Evaluation of Public Outreach (Ozone Action Days Program)
NYSDOT SPR Project C-01-21

PROJECT OBJECTIVES: To monitor and evaluate the effectiveness of the public outreach and education component of the NYSDOT’s Ozone Action Days program. The Ozone Action Days program is an effort of public outreach and education being implemented in the New York Metropolitan Area region to reduce emissions of volatile organic compounds (VOC) and nitrogen oxides (NOx) from transportation related activities. The program will create a comprehensive program of ozone forecasting, public notification of impending unhealthful ozone levels, public education, and outreach with the goal to persuade motorists to develop and use transportation modes other than the single occupant vehicle (SOV) during periods of unhealthful ground level ozone concentrations. As more drivers participate in the program, fewer vehicles crowd the highways, congestion decreases, and commute speeds are optimized, all contributing to reduced emissions and ground level ambient ozone concentrations.

This project is essential to the Ozone Action Days program, monitoring and evaluating public participation, air quality and traffic volume as part of a carefully designed ongoing “before and after” study. The collection and evaluation of this data helps evaluate the program and provide feedback as the program progresses. Based on the study’s findings, the project team will add to and modify various aspects of the program to optimize the project’s effectiveness, maximizing its emissions benefits.

DURATION: 4 years

NYSDOT FUNDING: $100,000

RESEARCH GROUP: To be determined

NYSDOT PROJECT MANAGER: John Zamurs / Alfred Conklin