



UTAH DEPARTMENT of  
ENVIRONMENTAL QUALITY  
**AIR  
QUALITY**

### **Utah Year-round Air Quality Outreach Campaign Grant - Grant Solicitation**

The Utah Division of Air Quality (UDAQ) is seeking an independent, non-profit organization to conduct a year-round air quality outreach campaign in Utah for the State's FY2020 (July 1, 2019 through June 30, 2020). 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 Friday, July 26, 2019, and the successful applicant(s) will be selected by Friday, August 9, 2019.

#### **Background**

While much effort has been focused on educating the public about Utah's air quality issues during wintertime inversions, little has been done to address air quality on a year-round basis. Increasingly, however, Wasatch Front air quality challenges are shifting to include summertime ozone formation. There is also a need to address unique challenges away from the Wasatch Front, such as wintertime ozone in the Uinta Basin and summertime ozone in Southwestern Utah. UDAQ is seeking the assistance of a non-profit organization to provide a statewide air quality education and outreach campaign.

#### **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 Office of Planning and Public Affairs 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, it 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. Along the Wasatch Front on-road mobile sources (including personal passenger cars and trucks) account for 42 percent of total emissions, non-road mobile sources (including lawn and garden equipment, snow blowers, and off-road recreation equipment) account for 12 percent of total emissions, and area sources (including emissions from fireplaces, wood stoves, furnaces, water heaters, cooking, and consumer products) account for 29 percent of total emissions. Individual and small- to medium-sized business 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.

## **Objectives**

- Increase general awareness of year-round air quality issues and solutions
  - Include focus on summertime ozone issues, which are less well-known than our wintertime inversion challenges
  - Include focus on wintertime ozone in the Uinta Basin
- Highlight the role of individuals and small- to medium-sized businesses in contributing to air quality challenges
- Encourage individuals and businesses to take action to reduce emissions

## **Target Audience**

- Individuals and small- to medium-sized businesses in Utah
- Particular focus on the Wasatch Front, Cache Valley, Uinta Basin, and Southwestern Utah (St. George/Washington County area)

## **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, July 26, 2019 to [mberger@utah.gov](mailto:mberger@utah.gov) or by standard mail to:

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



**Utah Year-round 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 a year-round statewide air quality outreach campaign during State of Utah FY2020 (July 1, 2019 through June 30, 2020); 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.*