

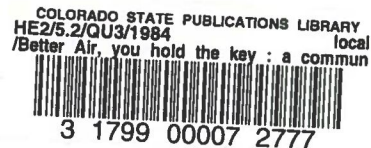
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A Community-wide Campaign

QUESTIONS AND ANSWERS

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Q. What is the Better Air Campaign?

A. The Better Air Campaign is a community-wide, voluntary effort spearheaded by the Colorado Department of Health, that is designed to help reduce the levels of carbon monoxide (CO) air pollution during the Denver metropolitan area's peak carbon monoxide season, mid-November through mid-January. The campaign is for drivers in the urbanized areas of Adams, Arapahoe, Boulder, Denver, Douglas and Jefferson counties.

Q. What is the objective of this campaign?

A. To get metro Denver area motorists to reduce voluntarily the number of miles they drive by 15 percent by 1987. We propose that they accomplish this in two ways: by carpooling, riding the bus or not driving at all on one day a week during the two-month campaign; and on potential high pollution days when carbon monoxide reductions are most critically needed, by cancelling or postponing all non-essential auto trips.

Q. What are the dates of the Better Air Campaign?

A. The campaign will begin on Thursday, November 15, 1984, and run through Tuesday, January 15, 1985. Only weekdays (Monday through Friday) will be included. Weekends will not be included. There also will be six weekday exceptions for holidays:

Thursday, November 22	(Thanksgiving Day)
Friday, November 23	(the day after Thanksgiving)
Monday, December 24	(Christmas Eve)
Tuesday, December 25	(Christmas Day)
Monday, December 31	(New Year's Eve)
Tuesday, January 1	(New Year's Day)

Supporting organizations: City and County of Denver/Office of the Mayor; Colorado Air Quality Control Commission; Colorado Department of Health; Colorado Department of Highways; Denver Chamber of Commerce; The Denver Partnership, Inc.; Denver Regional Council of Governments; Institute for Urban and Public Policy Research; University of Colorado at Denver; The Junior League of Denver, Inc.; Office of the Governor; Regional Transportation District; U.S. Environmental Protection Agency.

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Q. We understand that one important segment of the campaign is to get drivers to leave their cars at home one day a week between November 15 and January 15. But how will drivers know which is their day to take part in the program?

A. Drivers will be assigned one weekday a week when they will be asked not to drive based on the last number of their license plate. This is how it will work:

Monday	0-1 and personalized plates
Tuesday	2-3
Wednesday	4-5
Thursday	6-7
Friday	8-9

Q. Will drivers receive official notification of their days not to drive?

A. No, but the days will be publicized widely.

Q. Are drivers with handicapped plates included in the program?

A. All drivers are included. However, we realize that transportation options for the handicapped are much more limited. Since this is a voluntary program, we encourage handicapped drivers to participate to whatever degree is possible.

Q. If you have more than one person in your vehicle, is it all right to drive on your assigned no-drive day?

A. If you already are carpooling, congratulations, and please continue to do so.

Q. Isn't there a second part of the program tied to predicted high CO days?

A. Yes. On days when excessively high levels of CO are predicted, appeals will be made to all drivers to cancel or postpone their non-essential auto trips.

Q. How important is this part of the program?

A. It is of utmost importance to the success of the campaign. Participation by drivers one day a week will help to keep CO levels lower during most of the eight-week campaign period. On days when, due to temperature inversions or other weather conditions, excessively high levels of CO are predicted, the curtailing of all discretionary travel will be needed to achieve significantly lower levels.

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- Q. Say I live way out in one of these six metro counties -- 40 or 50 miles from Denver -- and confine my driving to my home area. Am I still supposed to take part in the program?
- A. Only if you drive into or through the greater Denver metropolitan area between November 15 and January 15. This area is defined as the city and county of Denver and the surrounding urbanized areas of Adams, Arapahoe, Boulder, Douglas and Jefferson counties. The area stretches from north of Longmont to south of Castle Rock, from the Front Range to east of Aurora.
- Q. Why is such a long stretch of the Front Range included in the program area?
- A. Because much of the metropolitan region's phenomenal residential and business growth, and a concomitant increase in carbon monoxide levels, is taking place north and south of the core city. Motorists living and working in all parts of the metropolitan area help to create the area's carbon monoxide problem and their participation in the program will be the key to its solution.
- Q. What does the 15 percent travel reduction for which you are aiming by 1987 mean in actual miles?
- A. Metro Denver motorists are expected to drive 32 million miles daily in 1987. Thus we're aiming for a voluntary reduction of 4.8 million miles daily by December 31 of that year.
- Q. Why is such a reduction in travel necessary?
- A. So that metro Denver can meet the national health standards for carbon monoxide. The deadline imposed by the Federal Environmental Protection Agency for achieving these standards is December 31, 1987.
- Q. Does all this mean that motorists are responsible for the area's carbon monoxide problem?
- A. Largely; 90 percent of the region's carbon monoxide is produced by motor vehicles.
- Q. Do the levels of carbon monoxide evident during metro Denver's heavy winter pollution episodes pose a threat to health?
- A. This invisible, odorless, poisonous gas causes or aggravates a variety of human health problems. It is especially harmful to high-risk individuals with heart or lung disease, the elderly, pregnant women, their unborn

