

1.0 | Project Summary Information

1.1 Project Name **“SHair” the Air Education Campaign**

1.2 Project Description (summary of project) **Using multiple education strategies this project will building upon the education initiative that began in 2014 to increase awareness about the importance of reducing emissions and improving air quality . The project is outlined to provide education for 24 months beginning in November of 2015. It will allow for the development, purchase, and placement of messages related to reducing single occupancy vehicle travel (SOV), trip chaining, car pooling, active transportation, and public transportation. The goal will be to initate behavior change year round related to emissions reduction. This project will also include 4 “SHair the Air’ challenges. Two will be focused on the general community during the holiday rush in December promoting trip chaining and two will be in partnership with worksites in the late winter to encourage car pooling.**

1.3 Sponsor (jurisdiction) **Bear River Health Department**

1.4 Contact Information

**Project Manager Jill Parker
Office Phone 435-792-6518
Cell Phone 435-994-1022
Email jparker@brhd.org**

1.5 Cost Estimate

**Total Estimated Project Cost \$101,500
CMAQ Funding Requested \$95,000
Local Cash Match \$6500
Soft (or in-kind) Match proposed for project While it is difficult to estimate an exact amount of in kind match, all of the time that community members, worksites, community coalitions, and schools promote and participate in the “SHair the Air” challenges will be in kind.**

2.0 | General Project Scope

Please complete the following sections to help the CMPO better understand your project.

2.1 Describe purpose and need of project. In 2006 EPA lowered the standard for PM2.5 from 65 to 35 and Cache County was listed as a problem area. It was not until 2009 that the county’s official non attainment designation took effect. Prior to this designation there were episodic events when PM 2.5 levels would climb to unhealthy levels. In 2004 the health department began to provide education and raise awareness about the health effects of PM 2.5 and how to protect your health. While delivery methods of have changed over the years, this message has remained constant and the community is now more aware of what to do on days when PM 2.5 levels are high and where to get real time data on PM 2.5 levels. CMAQ funds will allow this messaging to continue with an added message about reducing emissions through carpooling, trip chaining, using public transportation, active transportation, or skipping the trip. Together these complementary messages give the community an action that overtime leads to behavior change.

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2.2 Describe existing service/conditions The impact of PM 2.5 on Cache Valley's air quality has been a public health issue for over a decade. The mission of public health is to protect the individual, community and environment, promote healthy lifestyles and prevent disease and disability. With this missions in mind and the issues the county was facing, air quality education became a natural fit for the Bear River Health Department. Since 2004 the department has been able to utilize established partnerships in the community to provide information and education on everything from protecting your health when PM 2.5 levels are high to emissions testing. The goal of the department is to elicit a behavior change over time that will reduce vehicle miles traveled year round. Additionally an increase in awareness and education will assist community members in creating a plan for car pooling or trip chaining before PM 2.5 levels are rising. This funding will allow for a continued consistent approach to public awareness and education related to air quality.

2.3 Describe the general air quality benefits of your project This project will make use of a web based tracker to run a customized air quality challenge for Cache Valley residents. The challenge is aimed at reducing emissions by reducing vehicle miles traveled. Using the web based system, individuals are able to track the number of single occupancy vehicle trips saved and the methods used to save them. These results are tracked on an individual basis and can also be tracked by teams and combined into an overall challenge cumulative for worksites. The data collected from the challenges will ultimately determine what educational messages need to be developed for the community. In addition, the BRHD will track and report the number of ads placed, the estimated reach of the respective ads, ad the number of businesses/employees participating in the "SHair the Air" Challenges.

Please see attached documentation for additional detail and budget.

3.0 | Roadway Congestion Mitigation Project Information

This section to be completed **ONLY** for projects with a roadway improvement elements to relieve congestion (i.e. intersection improvements and ITS projects).

3.1 Describe how the project will alleviate congestion on this or other facilities [Click here to enter text.](#)

3.2 Describe any safety improvements for vehicular and bicycle/pedestrian traffic (i.e. raised medians, channelization of turn movements, barriers, parkway strips etc) [Click here to enter text.](#)

3.3 What additional right-of-way is needed for the project? [Click here to enter text.](#)

3.4 If phased or segmented, describe how the phase has independent utility and what future phases are anticipated? [Click here to enter text.](#)

3.5 What is the reduced vehicle delay that would result from you project in 2016 (this information will most likely need to come from a traffic or warrant study based on existing traffic counts)?

Category	CMAQ Project Benefits
Estimated Reduced Vehicle Hours Traveled (VHT)	Enter Text

4.0 | Alternative Transportation Mode Project (Bicycle, Pedestrian) This section to be completed **ONLY** for bicycle and pedestrian trail related projects.

