

Meeting Summary
Air Quality Committee
Meeting of May 16, 2013

A meeting of the Air Quality Committee was held on Thursday, May 16, 2013 in the offices of the Wasatch Front Regional Council, 295 North Jimmy Doolittle Road, Salt Lake City, Utah.

Welcome and Introductions

Mayor JoAnn Seghini, AQC Chair, called the meeting to order at 11:20a.m. Mayor Seghini welcomed committee members and guests.

AQC Members and Alternates Present:

Kip Billings	WFRC
Bryce Bird	Department of Air Quality
Carlton Christensen	Salt Lake City - Alternate
Andrew Gruber	WFRC
Richard Harris	Mayor, North Ogden City
JoAnn Seghini	Mayor, Midvale City
Matt Sibul	UTA
Darrell Smith	Mayor, Draper City / Air Quality Board

AQC Representatives and Others Present:

Wayne Bennion	WFRC
Michelle Caldwell	WFRC
Cris Cowley	UPHE
Kevin Emerson	Utah Clean Energy
Ryan Evans	SLC Chamber
Ned Hacker	WFRC
Linda Johnson	League of Women Voters – Salt Lake
G.J. LaBonty	UTA
Erin Mendenhall	Breathe Utah
Angelo Papastamos	UDOT Planning & Programing
Shawn Seager	MAG

Members excused: John Petroff, Commissioner
Kathy Van Dame

Approval of Meeting Minutes

Carlton Christensen moved that the meeting summary for the March 14, 2013 meeting be approved. The motion was seconded by **Mayor Harris** and the meeting summary was unanimously approved.

Public Comment:

Matt Sibul of UTA discussed Ride Clear, a new program of UTA to launch in July. This program is sponsored by Zion's Bank and they will be giving out up to 5,000 week long transit Tap passes. Some of the immediate goals we are looking for is to track how many transit trips people are taking. We are very excited about this program and hope to build the Ride Clear program substantially by January. We came to realize a while ago that if we only use transit on the red air

day we are too late, we need to use transit more often in order to prevent those red air days. We are also working toward people having a positive experience within our system.

Comments included:

- Mayor Seghini asked what kind of marketing is going to be sent out to all of the communities that you are trying to touch. Matt said they haven't quite finalized marketing as of yet. The Governor's office has signed on to do a launching of this program and there will be an event towards the end of June. We are trying to be very careful how we coordinate this along with the Salt Lake Chamber and also the UCAIR program has to be coordinated with this program.
- Kip was wondering if the Tap card would only be recognized on days that are red air days. If this works can people purchase a Tap card?
- Angelo offered to hand out Ride Clear flyers at the TravelWise career day event they will be holding on May 17, 2013.
- Carlton Christensen commented that if someone is going to ride a lot a monthly pass is more beneficial than the day to day fee. Can you buy a card at Wal-mart or someplace?
- Matt said that they are planning on issuing a prepaid card where you can put \$25 or \$50 on. Unfortunately that program is not in place right now but we will definitely have it available in the future.
- Sponsorship is exclusive to Zion's Bank for this July but do you have pricing for sponsorship for the future?
- The exclusive sponsorship for Zion's was \$75,000 but we will have this open to other businesses sometime in the near future.
- Andrew Gruber asked, if you are a member of the public how can you obtain this pass and when will this pass be available?
- Matt said once the website is set up, sometime in the first two weeks of June, you can go to the website and register. Please note that it is first-come first-served so go to the website as early as possible. An announcement will go out to all members of each community to sign up.

2. Information - TravelWise:

Angelo Papastamos with UDOT discussed the Community Resource Kit; a product that is focused on what the community as a whole can do to improve their transportation resources. It will be similar to the Business kit but a little different because cities have a bigger opportunity for transportation planning and land use planning. We are trying to get the cities to embrace the concepts of the Resource Kit and many of them are. If you go to SLC, Draper, or Sandy to name a few, you'll see how the cities are interacting with one another. We are serving as an umbrella to ensure that each of the cities knows what the other cities are doing, knows what the possibilities are as well as what the challenges and obstacles are that they are facing. The concept is pretty simple in that we are encouraging drivers to get out of their single occupant vehicles and take advantage of the transit system and become more active with the active transportation system; better yet try active transportation (biking, walking etc.) to transit. We have several partners on board with us right now so we feel that the time is right to meet with success in this program.

