

PIMA COUNTY
DEPARTMENT OF
ENVIRONMENTAL QUALITY



FIRST QUARTER REPORT
JULY 1 – SEPTEMBER 30, 2012

GRANT NUMBER EV11-0067



Clean Air Program
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TABLE OF CONTENTS

Executive Summary	1
Community Resource Development.....	2
Services to the General Public	2
Project Development & Assistance within the Community and Beyond.....	2
Pima County Employee Travel Reduction Program.....	3
Major Anchor Events	4
Bike Fest	4
Cyclovia	4
Earth Day Festival and Parade.....	5
Green Living Fair	5
Walk to School Day.....	5
Air Quality Index Program	5
Presentations.....	5
Booths	6
Materials Development and Distribution	6
Media Campaign	9
Website Education Opportunities	10
PDEQ Home Site	10
Air Info Now Website	11
Travel Reduction Program Intranet Site.....	11
Eco Kids Corner Website.....	11
Hispanic Community Outreach.....	12
Research and Development.....	12
Inter- and Intra-Agency Coordination	12
Pima Association of Governments.....	12
Other Agency Coordination	13

APPENDICES

- A. Media Exposure
- B. PDEQ Websites
- C. New Promotional Materials
- D. Additional Event Support
- E. Surveys and Letters of Appreciation

**Pima County Clean Air/Voluntary No-Drive Day Program
First Quarter 2012-2013 / July 1 – September 30, 2012**

EXECUTIVE SUMMARY

During the first quarter of Fiscal Year (FY) 2012-2013, staff continued to develop and provide community resources regarding air quality and other environmental concerns. Staff participated in public events, presentations, materials distribution, and inquiry response. Staff met regularly with the Green Valley community regarding air quality issues; began working to design and develop a community-wide tire inflation education program; worked with libraries to maintain the EcoNook for Desert Dwellers program; joined a working group regarding a driver education program; worked with other agencies to establish a community sustainability center; continues to provide resources and information to the Green Committee of the Tucson Association of Realtors, helped to plan the Greenville corner of the Tucson Meet Yourself Pima County Pavillion; continues to administer the Travel Reduction Program for county employees, supported events of other agencies including Car Free Tucson Day, facilitated Energy Wasteline Workshops for county employees, and participated in the Sustainable Action Plan for County Operations.

Staff was involved in coordinating and supporting major anchor community events including Cyclovia, Green Living Fair, Tucson Earth Day Festival and Walk to School Day.

Staff continues to provide the daily Air Quality Index values, posting them on the PDEQ and AirInfoNow websites, and distributing them to the media. In addition, staff maintains an air quality list serve to e-mail notices and air quality advisories to 333 individuals, and growing, on this list.

Staff provided 28 presentations, tabled at one community event, and distributed materials on at least 32 occasions reaching over 2,300 individuals. More than 14,800 pieces of literature and promotional materials were distributed during the first quarter.

Staff crafted and distributed four news releases, was interviewed by the media or provided supplemental information on at least five occasions, and exposure to PDEQ and Clean Air Program topics was facilitated via radio, television, newspaper, and websites on at least 28 occasions.

PDEQ maintains and updates three websites, www.deq.pima.gov, www.AirInfoNow.org, and www.cleanair.pima.gov/ and an intranet site for Pima County employees regarding travel reduction. During this quarter, there were 174,640 requests reported on the PDEQ site, 219,225 on the AirInfoNow site, and 6,135 requests on the Eco Kids Corner website.

Staff worked closely with colleagues of the Pima Association of Governments, City of Tucson, and many other agencies to continue information sharing, program development, and enhancing outreach and education opportunities for PDEQ as well as Pima County and the region.

COMMUNITY RESOURCE DEVELOPMENT

SERVICES TO THE GENERAL PUBLIC

Staff continues to participate in outreach events and delivers presentations, and provides Voluntary No-Drive Day/Clean Air Program (CAP) brochures, presentations, videos, and other learning tools to elementary, middle and high schools, colleges, as well as businesses, agencies, and community groups.

Staff answered inquiries from businesses and the public regarding air quality, transportation, recycling, waste reduction, public health, and other environmental subjects. The questions were researched if necessary, and appropriate information was provided either by e-mail, mail or telephone. Referrals to other agencies were made as appropriate. Additionally, staff provided supplementary materials as requested.

Staff continues to represent Pima County DEQ at the Green Valley Community Coordinating Council and Tucson Clean & Beautiful monthly meetings to keep the committees updated on air quality issues.

PROJECT DEVELOPMENT & ASSISTANCE WITHIN THE COMMUNITY AND BEYOND

Staff began working with the City of Tucson, Pima Association of Governments, and Jack Furriers Tire and Auto Centers to design and develop a community-wide tire inflation education program. The purpose of the program is to encourage monthly tire pressure checks to reduce fuel use and associated air pollution. Plans are being considered for a Miles per Gallon Challenge to encourage tracking of gas mileage with the regular tire pressure checks to see if an increase in gas efficiency can be obtained by participants.

