

PIMA COUNTY
DEPARTMENT OF
ENVIRONMENTAL QUALITY



THIRD QUARTER REPORT
JANUARY 1, 2013 – MARCH 31, 2013

GRANT NUMBER EV11-0067



Clean Air Program
Department of Environmental Quality
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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.....	4
Major Anchor Events	6
Bike Fest	6
Cyclovia	6
Earth Day Festival and Parade.....	6
Green Living Fair	7
Walk to School Day.....	7
Air Quality Index Program	7
Presentations.....	8
Booths	9
Materials Development and Distribution	9
Media Campaign	12
Website Education Opportunities	13
PDEQ Home Site	13
Air Info Now Website	13
Travel Reduction Program Intranet Site.....	14
Eco Kids Corner Website.....	14
Hispanic Community Outreach.....	14
Research and Development.....	15
Inter- and Intra-Agency Coordination	17
Pima Association of Governments.....	17
Other Agency Coordination	17

APPENDICES

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

**Pima County Clean Air/Voluntary No-Drive Day Program
Third Quarter 2012-2013 / January 1, 2013 – March 31, 2013**

EXECUTIVE SUMMARY

During the third quarter of Fiscal Year (FY) 2012-2013, staff continued to develop and provide community resources regarding air quality concerns. Staff participated in public events, presentations, materials distribution, and inquiry response. Staff met regularly with the Green Valley community regarding air quality issues; continued working to design and develop a community-wide tire inflation education program; worked with libraries to maintain the *EcoNook for Desert Dwellers* and *Eco Kids Corner* programs; continued with a working group regarding a driver education program; continued to provide resources and information to the Green Educational Forum of the Tucson Association of Realtors; continued to administer the Travel Reduction Program for County employees; worked with four interns from the University of Arizona College of Public Health; participated in the Sustainable Action Plan for County Operations, and gave permission for Bernalillo Public Works of Albuquerque, New Mexico to reprint PDEQ literature.

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

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 advisories to more than 300 individuals on this list.

Staff provided 29 presentations, tabled at five community events, and distributed materials on at least 28 occasions reaching a total of about 15,655 individuals. More than 15,018 pieces of literature and promotional materials were distributed during the third quarter.

Staff crafted and distributed two news releases, worked with local and national media to provide information regarding air quality, and purchased advertisements promoting Bike Fest and Cyclovia. Exposure to PDEQ and Clean Air Program topics was facilitated via radio, television, newspaper, and websites on at least nine occasions.

PDEQ maintained and updated 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 199,537 requests reported on the PDEQ site, 286,544 on the AirInfoNow site, and 88,554 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.

Staff received seven evaluations from teachers and parents after youth presentations. Results indicated that the presentations were effective in increasing knowledge regarding air quality and were effective in encouraging action to protect the air and environment.

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.

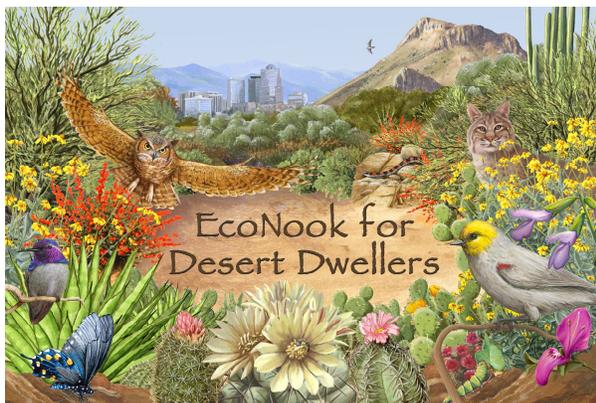
Staff maintained communication with the Air Quality Advisory list serve that has over 350 members and placed information on the PDEQ website to encourage community participation in events designed to reduce vehicle use.

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

PROJECT DEVELOPMENT & ASSISTANCE WITHIN THE COMMUNITY AND BEYOND

Staff continued working with the City of Tucson, Pima Association of Governments, Pima County Communications Division, a University of Arizona College of Public Health Student Intern, 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 an “Air Up” campaign and a “Miles per Gallon Challenge” to encourage tracking of gas mileage with the regular tire pressure checks to determine the level of gas efficiency that can be obtained by participants. Text for an educational bookmark and a mileage tracking booklet with contest entry forms is being developed and reviewed by planning committee members. Prize incentives from potential sponsors are also being sought.

Staff gave permission for the Bernalillo County Public Works of Albuquerque, New Mexico to reproduce and distribute PDEQ’s *51 Ways to Green the Earth* poster. The reprint will credit PDEQ and be distributed as part of a children’s storm water pollution program. The poster includes many ways to improve air quality and prevent pollution.



Staff continued working with the Pima County Public Library system of 27 libraries on a materials distribution program, *EcoNook for Desert Dwellers* (for teenagers and adults) and *Eco Kids Corners* (for 12 years and under) promoting air quality and environmental awareness. PDEQ is providing our educational materials and that from multiple organizations to accommodate the needs of each library. Way finding signage was designed by the Pima County Graphics Department and distributed to the library managers. A staff presentation to

upper administrative library staff and branch managers was enthusiastically received. 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 through this program to the participating libraries and other organizations, including the Pima County Housing Center and the Arizona Geological Survey's "Arizona Experience Store" in Tucson.