In today's world of technology we are talking to each other so much better and more often. Consequently, we are all moving in the same transportation direction and the TravelWise program is just a little baby step in helping this movement along.

Implementing: We have processes set up to enable us to work with a business, city, church groups, soccer clubs and other entities to implement programs to help them become active transportation conscious. (i.e. The Soccer club is changing their field location so the kids on the team can walk to the field instead of having their parents drive.)

There are several steps involved in this process:

STEP 1 – Form a Team

STEP 3 – Establish Program Goals

STEP 5 – Communicate the Program

We have updated and revised the TravelWise Tracker to be user friendly with the Clean Air Challenge, MOVES and other projects.

We have established a broad, comprehensive set of strategies to help us provide better programs to communities that want to bring their active transportation programs together. There used to be a thought process out there that if everyone rode transit on red air days that would solve the air quality problem but it needs to be more comprehensive than that. There are many opportunities in the education aspect that we need to be aware of such as having basic access to walking, biking etc. We are going to do everything we can to help each community understand the tools that are available to them like ET Plus and Wasatch Choice 2040.

With our partners our goal is to help all people in Utah improve their quality of life through better transportation choices. Overstock.com is a good example, they got involved with the Clear The Air Challenge and their company philosophy embraces less travel. When they look at a building site or a location site they think of their employees travel time to and from work and we've been helping them get ready in that respect. We have different tools in place that will help them analyze and reduce their employees distance and trips.

In regards to partnerships we have many good practices out there – we are trying to gather them and understand them and share them with other communities. For example, Salt Lake City's Smart Trips was a neighborhood project last year that turned out great. They want to expand so we are working with them on budgets and roll outs. We are also working with Wasatch Front Regional Council and MAG as well. We want to be an umbrella for UDOT because we can go statewide easier than a city can to ensure that a city has a successful program, and that it will be carried forward not only to grow in that city but to grow in other cities as well.

When TravelWise works with a business or a city we have a non-binding agreement to come in as a partner to develop their program, whatever that is. We will sit down together and look at the plan, see what is in place now and what needs to happen in order to roll out a program that fits the particular business or city.

TravelWise Academy workshop is being held on June 18, 2013 from 9:00am to 11:30am at the Salt Lake City Library. This forum will allow for further exploration of the TravelWise Resource Kit's features and the opportunity to discuss the possibilities of TravelWise in the areas and from a regional approach.

Comments included:

- Andrew commented that attendees for this academy are city or county staff. At the academy they will be given a lot of information. Several tables will be set up and everyone can walk around and learn about the different tools that will be in the Resource Kit. This workshop will arm the local communities with the tools to implement TravelWise strategies in their community with their employees and/or with their residents. If the local elected officials from that community want to attend that would be great but the staff in the local communities will probably be the ones responsible for implementing the resources, tools and techniques.
- We want to have more than one workshop for each city to bring awareness to all

communities. We plan on having two workshops, one in late spring, to get everyone ready for the summer months and then again in the fall to prepare for the winter months. All of this information will be on the website in a few weeks.

- As part of the Salt Lake Chamber schedule, we hold Air Quality events toward the end of November early December and would be happy to have this information available at these events.

3. Information: Salt Lake PM2.5 SIP Status

Bryce Byrd of the Utah Division of Air Quality reported that they are still working on the modeled attainment test, which is used to determine if the strategies selected and developed as part of the Clean Air Act will be effective with emission projections for the future. Bryce went on to explain, with a PowerPoint presentation, that through consistent efforts there has been a large reduction in emissions which is a good thing but again when you run it through the model it still falls short of meeting the EPA Standards. Because of EPA we set our models last summer and did our initial runs in preparation for the State Implementation Plan (SIP), then EPA changed the requirements of the modeling to include a greater time period. We are now looking at five baseline years and also because of the way the model is running it is not as sensitive as it was during our initial model runs last August. As it stands right now, we are still short, even after putting all the controls into place, of meeting the standards by 2019. We are still working on making the deadlines but we are not quite there as of yet. What we are doing is having our modelers go through and reevaluate every function and every model input that we have put into the model at this point to try and understand why we are not getting the benefit that we expected. We are still trying to understand why the same benefit we are seeing in the chemistry model isn't showing up as effectively as the computer attainment model. We are working with EPA headquarters to identify what is wrong with the model. If we cannot do that then we need to continue to find reductions as we move forward.

