtail government driving on “red alert” days
- Snow removal in winter – shovel bike paths before roads
- Walking strategy
 - Walkable city
 - Barriers to walking to bus stop
 - Educate drivers
- City/county development ordinances that are walk-friendly
- Additional school buses / transport more kids on public transit
- Carbon offsets to benefit local community
- “Buslets” / small vans to service less-traveled areas
- Citizens initiative for innovative vehicle propulsion systems
- Increase availability of alternative services
 - Many buses to east side of valley have been discontinued
 - No park-n-rides available at many mass transit stops
- Fund bicycle safety efforts
 - Bike lanes
 - Signage
 - Share roads with bicycles message
- More incentives for people with CNG or hybrid cars
- Reduce use of two-cycle engines

Infrastructure Changes

- Build sidewalks (municipalities)
- Land Use changes –need to educate citizens about relationship between land use and air quality
- Bicycle corridors / bike priority corridor

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AGENDA

Co-Conveners' Welcome	Mayor Ralph Becker Mayor Peter Corroon Gov. Jon M. Huntsman, Jr.
Salt Lake Solutions Model	
Introductions / Ongoing Projects	
Air Quality Issues in Salt Lake Valley	Bryce Bird, UDAQ
Decision-Making Criteria for Community-Based Projects	Group Discussion
Community-Based Air Quality Improvement Projects	
Examples from Other Cities	Michele Straube
SL Valley Opportunities	Group Brainstorm
Next Steps	