

Possible Session Topics

**2006 National Air Quality Conference
Including the
Communicating Air Quality and Communities in Motion Annual Meeting
Marriott Rivercenter, San Antonio, Texas
Sunday, February 5-Wednesday February 8, 2006**

Health Effects

- Shifting from summertime to year-round air quality programs – ozone, PM_{2.5}, air toxics
- The health effects/communications challenges of mercury, air toxics, lowering the PM standard
- Health Professional speaker

Information Tools

Air Explorer, Air Trends, Enviroflash, Airshare.info, revising Smog City, Air Compare (new site EPA is working on to give the public historical air quality information about cities in the US).

The Asphalt Jungle

- *Sustainable Growth* – Strategies state and local air quality agencies are using to generate consensus among local governments, businesses and residents about the need for more sustainable growth. Examples: green buildings; tree planting; transit friendly and walk-able communities; other energy efficiency programs with direct air quality benefits.

- *Lawn Care* – Reducing VOC emissions from lawn and garden equipment; promoting native landscaping and other low-impact grounds keeping practices that benefit air quality, water conservation, etc.; outreach strategies used to generate support for non-traditional grounds keeping practices.

Types of Communication

- *Generation Marketing* – Developing different messages for different generations. Through surveys we can determine how effective we are at reaching certain audiences. Could generation marketing help us target audiences we are not currently reaching? (Lucia Libretti mentioned Alison and Partners, a public relations firm doing generation marketing for a major hotel chain.)

- *Air Crisis Communications* – Discuss and share contingency plans for accidents, natural disasters and terrorist attacks that may impact air quality; examine state and local participation in the BioWatch Network, a cooperative project between EPA and the Department of Homeland Security to provide for early detection of aerosol releases of certain pathogens through a comprehensive protocol of monitoring and lab analysis of biological agents.

- *Changing Behavior through the Power of One* – A potential session topic from our colleagues in Canada. It might be good to get an international perspective.

Federal Legislative and Regulatory Update

Specifically, the new coarse and fine particle standards, the natural events action plan and other pending regulations and legislation.

The Role of Energy Efficiency and Renewable Energy in Air Quality Planning

State and local conservation efforts to reduce energy consumption to lower peak demand and thereby reduce emissions from electric utilities; increasing the use of renewable energy through renewable portfolio standards (California, Texas, Arizona, others?); adapting existing energy efficiency curricula to address air quality concerns (the National Energy Education Department program (NEED) and NYSERDA); other state and local initiatives.

Getting Our Point Across: Quantifying and Qualifying Our Programs

Provide input on EPA's National-Scale Activity Study to ensure that the survey instrument being developed accurately reflects the ideas and concerns of state and local agencies; discuss other state and local survey results.

Bilingual Outreach – Communicating with non-English speaking populations; effective ways of reaching the growing Latino population; sharing existing bilingual materials; getting materials translated cost-effectively and well; sharing success stories. (Susan Stone suggested that Lina Younes, in EPA's Office of Public Affairs might be a useful contact and that San Antonio might be a community with experience working with the Latino population. She also suggested viewing EPA's Spanish-language asthma video, which features San Antonio's Director of Health.)

Global Warming and Climate Change

State and local initiatives to reduce greenhouse gas emissions from stationary and mobile sources; the West Coast Diesel Collaborative and EPA's National Clean Diesel Campaign; the Regional Greenhouse Gas Initiative (RGGI); NOAA's forecasting for air quality and climate change.

Outreach to Educators

How air quality education stacks up against other "standards of learning" obligations; beyond providing curricula and materials, how can we really reach teachers; examples of state and local materials. (Cheryl Schmidt has volunteered in the past to do a presentation on New York State's Communications Program on Acid Rain, which is an interactive program using simple visuals to communicate complex ideas such as transport. This program is specifically designed for students when time is limited. Ideally, this presentation could/should be done with a student audience, in addition of conference attendees.)

"I Did That," and You Can Too: An Update from the Communities in Motion Partners

- The Parking Benefit District (Katie Larsen, Senior Planner, Neighborhood Planning & Zoning Department, City of Austin)
- Crossing the Finish Line with the eXtraordinary Road Trip (Lis Olson, Wisconsin DNR)
- Air Bound: The Search for One Clean Breath – IMAX Takes on Air Quality (Barbara Page, Ventura County, CA)

Mobile Sources and Fuels

- *CAFE standards* – the role of hybrid and diesel vehicles in increasing fuel efficiency.
- *School Bus Retrofit and Anti-Idling Programs* – EPA's Clean School Bus USA program and its partners, EPA's SmartWay Transport Partnership program; other state and local initiatives to reduce diesel emissions.
- *Transit* – State and local communities that have been successful in promoting more transit-supportive development; other innovative ideas for promoting increased transit ridership, carpooling and other means of reducing VMT.

Questions and Answers – Facilitated discussion of issues, concerns, problems solutions and other suggestions that would be helpful to all of us.

August 23, 2005