Staff continued working with Dr. William Sprigg from the University of Arizona and Chapman University to provide particulate pollution data and resources to assist with his research.

Staff continued working with the Pima County Public Library system of 27 libraries on a materials distribution program, *EcoNook for Desert Dwellers*, promoting air quality and environmental awareness. PDEQ is providing educational materials from multiple organizations and literature holders to accommodate the needs of each library. Staff is in contact with each managing librarian to keep the materials in stock. During this quarter, 6,651 pieces of educational literature were distributed to the participating libraries and other organizations, including the Pima County Housing Center and the Arizona Geological Survey's "Arizona Experience Store."

Staff began serving on the Driver Education Working Group for the Tucson Office of Conservation and Sustainable Development Climate Action Plan. The Working Group is meeting to develop a plan to present to the City of Tucson Mayor and Council that will encourage driving behaviors that reduce greenhouse gases and air pollution, as well as conserve energy and resources. Representatives from the private sector, the public sector, non-profit groups and the University of Arizona participate in the Driver Education Working Group.

The International Traditional Knowledge Institute (ITKI), an affiliate of the United Nations Educational, Scientific and Cultural Organization (UNESCO) chose Tucson as a location for a regional office and environmental education center. Pima County, the Tohono O'odham Nation,

the City of Tucson and the University of Arizona are collaborating to support the ITKI project. Staff continues to participate in planning, along with dozens of other community leaders and educators for this future community sustainability center, which will explore the innovative use of local and traditional knowledge to support desert “green living” practices.

Staff continues to participate on the Green Committee for the Tucson Association of Realtors. Topics such as air quality, green infrastructure, low-impact development, desert landscaping, water conservation and “smart growth” are discussed at the monthly meetings and PDEQ educational materials are distributed to fellow committee members.

Learning that screen space is now available at the location where Summer Bike Camp is held, staff reworked our *Riding Bikes Helps the Air* one-hour presentation to be delivered using PowerPoint. This larger view method helps to engage the audience during the discussion component of the presentation. The PowerPoint discusses air pollution sources, and quizzes the audience about the health effects of breathing air pollution, highlights action we can take to reduce pollution, and stresses why people ride bikes and the great air quality and environmental benefits that occur due to riding bicycles. Demonstration showcasing healthy vs. simulated unhealthy lungs and the stomp rocket activity has continued in this program.



Staff continued work with Pima County Departments of Economic Development and Communications to plan and develop activities for the Pima County Pavillion component of the annual Tucson Meet Yourself event. This “folklife” festival has been taking place annually in downtown Tucson since 1974 and draws tens of thousands of residents each year. Staff provided input on naming the sustainability corner of the Pavillion, *Greenville*, developed interactive activities focusing on resource conservation topics and coordinated stage events including a vintage clothing fashion show and a home energy savings demonstration.

PIMA COUNTY EMPLOYEE TRAVEL REDUCTION PROGRAM

As administrator of the Pima County Employee Travel Reduction Program (TRP) for over 7,000 employees, staff replied to inquiries regarding alternate modes of transportation; tracked bus passes sold to employees; delivered travel reduction presentations and distributed resources at New Employee Orientations; maintains the TRP intranet site, and attended the PAG TRP Regional Task Force meeting.

Staff also promoted the PAG Sun Rideshare monthly commuter contests via three e-mails to Pima County employees this quarter. From January through September, Pima County employees collectively won \$2,300, 56% of the prizes awarded from PAG (29 out of 52 prizes). PAG has held commuter contests each month in 2012, with the last Grand Prizes being awarded in December. PAG will not continue the contests in 2013, however may provide resources to major employers to conduct their own.

Staff supported the Car Free Tucson event sponsored by PAG Sun Rideshare, including a blurb about it in one of the monthly travel reduction e-mails to county employees, as well as developing a small flier to distribute on bus routes. Staff also provided the artwork to PAG for their own use.

Staff worked with the City of Tucson Office of Conservation & Sustainable Development and Pima County's Office of Sustainability and Conservation to offer Energy Wasteline Workshops to Pima County employees. The hands-on program is grant-funded through Tucson Electric Power, the Metropolitan Energy Commission and the City of Tucson, and provides information and tools for participants to save money and energy in their homes and workplaces. Staff provided additional information on driving tips to save energy and money, as well as reducing air pollution. Initially planning to facilitate only two workshops, staff worked to hold additional workshops to supply the demand as hundreds of employees expressed interest in these workshops. Seventeen workshops were ultimately held with more than 300 participants. More workshops may be scheduled in the future depending upon City of Tucson's resources.



Staff compiled data and submitted a summary of TRP activity for the Alternate Fuels chapter of the Pima County Sustainable Action Plan for County Operation's annual report card.