Staff continued 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, the University of Arizona and many local non-profit agencies are collaborating to support the ITKI project. Staff is part of the planning team, along with dozens of other community leaders and educators for this future community sustainability center. This education center will explore the innovative use of local and traditional knowledge to support desert "green living" practices, including reducing vehicle trips.

Staff continues to participate on the Green Committee, now called the Green Educational Forum, for the Tucson Association of Realtors (TAR). Topics such as homeowner education relating to air quality, green infrastructure, low-impact development, desert landscaping, water conservation and "smart growth" are discussed at the monthly meetings. PDEQ educational materials are distributed to fellow committee members and monthly presentation attendees. Meetings are open to TAR members, which has a membership of over 4,000 professionals in the real estate industry, and to the public for educational programs intended for the general homeowner audience.

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.

Staff interviewed and accepted four undergraduate intern applicants from the University of Arizona College of Public Health. Each intern was assigned their own project which included creating new information and interactive games for our Eco Kids Corner website, developing youth activity books, and developing ideas and activities for our tire inflation campaign. Staff guided the students throughout their projects, including performing their mid-term evaluations. The students will remain with PDEQ until the end of April, 2013.

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; launched a new rewards and recognition program with prize incentives, and maintained the TRP intranet site.

REAP Commuter Rewards

Staff planned and implemented a new *REAP Commuter Rewards* program for Pima County employees, which began in March 2013 and will continue indefinitely. This *Reduced Emissions & Air Pollution* commuter rewards program is meant to recognize and build camaraderie amongst employees already using alternate modes for their work commutes. Another goal is to increase awareness and generate enthusiasm for choosing alternate modes amongst employees driving single-occupied vehicles.

With the help of other PDEQ personnel, staff developed the REAP Commuter Rewards name and logo, and worked with the Communications Division to fine-tune the graphics.



Staff is working with the Pima Association of Governments (PAG) to use their Sun Rideshare database for employees to enter their commutes for a random prize drawing each month, and has also implemented an additional Commuter Camaraderie component of the contests. This morale-building component is scheduled to take place every-other month, and participating employees will share information about their commutes in fun ways.

Staff secured prize incentives from PAG, Mrs. Green's World, Pima County Facilities Management, Pima County Office of Economic Development and Tourism, Pima County Wellness, and the Pima County Administrator's Office. Prizes include:

Prizes Donated By:	Items donated	Quantity
Pima Association of Governments	Sun Rideshare travel mugs	26
	Sun Rideshare flashlights	15
	Sun Rideshare lunch boxes	24
Pima County Economic Development & Tourism	Old Tucson Studios, 4pk	4
	AZ Sonoran Desert Museum, 4pk	1
	Pima Air & Space/Titan Missile, 4pk	1
	Colossal Caves Mountain Park, 4pk	9
Pima County Facilities Management	Free parking passes: 01521 through 01532	12
Mrs. Green's World	Reusable Mrs. Green's bags	26
	Insulate S'well water bottles	2
	Mugs from Terry's Chimney Service	4
Pima County Administration	"The Loop" bicycle jersey	1
Pima County Wellness Program	Massage Envy gift card	1
Total		126

Staff created a promotional flier and marketed the program to Pima County employees via e-mails directly to employees, and to Department Eco Champions throughout the County. New employees are also exposed to this information and the flier at orientations. A copy of the flier can be found in Appendix C.

Staff requested and received a report from PAG which included nine randomly-drawn winners, employees who used alternate modes of transportation at least one day per week for the month of March. Two additional prizes were awarded to employees who submitted fun poetry and reworked lyrics about alternate modes for the *Lighthearted Look Camaraderie Contest* component of the REAP Commuter Rewards. These entries can be found in Appendix C. Certificates of appreciation were also created and distributed with the prizes.

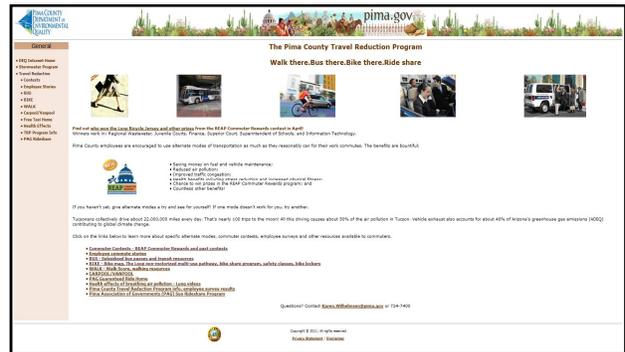
Lighthearted Look Entry
 Poem a la “Burma Shave” by Matt Z.

Better try
 less speed per mile.
 That bike
 may have to
 last a while.
 Tame your speed!

There was a 56% increase in the number of employees entering data in the Sun Rideshare database in March compared to February, before the campaign began. These entries indicate a 16,528 reduction in vehicle miles traveled for work commutes, and a corresponding 13,250 pound reduction in air pollution and greenhouse gases during the month of March.

