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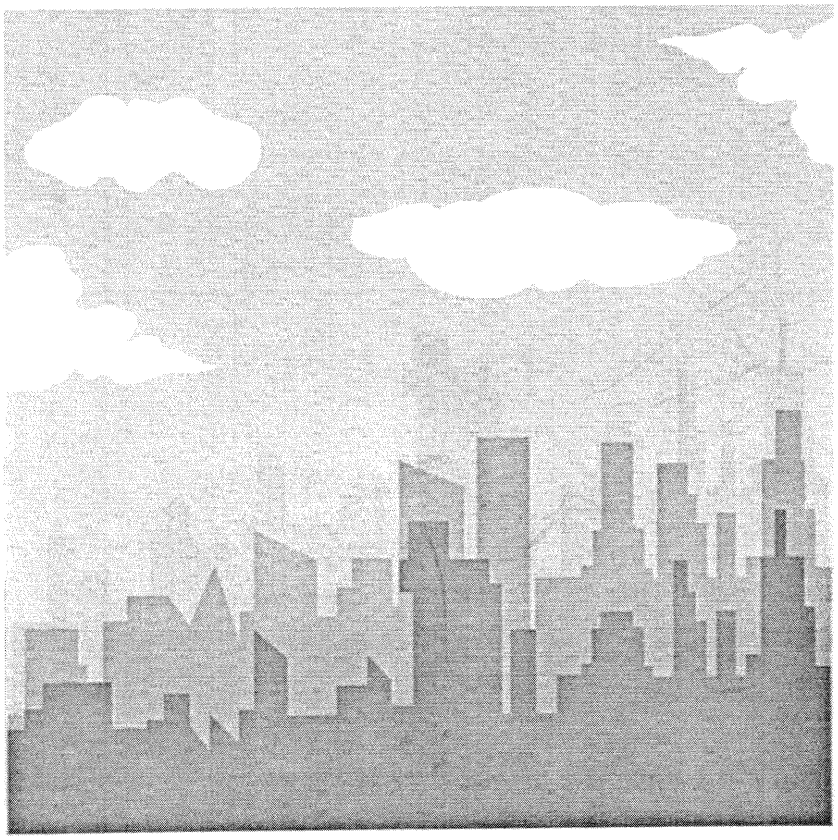
CLEANING THE AIR
COMMUNICATING
WITH THE PUBLIC



A SUMMARY OF TESTIMONY
PRESENTED AT THE
PUBLIC HEARING
SPONSORED BY THE
NEW JERSEY CLEAN AIR COUNCIL

APRIL 15, 1996

CLEANING THE AIR

COMMUNICATING WITH THE PUBLIC

A summary of testimony presented at the April 15, 1996 public hearing sponsored by the New Jersey Clean Air Council, in accordance with N.J.S.A. 26:2C-3.3(h).

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(as of August 1996)

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NEW JERSEY CLEAN AIR COUNCIL

Public Hearing April 15, 1996
New Brunswick, New Jersey

Subject: CLEARING THE AIR: COMMUNICATING WITH THE PUBLIC

SCOPE

The 1996 public hearing sought information on issues relating to the need of the New Jersey Department of Environmental Protection (NJ DEP) to communicate more effectively with the public. There is a critical need to implement new strategies to clean New Jersey's air and these strategies including enhanced inspection and maintenance (I/M), employee trip reduction (ETR), low emission vehicles (LEV), and the introduction of oxyfuels (to reduce wintertime carbon monoxide pollution) have met with opposition from the public. Misinformation regarding these programs make it impossible for citizens to accurately evaluate the issues. Public support is crucial for the success of these clean air incentives. Better communication with the public should result in greater acceptance and support of clean air initiatives.

RECOMMENDATIONS

* The Council finds that the public outreach for air quality programs, such as enhanced I/M and oxyfuels, is inadequate. The Council recommends ample staffing of the air quality public outreach program within the Department of Environmental Protection (DEP) in order to improve communication with the public. The Council believes that the outreach staff should develop proactive programs rather than continue the department's current reactive stance. Activities could include the following:

a. The development and implementation of an educational strategy for ongoing outreach.

b. Regular informal communication with health professionals and local health organizations.

c. Organized distribution of reports and selected Clean Air Council materials to health organizations, libraries and hospitals.

d. Internet access to general air quality information including contacts and phone numbers through the NJ DEP Home Page.

e. Support for the recent televised information on ozone levels, including an 800 number for further information.

f. Outreach to print news organizations to encourage them to include air quality updates as part of their daily weather reports.

