



Governor Gary Herbert
Utah Governor's Office
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Mr. Alan Matheson
Utah Department of Environmental Quality
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Salt Lake City, UT 84114

Mr. Bryce Bird
Utah Division of Air Quality
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Utah Air Quality Board Members
c/o Utah Division of Air Quality
195 N. 1950 West
Salt Lake City, UT 84114

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

Thank you for your efforts thus far to improve air quality in Utah. Public awareness of the issue has never been greater and through your collective leadership, millions of dollars have been invested in effective new air quality measures. However, we can and must do more to reduce harmful levels of air pollution, protect Utahns' health, and ensure a thriving state economy.

Utah is known for soaring mountains, deep natural canyons, and "The Greatest Snow on Earth." As representatives of Utah's \$12.3 billion outdoor recreation economy, we're urging you to remember this as you consider the state's plan to reduce emissions to keep our air as clean as it can be.

Utah's outdoors is essential to our high quality of life: 72% of Utahns enjoy the unmatched outdoor experience that our state has to offer, and millions of tourists visit Utah each year to ski, hike, climb, fish and more. In 2015 alone, more than 8 million tourists visited Utah's national parks. Throughout the winter of 2015-16, more than 4.5 million skiers visited our resorts. Utah is truly mother nature's playground and we are proud to call it home and share it with guests from all over the world.

It is, therefore, no coincidence that Utah is home to a thriving outdoor economy. From Moab to Ogden and Park City to St. George, our businesses depend on Utah's world-class outdoor recreation opportunities and the skilled and passionate workforce of over 110,000 that it draws here.

Clean air is a vital component to all of this. Yet, with the state's growing population and failure to enact the most innovative safeguards, Utah's air quality stands to become not just a critical health issue, but a tourism and business issue as well. Our poor air quality is a visible reminder that we are not doing enough to protect our environment and, while the winter inversion is part geographical handicap, it should compel us to do even more.

If Utah is going to continue to reap the benefits of being the outdoor recreation mecca it is, we need to take serious action to clean up our air.

It can be done with your leadership. We know that the state is currently finalizing a Serious State Implementation Plan to improve air quality in Salt Lake City and along the Wasatch Front, which has not met federal standards since 2006. This plan presents an opportunity for Utah to implement the ambitious and innovative measures needed to reduce emissions while ensuring that our communities and business thrive for generations to come. Common-sense measures, such as standards for cleaner cars and construction and mining equipment, stricter control of dust, the installation of regulatory monitors near highways, and more rigorous wood burning rules in winter, would make a significant difference and should be included as part of the state's plan. All of these measures have been implemented in other states to reduce air pollution.

As leaders of Utah's outdoor recreation industry, we urge you to enact bold strategies to address our pollution problem – to establish our state as a clean air leader, to protect the health of its citizens, and to ensure that everyone who recreates in Utah can enjoy what makes our state so special.

The outdoor community is used to accepting challenges and pushing beyond them; we urge you to do the same. Our businesses stand ready to support you with enacting innovative ideas to tackle this problem once and for all.

Respectfully, the undersigned.