Travel Reduction Intranet Site

Staff redesigned the format of the TRP intranet site to be more user-friendly. The site is easier to navigate, each page is less cluttered, and resources are easier to find. Additional content was also added including new information on the REAP Commuter Rewards program, upcoming changes to transit resources, and updating the bike loaner program locations. Printouts of the site pages can be found in Appendix B.



Presentations

Staff presented information about the Pima County TRP at the Association for Commuter Transportation “Pool Party” luncheon in Phoenix, AZ. Representatives from a variety of government agencies and major businesses were in attendance. Three other presenters provided information about their TRP programs, sparking ideas and enthusiasm for continued and new employee TRP programs.

Staff delivered seven TRP presentations to Pima County employees at New Employee Orientations facilitated by Human Resources. Information and resources regarding alternate modes of transportation was presented, reaching 103 new employees. Evaluation forms of these presentations can be found in Appendix F.

MAJOR ANCHOR EVENTS ≈

BIKE FEST

Staff began working with the City of Tucson, Living Streets Alliance, and Pima Association of Governments again this year to plan for the 2013 spring-time bicycling event. Over 20 different activities are planned including Bike to the Zoo, Pedal the Pueblo Week, Commuter Challenge Contest, Bike to Work and School Day, Pedal the Pueblo Happy Hour, U of A Bike to Work and School Day, Historic Bicycle Tour of the Downtown, Bikes and Burritos, El Tour de Campus for Preschoolers, Beer and Film Tour, Ride with the Mayor, Bike Scavenger Hunt, and more! Staff met with co-sponsors and organizers to determine the best methods of advertisement given the small advertising budget and decided upon internet and some print ads in targeted publications, as well as a little radio sponsorships for not-for-profit stations.



CYCLOVIA

Staff is a member of the Steering Committee for Cyclovía 2013. Two fun, free events with two separate routes for biking, walking, skating and other forms of people-powered movement are scheduled for April 7th and 28th, 2013.

Staff joined three other committee members for a morning bike ride in December to explore and select the final Cyclovía routes and identify nodes for educational activities. One bike route will tie in downtown Tucson to south-side neighborhoods, and schools and businesses, and the other will connect mid-town schools, businesses and residential areas with existing bike routes, such as The Loop. The Loop is a multi-use, non-motorized 55-mile pathway connecting the river parks and major employers around metropolitan Tucson.



Cyclovía 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 Cyclovía Tucson is expected to attract more than 30,000 attendees between the two events. PDEQ staff works closely with Living Streets Alliance (LSA) through Cyclovía in support of LSA's mission and our mutual public health interests: "to promote healthy communities by empowering people to transform our streets into vibrant places for walking, bicycling, socializing, and play." Staff assisted with outreach to invite participation in and support of Cyclovía. Additional major supporters for Cyclovía 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.

EARTH DAY FESTIVAL AND PARADE

Staff is on the planning committee for the Earth Day Festival and Parade, which is scheduled for Sunday, April 21, 2013. Staff attended committee meetings and worked with other agencies and businesses including Sun Tran, City of Tucson, IBM, Terracon, Raytheon, Pima County

Regional Wastewater and Reclamation, University Medical Center and Tucson Arts Brigade in coordinating this event. The 2013 event is in partnership with The Water Festival, another annual event. Both events will take place next to each other at the same location and will share some resources such as promotion, music and food booths.

Staff edited and distributed three news releases to the media promoting Earth Day Festival sponsorship, inviting exhibitors, and announcing the event for the general public; agreed to print and mount way finding signs; facilitated the updating of banners; and arranged for banner mounting on pedestrian bridges across major streets in the downtown area. Staff also continued to work as Volunteer Coordinator, listing tasks needed, soliciting for volunteers, developing a volunteer schedule, and creating volunteer lunch tickets.

Staff arranged use of PDEQ's Director's Chevy Volt electric hybrid vehicle to showcase at the Alternate Fuel Vehicle Show of the Earth Day Festival. Staff also researched and created a small poster regarding information about Pima County Fleet Services and use of alternate fuel vehicles within the fleet.

GREEN LIVING FAIR

Staff attended follow-up planning meetings for the Green Living Fair held in November, 2012. The Clean Air Program provided funding for large canopies to house the 2012 event, and attracted additional funding support from Pima Association of Governments. The Green Living Fair (GLF) Planning Committee anticipates that Habitat for Humanity will be able to provide all the funding needed for the 2013 event.

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, resources and energy are highlighted, including: reducing vehicle trips, water harvesting, organic gardening, recycling, sharing surplus items, alternate driving options, planting trees, and maintaining your vehicle. 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. Exhibitors share "green" information through hands-on educational props, displays, interactive games and free literature.

WALK TO SCHOOL DAY

Walk 'N Roll to School Day, part of Bike Fest, is scheduled for April 12. Staff created and plans to distribute 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.