* The Council commends the DEP on the development of regional ozone mapping for use on TV and for following the Maryland model in this regard, which should continue to be evaluated and refined for improved accuracy. The Council believes that ozone reporting is an important part of public education and supports the development of a DEP web site for this purpose.

* In addition to providing ozone mapping to TV stations for real time presentations, the Council also encourages the broadcasting of air quality forecasts.

* The Council believes that the public will need educational content relating to ozone mapping so that they may respond properly to elevated ozone levels. The DEP, assisted by the NJ Department of Health, should provide information regarding the health consequences and economic impacts of ozone exceedences.

* In order to better educate the public as to the severity and extent of ozone pollution, the Council supports ozone mapping coordinated at the national level, to provide a broad range of air monitoring data to the public.

* As stated in prior recommendations, the Council supports the establishment of a comprehensive statewide public education program aimed at increasing the public's understanding of the air pollution problem and the action needed to correct the problem. This education program should emphasize the relationship between air pollution, automobile use and the enhanced I/M program.

* The Council recommends that as an important part of public education, there be increased emphasis on educating school children on environmental matters, especially the contribution of the automobile to ambient air pollution. This might be accomplished by an appropriate component in drivers' education and health classes.

* The Council recommends that in keeping with the state plan, municipalities include in their Master Plans changes in land use that will encourage the use of public transit and reduce the need for personal vehicles, especially for local trips. Discussion and adoption of these plans on a local level would serve to educate the public regarding air quality and auto emissions.

* The Council recommends that the DEP keep the public informed concerning the continued improvement in zero emission vehicles (ZEVs), especially their lower operating costs. The use of electric vehicles would bring an significant reduction in air and noise pollution.

BACKGROUND

Enlisting the public in curbing the air pollution resulting from the almost six million cars on New Jersey's roads is necessary if further air pollution improvements are to be made and if the State is to comply with the federal Clean Air Act. Gains made from controlling stationary sources have been all but exhausted and controlling pollution from mobile sources, especially the automobile, is essential to clean air.

In New Jersey, ground level ozone and carbon monoxide are still at unhealthy levels. Adverse health effects resulting from air pollution and specifically ozone pollution are well documented. Ozone, for example, is a respiratory irritant that causes coughing, chest discomfort, upper respiratory illness, asthma and reduced lung function.

Ozone is the most toxic of air pollutants and it remains one of the most persistent and difficult pollutants to control. The federal ozone standard calls for a maximum daily one-hour average concentration of 0.12 parts per million (ppm), not to be exceeded more than once a year averaged over three years. While it has been estimated that ground level ozone has been reduced some 20% in New Jersey over the last ten years, in 1995 there were 14 days in which the federal ozone standard was exceeded and two days of carbon monoxide exceedences. (See appendix) However, all of the state is considered a non-attainment area for ozone in varying degrees of severity and most of the state is in non-attainment for carbon monoxide. (See Appendix)

Although ground level ozone precursors come from many sources, automobile emissions in New Jersey account for at least half of the ozone produced. Communication with the public regarding the benefits of an enhanced I/M program to reduce this pollution is particularly crucial to insuring that cars are adequately

maintained to keep emissions low. Public acceptance of an enhanced I/M program has been poor both in New Jersey as well as in other states, and public outreach in this area needs improvement.

An innovative ozone mapping program initiated and developed by the American Lung Association in Maryland and the Maryland Department of the Environment has been effective in getting the message out. Large numbers of citizens watching TV and seeing a representation of an ozone plume sweeping over their community can have an enormous impact. A public that is reminded about the presence of ozone every day is more likely to respond to clean air issues. The visualization of ozone plumes can be combined with facts about the health effects of ground-level ozone. The fact that the major contributor to ozone is the personal automobile could lead to greater acceptance of enhanced I/M as essential to pollution control.

SUMMARIES OF TESTIMONY

CATHY COWAN - Assistant Commissioner, NJ DEP

It is important to emphasize the effect of mobile sources on air pollution and air quality in New Jersey. Although we have restricted the emissions from numerous sources in New Jersey, the pollution coming from mobile sources must be controlled. In order to do this, we need to communicate with the public regarding this serious problem. DEP's mission statement asserts that the department must enlist the support of the public to reduce emissions. It states that this will be accomplished through partnerships. The DEP cannot do this alone. We need public participation.