babies and premature infants. In addition, smokers, persons living at high altitude, drivers traveling in heavy and slow-moving traffic, and joggers exercising near major roadways suffer detrimental effects from high levels of carbon monoxide. Even at relatively low concentrations, carbon monoxide affects mental function, visual acuity and alertness.

Q. Is this problem unique to Denver?

A. No, but metro Denver has one of the highest ratios of cars to people of any urban area in the nation -- in 1983 a total of 1,360,309 vehicles in the 6-county (Adams, Arapahoe, Boulder, Denver, Douglas and Jefferson) metro area. The number of vehicles is growing by about 100,000 a year.

Q. If Denver area motorists cooperate with the Better Air Campaign, will we see a decrease in the region's visible air pollution problem, the "brown cloud"?

A. A successful campaign to reduce CO levels by 1987 will have marginal effect on the brown cloud, metro Denver's second most-pressing but totally different air quality problem. The brown cloud is caused by emissions from other sources besides motor vehicles.

Q. We have heard over the years that metro air quality was steadily improving. Is that not so?

A. Because of a variety of air pollution control strategies already in place, our air quality is improving. By 1987, we will be short of meeting federal health standards for carbon monoxide by all but 130 tons on high pollution days. Cars are being built that pollute less, the State's tailpipe emissions testing program and a number of other air pollution control strategies are reducing CO levels in the metropolitan area. In 1987, however, CO will still exceed federal standards by 1.3 parts per million on high pollution days unless metro drivers are willing to reduce the number of miles they drive daily by 15 percent.

Q. Will we meet federal air quality standards in metro Denver this year?

A. No, the goal of the program is to meet air quality standards by December 31, 1987. The aim of the first year of the program is to significantly reduce carbon monoxide levels throughout the greater Denver metropolitan area. EPA requires that we make annual progress toward meeting the 1987 goal.

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Q. Is it really necessary to involve all metropolitan drivers in the program?

A. Absolutely. Because drivers from throughout the metro region are the main source of the area's carbon monoxide problem, a voluntary program to reduce carbon monoxide levels needs to enlist the cooperation and active participation of drivers from throughout the greater metro area in order to succeed.

Q. Can we assume that most of the auto trips made in the area are made by persons driving to and from work?

A. That's a false assumption. Metro drivers make three times as many trips for non-commuting purposes, such as shopping, running errands and keeping appointments, as they do for getting to and from work.

Q. Does that mean that traditional ridesharing such as carpooling and riding the bus will not accomplish the goal of this campaign alone?

A. In addition to carpooling and riding the bus, we must encourage all drivers to combine their trips, or postpone or cancel as many of their discretionary trips as possible on high pollution days.

Q. Do you consider this campaign, particularly the no-drive day segment, the start of a major change in lifestyle?

A. Not necessarily. We're asking Denver area residents to change their driving habits in a small way during a small part of the year. Such a change should create minimum inconvenience.

Q. What happens to the driver who chooses to ignore this campaign?

A. Nothing in terms of punitive action. Persons who do not participate are hurting themselves and the quality of their own lives. We think metro Denver area residents have enough pride and concern about the city that they will work together voluntarily to solve this serious air pollution problem. In doing so, they will demonstrate to the nation that Denver cares deeply about its image.

Q. And if the voluntary effort doesn't work?

A. We still must meet the federal standards by December 31, 1987. If we cannot, or will not, participate voluntarily in this virtually painless program, a mandatory means of compliance is likely to be the next step.

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Q. How much is this program costing?

A. Approximately \$700,000 in state and federal funds, much of which will be spent on advertising and promotion. This does not include the support from the many agencies and organizations working throughout the metropolitan area to help the program succeed.

Q. Is there a way to measure the effectiveness of the program?

A. Yes. The Colorado Department of Highways will monitor vehicle miles traveled and take auto occupancy counts. In addition, behavioral changes and reaction will be evaluated by research conducted during the program.

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