Staff crafted and delivered a presentation about Air Quality and Pima County's Travel Reduction Program for the Southern Arizona Environmental Management Society's Pollution Prevention seminar. The group is comprised of representatives from local business and agencies who strive for sustainable business practices.

MAJOR ANCHOR EVENTS ∞

BIKE FEST

Staff will be working with the City of Tucson and Pima Association of Governments again this year to plan for the 2013 spring-time event.

CYCLOVIA

Staff is a member of the Steering Committee for Cyclovia 2013. Two events with two separate bike routes are scheduled for April 7th and 28th, 2013. One bike route will tie in downtown businesses and the University of Arizona and the other will connect schools and residential areas with existing bike routes, such as The Loop. The Loop is a multi-use, non-motorized pathway connecting the river parks around metropolitan Tucson. Cyclovia is intended to attract more wide-spread community support for bicycle paths and to encourage more people to use active modes of transportation for commuting and recreation. The 2013 Cyclovia Tucson is expected to attract more than 40,000 attendees between the two events. Major supporters for Cyclovia include United Health Care, Tucson Medical Center, YMCA, SunTran, Fourth Avenue Merchants Association, Girl Scouts of America, the City of Tucson, City of South Tucson, the Pima County Board of Supervisors, Living Streets Alliance and Pima County Environmental Quality's Clean Air Program.

EARTH DAY FESTIVAL AND PARADE

Staff worked with other agencies and businesses including Sun Tran, Terracon, IBM, Raytheon, Pima County Regional Wastewater and Reclamation and University Medical Center in coordinating the 2013 Earth Day Festival and Parade. In the initial planning stages, staff offered to continue as Volunteer Coordinator, help write and distribute news releases, create signs, and arrange for banner mounting in the downtown area. The event will be held on Sunday, April 21 and will run concurrently with the Water Festival as a way to share resources and provide the public with an even more extraordinary event.

GREEN LIVING FAIR

Staff participates in planning the upcoming Green Living Fair held in November. The goals of the event are to encourage individuals to take more environmentally-friendly actions in our daily lives at home and at work. Ways to save money and energy are highlighted, including water harvesting, organic gardening, recycling, sharing surplus items, alternate driving options, planting trees, and maintaining your vehicle. A special guest appearance from University of Arizona's Department of Music is planned with "Dr. Solara and the Fossil Fools," who perform solar-powered music with environmental stories. The Pima County Public Library's Book Bike and Freecycle will both be there for a free book exchange.

Staff collaborates with Habitat for Humanity's HabiStore, Pima County Regional Wastewater Reclamation Department, Pima Association of Governments, Mrs. Green's World, and with over 28 exhibitors representing green businesses and non-profit organizations to coordinate this event.

WALK TO SCHOOL DAY

Staff distributed a news release in support of the Pima County sponsored event held each year to encourage active ways for children to get to school and to improve air quality around schools and in neighborhoods.

AIR QUALITY INDEX PROGRAM ≈

Air Quality Index (AQI) information from PDEQ's Monitoring Section continues to be reported to the media and published daily in local newspapers. In addition, KVOA-TV, KOLD-TV, and KGUN-TV news programs incorporate the AQI into their weather report when advisories occur. It also posted on PDEQ's web sites: www.deq.pima.gov and www.AirInfoNow.org.

PRESENTATIONS ≈

Staff delivered 28 presentations to youth and adult groups during the second quarter, reaching 670 individuals. Topics of discussion include air quality, travel reduction, airborne dust, green living, climate change, and sustainability. One air quality presentation was given at the Green Valley Forum in August. During this presentation (and other outreach events), staff mentioned the availability of PDEQ's Air Quality Advisory E-mail Alert system. As a result of the presentation in Green Valley and a subsequent newspaper article about it in the *Green Valley News and Sun*, at least six new individuals signed up to receive the alerts.



A list of presentations delivered during the quarter is below.

Presentations			
Date	Location	# Presentations	# Attendees
5-Jul-12	TRP New Employee Orientation	1	16
11-Jul-12	TRP New Employee Orientation	1	13
17-Jul-12	Energy Wasteline Workshop	1	30
18-Jul-12	Oro Valley Library	1	75
19-Jul-12	TRP New Employee Orientation	1	16
19-Jul-12	Robles Ranch Community Center	1	22
24-Jul-12	Summer Bike Camp	1	45
26-Jul-12	Picture Rocks Community Center	1	16
2-Aug-12	TRP New Employee Orientation	1	13
9-Aug-12	Energy Wasteline Workshop	2	37
16-Aug-12	TRP New Employee Orientation	1	16
22-Aug-12	TRP New Employee Orientation	1	14
22-Aug-12	Green Valley Forum	1	32
27-Aug-12	Energy Wasteline Workshop	2	40
28-Aug-12	Energy Wasteline Workshop	2	34
30-Aug-12	Energy Wasteline Workshop	1	23
1-Sep-12	Wheeler Taft Abbett Library Science Sat	1	33
6-Sep-12	TRP New Employee Orientation	1	15
13-Sep-12	Energy Wasteline Workshop	1	20
18-Sep-12	Energy Wasteline Workshop	2	38
19-Sep-12	Energy Wasteline Workshop	2	47
20-Sep-12	TRP New Employee Orientation	1	15
26-Sep-12	SAEMS P2 Seminar	1	60
	Total	28	670

