

# It All Adds Up to Cleaner Air (IAAUCA) Program

John Zamurs, ZAMURS AND ASSOCIATES, LLC

AASHTO CES Annual Meeting  
Minneapolis, MN  
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# Project team

## FHWA

- Victoria Martinez – It All Adds Up to Cleaner Air Program Manager

## Project Support Team

- Cadmus
- ZAMURS AND ASSOCIATES, LLC
- Sarah Siwek and Associates
- Redhorse

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# Research Project Overview

- **Primary Objective:** Review and refresh the It All Adds Up to Cleaner Air website so it is relevant for today's outreach needs
- Inventory existing resources and update or create new resources as needed
- Improve usability of the website
- Highlight successful public education programs related to transportation air quality
- Collect stakeholder input and feedback throughout the process
- Market the updated website and attract new users

# It All Adds Up to Cleaner Air

- Developed to inform public about impact of transportation choices on traffic congestion and air quality
- Response to state and local government requests for federally-sponsored public education initiative to help meet air quality and mobility goals
- Providing free, commercial quality marketing materials that can be downloaded and used by communities nationwide
  - Print, radio, video materials

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Office of Planning, Environment, & Realty (HEP)

Planning Environment Real Estate

HEP Events Guidance Publications Glossary Awards Contacts

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Air Toxics CMAQ Conformity It All Adds Up

About It All Adds Up

Tools for Organizations

▸ Education Center

▸ Resource Tool Kit

▸ Success Stories

▸ Exemplary Material

▸ Ask the Experts

▸ Noteworthy Articles

▸ Other Outreach Materials

Resources for Individuals

FAQs

**Air Quality Contacts**

For more information, please contact **Victoria Martinez** (787-771-2524).

Looking for materials for your community outreach program?

**DOWNLOAD**



FHWA → Environment → Air Quality

## It All Adds Up to Cleaner Air

### Promote your clean air message...

...with FHWA's *It All Adds Up to Cleaner Air*—your one-stop resource for [free commercial-quality marketing materials](#). Choose from dozens of ads and other resources your organization can use to customize its air quality campaign. Anyone can use this site to learn about the [simple steps](#) people can take to reduce traffic congestion and pollution.

**Related Links**

• [Air Now](#)



You can [put this video](#) on your Web site—it's easy. Find animations for every season—there's even a selection that works year-round anywhere in the country...

### Did You Know?

The average driver spends more than 50 cents per mile including vehicle ownership and maintenance.



# It All Adds Up to Cleaner Air

- Marketing resources and examples from successful community outreach programs are available on the website
- Resource Toolkit – a guide to implementing, sustaining, and evaluating your program
  - Assessing your current situation (at your organization, in your community, identify potential partners)
  - Defining your target audience
  - Developing a communications plan
  - Tips for media outreach

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**Bicycling is  
good for you  
and the air.**

Bicycling is a great way to get exercise and save money.  
Plus, it helps reduce traffic congestion and pollution.  
So keep it up, because —



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 U.S. Department of Transportation  
Federal Highway Administration

Your logo/URL here

# IAAU Website Tour

- Ready to Use Templates
  - It All Adds Up to Cleaner Air logos and icons
  - Radio ad scripts
  - Print advertisements
  - TV/video spots
  - Flyers and brochures
  - Sample press releases



## What's Your Air Quality I.Q.?



1. When you gas up, don't \_\_\_\_\_ because it releases harmful gas vapors into the air.  
a) laugh b) burp  
c) top off the tank
2. Refueling during cooler periods of the day or in the evening can prevent gas fumes from heating up and causing \_\_\_\_\_.  
a) a monster b) a big stink c) ground-level ozone
3. By avoiding traffic jams and peak travel times, you can save money on gas and help reduce \_\_\_\_\_.  
a) your chance of being bored b) your chance of looking goofy while singing along to the radio c) air pollution
4. The average commuter spends \_\_\_\_\_.  
a) the best years of their lives in traffic b) too much time primping in the rearview mirror  
c) More than 50 cents per mile on vehicle ownership and maintenance costs
5. New \_\_\_\_\_ are extremely fuel efficient and emit very few air pollutants, which contributes to cleaner air.  
a) AAA batteries b) horse-drawn carriages c) hybrid electric vehicles
6. National experts estimate that fewer than 10% of \_\_\_\_\_ account for approximately 50% of passenger-vehicle-related air pollution.  
a) hair spray bottles b) hot baths c) vehicles
7. Maintaining and repairing your car on a regular basis can improve gas mileage, extend your car's life, and increase its resale value. Repairing a polluting vehicle can significantly reduce \_\_\_\_\_.  
a) your chances of winning the lottery b) your yearly income c) your car's emissions
8. Properly inflated \_\_\_\_\_ can increase gas mileage and reduce air pollution.  
a) egos b) balloons c) tires
9. A loose \_\_\_\_\_ on your car can release harmful gas vapors into the air.  
a) goose b) screw c) gas cap
10. When you hit the road for a family trip, consider \_\_\_\_\_ to save money on gas and reduce air pollution.  
a) walking b) traveling by covered wagon c) using a fuel efficient car