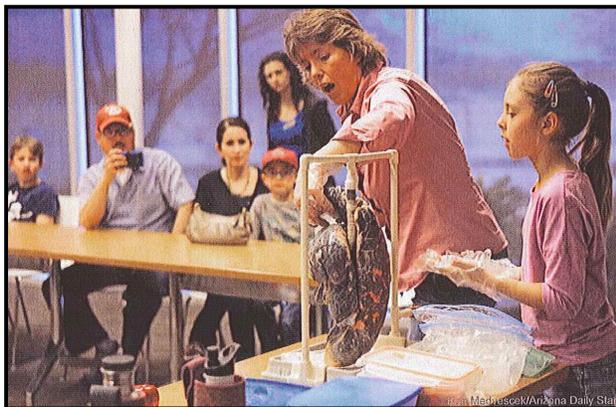
AIR QUALITY INDEX PROGRAM

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.

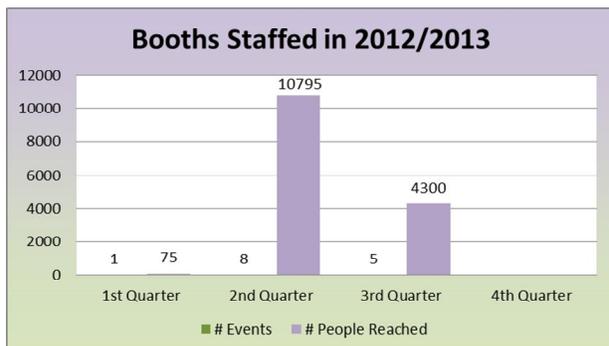
PRESENTATIONS

Staff delivered 29 presentations to youth and adult groups during the third quarter, reaching 710 individuals. Topics of discussion include air quality, travel reduction, green living, climate change and sustainability. A list of presentations delivered during the quarter is below.

Presentations			
Date	Location	# Presentations	Attendees
3-Jan-13	TRP New Employee Orientation	1	15
8-Jan-13	TRP New Employee Orientation	1	13
9-Jan-13	Pistor Middle School	1	25
10-Jan-13	Bonillas Elementary School	1	28
17-Jan-13	TRP New Employee Orientation	1	15
10-Jan-13	PAG Stormwater Mgmt Working Group	1	15
24-Jan-13	Corbett Elementary School	3	80
28-Jan-13	Wheeler Elementary School	3	84
6-Feb-13	Wheeler Elementary	3	84
7-Feb-13	Sunrise Drive Elementary	3	90
11-Feb-13	Wheeler Elementary	3	84
14-Feb-13	TRP New Employee Orientation	1	16
28-Feb-12	TRP New Employee Orientation	1	15
2-Mar-13	Wheeler Taft Abbott Sr. Library	1	37
12-Mar-13	Liberty Elementary	1	2
14-Mar-13	TRP New Employee Orientation	1	14
14-Mar-13	White Elementary	1	28
21-Mar-13	Pima County Libraries	1	50
28-Mar-13	TRP New Employee Orientation	1	15
	Total	29	710



“Awesome Air and Stomp Rockets” presentation delivered at Wheeler Taft Abbott Library, March 2, 2013



BOOTHS

During the third quarter, staff “tabled” at community events five times reaching about 4,300 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. A list of events that we participated in follows.

Booths			
Date	Location	# Events	# Attendees
31-Jan-13	Ted Walker Youth Day	1	750
Mar-9&10-13	Tucson Festival of Books; U of A	1	1,000
12-Mar-13	LULAC Conference	1	500
23-Mar-13	Be Safe Saturday	1	2000
28-Mar-13	The Loft Movie Premiere - Nature Deficit Disorder	1	50
Total		5	4,300

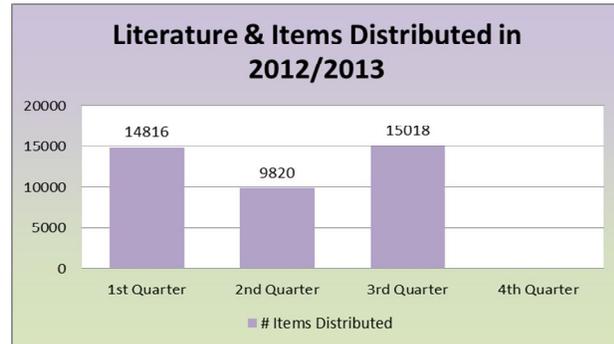
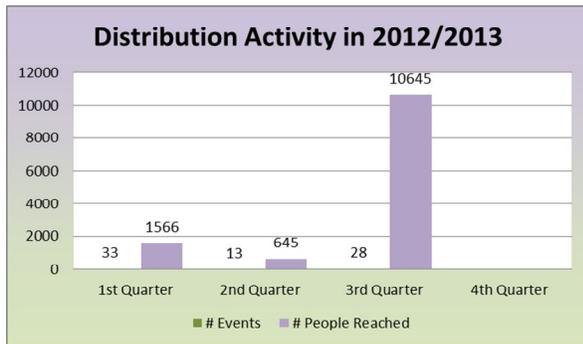
MATERIALS DEVELOPMENT AND DISTRIBUTION

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 28 separate occasions in person or via mail, reaching at least 10,645 people. A list of materials distribution events is below.