BOOTHS

During the first quarter, staff “tabled” at one community event reaching about 75 people. Information provided incorporated a wide range of environmental topics including air quality, alternate modes of transportation, household hazardous waste, illegal dumping, storm water, energy conservation, recycling, and waste reduction. Staff provided interactive activities to engage participants and educate.

Booths			
Date	Location	# Events	# Attendees
23-Sep-12	Tucson Plug In – Electric Car Promotion	1	75
	Total	1	75

MATERIALS DEVELOPMENT AND DISTRIBUTION

Staff provided literature to a variety of groups expressing interest in our materials. In addition to providing materials at presentations, staff distributed literature and promotional items on 32 separate occasions in person or via mail, reaching at least 1,566 people. A list of materials distribution events is below.

Materials Distribution			
Date	Location	# Events	# Attendees
3-Jul-12	Dusenberry-River Library	1	50
9-Jul-12	PDEQ staff	1	6
11-Jul-12	Sustainable Tucson	1	14

11-Jul-12	Ray's market	1	26
18-Jul-12	PDEQ staff	1	27
30-Jul-12	PAG Watershed Planning Group	1	50
31-Jul-12	Valencia Library	1	100
1-Aug-12	Linda Haight - Tucson Resident	1	12
1-Aug-12	Cory Stahn - Tucson Resident	1	8
2-Aug-12	Ray's Market	1	41
3-Aug-12	Wheeler Taft Abbett Library	1	100
7-Aug-12	Barbara Terkanian - Tucson Resident	1	1
8-Aug-12	Vallentine Family	1	15
9-Aug-12	Satori Schools	1	25
13-Aug-12	Boy Scouts Troop 248	1	11
14-Aug-12	Sahuarita Library	1	50
20-Aug-12	Energy Wasteline Workshops - Abrams	2	60
21-Aug-12	USFWS	1	1
21-Aug	La Paloma Schools	1	31
28-Aug	Tucson Association of Realtors	1	30
28-Aug	Dusenberry-River Library	1	200
29-Aug	PC Natural Resources, Parks & Recreation	1	100
31-Aug	Ray's Market	1	25
11-Sep-12	PC Office of Sustainability	1	17
11-Sep-12	Air Quality Subcommittee Meeting	1	24
18-Sep-12	Santa Rosa Library	1	100
20-Sep-12	Office of the Clerk of the Board	1	1
21-Sep-12	Community Food Bank	1	25
26-Sep-12	Santa Rosa Library	1	15
27-Sep-12	Oro Valley Library	1	200
27-Sep-12	Office of Emergency Management	1	1
28-Sep-12	AZ Geological Survey	1	200
	Total	33	1566

Staff distributed more than 14,800 pieces of literature and promotional items during the first quarter. Seventy-eight different items authored by PDEQ and other agencies were distributed. Below is a list of those items and the amount of each that was distributed.

Item	Q1 Qty. Distributed
10 Tips to Fight Air Pollution/10 Steps to Save Energy and Money at Home	840
51 Ways to Clean the Earth bookmark	1457
51 Ways to Green the Earth poster	391
Air Pollution and Your Health brochure, English	332
Air Quality Index Bookmark	980
Airborne Dust & Your Health brochure, English	101
Airborne Dust & Your Health brochure, Spanish	55
Airville Color Poster	85
Alternate Modes letter - new Pima County employees	107
AZ Game & Fish - AZ Off-Highway Vehicle Laws brochure	11
Bicyclist's Guide to the Law - PCDOT	34
Bike Map of Tucson - PCDOT	454
Bike Safety Classes flier - PCDOT	130
Buffelgrass Wanted Dead or Alive brochure - NRPR	15
CAP Presentation Descriptions	5
Change a Light, Change the World brochure	370