Air pollution has been identified as a major health problem and as we move into the 21st century, we need to make a major effort to improve air quality. It is frightening that in Japan, when one is gasping for air, there are bars where one can pay for an oxygen mask...[to get enough oxygen to continue on one's way]. In Maryland, they have developed cans of fresh air.

Although we had a higher incidence of unhealthful days in the 1980's (a high of around 60 days in 1988 compared with 14 days in 1995), we still need to reach compliance with the federal clean air standards. Increased scientific data supports the idea that we have not conquered the problem. Particle pollution, for example, is a greater health risk that we thought, causing the exacerbation of asthma and other adverse respiratory effects.

Economic losses associated with air pollution include loss of work time, medical costs, crop damage and the deleterious effect on buildings and automobiles. These factors, combined with the health risks, convince the DEP that we can no longer focus on point source pollution. One of the ways to focus on mobile sources is to alert the public to ozone levels though forecasts on the wire services

and to the media on a daily basis. We also intend to provide hourly updates to the worldwide web. There are a number of places in the state where a touch screen at a public kiosk gives hourly updates through the GIS system. We will begin this summer to provide regional ozone maps to TV. Maryland has already begun this process with some success. They provide the ozone information and then list the activities that should be avoided that day. The public can avoid activities that will have a negative impact on air pollution.

New Jersey is cooperating with the OTC (Ozone Transport Commission) to develop a public information campaign which includes PSAs (public service announcements), brochures and television and video presentations. New Jersey's video, "Let's Clear the Air, What Citizens Can Do to Solve the Problem of Air Pollution in New Jersey" was developed to complement the ETR (Employee Trip Reduction) Program. This program has been successful because 85% of the businesses with over 100 employees participate.

Staffing at DEP for communication would ideally involve 20 or 30 staff members. However, with budget constraints we are hoping to have one more person. This could make a significant difference in the effect that we are having. When I worked at the Pennsylvania DER where we had a million dollar budget and a statewide public information program to inform the public about enhanced I/M, we still had tremendous resistance. This is a difficult issue. We can't implement mobile source reduction without the support of the public.

CHARLES PIETARINEN - DEP Chief of Air Quality Monitoring

The success of the Maryland Ozone Mapping project is a significant step in communicating with the public concerning the reality of air pollution. For the last ten years we have been providing the media with air quality forecasts. We issue them daily and make this data available through a number of outlets. We fax the information to all of the radio and TV stations in both Philadelphia and New York, however, this is ineffective in getting the information out to the public.

The ozone map is a type of display that we think television stations will really pick up on. Maryland was able to get it on two of the national television stations, one in Baltimore and one in Washington. We have had a positive response from New Jersey

Network and we hope to get this map into commercial markets later this summer. Hopefully, it will then expand into the New York market. With that support the mapping will eventually include the entire ozone transport region. The Commissioner and the State of New Jersey are also committed to providing data to the larger system.

The visual representation of ozone depicts the severity of the problem. The color-coded scheme moves from green to yellow and from orange to red to show the worsening of ozone pollution as the day progresses. A clock in the lower right-hand corner indicates the time of day and shows the levels starting out in the good to moderate range (green) and gradually changing on an ozone alert day to an unhealthful range (red). When the sun goes down, the air quality improves. Every event is unique, sometimes starting earlier in the day, sometimes lingering longer. The most typical ozone event for New Jersey is associated with the urban plume from Philadelphia and metropolitan New Jersey and other areas to our southwest. On summer days with light southwesterly winds, pollution tends to move over the state. It is important to give visual information on this type of pollution problem because it extends over vast areas of the state and affects a significant portion of the population.

The TV station would receive this ozone information about one hour before they go on the air. We are working with the graphics department at New Jersey Network to develop appropriate maps. The ozone mapping for the current day would be followed by an ozone forecast for the following day. However, this would be a static type of demonstration. Predicting ozone concentrations are complex because of the chemistry involved. The forecast will be more difficult than the summary of a given day's air quality. All of this visual information needs to be accompanied by written data that the public can understand. In Maryland they produced a chart that illustrated the levels and suggested actions to be taken to reduce exposure like cutting back on strenuous activities during an ozone event.

Eventually TV mapping could include other pollutants besides ozone. Some pollutants, such as particulates, are difficult to measure and predict over a large area. However, the multi-pollutant approach is certainly superior to just mapping ozone.