By refueling when it's cool, not topping off your gas tank, and using less gas you can make a big difference, because —

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ANSWERS: 1-10: c. SCORE: One point for each correct answer. 8-10 points: Excellent! You're a bona fide Air Head. 5-7 points: Good! Your head's in the right place — the clouds! 1-4 points: Take a deep breath and start over. 0 points: Sorry, try again!

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# IAAU Website Tour

## Which of the 10 Simple Steps Can You and Your Family Take to Help Improve Air Quality?

**1. Trip chain.** It's easy! It's when you combine errands into one trip. When you first start a car after it has been sitting for more than an hour, it pollutes up to five times more than when the engine's warm.

**2. Care for your car.** Regular maintenance and tune-ups, changing the oil, and checking tire inflation can improve gas mileage, reduce traffic congestion due to preventable breakdowns and it could reduce your car's emissions by more than half.



**3. Don't top off the tank.** It releases gas fumes into the air and cancels the benefits of the pump's anti-pollution devices. So stopping short of a full tank is safer and reduces pollution.



**4. Get fuel when it's cool.** Refueling during cooler periods of the day or in the evening can prevent gas fumes from heating up and creating ground-level ozone.

**5. Know before you go.** Get travel and transit updates before you leave home and you won't get stuck in a jam.



**6. Ride your bike.** It's a great way to travel and it can help you and the air get into condition. Motor vehicles on the road create more than 25% of all air pollution nationwide.



**7. Take things in stride.** Walk or in-line skate instead of driving. They're easy ways to get exercise and they're easy on the air.

**Word Search**

P	T	R	I	P	C	H	A	I	N	X	D	D
T	E	A	I	T	R	A	I	N	D	O	R	E
I	L	N	O	D	S	P	R	Q	N	O	T	C
S	E	Z	F	R	E	S	H	T	W	A	O	N
N	C	L	E	A	N	S	T	E	K	P	J	A
A	O	Z	O	N	E	O	H	S	K	B	L	N
R	M	Q	S	M	P	T	E	A	R	I	O	E
T	M	A	J	O	D	N	L	E	R	K	O	T
S	U	M	F	A	I	J	A	B	F	E	P	N
S	T	F	E	L	R	T	I	K	N	R	R	I
A	E	R	N	O	H	T	Q	L	U	I	A	A
M	P	I	K	E	B	U	S	A	V	D	C	M
S	L	O	O	C	N	E	H	W	L	E	U	F

**Word Bank:** RIDE SHARE, BIKE RIDE, WALK, MASS TRANSIT, TRAIN, BUS, TELECOMMUTE, CAR POOL, INLINE SKATE, TRIP CHAIN, AIR, BREATHE, FRESH, CLEAN, OZONE, MAINTENANCE, FUEL WHEN COOL, SPREAD THE WORD, DONT TOP OFF



**8. Share a ride.** Even if you car pool or take mass transit just once or twice a week you'll reduce traffic congestion and pollution, and save money.

**9. Telecommute.**

Work at home sometimes. You'll save time and money, and reduce emissions and traffic congestion.



**10. Spread the word.** If everyone took just a few of these simple, easy steps, it could make a big difference, because—

*It all adds up to cleaner air*



## Two Simple Steps for Winter

**1** Trip chain more often. When you first start a car after it's been sitting for more than an hour, it pollutes about five times more than when the engine is warm. By combining your errands — or trip chaining — you will save time, while reducing air pollution and traffic congestion.



**2 Telecommute.** Work at home when you can. You'll reduce harmful emissions, traffic congestion, and stress. You'll also save time and money.



Spread the word. If everyone took these simple, easy steps, it would make a big difference, because —

*It all adds up to cleaner air*



Your logo /URL  
here

# Three Simple Steps for Spring

**1** **Care for your car.** Regular maintenance and tune-ups, changing the oil, and checking tire inflation can improve gas mileage, extend your car's life, and increase its resale value. It also can reduce traffic congestion due to preventable breakdowns and it could reduce your car's emissions as much as 50%.



**2** **Care for yourself.** Walking and bicycling are great ways to travel, they're easy ways to get exercise, and they're easy on the air. Passenger cars and trucks create more than 25% of all air pollution nationwide.



