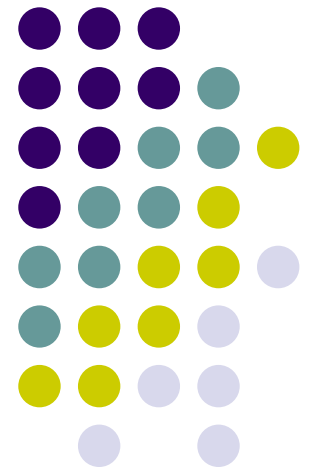
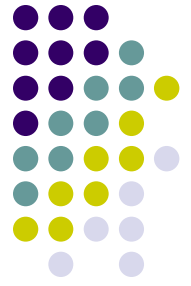


A New “Road” to Cleaner Air

Jeff Clark, Director
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2006 Air Innovations Conference
September 7, 2006
Denver, Colorado





Looking For A New Direction

- EPA encouraged by NAS/CAAAC to move toward multi-pollutant & sector-based approaches
- Recent OAQPS reorganization -- Sector Policies and Programs Division (SPPD)
- SPPD's philosophy
 - aimed at meeting statutory requirements while streamlining inefficiencies and developing new approaches to needed emissions reductions
 - focused on initial “bigger” picture view for overall sector assessment instead of on piecemeal regulations
- Work with stakeholders to understand priorities and trade-offs
- Explore alternative approaches to better address incremental control cost expenditures



Sector-Based Approaches

- Why Consider a Sector-Based Approach?
 - Benefits to Public
 - Re-focus efforts on reducing emissions of greatest public health interest
 - Optimize social \$ spent
 - Better able to address local concerns
 - Benefits to Industry
 - Reduce costs of control or over-control in the wrong areas
 - Avoid “stranded” costs associated with piecemeal investment in control equipment for individual pollutants
 - Increase flexibility for adapting to changing economic and environmental conditions
 - Benefits to Regulators
 - Develop better emissions data and compilation tools for characterizing individual sectors
 - Advance understanding & experience with developing innovative, multi-pollutant, sector strategies
 - Reduce existing regulatory barriers to improve environmental performance



Sector-Based Approaches

- What are Potential Challenges?
 - Working through and being consistent with the Clean Air Act
 - Developing a better understanding of regulations' *causes & effects*, including potential effects on media other than air
 - Developing a better understanding of specific industry's/sector's economic motivations or drivers
 - Articulating which emissions reductions matter "more" than others

Through the Looking Glass: EPA's Future Sector-Based Approach