Materials Distribution			
Date	Location	# Events	# Attendees
2-Jan-13	PC Facilities Management	1	5
3-Jan-13	Sargent Controls & Aerospace	1	1
4-Jan-13	Dusenberry-River Library	1	50
9-Jan-13	PC Office of Sustainability & Conservation	1	16
17-Jan-13	Pima County Employees - TRP Announcement*	1	5000
18-Jan-13	PC Justice Courts	1	1
23-Jan-13	PC Office of Sustainability & Conservation	1	12
7-Feb-13	PC Health Department	1	25
14-Feb-13	Ray's Place	1	57
15-Feb-13	AZ Geological Survey	1	100
14-Feb-13	Tucson Estates Meeting	1	50
21-Feb-13	Tucson Assn of Realtors	1	12
1-Mar-13	Pima County Employees - TRP Announcement*	1	5000
5-Mar-13	PC Office of Sustainability and Conservation	1	1
8-Mar-13	Good Shepard Church of Christ	1	15
14-Mar-13	PC Communications	1	2
14-Mar-13	Wild Horizons	1	6
13-Mar-13	Pima Association of Governments	1	12
18-Mar-13	Murphy Wilmot Library	1	50
18-Mar-13	Martha Cooper Library	1	5
18-Mar-13	PC Recorder's Office	1	1
20-Mar-13	Tucson Electric Power	1	18
27-Mar-13	PC Health Department	1	50
29-Mar-13	UofA School of Public Health	1	50

29-Mar-13	UofA Environmental and Occupational Health	1	4
29-Mar-13	BICAS	1	1
29-Mar-13	YMCA - Downtown	1	1
29-Mar-13	Mission Library	1	100
Total		28	10645

*These type of material distribution events have been reported on previously within the body of report text. However, this quarter is the first where these events were included into the Materials Distribution spreadsheet to better capture the quantity of individuals reached.



Staff distributed more than 15,000 pieces of literature and promotional items during the third quarter. At least 77 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	Qty. Distributed
10 Tips to Fight Air Pollution/10 Steps to Save Energy and Money at Home	1181
51 Ways to Clean the Earth bookmark	1863
51 Ways to Green the Earth poster	383
Air Pollution and Your Health brochure, English	194
Air Quality Index Bookmark	223
Airborne Dust & Your Health brochure, English	27
Airborne Dust & Your Health brochure, Spanish	25
Airville Color Poster	405
Alternate Modes letter - new Pima County employees	100
Benefits of Bicycling Flier	15
Bike Fest fliers	129
Bike Map of Tucson - PCDOT	259
Bike Safety Classes flier - PCDOT	684
Buffelgrass Wanted Dead or Alive brochure - NRPR	25
CAP Presentation Descriptions	10
Change a Light, Change the World brochure	31
City of Tucson Map	66
Clean Water Starts with Me brochure - PAG	104
Cyclovia Literature	250
Do More Blue brochures - City of Tucson	165
Do More Blue magnets - City of Tucson	50
Drought Stickers - RWRD	50
Drought Magnets - RWRD	50
E is for Environment coloring sheet	151
Earth Day Brochures	275

Earth Day Posters	41
Eco Kids Corner bookmark	2340
Eco Kids Poster	10
Eco Nook for Desert Dwellers Poster	14
Energy Saving Tips - TEP	140
Environmental Resource Guide	51
Everybody Needs Clean Air Sticker	102
Facts and Fun for Kids About Air Pollution brochure	741
Flingers - Be Active Be Healthy	1
Free Eco Presentations (PDEQ + other agency/non-profit)	10
Gray Water brochure - ADEQ	6
Green @ Work bookmark - PCSD	85
Green Pueblo Map postcard	95
Grow Native Pamphlet	50
Harvesting Rainwater for Landscape Use - UofA Cooperative Extension	30
Home Composting in the Desert Brochure	5
Home Composting Recipe Card	183
Home Energy Savings Checklist - PCSD	54
Household Hazardous Waste Brochure, English	134
How Green Can You Go? activity sheet	91
How Green Can You Go? poster	5
How to Save Energy - coloring book, TEP	60
Landscape Plants for the Arizona Desert	40
Landscape Watering by the Numbers - City of Tucson	80
Live Breathe Clean Air brochure - PAG	54
Loop Map - PCDOT	305
Natural Resources, Parks & Rec Map	12
Ozone Bookmark	5
Particle Pollution & Your Health & Air Quality Guide - EPA	25
Pen made from recycled plastic bottles	1138
Pencil made from recycled paper	159
Pet Waste and Storm Water	12
Pick Up After Your Dog Stickers - PAG	151
Plastic Bags - COT Water	176
Poison Control materials: fliers, stickers	110
Recycle Bin Sign	86
Recycle While You Work flier	87
Reduce Your Carbon Footprint strip card - PAG	303
Reduced Emissions & Air Pollution Commuter Rewards Flier	14
Save Money, Save Gas Bookmark	456
Shrink Your Water Footprint strip card - PAG	3
Sonoran Desert Posters - Paul Morocha	26
Speaking of Gasoline Bookmark	155
Storm water Seven Suggestions/Five Facts bookmark-blue	125
Sun RideShare brochure - PAG	160
Sun Tran - Ride Guide	143
Sun Tran Free 2 Ride bus pass	50
Tips for Desert Dwellers flier	31
Tire gauges - Air Up, Clean Air Starts With Me	31