3 Spread the word. If everyone took just a few of these simple, easy steps, it could make a big difference, because —



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# TRIP CHAIN CHECKLIST



Combine your errands into one efficient trip. Check the boxes as completed or number them in the order that is most efficient for you. Use the lines provided for notes and reminders.

- ☐ Drop kids off at school
- ☐ Grocery store/bakery
- ☐ Coffee w/ friends/family
- ☐ Dry cleaner
- ☐ Barber/hair salon
- ☐ Post office
- ☐ Health Club
- ☐ Dentist/doctor
- ☐ Mall
- ☐ Lunch w/ friends/family
- ☐ Pick kids up from school
- ☐ Drop kids off at after school activity
- ☐ Bank
- ☐ Gas station
- ☐ Pick kids up from after school activity
- ☐ Library
- ☐
- ☐
- ☐

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# IAAU Website Tour

- Examples and Success Stories from other Communities
  - More than 20 communities highlighted
  - Links to example materials from state and local outreach campaigns
- Many of the examples are from early years of the It All Adds Up program

The screenshot displays the IAAU website interface. At the top, a banner reads "It all adds up to cleaner air" with a background image of a city street. Below the banner is a navigation bar with links: "Air Toxics", "CMAQ", "Conformity", and "It All Adds Up". A breadcrumb trail shows the path: "FHWA → Environment → Air Quality → It All Adds Up → Tools".

The main content area is titled "Tools for Organizations" and includes a "Success Stories" section. The text in this section states: "These stories feature dozens of low-cost, innovative approaches to delivering effective air quality education using *It All Adds Up to Cleaner Air* materials and information. To read how organizations across the country are achieving success—and to get some great ideas for your own campaign—please click on the [exemplary materials](#) and the following articles:

Below this text are several success story entries, each with a title and a brief description:

- Air Victoria, TX**: Lawn mowers across the region are resting noiselessly until after 5 p.m., drivers are stopping at the click when they refuel their cars, and increasing numbers of people are hopping on the bus or sharing a ride when ozone levels peak.
- Alamo Area Council of Governments, TX**: The key to educating people about the importance of air quality and the steps they can take to improve it is to personally involve them in the effort. That's how the Alamo Area Council of Governments in San Antonio, Texas, conducts much of its transportation and air quality outreach.
- Bi-State Regional Commission, IL**: With two states, five counties, and more than 44 municipalities in its jurisdiction, the Bi-State Regional Commission (BSRC) in Illinois has a complex education challenge. *It All Adds Up to Cleaner Air* materials and resources enabled BSRC to enthusiastically meet the challenge and strengthen its ongoing "Aware of Air" public education campaign.
- Broward and Miami Dade Counties, FL**: From material development and dissemination to cost sharing, Miami-Dade County and Broward County in South Florida are putting up a united front to fight air pollution and traffic congestion using *It All Adds Up to Cleaner Air* materials and resources.
- Capital Area Transportation Authority, MI**: As towns in and around the border regions of Michigan battled air quality problems with years-old air quality outreach and education programs, Lansing's Capital Area Transportation Authority (CATA) was

On the right side of the page, there is a box titled "Who's Talking" containing a quote: "People always ask why they should fuel after 6 p.m., and after we explain why it's important, they almost always commit to getting gas in the evenings." attributed to Barbara Colegrove, RideSolutions, OH.

The left sidebar contains a menu with the following items: "About It All Adds Up", "Tools for Organizations" (which is expanded to show "Education Center", "Resource Tool Kit", "Success Stories", "Exemplary Material", "Ask the Experts", "Noteworthy Articles", and "Other Outreach Materials"), "Resources for Individuals", "FAQs", "Air Quality Contacts" (with contact information for Victoria Martinez), and a "DOWNLOAD" button with a graphic of a brochure.



# IAAU Website Tour

- Ask the Expert section includes additional tips and advice on
  - Using CMAQ Improvement Program funds for public education efforts
  - Effectiveness of air quality education programs
  - What techniques for outreach and/or messages have the biggest impact?



Sample billboard from Capital Area Transit Authority



Sample Car Log from Miami Dade County



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# How can State DOTs help?

- Review/comment on the website
  - materials/resources that would be most helpful to plan a new air quality outreach effort?
    - e.g., guidance on developing a communications plan, topical messaging, ready to use materials (factsheets, brochures, social media graphics, etc.)
  - partners, stakeholders, or other users of the site should we try to reach? Who would find this information most helpful?



# What can State DOTs do to help?

- recent examples of outreach programs that could be shared as best practices or success stories for public education on air quality issues?
- Other related program examples (e.g., electric vehicles, alternative fuel vehicles)
- Volunteer to review new materials
  - three to four DOTs
  - review/comment on new website items

# Thank You

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