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MEMORANDUM

To: Mayor Hutchinson and City Councilmembers
From: Eric Levine, Chair, Air Quality Advisory Board
Date: July 22, 2010
CC: Darin Atteberry, City Manager
Ken Waido, Chief City Planner
Lucinda Smith, Senior Environmental Planner
Subject: **AQAB Recommendations on Plan Fort Collins Key Policy Choices**

Fort Collins' air quality as well as its citizen, environmental and economic health will be impacted by many of the proposed new directions and policy choices. The key policy directions proposed in the Energy, Air Quality, and Waste Reduction sections of Environmental Resources Plan Fort Collins document (June 2010) will positively improve air quality as well as the ability of the City to achieve its goals in the adopted Climate Action Plan. These policies support the City's long-standing goal to "*continually improve air quality as the city grows*". It is urgent to move forward with policies and actions to address issues such as non-compliance with the ground level ozone standard and making progress now on the city's carbon reduction goals.

The Air Quality Advisory Board recommends that the City Plan include focus on those policies that will have the best potential for supporting an increasingly attractive as well as innovative, sustainable, and connected city.

1. Focus Key Policies on High Priority Air Pollutants

The City's top priority air pollutants include ozone, greenhouse gases, and fine particles. The AQAB supports continued development of air quality policies, strategies, and programs to focus on these pollutants. The programs should include education, incentives, price mechanisms, regulations, partnerships and regional cooperation as appropriate.

2. The AQAB recommends adoption and implementation of all the key policy choices contained in the Energy, Air Quality, and Waste sections.

Each of these policies has a direct positive impact on the city's air quality and its ability to meet the objectives of the Climate Action Plan.

- ENV1 – Reduce Net Energy Use
 - (The AQAB recommends that this key policy choice be labeled "Reduce Net Fossil Fuel Energy Use" to be clear that the focus is on reducing carbon intensive fossil fuels.)
- ENV2 – Modernize the Electric Grid
- ENV3 – Improve Energy Performance of Existing Buildings
- ENV4 – Employ Price Mechanisms
- ENV5 – Invest in and Promote Transportation Fuels and Efficiency for Clean Air
- ENV6 – Reduce Carbon Intensity and Consumption
- ENV7- Reduce Solid Waste and Divert It from Landfills

3. The AQAB has a vision of a new transportation system paradigm that meets diverse community needs and addresses air quality problems. This vision combines enhanced travel corridors and a district (activity center) focus with significantly increased mobility management.

Because transportation is a major source of air pollution in Fort Collins, we believe the City Plan should adopt a transportation direction that will contribute to cleaner air, provide viable transportation choices, support achievement of the Climate Action Plan goals, and achieve an effective and affordable system transport solution.

We support transportation and other City policies and actions that will achieve urban densities, connected activity centers, and retain a positive character for the future of Fort Collins. While none of the transportation key policy choices currently listed in the Transportation section have this balance, we urge the City Council to seek a new paradigm that combines enhanced travel corridors/district focus with more significant mobility management. We believe this would come closer to providing Fort Collins with a more effective and affordable system transport solution and at the same time contribute to cleaner air. Examples and elements of this new vision and paradigm include:

- Mason Corridor,
- connected activity centers,
- low speed safe multi-modal corridors for bicycles, electric carts, pedestrians, scooters, etc.,
- an optimized transportation system that offers travel corridors with fewer stops, more roundabouts, yield signs, and grade-separated crossings,
- focus on maintenance and modification of existing roads to meet the new transportation paradigm rather than expansion of the currently designed road system.

4. As the City moves from policy to implementation, we offer the following recommendations to City Council:

- **Mandatory approaches will be needed** alongside incentives, education and partnerships in order to reach City goals. We urge Council to consider the full range of implementation mechanisms available.
- **It is critical to identify and address funding needs.**

We urge the City Council to recognize that different motivating factors can be applied to different policies, and **careful analysis of the best motivational approaches for each policy could significantly improve acceptance and implementation of key policy directions.** Motivating factors that have worked well in Fort Collins include peer pressure, rationality (does it make sense?), cost:benefit (making the business case by demonstrating that cost savings can be realized), and regulation (must do it).

- Lastly, we urge City Council not to focus on quick fixes, but instead **focus on long-term solutions.**

We appreciate the Council's challenges in creating Plan Fort Collins and are available for further discussion on this important topic.

Respectfully,

Eric Levine
Chair, Air Quality Advisory Board