Tote Bag - Drive Less, made from recycled plastic bottles	55
Tucson Clean & Beautiful Waste Reduction card	21
Xeriscape	42
Total	15018

MEDIA CAMPAIGN

Staff crafted and distributed two news releases to the media during the third 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 more than 350 individuals on this list at the end of March.

Staff worked with the local media to provide interviews and information regarding air quality and particulate matter pollution issues in our community. Staff worked with Richard Gilmore to provide information for his blog on historic air pollution trends in the Tucson area. Staff also provided photos and data for a national story on ABC by Katie Couric regarding the dust event in July of 2009.

Staff worked with local newspapers and monthly magazines to place advertising to promote the Bike Fest and Cyclovia events to targeted youth and adult audiences in the community.

At least nine news stories were posted on a variety of websites or were printed in newspapers and magazines. Copies of the news releases, articles and advertisements are provided in Appendix A.

News Releases	
Date	Title
22-Jan-13	Register As An Exhibitor, Artist or Parade Entrant for the 19th Annual Tucson Earth Day Festival & 4th Annual Water Festival
4-Mar-13	Register As An Exhibitor, Artist or Parade Entrant for the 19th Annual Tucson Earth Day Festival & 4th Annual Water Festival

Television/Radio/Website Exposure		
Date	Station	Subject
7-Jan-13	lotustucson.com	Lotus Wellness News - Air Quality and Exercise
24-Jan-13	tucsonvelo.com	Living Streets seeks to rebrand Bike Fest Tucson Veto
19-Feb-13	azstarnet.com	Toxic Releases by Arizona mines increasing
25-Feb-13	tucsonvelo.com	Cyclovia launches funding campaign to support two rides in April
7-Mar-13	azstarnet.com	Air quality explained at "Stomp"
March-13	bikefesttucson.com	Tucson's annual celebration of life on two wheels

Newspaper/Newsletter Exposure		
Date	Company	Description
April-13	Zócalo	Bike Fest advertisement
March-13	Bear Essential News	Bike Fest advertisement
March-13	AZ Daily Star	Bike Fest advertisement

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 199,537 requests for information during the third quarter. Since its inception in 1996, there have been approximately 8,985,522 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 3 rd Quarter FY 2012-2013
Green Resolutions (or how I will help save the planet in 2013)
Close the Recycling Loop with Your Purchases
Fireplace Smoke Can Take Your Breath Away
New Eco Kids Corner Website Where Discovery and Fun Meet
51 Ways to Green the Earth
Cyclovia Tucson – Is Back and Bigger Than Ever

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 286,544 requests during the third quarter. Approximately 11,891,812 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 at a variety of venues, including air quality presentations and community events.

TRAVEL REDUCTION PROGRAM INTRANET SITE

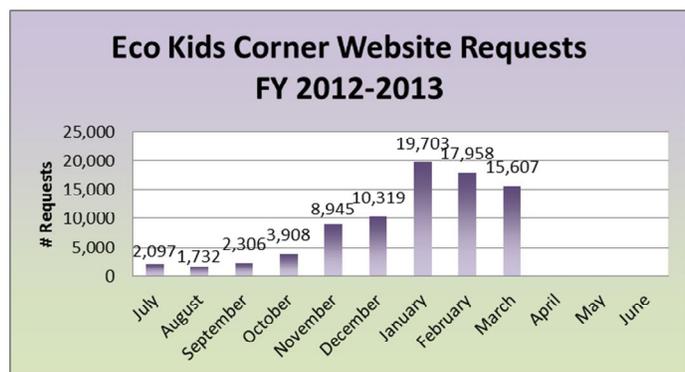
Staff maintains an intranet website for over 7,000 Pima County employees to provide resources about and encourage alternate mode usage for work commutes. The site, found at <http://intranet.pima.gov/DEQ/travelreduction.htm>, provides information on the background of the Travel Reduction Program; benefits 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. This quarter, staff restructured the format of the site making it easier to navigate. Updates were also made, including adding information about the new employee REAP Commuter Rewards Program, updating the locations from which employees can borrow bicycles, and announcing the new SunGo bus passes and the associated procedure for transit purchasing.

ECO KIDS CORNER

Staff continued to promote the 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 guides for 13 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.



Staff met with a biologist involved with the development of the national award winning Sonoran Desert Conservation Plan to discuss taking over the portion of the SDCP website that targets children and combining the activities/information on the environment into the Eco Kids Corner website. This change will most likely take place over the summer of 2013.

The UofA interns from the College of Public Health developed text and activities for new pages for the Eco Kids Corner website. New information targeted health effects from air pollution and other environmental pollutants, proper tire inflation, glossaries, and more interactive educational games for kids to play. These projects will be reviewed, edited, and integrated into the website this summer.