Clean Water Starts with Me brochure - PAG	6
Desert Dwellers Activity Sheet - City of Tucson	10
Do More Blue brochures - City of Tucson	302
Do More Blue magnets - City of Tucson	259
Dust Control & Construction Activity Brochure, English	4
Dust Control Methods-Landscapers Reference Sheet-Eng	15
Dust Control Methods-Landscapers Reference Sheet-Span	5
Dust Control-Open/Vacant Lands Brochure-English	94
Dust Control-Open/Vacant Lands Brochure-Spanish	30
Dust Palliatives Resource Guide	18
Eco Kids Corner bookmark	1602
Energy Saving Tips - TEP	104
Environmental Resource Guide	264
Facts and Fun for Kids About Air Pollution brochure	289
Flingers - Be Active Be Healthy	34
Free Eco Presentations (PDEQ + other agency/non-profit)	6
Gray Water brochure - ADEQ	24
Green @ Work bookmark - PCSD	225
Green @ Work flier - PCSD	119
Green Pueblo Map postcard	87
Harvesting Rainwater for Landscape Use - UofA Cooperative Extension	143
Home Composting in the Desert Brochure	13
Home Composting Recipe Card	309
Home Energy Savings Checklist - PCSD	295
Homeowners, Got Dust? Keep it Down Flier	20
Housing Center literature: bookmarks and stripcards	53
How Air Pollution Affects the View brochure - EPA	43
How Green Can You Go? poster	1
Landscape Plants for the Arizona Desert	119
Landscape Watering by the Numbers - City of Tucson	174
Leaf Blowing Matters flier - English	4
Live Breathe Clean Air brochure - PAG	5
Loop Map - PCDOT	499
Miscellaneous	13
Ozone Bookmark	175
Particle Pollution & Your Health & Air Quality Guide - EPA	97
Pen made from recycled plastic bottles	517
Pencil made from recycled paper	26
Pet Waste and Storm Water	154
Plastic Bags - COT Water	237
Poison Control materials: fliers, stickers	510
Recycle While You Work flier	116
Reduce Your Carbon Footprint stripcard - PAG	7
Ride Responsibly: Avoid Residential Areas, Avoid Washes Flier	25
Ride Responsibly: Avoid Residential Areas, Avoid Washes poster	25
Riding Responsibly Brochure, English	4
Save Money, Save Gas Bookmark	449
Share the Road booklet - PCDOT	103
Share the Streets bumper sticker- PCDOT	29

Shrink Your Water Footprint stripcard - PAG	7
Speaking of Gasoline Bookmark	326
Stormwater Seven Suggestions/Five Facts bookmark-blue	82
Sun RideShare brochure - PAG	165
Sun Tran - Ride Guide	329
Sun Tran Free 2 Ride bus pass	199
Tips for Desert Dwellers flier	194
Tire gauges - Air Up, Clean Air Starts With Me	54
Tote Bag - Drive Less, made from recycled plastic bottles	198
Tucson Clean & Beautiful Waste Reduction card	100
Unpaved Lots Brochure	18
What Can We Do About Dirt Roads & Dust flier	3
Xeriscape	125
Total	14829

MEDIA CAMPAIGN

Staff crafted and distributed four news releases to the media during the first quarter. The releases were not only distributed to the media such as KOLD, KVOA, KGUN, FOX 11, various radio stations, and the Arizona Daily Star, but were also distributed to an ever-growing number of individuals on a list serve to receive such advisories. There were 333 individuals on this list at the end of September.

News Releases	
Date	Title
5-Jul-12	PAG, Pima Co. Dept. of Environmental Quality team up for new 'Clean Air' campaign
23-Jul-12	Green Ways for School Days
28-Aug-12	Clean Air and Money Saving Tips fro Labor Day Weekend
4-Sep-12	Join Walk to School Day on Wednesday, October 10

Staff was interviewed by several reporters including Fernanda Echavarri from Arizona Public Media regarding Green Barbequing, KUAZ regarding clean air driving tips for the Labor Day weekend, KOLD regarding particulates and air pollution, and Green Ways to School, and with KVOI regarding summer air pollution and “Greenville” activities at the Tucson Meet Yourself.

Television/Radio/Website Exposure		
Date	Station	Subject
3-Jul-12	azpm.org	Radio interview re: green barbecuing
9-Jul-12	KOLD.com	Clean air campaign launches
9-30-Jul-12	KGUN News	Clean Air Starts With Me! TV commercial aired 7 times
9-30-Jul-12	KOLD News	Clean Air Starts With Me! TV commercial aired 6 times
9-30-Jul-12	KVOA News	Clean Air Starts With Me! TV commercial aired 5 times
9-30-Jul-12	KMSB News	Clean Air Starts With Me! TV commercial aired 2 times
23-Jul-12	tucsoncitizen.com	Green Ways for School Days
27-Jul-12	KOLD-TV	TV Interview: Particulates and air pollution
27-Jul-12	KOLD.com	Increasing dust stomrs may pose health risk
6-27-Aug-12	KGUN News	Clean Air Starts With Me! TV commercial aired 7 times
6-27-Aug-12	KOLD News	Clean Air Starts With Me! TV commercial aired 6 times
6-27-Aug-12	KVOA News	Clean Air Starts With Me! TV commercial aired 5 times