In the short term, we are working on our emissions offsetting requirements. Right if a new company were to come in they would need to offset their creation of emissions at a certain level. We will be taking over this process in the very near future and working more closely with industry and other stakeholders to see how this process can be tailored to result in fewer emissions. We are also looking at what the baseline of emissions is. The good news is, with the new EPA rulings it give us more time to improve.

Bryan addressed the Tier III Motor Vehicle Emission and Fuel Standard. EPA has proposed new standards for gasoline and new vehicles. The new safeguards will lead to 30% cuts in key pollutants by 2030. Reducing those pollutants is critical to addressing the Wasatch Front's air quality challenges. A flyer was passed around that answered questions such as;

- What are Tier III Standards?
- How could these standards help?
- What are the benefits of those pollution cuts?
- What are the costs of the Tier III standards?
- Who supports those standards?
- What can we do to help?

The state has received notice that EPA will be disapproving our infrastructure SIP – it is a Clean Air Act requirement that three years after designation the state is required to develop an infrastructure SIP that looks at the state resources and other areas. EPA in the disapproval, which is pending in the next couple of days, is going to say they can't approve it because they never told us what the requirements were. They can't approve it because we guessed wrong.

Comments:

- Mayor Seghini wanted to know what this development will do to our overall clean air quality program. Bryce replied that we have no obligation to change it until they give us some instruction on what the requirements are. Ultimately, it looks bad to have disapproval on our records but we are not able to change it until they tell us the parameters of the requirements.
- The Delta power plant changing to a whole new technology – is that a real thing? They have considered doing this for a while but the town officials have not seen a proposal on this or anything.

Matt Sibul asked an off-topic question regarding Kennecott Mines being shut down. Bryan said that the mine was not fully shut down. When the mine executes a shutdown process, including emission mitigation practices, it is bad for air quality. So it is in everyone's best interest to have them up and running.

4. Information: Clear the Air Challenge

Ryan Evans of the Salt Lake Chamber of Commerce discussed the Clear the Air Challenge, a five year old program. This is a month long campaign that heavily revolves around a website program starting July 1, 2013 through July 31, 2013. The objective is to try and encourage individuals to drive less resulting in long-term travel improvement with the overall goal to help improve air quality. There will be a press conference on June 19, 2013 with the Governor and Mayor Becker. The average Utah traveler covers a distance of 298 miles per week. Yet, only 25 percent of Utah travel is from commuters. If Wasatch Front drivers were to park their vehicles one day per week, emissions would decrease by 6,500 tons per year.

The goals of the Clear the Air Challenge are to eliminate a total of 300,000 vehicle trips and two million miles of travel on Utah's roadways between July 1st and July 31st.

To register for this challenge go to ClearTheAirChallenge.org and sign up for this event either as an individual, with friends or coworkers.

5. Information: EPA Tier III

Erin Mendenhall of BreatheUtah, talked about the EPA Tier III proposed new gasoline and new vehicle emission standards. There is an open public comment period through June 13 and our regional office in Denver would really like to hear from Utah business leaders and community leaders. We have sample comments for you to use if you don't know how to draft a comment regarding this issue. For our nation to transition to the new standards would only cost less than 1 cent per gallon of gasoline and \$120 – \$150 for new vehicles. Contact me at Erin@breatheutah.gov if you have any further questions or would like help with your comments.

The meeting adjourned at 12:30 p.m.

Next meeting of the Air Quality Committee

Thursday, August 15, 2013 - 11:15 a.m. – 12:30 p.m.