The experience in Maryland has been that once the mapping is done on one station, the interest level drives other media outlets to pick it up. People who are sensitive to the pollutant are going to watch the station that shows the map. It gives a competitive advantage to the station that includes the mapping in their weather report.

Another aspect to the TV mapping in Maryland was that it spawned additional stories about people affected by ozone pollution. One story featured a young girl with severe breathing problems who planned her day around the ozone levels. Supplemental stories help to get the message out.

Other initiatives to get the word out includes the worldwide web. Maps and bar charts that show current air quality could be posted and updated every hour. We have a contract now with Digital Equipment to develop a web page for us and it will available in three to four months. Originally we hoped to have touch screen kiosks throughout the state, but that concept has been replaced by the web page. Once the initial start-up work is done updating the information will be done automatically. In Maryland the University of Maryland is the contractor for the Maryland DEP and the university generates the maps and sends them to the TV stations each day. We will also be an active partner in the Ozone Action Day Program.

WILLIAM BAKER - Region 2 Office, Environmental Protection Agency

I am standing in for Jeanne Fox, Regional Administrator of the EPA's Region 2 office, who is in Puerto Rico.

The country, the region and the State have certainly come a long way since the Clean Air Act was first adopted in 1970. Lead, sulfur dioxide and carbon monoxide levels are significantly lower than in the past. Airborne lead has been reduced by over 95 percent nationwide and sulfur dioxide levels have dropped 25 percent nationally. Even smog levels nationwide have dropped 12 percent in the last decade.

However, problems still exist. Nationally, 100 million people still live in areas that do not meet the Federal Clean Air standard. Acid precipitation and fine particulates are still major problems.

In the past we relied on technological breakthroughs to improve air quality, but future control efforts will be more challenging. As pollution control becomes more difficult, an informed public becomes all the more critical.

One of the most promising ways to raise consciousness about air quality is ozone mapping. Millions of people seeing the representation of an ozone plume sweeping over their community can have an enormous impact. This past winter people watched the progress of a massive weather system. A public that is reminded about the presence of ozone every day is more likely to respond to

clean air issues. However, simply showing these plumes is not enough. People need to understand the facts; what ground-level ozone is and what effect is has on public health. They need to understand that the major contributor to this ozone is their automobile. They need to be educated about the need for enhanced inspection and maintenance of that automobile. We need to counter the talk shows and faxes that promote misinformation about needed public involvement in cleaning up the air.

Some problems with enhanced I/M programs have resulted from poor planning and a lack of communication. In Maine there was a failure to separate people from the areas where the dynomometer was running. People were concerned that their cars were being damaged when they heard the noise of an engine running at 55 miles an hour. The car was making no more noise than it does when it runs along the highway, but people perceived that their cars were being damaged. Sealed off, soundproof waiting areas needed to be provided to gain public acceptance.

Government must work harder at communication regarding clean air. The Ozone Transport Commission (OTC) and the larger Ozone Transport Assessment Group (comprised of 37 eastern states) both have committees specifically charged with developing communication initiatives. NESCAUM (Northeast States for Coordinated Air Use Management) of which New Jersey is a member, has an educational effort aimed at school children. However, more must be done. In a period of diminishing resources, finding federal funding for public education and communication is difficult.

In addition to educating the general public, we must also educate business leaders about what they can do to mitigate industry's impact on the environment. EPA has recently instituted several voluntary industrial programs, one of which is EPA's Green Lights Program. This encourages business to upgrade their lighting systems to become more energy efficient. This has enabled industry to save energy and save money. At their facility in Pennsylvania, Johnson & Johnson cut 47 percent of their electric usage, saving over $107,000.00 annually. Green Lights participants have saved over 192 million annually. That represents 3,525 million pounds of carbon dioxide not produced annually. This shows that creating pollution is creating waste and that is inefficient and expensive.

KIM BALL KAISER - Project Director for the Association of New Jersey Environmental Commissions (ANJEC)

Public education is essential to New Jersey's efforts to clear the air. In this regard ANJEC supports enhanced I/M, LEV/ZEV requirements, mass transit initiatives and operating permits.

However, driving a car is the single most polluting activity that takes place in a community. Alerting citizens to their role in creating air pollution is critical. Ozone mapping, daily video ozone reports, print media campaigns and corporate involvement are important tools in explaining ozone, how it forms and its adverse effects. We believe New Jerseyans will respond positively to clean air programs once they understand the urgency behind them.

