

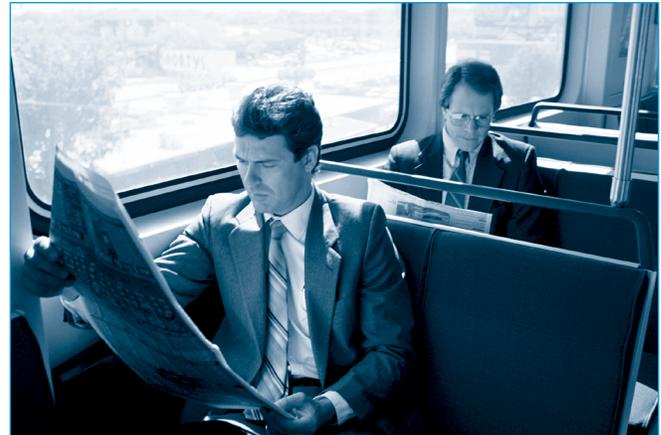
It All Adds Up To Cleaner Air Overview

- Between 1970 and 1999, the U.S. population grew by 33%. During this period, however, the U.S. Department of Transportation found that vehicle miles traveled grew disproportionately by 143%.
- According to the U.S. Environmental Protection Agency, although air quality has greatly improved, vehicles on the road account for at least 29% of air pollution emissions nationwide (29% of volatile organic compounds, 34% of nitrogen oxides and 51% of carbon monoxide).
- In 1999, the Texas Transportation Institute reported that congestion costs U.S. travelers 4.5 billion hours of delay, 6.8 billion gallons of wasted fuel and \$78 billion in wasted time and fuel.
- Traffic congestion is no longer just a big-city problem. We spend five times as long stalled in traffic in small and medium-sized cities than in 1982, and this figure is growing at a far faster rate than in larger cities.

Our mission is clear: We must reduce traffic congestion and improve air quality. State and local governments have urged the federal government to sponsor a public education initiative to help them meet their traffic congestion and air quality goals under the Transportation Equity Act for the 21st Century and the Clean Air Act. In response, the U.S. Department of Transportation (DOT) and the Environmental Protection Agency (EPA) developed the *It All Adds Up to Cleaner Air* Transportation and Air Quality Public Education Initiative.

Program Summary

It All Adds Up to Cleaner Air is a public education and partnership-building program of DOT's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), and the EPA's Office of Transportation and Air Quality. It's designed to inform the public about the connection between their transportation choices, traffic congestion and air pollution. The program emphasizes simple and convenient actions that people can take to improve air quality and reduce traffic congestion, while saving themselves time, money and stress. This community-based effort focuses on three core messages: (1) trip chaining, or combining errands into a single car trip; (2) keeping cars regularly maintained; and (3) choosing



alternate modes of transportation, such as carpooling, mass transit, biking or walking.

The program's design is based on considerable primary and secondary research, including a pilot study in three U.S. cities with varying stages of air quality awareness: Dover, Delaware; Milwaukee, Wisconsin; and San Francisco, California. Following the research phase, 14 demonstration communities throughout the U.S. were selected to participate in the program. The communities were encouraged to form local coalitions of community organizations, businesses and governments with an interest in transportation, traffic congestion and air pollution issues. To implement the program, the communities were provided with a toolkit, which included a media campaign with television, radio, print and outdoor advertising. In addition to the community effort, a national coalition of public and private entities was formed to support the campaign's core themes and ensure the initiative's long-term sustainability.

In developing the national initiative, it was critical to create consumer-based messages that motivate the public to take action. The messages also needed to resonate across communities that vary in available transportation options and air quality awareness levels. This led to the development of a full spectrum of components so communities could tailor the initiative to fit their unique requirements. But the major challenge was to create an overarching theme that would motivate Americans to change their driving habits. The *It All Adds Up to Cleaner Air* theme encourages the public to make

small changes in their transportation choices to reduce traffic congestion and air pollution.

This kit highlights every facet of the comprehensive *It All Adds Up* initiative. You'll learn how an extensive review of literature on transportation and air quality public education programs, focus groups and results from pilot tests in several metropolitan areas formed the basis for this program. You'll see how demonstration communities applied the campaign in their own communities and conducted their campaign evaluations. You'll discover how the federal partners are extending the initiative's reach to additional *It All Adds Up* community partners through distribution of a resource toolkit, an enhanced website and a new web-based knowledge-sharing tool. You'll also find how becoming a member of the Alliance for Clean Air and Transportation (ACAT)—and taking advantage of this nationwide network—can enhance your campaign's effectiveness.



Please, take your time to review the materials. This kind of public education can be a key element in reducing congestion and vehicle emissions. And public awareness can lead to acceptance of solutions such as HOV lanes and vehicle I&M programs. Imagine what a positive effect this would have on your community, because *It All Adds Up to Cleaner Air*.



You'll learn how to create and maintain partnerships with local businesses and organizations to help disseminate your message. You'll be able to order from an array of top-quality marketing materials, including television and radio commercials, print advertisements, billboards, collateral materials and more. Plus, you'll find a list of contacts for each of our participating and demonstration communities to use as resources for assistance, ideas and motivation.