

Governor Gary Herbert  
Utah Governor's Office  
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PO Box 142220  
Salt Lake City, UT 84114

Mr. Bryce Bird, Director  
Utah Division of Air Quality  
195 North 1950 West  
Salt Lake City, UT 84114

Mr. Alan Matheson, Director  
Utah Department of Environmental Quality  
195 North 1950 West  
Salt Lake City, UT 84114

Utah Air Quality Board Members  
c/o Utah Division of Air Quality  
195 North 1950 West  
Salt Lake City, UT 84114

August 29, 2017

Dear Gov. Herbert, Mr. Matheson, Mr. Bird, and Members of the Air Quality Board,

We would like to begin by thanking each of you for your hard work over many years towards implementing policies which seek to improve air quality in the state of Utah. In recent years, awareness of this critical public health issue has significantly increased as valuable new measures have been adopted and millions of dollars invested. Those positive trends are in large part thanks to your efforts.

However, we all must acknowledge that **we have much left to do to ensure that air in communities across the Wasatch Front is healthy to breathe for generations to come.** Even with the accomplishments of recent years, and upcoming benefits from programs like Tier-3 car and gas standards, we also know that our rapidly growing population and economy demands we continue to find prudent reductions in emissions from all sources.

This year, in 2017, we know that you are developing a critically important plan to reduce emissions in the years to come. The so-called "Serious SIP" offers **an incredibly important opportunity to consider and implement innovative strategies that can reduce emissions while ensuring our communities and businesses thrive.**

We understand that federal laws require states like Utah, which have been out of attainment for as long as we have (since 2009), to, in short, be bold. The Clean Air Act requires Utah to take a long and hard look at any measure which any other state has adopted to clean up its air.

Therefore, we would like to **urge the state Division of Air Quality to propose a wide array of strong and ambitious proposals** as part of the Serious SIP it submits for public comment this fall.

We understand that various stakeholders have identified a series of specific policy actions which have proven to be effective in other states, and have brought those to the DAQ for consideration. Those include measures to limit the hazard of wood smoke, which new research suggests may be responsible for 15 to 20% of our total pollution problem. Clearly, this is an area where public education and enforcement can make a sharp and critical difference in a relatively short period of time.

In addition, we understand that other states have moved more aggressively than Utah to limit emissions from vehicles beyond our passenger cars and trucks. Common sense measures to require new technologies and targeted investments to reduce pollution from “heavy duty” and “non-road” trucks, buses, and equipment can be a key strategy that pays off for decades to come.

We realize that not all of these proposals will be met with immediate approval from all groups. But, certainly, each is potentially beneficial enough to merit inclusion in a draft plan and to receive robust feedback from a wide array of stakeholders.

**As leaders of Utah’s business community, as entrepreneurs and employers, we call upon you to propose these bold strategies for addressing air pollution in Utah. This critical issue deserves a vigorous debate of a wide range of options to limit pollution along the Wasatch Front.**

We have every confidence that if we work together and consider a full array of options we can get this problem firmly in hand.

Respectfully, the undersigned.

Talley Goodson, CEO



Evan Wittenberg, Chief People Officer



Duane Schaffer, Owner



Dan Benshoff, Marketing Director



Damian Mora, Energy Efficiency Coordinator



Angela Dean, AIA



Kenner Kingston, President



John Saltas, Founder



Heather Mercier, CFO



Michael Jeppeson, President & Managing Broker



Steve Klass, President



Kevin Boyle, President



Kelly Lake, Owner



Jeff Miller, General Manager



John C Miller, Assistant General Manager



Ali Sabba, Owner



Jeff Whitbeck, VP of Operations



Adam Comey, President



Annie Wilson, Salt Lake City Store Manager



Nazz Kurth, President



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## Sentry Financial

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Babs De Lay, Principal Broker & Owner



Lindsey Elliott, Co-Founder & Benefit Director



Sarah Betts, Owner



Michael Lobb, Principal Broker



Steve Mills, CEO



Steve Keyser, CEO



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