Additionally, ANJEC believes that the most long-lasting impact on air pollution will come about from changes in the way municipalities develop land use patterns. These changes must include concentrating development in centers zoned for mixed uses, encouraging pedestrian, bicycle and transit mobility, while discouraging car use. Municipal officials also need to participate in regional transportation planning.

These strategies are consistent with New Jersey's Green Plan, which proposes preventing pollution at the source and encourages broad public participation in all stages of environmental decision making. Over 20 New Jersey environmental and civic groups have endorsed the Green Plan and this approach to land use planning as the long term solution to air quality concerns should begin now.

ANJEC tries to reach out to the public through the local environmental commissions and planning boards. We also publish non-technical resource papers for the grass roots. When we conduct workshops, we frequently have people from DEP's Air Quality Control and Air Quality Management helping us. ANJEC has also been involved in promoting the State Development and Redevelopment Plan.

GLEN BESA - Director of Environmental Programs & Western Maryland Regional Manager, American Lung Association of Maryland

The American Lung Association of Maryland developed and promoted ozone mapping for TV to alert the public about ozone pollution. We obtained data from Maryland, Pennsylvania, Delaware and Virginia and we had the cooperation of those states in order to get the ozone map on the air. The total cost for the project last summer was $80,000.00. Our tentative budget for expanding this to the northeast is $200,000.00, which would include software, hardware and the operations of that first summer. Although the lung association took the lead, we've been working with government agencies, with NESCAUM and others. The Maryland Department of the Environment and the Washington Council of Governments provided financial assistance and data.

We did not begin broadcasting until August of last year; just getting on the air was quite a reach. We didn't sign contracts

until June and we were on the air by August 7th. We did a lot of hands-on work last summer that could be eliminated in the future if the date is centralized. We actually took the data and moved it to the TV stations and that's inefficient when there is data coming through from exiting sources like commercial weather services. Expanding the map will require the use of additional technology, like the internet, to speed up data collection from a broader region and eventually from the entire country.

It was difficult to get the TV stations interested in ozone mapping but once it got on the air, other stations that had ignored our inquiries, began clamoring for the map. This summer we hope to have a much more aggressive outreach campaign in connection with the ozone map, however, it is still just a prototype. There is still much work that needs to be done in terms of automating some of the functions.

The American Lung Association of Maryland worked with TV stations to contact people with lung disease, talked to them and suggested to them that they lobby to have air pollution information on TV. We also developed an Air Quality Forecast and Action Guide so that people could decide how to avoid exposure on code orange or code red days. We hope that the ozone map is just the first step in an effort to display other pollutants, like particulates.

The ozone map is really just a tool that has to be linked with a lot of other outreach efforts. It cannot be viewed as an end in itself. It is certainly not a substitute for other actions that need to be undertaken. Promoting programs like enhanced I/M will result in actual air quality improvements and that requires an aggressive public outreach campaign. The ozone map may help pave the way in terms of making the public more receptive to understanding these issues because a code red day makes news. The polls have shown that there is strong public awareness of the health effects of air pollution and there was an awareness of our ozone mapping.

If people start becoming more aware that the air is unhealthy, they may start asking why. Then we have to be ready with answers and respond in terms of some of the programs, like I/M, that they objected to in the past and now will see that this is needed. The problem with enhanced I/M is that no one has explained to the public why this program is so critical to clean air. Radio talk show hosts and elected officials try to derail these programs for political gain, when in fact, these are cost effective programs relative to cleaning the air. Talk show hosts are really only concerned with ratings and we need to be forceful in our response to their misinformation. There is a need for government agencies to assume a generally unaccustomed role in explaining their actions to the public.

Our next goal is to extend ozone mapping beyond Maryland and Washington D.C. and to include it in other media, such as radio and newspapers, as well. The American Lung Association of Massachusetts is working to develop ozone mapping for that area of the country.

PETER SCHURMAN - New England Clean Air Coordinator

Glen Besa has been the real leader and the driving force behind ozone mapping. There are four key steps needed to make this map available beyond Maryland and Washington D.C.

1. Getting commitments from the state air agencies to make the data from their air monitors available to the mapping project.

2. Centralizing the data at a principal site where it is easily available for pickup by a commercial weather service information provider. These companies feed cloud maps or radar maps to TV stations in an easy-to-use format.

3. Convincing a weather service information provider (Accu-Weather or WSI) to adopt the map as part of the package of materials that they provide to TV stations.

