



## **Utah Ozone Season Air Quality Outreach Campaign Grant - Grant Solicitation**

The Utah Division of Air Quality (UDAQ) is seeking an independent, non-profit organization to conduct an air quality outreach campaign in Utah for the Summer 2022 ozone season. The Division is requesting applications from candidate organizations for a grant of up to \$500,000 to support such a campaign. This document outlines the project background and requirements and establishes the process for preparing grant applications. Completed application forms (attached) are due by 5:00 p.m. on Friday, June 3, 2022, and the successful applicant(s) will be selected by no later than Friday, June 17, 2022.

### **Background**

Utah has made great strides in improving air quality over the past four decades. Increasingly, however, Wasatch Front air quality challenges are shifting to include summertime ozone formation. UDAQ is seeking the assistance of a non-profit organization to provide an ozone air quality education and outreach campaign with a particular focus along the Wasatch Front.

### **Need**

UDAQ is a scientific and regulatory agency staffed by scientists, engineers, computer modelers, and policy specialists. The Division does not have its own internal public information team, and the Utah Department of Environmental Quality's communications team has limited resources that must be shared across multiple divisions. While UDAQ does administer various incentive programs that serve to heighten public awareness and engagement on air quality issues, the agency is not well-positioned to provide more comprehensive outreach services.

Public engagement is particularly critical to addressing Utah's air quality challenges because a large portion of emissions in the State stem from the activities and choices of its citizens. Individual and small- to medium-sized business operator choices affect a large fraction of total emissions in Utah. With a thriving economy and a young and growing population, citizen engagement will continue to play an important role in safeguarding public health, meeting the national ambient air quality standards (NAAQS), and maintaining our quality of life.

### **Objective**

- Increase general awareness of ozone precursor formation, sources, impacts, and mitigation options along the Wasatch Front

- Highlight the role of individuals and small- to medium-sized businesses in contributing to ozone air quality challenges
- Encourage individuals and businesses to take action to reduce emissions

### **Target Audience**

- Individuals and small- to medium-sized businesses in Utah with a particular focus on the Wasatch Front

### **Approach**

Outreach efforts are expected to utilize various forms of media and outreach tools potentially including, but not limited to:

- TV and radio partnerships
- Local movie theater messages
- Podcasts
- Social media, including Facebook, Instagram, and YouTube
- Seeded articles
- Billboard/bulletins
- UTA transit wraps
- Organization representation at appropriate local and regional forums (e.g., Energy Summit, Envision Utah engagement events, University symposia, etc.)

### **Evaluation Criteria**

Applications will be scored using the following criteria:

- Demonstrated ability to achieve program objectives
- Demonstrated ability to engage target audience
- Extent to which funding can be leveraged with support from other sources
- Relevant past organizational experience conducting air quality outreach
- Quality and completeness of application

### **Application Process**

Interested organizations must submit a completed application form by no later than 5pm on Friday, June 3, 2022, to [gladesowards@utah.gov](mailto:gladesowards@utah.gov) or by standard mail to:

ATTN: Glade Sowards  
Division of Air Quality  
PO Box 144820  
Salt Lake City, UT 84114-4820



**Utah Ozone Air Quality Outreach Campaign Grant - Application Form**

Name of Organization:
Organization Contact Person:
Contact Phone Number:
Contact Email Address:

Address:		
Street:		
City:	State:	Zip:

1. Please provide information about your organization and describe why it is well-positioned to conduct an air quality outreach campaign focused on the Wasatch Front during the Summer 2022 ozone season; please include a summary of relevant past organizational experience relating to air quality outreach:

2. Please provide a brief description and overview of your proposed project:

3. Please provide a detailed project work plan (attach as separate document if necessary):

4. Please provide an itemized project budget (attach as separate document if necessary):

5. Please provide a timeline of key project milestones (attach as separate document if necessary):

*Please attach letters of support or other additional information as needed.*