There were 53,268 requests for Eco Kids Corner webpages in the third quarter, more than doubled of what was calculated in the second quarter. A total of 88,554 requests were made for this website since we started tracking use 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 worked with the Pima County Procurement Department to establish a contract with FMR Associates, Inc., a research company that will perform a telephone survey designed to help track behavior changes related to travel and air quality as well as evaluate the effectiveness of the Clean Air Program. Staff met with FMR Associates Inc. to discuss the survey instrument to be used in a random dialed telephone survey near the end of the fiscal year. Several questions were added to the survey to gather baseline data regarding tire inflation behavior prior to the launch of that campaign in FY2014.

Staff attended the 2013 Southern Arizona Dust Storm Workshop in Casa Grande put on by the Arizona Department of Transportation and the Phoenix and Tucson offices of the National Weather Service. The workshop was held to discuss airborne particulate matter and coordinating efforts to educate the public about health and safety matters related to dust storms.

Surveys are distributed during presentations or other outreach events throughout the year, as appropriate, to help in evaluating program effectiveness. Staff received seven 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 4.86. On the same scale, the effectiveness of encouraging actions to protect the air and environment ranked a 5.0. From this data and comments received from educators, it appears that PDEQ's Clean Air Program presentations are highly effective at increasing knowledge and encouraging actions to protect the environment.

Below is a list of the questions from the survey, responses to some of the more telling questions regarding the quality and effectiveness of the presentations, and a basic analysis of responses.

Presentation Evaluation Questions

- 1: How did you hear about the program?
- 2: Have you had PDEQ presentations in your classroom before?
- 3: Please rate speaker's presentation skills
- 4: Please rate effectiveness of the presentation in increasing student knowledge of environmental issues.
- 5: Please rate effectiveness of the presentation in encouraging actions to reduce air pollution.
- 6: Was the presentation age-appropriate for your classroom?
- 7: What did you like best about the presentation?
- 8: How can we improve our presentation?
- 9: Please share any comments from you or your students.

Date	Facility	3	4	5	7	8	9
2/7/13	Sunrise Drive Elementary	5	5	5	Karen had the kids engaged the entire time. The pig lungs (healthy & unhealthy) were the thing the kids were buzzing about - a <u>great</u> visual!	Keep up the good work!	Thank you!
3/2/13	Wheeler Public Library	5	5	5	The pig lungs.	You can use the hovercraft.	-
3/2/13	Wheeler Public Library	5	5	5	Pig lungs!	More hands on too!	Thank you so much!!
3/2/13	Wheeler Public Library	5	5	5	Visuals like rockets and pig lungs	-	-
3/2/13	Wheeler Public Library	5	5	5	Interaction with kids; kids enjoyed stomping the rockets outside.	-	Enjoyed it a lot. Thanks!
3/2/13	Wheeler Public Library	4	4	5	Hands on for the kids.	Nothing.	Was well done.
3/14/13	White Elementary	5	5	5	Presenter's knowledge and expertise and really gearing it towards 2nd graders.	I thought it was great!	My students really participated and were engaged in this presentation and wow! We really loved the stomp rockets! Thank you!
	Total	34	34	35			
	Average	4.86	4.86	5			

Analysis
Q1: Word of mouth at the worksite is how most participants heard about PDEQ's outreach program.
Q2: 57% of the audiences have not had PDEQ give a presentation before.
Q3: On a scale of 1-5, where 1 is Low and 5 is High, the presenter's presentation skills ranked a 4.86.
Q4: On a scale of 1-5, where 1 is Low and 5 is High, the effectiveness of increasing knowledge ranked a 4.86.
Q5: On a scale of 1-5, where 1 is Low and 5 is High, the effectiveness of encouraging action ranked a 5.0.
Q6: 100% stated the presentation was age-appropriate.

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.

Staff continues to fine-tune and customize presentations, and develop new presentations to effectively engage audiences. A copy of one customized presentation can be found in Appendix C. Presentation evaluations and thank you notes can be found in Appendix F.

Staff attended trainings and some classroom lectures of the University of Arizona's College of Public Health 575 graduate-level program. This Environmental and Occupational Health class emphasized health hazard sources, methods to identify and evaluate hazards, and hazard controls. Classes staff attended include: *Ambient and Indoor Air Quality*; *Climate Change, Population Pressure and Sustainability*; and *Energy Transportation and Urbanization*. Staff also attended a presentation which was part of the UofA Science Lecture Series, *The 9 Billion People Question*.

INTER- and INTRA-AGENCY COORDINATION ≈

PIMA ASSOCIATION OF GOVERNMENTS

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

Staff represented PDEQ at PAG transportation-related meetings, continuing efforts to integrate air quality with transportation planning. In addition, staff is a member of the PAG Travel Reduction Program Task Force which meets regularly to assist in program implementation.

Staff continued working with PAG in planning the REAP Commuter Rewards program for Pima County employees.