4. Encouraging the actual TV stations to use the ozone map in their nightly weather report.

The most difficult part is getting the state environmental agencies to provide the data. In Massachusetts, for example, this data is not released until 23 weeks after it is collected. Other measurements and assessments are made in the meantime and the data is sort of cleaned up to everyone's satisfaction. That is much too late for daily same-day weather broadcast. This means that state agencies need to change the way they use data to make it available on a real time basis. It needs to be fed straight from the monitoring station through an internet site to the weather providers in time to get it on the news that day.

In Massachusetts we need to incorporate data from Rhode Island and Connecticut. Although we do have commitments of support for the mapping from the states in the OTC, we still need them to sign on the dotted line and commit for this summer. EPA Region 1 has committed to hosting the internet site and setting it up so that the data can be processed and made available to the weather service information providers. EPA is doing a tremendous service for the region and it would be easy for additional sites to add data to the data pool. If these three states get established, then other states can easily be brought into the mix.

RONALD ROGGENBURK - Manager of the Air Quality Program,
Delaware Valley Regional Planning Commission

We are concerned with the Philadelphia non-attainment areas for ozone. Six New Jersey counties, Mercer, Burlington, Camden, Gloucester, Salem and Cumberland, are part of the area. In the past five years we have had a low of seven to a high of 28 days where the standard for ozone was exceeded somewhere in the fourteen county area. We request voluntary actions on days when high ozone levels are forecasted. Such things as driving less, refueling in the evening and postponing the use of small gasoline engines are suggested.

We have eighteen ozone action partners in the program and one of the first organizations to sign on was the NJ DEP. Some of the

interest in reducing ozone voluntarily was generated by resistance to the enhanced I/M programs. In the organization we have a media committee developing media materials and strategy, a technical committee which sets the ozone forecasting strategy, a business partners committee looking at the private sector outreach and involvement and a transit committee organizing transit participation. The goal is to enable businesses, government and individuals to take voluntary actions to reduce the emissions which cause ground level ozone.

We are hoping to be able to forecast accurate ozone concentrations for the next day and to have that forecast transmitted by fax, by worldwide web site and through the news media so that the public can prepare to make changes in their behavior on the following day. We will be using the Baltimore model for this endeavor.

The business component of our program will attempt to involve as many employment sites as possible. Employers will offer educational materials and provide some incentives for alternate means of commuting.

We're hoping to involve the transit operators in the Philadelphia region to provide incentives to non-regular riders to use mass transit on ozone action days. We are proposing a coupon system that could be distributed to non-regular transit riders on the previous afternoon to an ozone action day. The coupon would be good for free transportation only on ozone action days. We are going to use the advertising space inside mass transit vehicles to educate riders about ozone reduction.

Because we are mostly concerned with ozone action days and the program is voluntary, we are not asking people to make permanent lifestyle changes, just temporary ones when they could be helpful. But, in the long run it will serve to inform the public about ozone and perhaps some of the temporary changes in behavior will become permanent.

BRENDA STEINBERG - Director of the Resource Center of the Environmental and Occupational Health Sciences Institute (EOHSI)

EOHSI is sponsored by the College of Medicine and Dentistry of New Jersey and Rutgers University and our mission is to improve citizen's understanding of the environment and its impact on individual and societal health, increase the ability to objectively recognize, evaluate and prevent risks to human health and the environment, develop and translate scientific information for effective decision making, develop methods to treat people who are adversely affected by environmental agents and train professionals worldwide to accomplish these tasks. The Institute is committed to public outreach and educational initiative. We have developed an environmental health curriculum and training program for schools, grades K through twelve, as well as vocational students.

By working with the schools, we are able to reach a broad audience. Each of our curriculum units has one parent/child activity. We do have an air pollution curriculum and the students are asked to identify one source of air pollution that the family produces. Then, they have to implement a way to reduce that source of pollution. Organizing their Saturday chores and recreational activities so that the car is used less was a frequent choice of students attempting to modify behavior to mitigate pollution.

Last year we trained 500 teachers. We have summer institutes where teachers come and receive free training and materials. Corporations frequently pay for the training and the curriculum. The programs are focused and age appropriate and in addition to the summer program we have programs during the year. Because teachers are a little intimidated by science, just distributing materials does not help. A training curriculum is critical.

Schools should be interested in including environmental material in their curriculum because it involves a complex impact on human health, the environment, the economy and our political system. It would be helpful if the Ozone Mapping Program had a place in the school's curriculum because teachers would be able to explain the information to the students and then students would explain the information to their parents. Ozone mapping deals with real issues and real data studied in real time. Contracting with an outside agency to develop and implement a school based component to the ozone mapping project would be worthwhile.