6-27-Aug-12	KMSB News	Clean Air Starts With Me! TV commercial aired 2 times
1-Aug-12	KOLD-TV	TV Interview: Green Ways to School
25-Aug-12	gvnews.com	Expert: Better air quality could begin with you
28-Aug-12	tucsoncitizen.com	Clean air and money saving tips for Labor Day Weekend
28-Aug-12	KOLD.com	Clean air and money saving tips for Labor Day weekend driving
30-Aug-12	KUAZ	Radio interview: Saving money while driving during Labor Day
31-Aug-12	azpm.org	Fuel-Saving Tips for Holiday Drivers Also Help Clean Air
3-Sep-12	KGUN News	Clean Air Starts With Me! TV commercial aired 4 times
3-Sep-12	KOLD News	Clean Air Starts With Me! TV commercial aired 3 times
3-Sep-12	KVOA News	Clean Air Starts With Me! TV commercial aired 2 times
3-Sep-12	KMSB News	Clean Air Starts With Me! TV commercial aired 1 time
4-Sep-12	tucsoncitizen.com	Join Walk to School Day on Wednesday, October 10
25-Sep-12	KVOI	Radio interview: Summer Air Pollution recap and "Greenville" at the Tucson Meet Yourself event
25-Sep-12	Buckmastershow.com	Good marks for Pima County's air quality report card

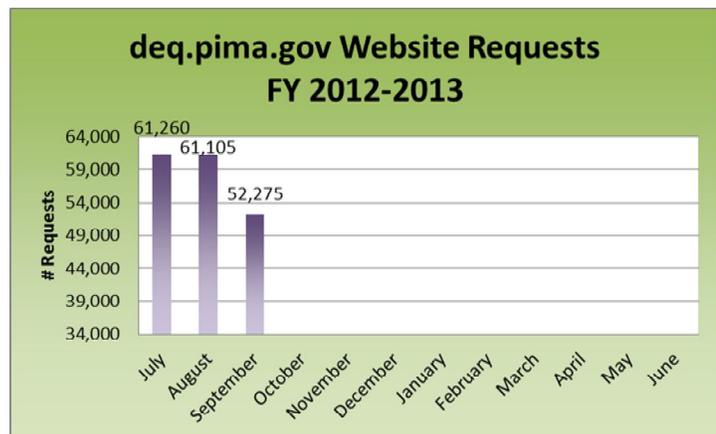
Newspaper/Newsletter Exposure		
Date	Company	Description
Sept-12	Pima County E-Scoop	Leave your car home, make friends on the bus
Sept-12	Pima County E-Scoop	Climbing to better health

WEBSITE EDUCATION OPPORTUNITIES

PDEQ continued to update and maintain three internet websites, and one intranet website for Pima County employees. Pages from these websites are provided in Appendix B.

PDEQ HOME SITE

The PDEQ website, www.deq.pima.gov, recorded 174,640 requests for information during the first quarter. Since its inception in 1996, there have been approximately 8,569,558 website requests.



Staff continued updating and improving information provided on the website. Staff worked with the PDEQ IT staff to post new articles on the home page that may be of interest to the public. The

intention is to update the topics and articles periodically, reflecting timely events or concerns. Some articles remain on the site for months depending upon popularity and if the topic is fitting through time. Samples of the web pages and articles can be found in Appendix B.

Articles Posted on PDEQ Website 1 st Quarter FY 2012-2013
2012 Green Living Fair – November 3 rd
New Eco Kids Corner Website Where Discovery and Fun Meet
What is the second largest energy user in your home?
51 Ways to Green the Earth
Can Light Pollution Contribute to Air Pollution?

AIR INFO NOW WEBSITE

PDEQ continues to maintain and promote the www.AirInfoNow.org website, providing near real-time air quality data from monitoring sites throughout Pima County. The Air Info Now site received 219,225 requests during the first quarter. Approximately 11,347,660 requests have been made on this website since its initial debut on June 18, 2001.

The Air Info Now website and hotline have an ongoing history of promotion by KXCI, KVOA, KOLD, and KGUN TV stations' websites, and the Arizona Daily Star newspaper. It is likely that they have continued exposure to the website and telephone hotline during this quarter.

We also promote the website by the distribution of our Air Quality Index bookmark.