Staff met with PAG staff regarding an overview of their Sustainability programs and planned collaboration opportunities.

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 air pollution and our carbon footprint, and employee wellness as it relates to work commutes for more than 7,000 county employees. Staff works with staff from other Pima County departments such as Human Resources, Fleet Services, Health, Library, Finance, Office of Sustainability and Conservation and others.

Staff continued to work with Pima County Human Resources Employee Wellness Program on the StairWELL Gallery project, an “art show” in the stairwell of the County-owned Bank of America Building downtown. Staff has more posters and artwork to complete the vertical gallery and will have some remaining to donate to other departments for creating a StairWELL Gallery in their own buildings. Staff is currently waiting for frames from Human Resources to mount the artwork. Staff is dedicated to this beautification project to encourage increased usage of the stairs to conserve energy, improve employee fitness, encourage walking, and ultimately improve air quality by reducing electricity use.

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. This interview concerning public health literacy provided 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 distribute letters to stakeholders regarding the permit decision of ASARCO Mining Company’s air quality permit. Staff also distributed a notice of significant revision to the permit. These notices were distributed to interested parties who participated in the public meetings in the fall of 2012.

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 relating to the desert environment.

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.

PDEQ met with representative of the Arizona Chapter of Physicians for Social Responsibility to consider sponsorship for a conference "Climate Smart Southwest – Ready or Hot?" The conference, intended to support healthy communities in a new climate, will be held on September 20-21, 2013 in Tucson. "Climate Smart Southwest" encourages a coalition to build new and fortify existing cross-cultural, community, and governmental partnerships to educate and engage community action. Food and water security issues will be discussed, as well as health-related impacts anticipated from future climate change in the Southwest.

Staff took advantage of an opportunity to obtain existing web pages from the Office of Sustainability and Conservation about native wildlife and flora for integration with PDEQ's Eco Kids Corner website. Conservation staff is streamlining information provided on their website and offered the compatible content to us.

Staff met with personnel from the Pima County Print Shop to discuss ideas for developing an interactive flip-question activity regarding our tire inflation campaign.

Below is a listing of agencies businesses, groups and government programs with which CAP/No-Drive Day staff is involved, and the projects we work on together.

Agency/Organization

American Museum of Natural History

Arizona Geological Survey
Arizona Native Plant Society
BICAS
City of South Tucson
City of Tucson Department of Transportation
City of Tucson Environmental Services
City of Tucson Office of Conservation and Sustainable Development
City of Tucson/Pima County Household Hazardous Waste Program
Fox Theater
El Grupo
Home Depot
IBM
International Traditional Knowledge Institute

Projects

Green infrastructure and public art for dust control and water quality education
EcoNook for Desert Dwellers
EcoNook for Desert Dwellers
Bike Camp support, Cyclovia
Cyclovia
Cyclovia
Earth Day Festival, recycling resources
Energy Wasteline Workshops and Tire Inflation Program

Information, materials distribution
Desert Dreams environmental film
Bike Camp support, Cyclovia
Solar and energy efficient product tour
Earth Day Festival
Sustainability of Tucson

Iskashitaa Refugee Network	Homeowner education on local food security, air & water quality related to desert landscaping
Living Streets Alliance	Cyclovia, Bike Fest
Pima Community College	Outreach events
Mrs. Green's World	Green Living Fair, REAP Commuter Rewards
National Weather Service	Weather data related to high pollution events
Physicians for Social Responsibility, AZ Chapter	Climate Smart Southwest Conference
Pima Association of Governments	Travel reduction programs and committees, air and water programs, Cyclovia, Bike Fest
Pima County Communications	Employee e-mail announcements, tire inflation campaign
Pima County Economic Development & Tourism	REAP Commuter Rewards
Pima County Environmental Quality	Permitting, waste management programs
Pima County Flood Control	Materials distribution, outreach event collaboration
Pima County Health Department	EcoNook for Desert Dwellers
Pima County Human Resources	Travel Reduction Program, StairWELL Gallery, Sustainability Wellness
Pima County Natural Resources Parks & Rec	Environmental Education Center, outreach events
Pima County IT	Employee e-mail announcements
Pima County Public Library	EcoNook for Desert Dwellers, outreach
Pima County Regional Wastewater Reclamation	Earth Day Festival, materials distribution
Pima County Office of Sustainability and Conservation	Recycle While you Work, Travel Reduction Program, Sustainability Action Plan
Pima County Transportation	Bike sharing program, materials Distribution, Cyclovia, Bike Fest
Society of Women Engineers	Earth Day Festival
Sun Tran	Travel reduction resource, Earth Day Festival, materials distribution
Terracon	Earth Day Festival
Tucson Arts Brigade	Earth Day Festival
Tucson Association of Realtors	Green Committee meetings
Tucson Clean & Beautiful	Materials distribution, Board of Directors' meetings
Tucson Organic Gardeners	Materials Distribution
U.S. Environmental Protection Agency	Informational webinars
University of Arizona	Internship opportunities, information Resources, Festival of Books, Public Health Forum
University Medical Center	Earth Day Festival
Water Management Inc.	Earth Day Festival