JIM SINCLAIR - NJ Business and Industry Trade Association

NJBIA is an employer association with a membership of 14,200 businesses. We are the largest employer trade association in the country.

Great gains have been made in improving air quality in New Jersey and communicating that to the public is important. Communicating the progress that has been made is as important as communicating the problems. The business community has not been effective at getting this message out and the state has failed to talk about the success of its environmental efforts.

Part of the communication problem is that everyone is talking from their own perspective, and a simple vocabulary uniting everyone does not exist. For example, people have no conception of what "clean air" really means. Fundamental, mutually agreed upon definitions are sorely needed.

The problems vary in different parts of the state. For instance, the Philadelphia plume causing a major problem for southern New Jersey cries out for a regional approach to the problem.

The Employee Trip Reduction (ETR) program was not effective because it was poorly coordinated. There is a lack of public transport at key collection and dispersal points. The personal automobile is key to the quality of air in the State. New Jersey is 38th in the nation in terms of the amount of emissions from stationary sources. Everyone supports clean air as long as it does not restrict use of the automobile. The Clean Air Council need to be more aggressive regardless of who is in power politically.

I support using money from the general revenues to deal with things other than point source pollution. Every other state has a general appropriation that pays for pollution control, rather than relying on fees and fines from the business community.

JANINE BOWER - Tri-State Transportation Campaign

The Tri-State Transportation Campaign is a consortium of thirteen transit advocacy planning and environmental organizations in Connecticut, New York and New Jersey. Sustainable transportation is the goal of the Tri-State Transportation Campaign.

There is a need to access where we have been and where we are going. With the growth of VMT (vehicle miles traveled) in this State, there needs to be a significant and substantive airing of the potential for the future. At the current rate, continued growth in VMT will outstrip all of the technological tailpipe

controls that are in place. We need to make other changes specifically in terms of land use development so that reliance on the personal automobile is diminished.

The public relations campaign needs to be aggressive and bold without inducing fear. The materials also need to be accessible to the public. One brochure produced by DOT and DEP was factual, but not promotional. The reading level was far too difficult for the average person. Saturating the news media with information about air pollution is important. There is a need for funding both the development of clever ideas and for distribution. Also, increased staffing at DEP for this purpose is necessary and there may be a need for outside consultants and clever ideas to sell people on such things as I/M and oxyfuels.

LINDA MORGAN - Director New Jersey Office of the Regional Planning Association

We are the nation's oldest private nonprofit planning organization for the region. We address growth management issues regarding transportation planning, environmental protection and economic development within a 31 county tri-state region around New York City. In February we published our third regional plan. Prior plans were published in 1929 and 1968. This plan recommends investing 75 billion dollars over the next 25 years to rebuild our infrastructure and promote mass transit rather than expanding our highway system.

There exists lots of confusion on the part of the general public regarding air pollution control, especially gasoline additives and the Employee Trip Reduction program. The public is mystified concerning these programs' mandated nature. All of the clean air incentives need to be publicized better. For example, the Regional Planning Association has spent the last year consulting with The Bergen Record regarding a series they were doing on the impact of transportation congestion of the quality of life in Northern New Jersey. This fall we will conduct a day long conference to extend those discussions to a broader audience. There is a great need to develop personal relationships among media groups, such as newspapers, local cable and public TV in order to get the message out.

The DEP should provide a means of getting environmental advocacy groups together with the goal of listing priorities and creating a common message. The use of the internet and other interactive computer programs can both get the message out and elicit comments. Developing school curriculum is an important aspect of outreach. The use of contests is another way to get public attention

LINDA STANSFIELD - Speaker for the Zero Emission Vehicle (ZEV) Coalition

Citizen education is the key ingredient in New Jersey's efforts to provide healthy air for its citizens. When the public is asked to do their part in cleaning up the air, there is an information gap. The public does not make the connection between driving and health effects. Resistance to the enhanced I/M program was an example of misinformation. The public also does not understand that New Jersey already has an I/M program and that enhanced I/M will not increase the cost or convenience of this program, but will greatly improve air quality.

Discussion of the ZEV is rare in the press or in public discourse. We are promoting the use of electric vehicles as a second car here in New Jersey for those short trips that involve a forty mile circumference. Ozone mapping would increase citizens' awareness of the health factor and perhaps encourage the public to consider purchasing a ZEV. This organization promotes the development and use of electric cars.

