

May 15, 2006

Contact – Christine Schell

**Workgroup Recommendations and Other Potential Control Measures**  
**Overarching Workgroup Issues**

**GEN003 – Air Quality Stewardship - Cultivating Personal Choices**

**DESCRIPTION**

This effort would focus on providing the New Jersey residents with the information and resources needed to make sound environmental purchasing and behavioral decisions. This would be done through a two-fold effort: 1) direct public outreach by the state and 2) working with pertinent industry groups, retailers and other interested groups to improve their information and publications. These measures would all be voluntary for public participation, and would work to increase public awareness of environmentally sound purchasing and operational choices. The following table provides a list of areas under consideration. If implemented, this list may be modified and/or added to:

Table 1: Air Quality Stewardship Actions – Cultivating Personal Choices

<b>Measure</b>	<b>Pollutant(s) Impacted</b>
Increased public outreach specific to New Jersey rulemakings (consumer products, PFCs, etc.)	Ozone and PM2.5
Partnerships with leading retailers to supply environmental information on various products (lawnmowers, wood stoves)	Ozone and PM2.5
Providing the public with “tips” on reducing emissions associated with the use of their motor vehicles*	Ozone and PM2.5
Partnerships with area businesses to present educational materials to their employees	Ozone and PM2.5

\* Including but not limited to reducing/eliminating unnecessary idling; maintaining constant, moderate speeds when driving; proper vehicle maintenance (including tire inflation); reducing excess vehicle weight; and, not “topping off” while refueling and refueling at night

**IMPLEMENTATION**

This program would focus on efforts to make New Jersey’s residents’ purchasing and operational decisions more environmentally friendly. This could be done directly through numerous public outreach activities from the State. As an alternative to or in addition to those direct efforts, the state could enhance its partnerships with leading corporations and retail establishments to improve their outreach efforts to the publics. For example, a series of public service announcements (PSAs) regarding the advantages of electric vs. gas powered lawn equipment might help motivate people who are not yet in the market for this equipment. All public participation would be voluntary. Outreach efforts could focus on the highest sources of local emissions (e.g., woodburning, lawncare) as a way to prioritize the measures.

Disclaimer – The recommendations contained within this white paper do not constitute official state decisions nor reflect any pending regulatory or nonregulatory actions. The NJDEP welcomes public feedback on this (or any other) white paper.

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**COST**

The cost for direct outreach would be on the State and/or their business and industry partners to generate materials for distribution. In addition, the State and/or their business and industry partners would need to make staff available to present materials and/or participate at local events designed to get the word out and answer public questions. Finally, there would be some cost associated with the distribution/dissemination of the information (if via mass mailings and/or radio and TV spots). Electronic dissemination (e.g., webpages, email listservs, etc.) would significantly reduce these costs, but might have a more limited range. All of these costs to the State could be offset, or even eliminated, through increased participation from relevant leading corporations and retail establishments, who in some cases already have outreach that just needs to be more focused. In addition some, if not all, of the direct state costs could be covered through grant and/or SEP monies.

**EFFECTIVENESS**

The actual emission reductions expected from this program would vary depending on the number of measures implemented and the ultimate penetration and effect of the information. It is difficult to quantify actual emission reductions through modeling for efforts of this nature, because of their varied implementation strategies (e.g, voluntary vs. mandatory, episodic, etc.). However, the State recognizes that there will be an ultimate environmental benefit from their implementation as the public changes its habits for the better, and as such, will work to incorporate those benefits into the State Implementation Plan (SIP). Irrespective of emission reduction potential, this measure could be critical to the State's public relations message on air pollution, and on helping the public make informed choices with respect to their activities when the air quality is poor.

**COST EFFECTIVENESS**

The cost of these measures to the State would be limited to workload distribution for existing staff, and the generation, printing and dissemination of public outreach materials. However, some, if not all, of these costs could be covered through grant and/or SEP monies, or partnership efforts. Given that the overall costs (factoring in cost savings) could be relatively small, any emission reduction benefits would result in a favorable cost effectiveness scenario for this program. In the long term, benefits from these efforts could be greater if behavioral changes are realized.

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**SOURCE(S)**

1. Non-Automobile Gasoline Engines Workgroup
2. Homes and Restaurants Workgroup
3. Volatile Organic Compounds from Processes and Consumer Products Workgroup
4. Gasoline Cars and Trucks Workgroup