4.1 Length of project (if applicable) [Click here to enter text.](#)

4.2 Describe the expected use of the facility (bike/ped projects) [Click here to enter text.](#)

4.3 Describe any equipment to be purchased? [Click here to enter text.](#)

4.4 If phased or segmented, describe how the phase has independent utility and what future phases are anticipated? [Click here to enter text.](#)

4.5 Facility usage information:

	Estimating Method	Daily Users
Method A:	Estimated Daily Bicycle & Pedestrian Users (provide documentation)	Enter Text
Method B:	Estimated from Average Annual Daily Traffic (AADT) Walk trips (AADT value for nearest road x 3.8%) + Bike Trips (AADT value for nearest road x 4.3%) = total bike/walk trips – 20% (to account for recreation purpose trips that do not offset emissions)	Enter Text

5.0 | Construction Project Cost Estimate

At a minimum all projects (that include construction elements) are required to provide the cost estimate summary found below (section 5.1). Projects that include significant construction elements are also required to supply a more detailed cost breakdown that includes unit costs (should include inflation factor, right-of-way, contingency, etc). Although not required, applicants with projects that include construction activities are encouraged to use a project cost estimating excel spreadsheet tool developed by UDOT (can be easily customized for a non UDOT local project). This spreadsheet tool can be downloaded from the CMPO's website at:

http://cachempo.org/?page_id=1181

5.1 Cost Summary

Summarize the information from the Costs Estimate Excel form or other method. Enter NA for items that do not apply to the project.

- a) Preliminary Engineering [Click here to enter text.](#)
- b) Environmental Work [Click here to enter text.](#)
- c) Right of Way Purchase [Click here to enter text.](#)
- d) Construction [Click here to enter text.](#)
- e) Construction Engineering [Click here to enter text.](#)
- f) Other costs (describe) [Click here to enter text.](#)
- g) Total Cost [Click here to enter text.](#)

6.0 | Demonstration of Air Quality Benefit

THE CMPO WILL WORK WITH YOU TO COMPLETE THIS INFORMATION AFTER YOUR APPLICATION IS SUBMITTED

Based in the information you have provided CMPO staff will calculate an estimated emission reduction benefit and an estimated emission reduction benefit/cost in

Pollutant	Reduced Annual Emissions (in tons)
Direct PM 2.5	Enter Text
CO	Enter Text
NOx	Enter Text
VOC	Enter Text
PM10	Enter Text
Total	Enter Text

Project's Emission Benefit/Cost [Enter Text](#)

(Annual Kg of emissions reduced * project life/\$1,000 cost)

7.0 | Supplemental Information

Please submit any supporting documentation including concept plans, maps, diagrams, charts, cost estimates, etc. that will allow the CMPO to make an informed decision regarding your proposed project. **Keep Supplemental Information submittals to 5 pages total.**

8.0 | Application Submittal

8.1 Application Submittal Instructions

APPLICATIONS ARE DUE BY 5:00 PM ON: SEPTEMBER 2, 2015

Submit completed application(s) to:

CMPO

Cache Administration Building

179 N. Main, Suite 305

Logan UT 84321

Applicants must submit one hard copy. In order to facilitate the distribution of the applications and any supplemental information please also email a copy of your application to jeff.gilbert@cachecounty.org. Please email your application saved in word format. At your own risk, your application can be submitted only electronically. However allow enough time to receive confirmation of receipt from the CMPO.

Failure to submit an electronic copy of your application before the deadline will not disqualify your application (only hardcopy is required before the deadline).

8.2 Contacts, Questions

For help with the application or questions, please contact:

Jeff Gilbert

179 N. Main, Suite 305, Logan

P 435-755-1634 C 435-994-1220

Email: jeff.gilbert@cachecounty.org

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9.0 | 2015 CMAQ Project Funding Prioritization Schedule