LINDA STANSFIELD - SPEAKER FOR DR. LEONARD BIELORY - Director of the Asthma and Allergy Research Center at UMDNJ

Asthma is a major public health issue that directly affects 10-15 million Americans, making it one of the most chronic diseases in the United States. The incidence of asthma is going up. Between 1982 and 1992 the rate has increased by 42%. UMDNJ's research shows that asthma mortality in New Jersey doubled in that same period of time.

The costs to society for this increase are significant. In 1990 it is estimated that total costs reached $3.6 billion in direct medical costs and $2.5 billion indirect costs, such as loss of productivity, disability and premature death.

Children and minorities suffer disproportionately from asthma. Children have a 41% higher rate that the general population and minorities have a 23% higher incidence than whites.

Outdoor pollutants, such as ozone, sulphur dioxide and nitrogen dioxide are known to be powerful trigger factors for acute episodes

of asthma. Air pollutants may act synergistically with allergens, such as pollen and molds, to increase the development of asthma symptoms.

Communicating these facts to the public is of great importance. The media should be used effectively to increase understanding concerning the linkages between environmental exposure to pollutants and asthma. The use of a daily video of ozone levels on TV would contribute greatly to public understanding of this problem. Our Center has a toll free information line (800-NJ-ASMA) for asthma and allergy sufferers. A separate pollution information line or link to the existing telephone lies could further increase public access to pollution information.

WRITTEN TESTIMONY

MARIE CURTIS - New Jersey Environmental Lobby

This testimony is made on behalf of the Zero Emission Vehicle Coalition, a group of business and environmental groups who have come together over the last few years to advocate cleaner transport for cleaner air.

Citizen education is the key to New Jersey's efforts to provide healthy air for its citizens. The business community has made great strides in reducing emissions and now residents of the State must do their part. The I/M program represents a major element in citizen involvement.

Automobile emissions in New Jersey account for at least half of the air pollution inventory. However, citizens fail to make the connection between driving and air quality. Discussions center on the inconvenience of I/M, not on its benefits.

Another long term solution that needs to be promoted is the introduction of Zero emission vehicles (ZEVs). Purchasing these vehicles as a second car for short trips and errands would greatly reduce air and noise pollution. Maintenance and repair costs on such vehicles are considerably less than traditional internal combustion system cars.

It is important to inform citizens about the health effects of ozone and their individual car's contribution to ozone. The televised reporting and mapping of ozone and other air pollutants will begin this education. Making available to the public the Ozone Transport Commission's educational materials and preparing radio and TV public service spots would supplement other efforts.

An addendum to this report contains a list of Student Recommendations from the 1996 Student Environmental Summit, "Let's Clear the Air Workshop," April 22, 1996.

This report was prepared for the New Jersey Clean Air Council by Eileen Hogan, M.A., Editorial Services, 96 Briarcliff Road, Mountain Lakes, NJ 07046

STUDENT RECOMMENDATIONS FROM THE LET'S CLEAR THE AIR WORKSHOP OF THE 1996 STUDENT ENVIRONMENTAL SUMMIT APRIL 22, 1996

- ## HEALTH RELATED RECOMMENDATIONS

  - Establish Link with Health Problems
  - Work with Medical Profession on Gathering and Distributing of Information
  - "Ozone Map" Forecast for Next Day
  - Concentrate on Individual

- ## EDUCATION

  Public:

  - Doctor Education / Educators
  - Posters in Doctor's Office Waiting Rooms, Trains and Bus stations
  - Bill Boards on Major Roadways and at Toll Plazas
  - Auto Pollution Information in New Jersey's Drivers Manual included in Drivers Ed Classes
  - Positive Image
  - "No Car Day" or Similar Event to Draw Attention to the Problem (similar to "Great American Smoke out").
  - Celebrities Promote Public Awareness
  - Use Local TV and Radio Channels, specifically Cable Stations

  Schools:

  - Older Students Teach Younger Students
  - DEP Sponsor Problem-Solving Contest
  - Channel One - a national school based station

- ## WAYS WE ACT

  - Corporate Sponsorship
  - Use Bike Paths
  - Easier to Use Public Transportation
  - Work Regionally with Pennsylvania, New York specifically with the News Media
  - More Convenient & Efficient Car Inspections provide Diagnostic information to motorist
  - Transportation Promotional Discounts