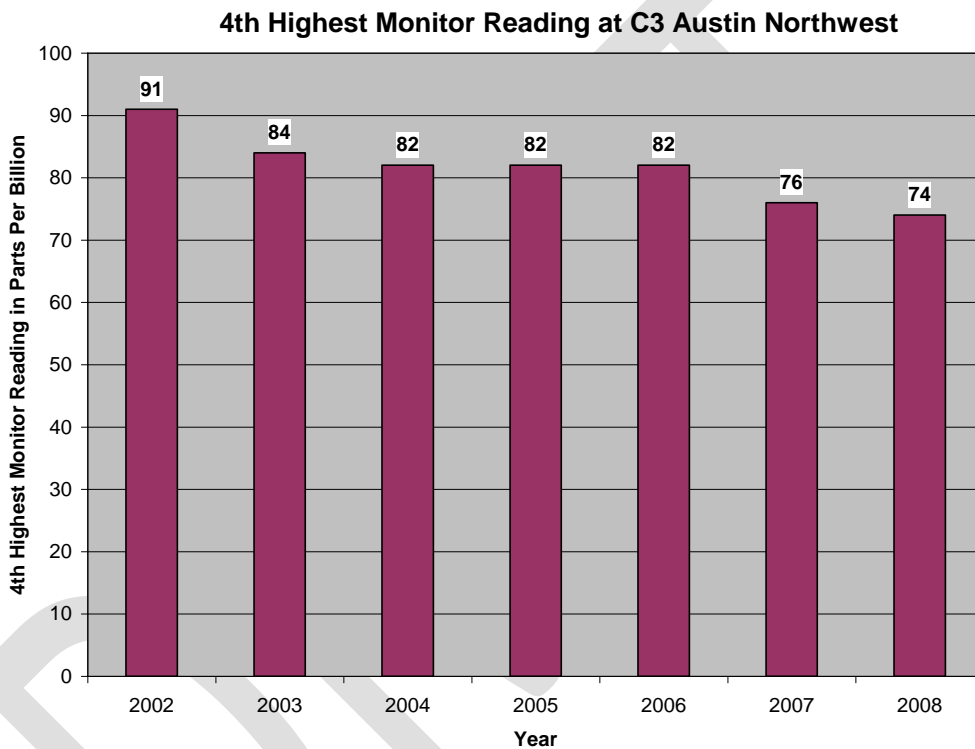


Agenda Item No. 4

**2009 Ozone Season “Big Push”**

**Background**

Under EPA’s revised ozone standard, one of the regulatory monitors in the MSA is monitoring nonattainment by a slight margin. In March 2009, Governor Perry is expected to recommend Travis County for nonattainment designation based on 2006-2008 data. By March 12, 2010, EPA is expected to make its final decision based on 2007-2009 data.



If the region can complete the 2009 ozone season with a fourth-highest ozone reading of  $\leq 75$  parts per billion, we could monitor compliance with the revised standard before EPA makes nonattainment designations. **To succeed we will need an unprecedented level of regional effort, taking advantage of the flexibility provided by the 8-Hour Ozone Flex Program, during the upcoming ozone season.**

In the event that our ozone readings exceed the standard and trigger a nonattainment designation, our Ozone Flex Program takes on added significance. Under current rules, EPA would likely require us to be in compliance with the revised standard by 2013; the TCEQ-developed State Implementation Plan (SIP) intended to restore us to compliance would not be final until 2013. This means our 8-Hour Ozone Flex Program would need to

function as a de facto SIP, as it will be the only emission reduction plan available to us before the compliance deadline.

### **Components of the Big Push**

#### Maximize Effectiveness of Public Outreach Component

- Ozone season kick-off event – CLEAN AIR Force (CAF)
- Continue CAF on-going activities and initiate new CAF activities
- CAMPO RFP for region-wide multi-media outreach campaign – call to action, materials transferable
- Expanded stakeholder and public outreach contact list
- Consider workshop for new participants
- Promote River Cities Rideshare

#### Accelerate 8-hour Ozone Flex Program Implementation

- Invite all cities in the MSA with pop greater than 10,000 to participate now (sample letter attached)
- Provide briefings and outreach materials to new cities as requested
- Consider workshop for new participants
- Evaluate other emission reduction measures for possible early implementation

#### Identify and implement additional emission reduction measures

- Provide both significant short-term and sustainable emission reductions
- Ask Flint Hills to supply the region with TxLED during ozone season
- Other possible industrial emission reduction measures
- Explore emission reduction measures from on-road mobile and other source categories (e.g., Capital Metro Red Line, Round Rock Transit, LIP funds)
- Promote energy efficiency and conservation, engage electric providers and distributors throughout region (COA and PEC have programs; )
- Work with the City of Austin to maximize ozone reductions from their greenhouse gas reduction initiative

### **Clean Air Coalition Action Items**

- Identify potential new stakeholders/outreach contacts in each jurisdiction. Possibilities include: health organizations; parent groups; neighborhood groups; conservation groups; faith communities.
- Identify and invite additional cities to join CAC.
- Ensure maximum benefit from CAC member emission reduction commitments.
- Engage citizens and businesses, encourage emission reducing activities