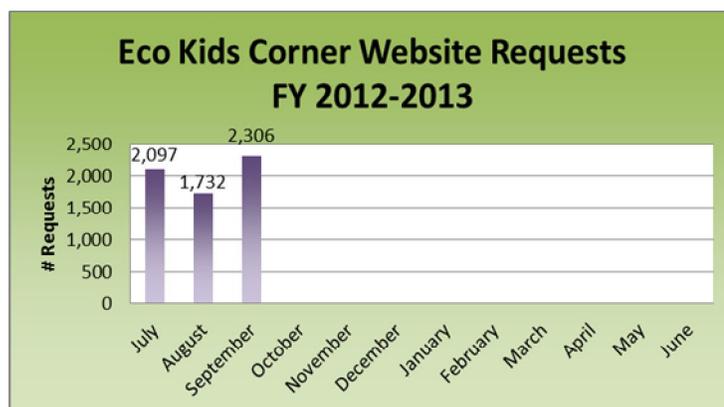
TRAVEL REDUCTION PROGRAM INTRANET SITE

Staff maintains an intranet website for over 7,000 Pima County employees to provide resources about and encourage alternate mode usage for work commutes. The site, found at <http://intranet.pima.gov/DEQ/travelreduction.htm>, provides information on the background of the Travel Reduction Program; benefits of using alternate modes such as reducing air pollution, saving money on parking and vehicle operating expenses, and improving human health. It also shares resources to employees for the Pima Association of Governments (PAG) Sun Rideshare carpool/vanpool matching database and Guaranteed Ride Home Program, Sun Tran transit schedule, and the PCDOT free bike safety classes and employee bike sharing program. Updates to this site are completed as warranted.

ECO KIDS CORNER

Staff continued to promote the new Eco Kids Corner website by distributing bookmarks to public libraries, mentioning the website and distributing bookmarks at presentations, and providing the bookmarks while tabling at community events.

This kid-friendly website includes engaging and educational information regarding air quality, water, soil, climate change, and reducing, reusing, and recycling. Kids can interact with a guessing game, create nature poems with 13 guides for different types of poems, and find additional resources for local eco-related activities as well as a plentitude of resources for more information and fun websites.



There were 6,135 requests for Eco Kids Corner webpages in the first quarter. A total of 19,371 requests were made for this website since we started tracking hits in February, 2012.

HISPANIC COMMUNITY OUTREACH ≈

Staff continues to make available several brochures and curricula packets that have been translated and printed in Spanish. The AirInfoNow website is also available in Spanish.

RESEARCH AND DEVELOPMENT ≈

Staff continued to implement strategies to accomplish defined goals and bench marks with reduced funding and staff. All attempts were made to maintain high quality public exposure to air quality issues as efficiently and effectively as possible.

Staff attended an EPA webinar which provided a general overview on the Proposal to Revise the Particulate Matter NAAQS in June. Since there have been occasional days when particulates are elevated into the high moderate range on the AQI, this topic is of interest to staff.

Surveys are distributed during presentations or other outreach events throughout the year, as appropriate, to help in evaluating program effectiveness. Staff received three completed evaluations forms this quarter. On a scale of 1-5, where 1 is Low and 5 is High, the effectiveness of increasing knowledge regarding air quality and the environment ranked a 5.0. On the same scale, the effectiveness of encouraging actions to protect the air and environment ranked a 4.7. From this data and comments received from educators, it appears that PDEQ's Clean Air Program presentations are highly effective. The surveys and the few thank you notes we received can be found in Appendix E.

In addition to these evaluations, staff also received survey results regarding Travel Reduction Program presentations during New Employee Orientations for Pima County. Overall, the topic is relevant to participants, presentations were clear, and the quality of the presentation materials either met or exceeded expectations. These surveys can also be found in Appendix E.

Staff attended an International Environmental Communication Association webinar by Barry Fagan, who won IECA's Presenter of the Year Award for the last two years. The webinar focused on how Barry puts together presentations that engage attendees and earn him praise of his peers.

Staff continues to fine-tune and customize presentations, and develop new presentations to effectively engage audiences. Copies of three newly updated or customized presentations can be found in Appendix C.

INTER- and INTRA-AGENCY COORDINATION ≈

PIMA ASSOCIATION OF GOVERNMENTS

Staff attended the PAG Clean Cities Program "Plug In Tucson" event at the Arizona Inn to promote electric vehicles. PDEQ staff was able to drive the Chevy Volt that Pima County owns to the event and display it for attendees to see. Questions for the "Spin and LEarn" activity were created to teach booth visitors about air quality and the benefits of alternatively-fueled vehicles.

Staff continued to chair the Pima Association of Governments (PAG) Air Quality Subcommittee meetings, assisted in developing the agenda, and provided updates on local air quality issues.

Staff represented PDEQ at PAG transportation-related meetings, continuing efforts to incorporate air quality with transportation planning.

Staff continued working with PAG, obtaining information and promoting their Sun Rideshare commuter contests to Pima County employees.

Staff met with PAG TRP staff to discuss additional ways to promote bicycle commuting to TRP employees and encourage the use of the Loop for bike commuters. The Loop is the soon to be 55-mile car-free pathway around the metropolitan Tucson area. Currently, over 33 miles of the Loop are connected. Over 45 major employers are located within ¼ mile of the Loop, so there is an opportunity to expand bike ridership at those workplaces through additional education.

