

Frequently Asked Questions

Q: What is a Transportation Pooled Fund Program?

A: A Transportation Pooled Fund Program (PFP) is a funding mechanism that enables federal, state and local agencies, and other organizations to pool their resources for transportation projects and studies.

Q: What is the purpose of the *It All Adds Up to Cleaner Air* PFP and how is it related to the *It All Adds Up to Cleaner Air* initiative?

A: FHWA established the *It All Adds Up to Cleaner Air* PFP, so federal, state and private organizations can pool funds to create a suite of “second-generation” messages and tools (TV, radio, print, online and other materials) that build on the principles and success of the *It All Adds Up* public information and outreach initiative. The goals of the new messages and materials will be to encourage and sustain the public’s understanding and involvement in improving transportation and air quality. The materials will continue to be flexible, so small, medium and large cities can adapt them.

Sponsored by FHWA, EPA and FTA for nearly 10 years, the *It All Adds Up* initiative has been used in nearly 70 communities throughout the nation. It has helped communities raise public awareness and promote simple actions that citizens easily can take to help reduce traffic congestion and improve air quality. The initiative also has helped communities forge new partnerships and secure thousands of dollars in free media.

Q: Aside from the new messages and materials, what else do contributors receive for their investment in the PFP? How does it benefit their organization?

A: Participants in the PFP may designate someone to serve on the PFP Steering Committee, which will have direct involvement in the research, development and testing of the new messages. This is an excellent opportunity to ensure that the campaign is of the utmost value to your organization.

By providing federal, state, and local agencies with an opportunity to combine their resources, the PFP also will help participants save money on developing creative materials and free up funds for promotion and placement. Without a new generation of *It All Adds Up to Cleaner Air* messages and materials, many states and communities are likely to spend valuable time and money on researching, developing and testing their own messages and materials.

Q: Are there any more benefits to participating in the *It All Adds Up to Cleaner Air PFP*?

A: PFP participants have an opportunity to collaborate with the federal agencies and demonstrate a commitment that is important to their stakeholders and citizens. The federal partners also bring to the table the knowledge and experience they have acquired by working together for almost 10 years on the *It All Adds Up To Cleaner Air* initiative. Also, because the federal partners are managing the program, they will assume responsibility for the tasks associated with contract administration.

Q: How will the *It All Adds Up To Cleaner Air PFP* help areas address their transportation and air quality goals?

A: Citizens and community leaders who are informed about the connection between their transportation choices, traffic congestion and air quality are more likely to support measures that can help them to effectively solve their congestion and air quality problems. Well-researched new messages and creative materials will refresh the *It All Adds Up To Cleaner Air* initiative and ensure consumers are connecting with the messages.

Q: How much will the *It All Adds Up to Cleaner Air PFP* cost?

A: The cost of conducting research, developing and testing messages, and creating new materials for this phase of the initiative is estimated at approximately \$3 million, similar to the cost of the initial phase.

Q: Is there a minimum contribution level?

A: To ensure that the *It All Adds Up to Cleaner Air PFP* is successful, the goal is for at least 10 to 15 participants to commit between \$50,000 and \$100,000 annually over a three-year period. Greater or lesser amounts, however, also are acceptable.

Q: What funds are eligible for contribution?

A: The following state Department of Transportation funds: State Planning and Research (SPR) and Metropolitan Planning (PL) (matching requirement waived), Congestion Mitigation and Air Quality Improvement Program (CMAQ), National Highway System (NHS), Surface Transportation Program (STP) and Minimum Guarantee (at the normal matching ratio), and Research, Development and Technology Transfer (RD&T) funds. Also eligible for contribution are transit funds, and other public agency, private sector and foundation funds.

Q: How can I get involved with the *It All Adds Up to Cleaner Air PFP*?

A: We are currently seeking commitments to the PFP. Based on the level of interest, and once enough funds are committed to proceed with the effort we will work with your organization to complete the contribution process. Please contact Lisa Williams at (202) 493-3376 or lisa.williams@fhwa.dot.gov to find out how to make a commitment.

Q. Where can I get more information about the *It All Adds Up to Cleaner Air PFP*?

A: Please visit www.pooledfund.org and find proposed study #780, where you can learn about the history, deadlines and need for the *It All Adds Up PFP*. Call Victoria Martinez at (787) 766-5600 x 231 to ask specific questions about how the PFP relates to your organization.