

Case Studies on Preparation for New NAAQS

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Agenda

- General/National Overview
- North Carolina Perspective
 - Circumstances
 - Preparing for new NAAQS
 - Preparing for Conformity
- Conclusions

The National Outlook

- Time:
 - New standards passed in 1997
 - Implementation delayed by complexity, litigation
 - Designations ultimately set for 2004 (O₃ and PM)
- Space:
 - A majority of states (~35) impacted by new NAAQS
 - Most new areas in fast-growing southern states

North Carolina's Outlook

- Extremely high growth during the 90's
- Significant transportation investments underway and planned
- Strong identification with natural resources (mountains, parks, ocean, etc.)

NC's Ozone Outlook (2002)



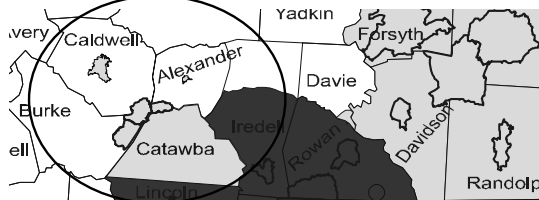
Counties with 8-hour ozone violations, '00-'02

"In order to protect the economic vitality of the state, North Carolina business leaders, elected officials, community groups and other stakeholders will need to achieve a common understanding of the implications of the new standard and work cooperatively to achieve conformity."

Addressing the New NAAQS

■ Strategy 1: Minimize

- NC proposed partial county nonattainment designations to achieve necessary control with minimal burden on communities.



Addressing the New NAAQS

■ Strategy 2: Mitigate

- 1998: NC Clean Air Act expanded Inspection & Maintenance to all prospective O3 nonattainment counties (49)
- 2002: Clean Smokestacks Act imposed new stationary source restrictions, especially on coal-fired power plants.

Preparing for Conformity: Rationale

1. Concerns about economic impacts, especially for major road-building initiatives around the state, of conformity lapses
2. Concerns about workload burden of performing conformity determinations on state agencies : Division of Air Quality (DAQ) and Department of Transportation (DOT)

Preparing for Conformity: Response

- DOT and researchers at NC State's Center for Transportation and the Environment (CTE) saw critical need for communication in fall 2000
- With DAQ partners, convened a roundtable of statewide conformity stakeholders in May 2001
 - Who is the target audience?
 - How can they be reached?
 - What is the message?

Preparing for Conformity: Response

- Target Audience
 - Pivotal decision-makers within local government and key state agencies
- Outreach Strategy
 - Form a "golden circle" of those who advise/assist/influence the target audience. Prepare the golden circle to convey a consistent message.
- The Message
 - What is conformity, what is the impact, what can be done in the relevant context?

Preparing for Conformity: Outcome

1. Delayed implementation ('01 → '04) took wind from the sails: "Oh, nevermind – but we'll be back" is a *very hard* message to sell
2. Designation-related activities and personnel changes were a major drain on DAQ staff resources during this time.
3. Formation of Early Action Compacts was another drain/distraction on staff resources; it also confused the message in some places
4. Net effect: the roundtable is no longer out in front of the designation process

Preparing for Conformity: Outcome

5. Interagency consultation on nonattainment designations in 2003 suggested roundtable and related activities raised awareness at peer agencies relative to 1999/2000 outreach efforts
6. Because of EAC's and improved air quality, roundtable is refocused on new counties in Charlotte and Triangle nonattainment areas and, potentially, any EAC drop-outs.

Findings

- Building awareness and consensus among local officials is extremely beneficial, as seen in the EAC context.
 - Policy development
 - Human resource allocation
 - Early integration of multiple goals
- As voluntary effort, the roundtable was limited by time constraints of participants and ability to mobilize allies with clout to offer.
- Lack of rapid-response capability hamstrung the group at a critical opportunity (EAC debate)

Conclusions

- Professional staff often lack training/preparation for communicating technical concepts with decision-makers.
- A serious need exists for capacity building programs aimed at local officials:
 - Ongoing: Perennial supply of new local officials/board members demands training on technical issues comparable to orientation programs for new mayors, legislators, etc.
 - Responsive: Technical events/developments (new model, e.g.) require communication between technical and policy elements of an agency
- NC air quality roundtable experience offers lessons for other states and regions.

Thank You!

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