July 15, 2015	Notice of funding Availability: Legal notice in Newspaper, CMPO Website and mailing to CMPO participating jurisdictions. Prospective applicants will be notified of the amount potentially available (set by board).
August 6, 2015 by 5:00 PM to CMPO	One page project proposal due. To the extent possible, potential applicants should describe the project, include major budget items and identify quantifiable reductions in mobile source emissions. Email proposals will be accepted at applicant's own risk (applicant's responsibility to confirm CMPO receipt by 5:00 PM).
August 19, 2015 @ 3:30 PM 3 rd floor Conf Room, County Admin Building	CMAQ Review Committee "short list" meeting (If needed). Develop short list to be advanced to "Concept Report" phase. This meeting will be held only if needed. Depending on the number of proposals submitted, all projects could be advanced to "Concept Report" via email communication.
August 19, 2015	Begin UDOT (Elden Bingham) and Federal Highway Administration (Steve Call) Eligibility Review (as necessary)
September 2, 2015 by 5:00 PM to CMPO	CMAQ "Concept Reports" due to CMPO. Short listed projects must submit completed CMPO "Concept Report" forms to the CMPO office at 179 N. Main, Suite 300. Email applications will be accepted at applicant's own risk (applicant's responsibility to confirm CMPO receipt by 5:00 PM).
September 9, 2015 @ 3:30 PM 3 rd floor Conf Room, County Admin Building	CMAQ Review Committee Concept Review and Recommendation Meeting. The committee will finalize the funding recommendation to the CMPO Executive Council.
September 21, 2015 (tentative) Multipurpose Room, County Admin Building	CMPO Executive Council Meeting. The Council will hold a public hearing and consider amending the 2015 CMPO Transportation Improvement Program (TIP) with projects to be funded with CMAQ.
October 16, 2015 8:30 AM Provo Utah	Utah Transportation Commission Meeting Considers ratifying the CMPO's TIP action and considers introducing the amendment the UDOT Statewide Transportation Improvement Program (STIP).
October 17, 2015	Project Implementation UDOT Region One Project Managers work with CMAQ grantees to establish project contracts and carry out the project.

Project Name: “SHair” the Air Education Campaign
Bear River Health Department



Project Description:

Using multiple education strategies this project will build upon the initiative that began last year to increase awareness about the importance of reducing emissions and improving air quality. This project is outlined to provide education for 24 months beginning in November of 2015.. It will allow for the development and placement of messages related to general topics including; reducing single occupancy vehicle (SOV) travel, trip chaining, active transportation, carpooling, and public transportation. It will also include the implementation of the new “SHair the Air Challenge”, developed locally, to provide education and encouragement for the community and worksites reducing SOV travel.

- I. Utilizing the “SHair” campaign materials, developed specifically for Cache Valley using 2014 CMAQ funds, the health department will continue to provide information and community education aimed at reducing SOV trips.

This year round campaign will work towards behavior change related to transportation and encourage the community to consider alternative transportation methods in the spring summer, and fall to be better prepared for winter. By developing a strategic communication plan using multiple media methods, an increased number of community members are reached by multiple organizations with the same message. Messaging will include education on ride sharing, trip chaining, active transportation (walking and biking) and utilizing public transportation.

- a. Develop a media plan for year round strategic ad placement.
 - i. Utilize the establish health department web site and social media sites. These include, Twitter (3358 followers), Facebook (855 followers), and Instagram (131 followers). By boosting the posts related to air quality to the specific demographic reach of the messaging dramatically increases.
 - ii. Using a :15 and :30 spot, movie theater ads will be purchased to run during the peak movie going seasons.
 - iii. Traditional media buys (newspaper and radio) will be negotiated monthly using a non-profit rate. The messaging for these will be coordinate with the social media messaging.
 - iv. Utilize existing health department community partnerships including school and worksites to educate on reducing SOV trips.

- v. Promote “SHair” as an integrated part of the annual health department Bike to Work Day.
 - b. Boost targeted media presence during the wintertime months when inversions are more likely (December through February 2015-2017) with “SHair” messaging that encourages the community to reduce SOV trips.
- II. Develop two “SHair the Air Challenges” to encourage the community to reduce vehicle emissions by carpooling and trip chaining.
 - a. Implement one general community “SHair the Air Challenge to run in December 2015 and December 2016. This campaign would focus on the busy “holiday shopper” with a message to trip chain. The campaign would utilize a tracker that track total number of SOV trips saved and the alternative form of transportation used. .
 - b.
 - c. Implement one worksite based campaign in January 2016 and January 2017 encouraging employees to car pool as a way to reduce emissions. Participants will use the online tracking tool and possible app to records trips saved. Participants will be entered to win prizes and receive incentives based on their participation and trips saved.
 - i. Coordinate with a minimum of 30 local businesses to participate in the January event. Promote events using materials developed specifically for Cache Valley utilizing health department communication channels and community partnerships.

Budget:

Monthly advertising general SHair campaign - 18 months @\$1300/month = \$23,400

Increased SHair winter media placement - 6 months @ \$3000/month = \$18,000

Total Staff time for 24 months = \$ 28,000

“SHair the Air Challenge”

Development of web tracker = \$3700

Development of Challenge creative = 2 Challenges @\$890/ Challenge = \$1780

Promotion of Challenge = 4 Challenges @\$4000/Challenges =\$16000

Incentives/Prizes = 4 Challenges @2500/ Challenges= \$10,000

Printing of Promotional Materials = \$620

Total Cost: \$ 101,500