



# BLUE SKYWAYS

## COLLABORATIVE

**Opportunities to Improve Air Quality, Reduce Greenhouse Gases and Get Co-Benefits  
Webinar 2  
June 16, 2010  
Questions and Answers**

**Air Quality in the Kansas City Area: Recent Trends and Plans for the Future  
Amanda Graor  
Senior Air Quality Planner  
Mid-America Regional Council**

Q: Do the figures for Waste Disposal include burning of vegetation/storm debris?

A: *The figures in the graph do not include burning of vegetation/storm debris.*

Q: Describe the Educational component of CAAP.

A: *The CAAP in its entirety can be found here:*

*<http://www.marc.org/Environment/airQ/clean-air-action.htm>. The Education component of the CAAP involves efforts originating both at MARC and employee-based efforts at businesses and local governments to educate the public around ozone and attainment issues and to encourage alternative transportation and ozone-friendly practices such as charcoal chimneys, energy efficiency and reduced mowing and evaporative emissions from vehicle fueling.*

**Choosing Actions that are Right for Your Community and Quantifying Co-benefits  
Robyn Kenney and Neelam R. Patel  
U.S. EPA  
State and Local Climate and Energy Program**

Q: What methods do you suggest for gauging the effectiveness of outreach efforts, like the one mentioned for Omaha?

*I am not an expert on evaluating outreach efforts but can offer some suggestions. The way I see it, there are two ways in which the effectiveness of outreach can be gauged. The first is based on who you are actually contacting. For example, if you hold workshops, you can quantify the number of attendees. Another example of an outreach activity is sending out mailers. In this case, the number of mailers can be quantified.*

*These metrics do not provide information on the environmental goal but instead, provide information on the number of people that the outreach activity is reaching.*

*The second type of metric is the based on whether the messages/information from the outreach efforts are being applied by the target audience. For example, the Omaha outreach activity outlined residential activities that could reduce ozone formation. Developing a metric to determine the impact of the mailer on behavior change is more challenging and could require more intensive data collection. It would be possible to survey the audience that was part of the outreach efforts. For surveys, it is important to ensure that surveys are conducted in compliance with local and/or state data collection guidelines.*

*For additional information on measuring the effectiveness of outreach, please explore literature about behavior change, social marketing, and outreach.*

Q: Could the EPA please elaborate on the job creation rule of thumb?

*A: The best way to determine which “rule of thumb” is most applicable to your project is to determine which existing reports and studies most closely relate to your initiative. We have a list of Job Creation Rules of Thumb from various Studies in Table 5.2.2 of U.S. EPA’s Guide: Assessing the Multiple Benefits of Clean Energy, which can be found at: [http://www.epa.gov/statelocalclimate/documents/pdf/epa\\_assessing\\_benefits\\_ch5.pdf](http://www.epa.gov/statelocalclimate/documents/pdf/epa_assessing_benefits_ch5.pdf)*

*The Department of Energy (DOE) also has a free tool, called the Job and Economic Development Impact (JEDI) Model, which estimates the number of jobs created and economic impacts of renewable energy projects within a local area. More information can be found at DOE’s Wind Powering America Website:*

*[http://www.windpoweringamerica.gov/filter\\_detail.asp?itemid=707](http://www.windpoweringamerica.gov/filter_detail.asp?itemid=707)*

*There are also links on the lower left hand side of this website to State specific economic impact publications.*

## **Ground-level Ozone Reduction Programs in the Austin Region**

**Cathy Stephens**

**Capital Area Metropolitan Planning Organization**

Q: As mentioned, other area in Texas didn't buy-into the climate change or green house gas... What is the best "terminology" to use to convince people of climate change or greenhouse gas?

*A: We’ve found that often the best approach is to shift the discussion to strategies and solutions, rather than try to convince skeptics that climate change is a real threat. Many problems have similar solutions, such as ozone nonattainment, oil dependence, energy independence, congestion reduction and climate change. Climate change skeptics may be concerned about some of these other problems and support solutions addressing them, so emphasizing multiple co-benefits of strategies that address problems your community is concerned about can be helpful. If you are already implementing strategies to address*

*some of these problems, it may help to explain that you may not do anything different to address climate change, you are already addressing it for different reasons.*

*We also found it helpful to mention that federal greenhouse gas regulation appears to be forthcoming, many states and cities are already addressing climate change, and the federal government is offering financial grant opportunities to communities that address climate change. There may be a need to acknowledge and address climate change in order to ensure your community “has a place at the table”.*

**Q:** How much of the elevated ozone in Austin is a function of emissions from outside the Austin Area? If it is significant, how does that complicate your ozone and co-benefits planning?

*A: On high ozone days, most of the emissions generally come from outside the Austin area. CAPCOG provided the details in the following paragraphs. It does complicate ozone and co-benefits planning because some believe that there is no reason to do anything locally, it is not a local problem, there is nothing we can do. It also requires local governments to work more closely with state and federal officials to try and address the ozone problem, since it is out of local control. The state and federal officials may have different priorities than the local governments, making it challenging to implement a coordinated response. We try to work closely with the state and EPA to reduce ozone levels outside our area and we work cooperatively as a region to reduce local ozone to the extent possible. We take care of what we can and work with others to encourage them to do the same.*

#### Information from CAPCOG

*Below is an excerpt from the conceptual model report for the Austin area done by UT for which report can be viewed at the web site referenced below. It should be noted that it is based on monitoring data through 2006 and it used 75 ppb as the level for high ozone. The current analysis being done by UT will include 2007 – 09 monitoring data and will consider high ozone levels to be above 60 ppb, in line with EPA’s proposed new standard.*

*“Based on available monitoring data, background ozone concentrations were typically 80-85% of the observed Austin maximum. Based on these analyses, the enhancement of ozone concentrations due to emissions from Austin Area sources generally ranged between 10 ppb and 20 ppb on individual high ozone days, with an average enhancement of 15 ppb. With background concentrations ranging from 65 ppb to 75 ppb, even relatively small contributions of ozone formed from local source emissions in the Austin Area would have resulted in an exceedance of the 8-hour NAAQS of 0.08 ppm.”*

[http://www.capcog.org/documents/airquality/reports/Austin\\_Conceptual\\_Model\\_20070726.pdf](http://www.capcog.org/documents/airquality/reports/Austin_Conceptual_Model_20070726.pdf)

### **Austin’s Evolving Air Quality and Climate Protection Efforts**

**Jennifer Clymer**

**Austin Climate Protection Program**

**Q:** Are you finding that other cities are also adopting some of Austin’s energy and climate programs or are they primarily a city of Austin phenomenon?

*A: Yes, there are several cities that have adopted energy conservation and climate protection programs similar to Austin's. ICLEI-Local Governments for Sustainability provides a nice synopsis of some of U.S. cities' climate protection activities in its [2009 Measuring Up report](#).*

**Audience Comment:**

*Are you aware of the benefits of Nitrogen inflated tires in improving tire wear by up to 30% thus reducing spent tire casings disposed of in landfills? Over 300 million spent tire casings are disposed of in the US. A perfect fit for the Clean School Bus Program there in Austin or any major municipal fleet... Nitrogen's use by the airlines is well documented for decades - for performance and improved safety. NASCAR has used it since 1991. The science that supports its benefits in use with rubber is well quantified by industry and government. [www.gonitrotire.com](http://www.gonitrotire.com) and NitroFleet99*