

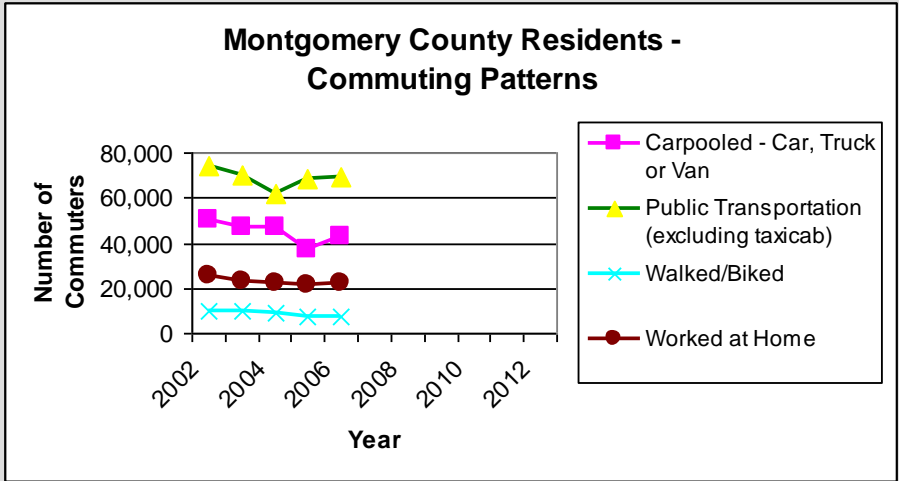
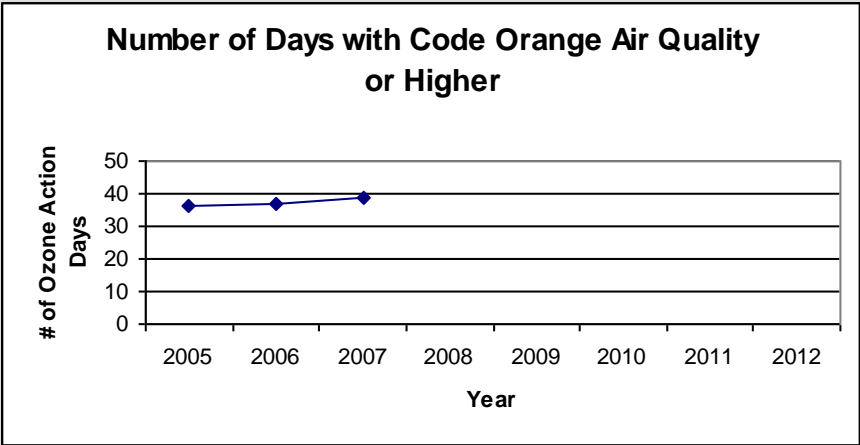
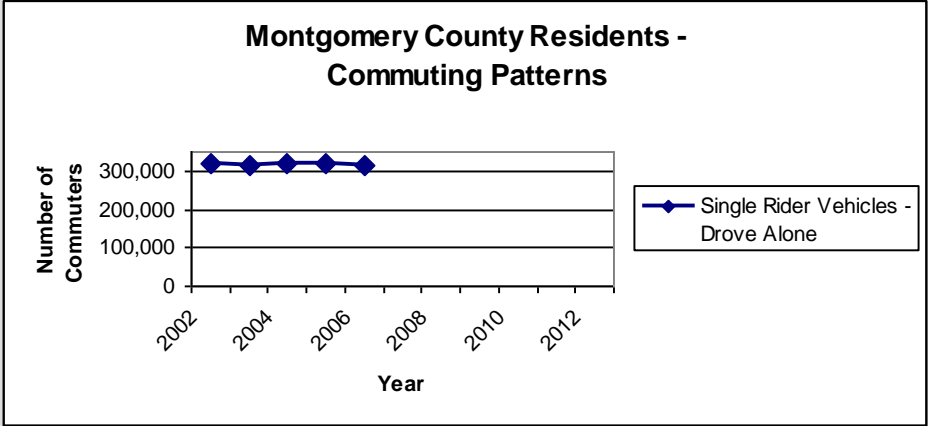
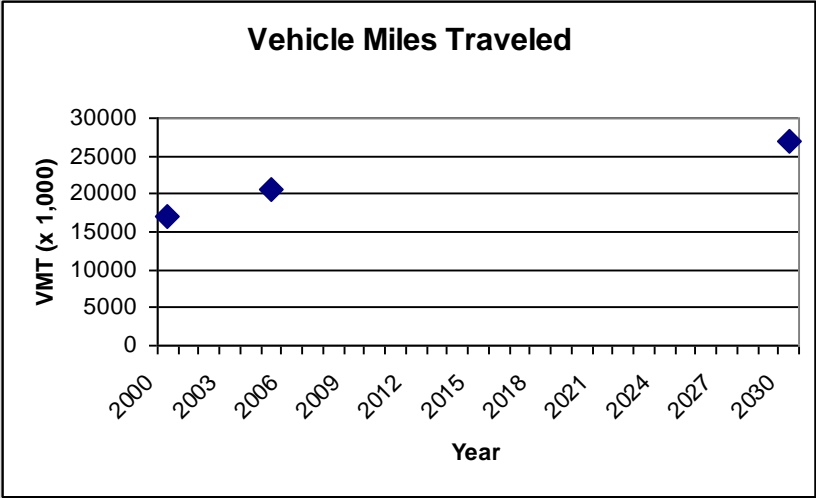
Goal: Clean Air