CAP and PAG staff continued working closely together on the air quality campaign, *Clean Air Starts With Me*. PAG recently restructured their outreach program to include more air quality education and asked Clean Air Program staff to collaborate. We worked together to craft the slogan, design the logo, provide text and tips for the website (www.PimaCleanAir.com) and Facebook page which are filled with information on air pollution, especially ground-level ozone.

Staff presented to PAG's Watershed Planning Subcommittee on PDEQ's Environmental outreach and engagement techniques.

OTHER AGENCY COORDINATION

Staff continued to work on the Alternate Fuels and Sustainability Wellness chapters of the Pima County Sustainability Action Plan. Staff works on these chapters to promote the use of alternative/active modes of transportation, alternative fuels, energy conservation, reducing our carbon footprint, and employee wellness as it relates to work commutes for more than 7,000 county employees.

Staff worked with Pima County Human Resources Employee Wellness Program and initiated the StairWELL Gallery project, an "art show" in the stairwell of the County-owned Bank of America Building downtown. Staff developed a logo which is mounted at the entrance of the stairwell, printed the logo on stickers which were placed at each stair landing, and acquired donations of framed artwork and worked with Facilities Management to mount the posters at stair landings for free. Staff also acquired poems related to climbing stairs and mounted them along the stair structure. Staff is dedicated to this beautification project to encourage increased usage of the stairs to conserve energy, improve employee fitness, and ultimately improve air quality by reducing electricity use. Staff also shared the logo with other County staff and offered to provide posters for stairwells in other buildings.



Staff coordinates with the University of Arizona to be available for students in the Nursing, College of Public Health, and other colleges to conduct interviews as part of their curriculum. The interview provides the student with an opportunity to learn about the real-life experience of working in a governmental agency that works to protect public health.

Staff worked with PDEQ Air Permitting staff to help facilitate public meetings regarding the proposed air quality permit for Materion. Staff researched and scheduled the location, dates and times for the open house and hearing meetings, created signs to post around the facility directing people to the meeting room; created sign-in sheets and name cards for public statements; copied and provided educational materials for attendees; provided interviews as requested with the media before and during the meetings; and attended the meetings for smooth operations. Staff also began planning meeting for the Asarco Mine proposed air quality permit meetings which have been scheduled for November 7, 8, and 27.



Staff is assisting Pima County’s Natural Resources, Parks and Recreation (NRPR) to plan a County-operated Environmental Education Center in cooperation with the Sonoran Arthropod Studies Institute in Tucson Mountain Park. This education center will serve to teach environmental educators about regionally significant ecological issues.

Staff continued to meet with Public Works Department Community Relations personnel to discuss issues and work together to increase knowledge of the services that the Public Works Departments provide to the public. Staff also coordinates with these departments to share information and cooperatively share booths, distribute each other’s materials, and staff community events.

In addition, CAP/No-Drive Day staff assists with coordinating projects as appropriate with the following businesses, groups, agencies and government programs:

Agency/Organization

- Apache Nitro
- BICAS
- City of Tucson Environmental Services
- City of Tucson Office of Sustainability
- City of Tucson/Pima County Household Hazardous Waste Program
- El Grupo
- Environmental Planning Advisory Committee
- Habitat for Humanity, Habistore
- IBM
- International Traditional Knowledge Institute
- Mrs. Green’s World
- Pima County Communications
- Pima County Environmental Quality
- Pima County Human Resources

Projects

- Earth Day Festival
- Bike Camp support
- Earth Day Festival, recycling resources, ReCommunity MRF Grand Opening
- Energy Wasteline Workshops and Tire Inflation Program
- Information, materials distribution
- Bike Camp support
- Meetings
- Green Living Fair
- Earth Day Festival
- Sustainability of Tucson
- Green Living Fair
- Employee e-mail announcements, Tucson Meet Yourself
- Permitting, waste management programs
- Travel Reduction Program, StairWELL

Pima County Natural Resources Parks & Rec	Gallery, Sustainability Wellness
Pima County IT	Environmental Education Center
Pima County Public Library	Employee e-mail announcements
Pima County Regional Wastewater Reclamation	Eco Nook for Desert Dwellers
	Earth Day Festival, Tucson Meet Yourself, materials distribution
Pima County Sustainability Program	Recycle While you Work, Travel Reduction Program, Energy Wasteline Workshops
	Bike sharing program, materials distribution
Pima County Transportation	Earth Day Festival
	Travel reduction resource, Earth Day Festival, materials distribution
Society of Women Engineers	Earth Day Festival, SAEMS seminar
Sun Tran	Green Committee meetings
	Materials distribution, Board of Directors' meetings
Terracon	Materials Distribution
Tucson Association of Realtors	Internship opportunities, information resources
Tucson Clean & Beautiful	Earth Day Festival
	Earth Day Festival
Tucson Organic Gardeners	
University of Arizona	
University Medical Center	
Water Management Inc.	