Protect and improve air quality and public health by attaining federal standards, using smart growth land use planning, and supporting environmentally preferable travel alternatives.

Recommended modification of goal
Improve air quality by, at a minimum, attaining federal standards

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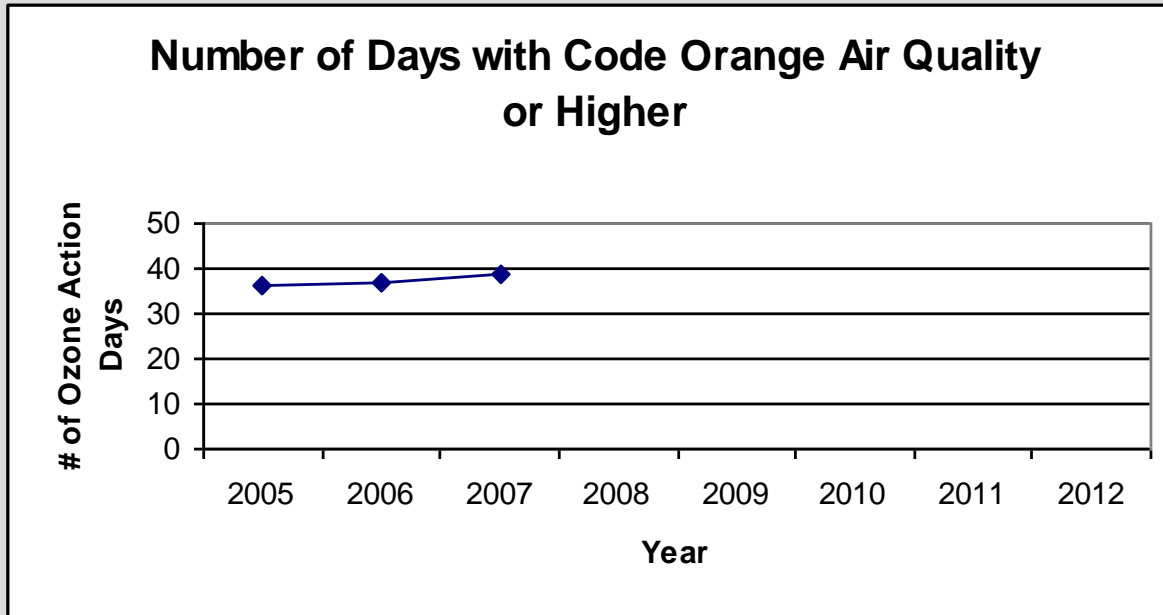
Indicators



Another Indicator to Consider

- Actual Pollutant Levels

Our Group Focus



Story behind the Trend Line

Factor #1: Lack of understanding among citizens about how to improve air quality

Factor #2: Uncontrolled exhaust from power plants

Factor #3: Off road emissions

Factor #4: Area source emissions are growing and are difficult to control

What Will Work to Make a Measurable Difference

Factor #1: Lack of understanding among citizens about how to improve air quality

Potential Strategies/Actions:

- Increase environmental awareness via the school system
- Public outreach via retailers

Partners:

- MCPS
- Clean Air Partners
(www.cleanairpartners.net)
- Local governments
- HOAs
- Non Profits
- Retailers (Lowe's, Exxon, Giant)
 - Suppliers
 - employees



What Will Work to Make a Measurable Difference

Factor #2: Uncontrolled exhaust from power plants

Potential Strategies/Actions:

- Grants for energy producers to reduce emissions
- Regulation (e.g. cap and trade)
- Increasing renewable portfolios

Partners:

- Congress
- Producers
- Academia
- COG/RPAs



What Will Work to Make a Measurable Difference

Factor #3: Off road emissions

Potential Strategies/Actions:

- Trade-in/exchange programs (e.g. old lawnmowers for more efficient ones)

Partners:

- Manufacturers
- Retailers

What Will Work to Make a Measurable Difference

Factor #4: Area source emissions are growing and are difficult to control

Potential Strategies/Actions:

- Education about an individual's actions and resulting consequences
- Better hazardous waste drop off accessibility
- Tree planting

Partners:

- Local media, especially meteorologists
- Local Chambers of Commerce
- Community Groups
- NGOs
- Local Businesses

