

PIMA COUNTY
DEPARTMENT OF
ENVIRONMENTAL QUALITY



FOURTH QUARTER REPORT
APRIL 1, 2013 – JUNE 30, 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.....	3
General Services to the Public	3
Specific Project Development & Assistance.....	3
Inter- and Intra-Agency Coordination	6
Pima County Employee Travel Reduction Program.....	8
Major Anchor Events	10
Bike Fest	10
Cyclovia	10
Earth Day Festival and Parade.....	11
Green Living Fair	12
Walk to School Day.....	12
Air Quality Index Program	13
Presentations.....	13
Booths.....	13
Materials Development and Distribution	14
Media Campaign	18
Website Education Opportunities	20
PDEQ Home Site	20
Air Info Now Website	21
Travel Reduction Program Intranet Site.....	21
Eco Kids Corner Website.....	22
Hispanic Community Outreach.....	22
Program Evaluation.....	22
Telephone Survey: Evaluation of the Clean Air Program.....	22
Presentation Surveys.....	24
Appreciation	25

APPENDICES

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

**Pima County Clean Air/Voluntary No-Drive Day Program
Fourth Quarter 2012-2013 / April 1, 2013 – June 30, 2013**

EXECUTIVE SUMMARY

During the fourth quarter of Fiscal Year (FY) 2012-2013, staff continued to develop and provide community resources regarding air quality education and outreach. Staff participated in public events, presentations, materials distribution, and inquiry response. Staff maintained contact with members of the air quality list serve, met regularly with the Green Valley community regarding air quality issues; continued to provide resources and information to the Green Educational Forum of the Tucson Association of Realtors; continued serving with a working group regarding a driver education program; worked with libraries to maintain the *EcoNook for Desert Dwellers* and *Eco Kids Corner* programs; supported El Grupo Youth Cycling Club and BICAS who empower youth through bicycles; worked towards the development of two environmental education centers; participated in the Sustainable Action Plan for County Operations; developed new fliers, ads, e-mails, promotional items and ideas to engage the public regarding air quality issues; continued working to design and develop a community-wide tire inflation education program; and worked with four interns from the University of Arizona College of Public Health to enhance our Eco Kids Corner website and other projects.

Staff worked with a variety of agencies to develop community-wide programs focused on engaging and activating the public to protect air quality including: Living Streets Alliance, Pima Association of Government; Pima County Community Relations group and the Department of Transportation, and Tucson Electric Power Company.

Staff continued to administer the Travel Reduction Program for over 7,000 County employees.

Staff was also involved in coordinating and supporting major anchor events including Bike Fest, Cyclovía, Tucson Earth Day Festival & Parade, Green Living Fair 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 advisories to about 420 individuals.

During this quarter, staff provided 21 presentations, tabled at 15 community events, and distributed materials on at least 48 occasions reaching a total of about 54,200 individuals. Nearly 16,000 pieces of literature and promotional materials were distributed during the fourth quarter.

Staff crafted and distributed 11 news releases, worked with local and national media to provide information regarding air quality, and purchased advertisements promoting Bike Fest and Cyclovía. Exposure to PDEQ and Clean Air Program topics was facilitated via radio, television, newspaper, and websites on at least 63 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 191,191 requests reported on the PDEQ site, 331,013 on the AirInfoNow site, and 44,885 requests on the Eco Kids Corner website.

Staff hired FMR Associated Inc., to conduct a random telephone survey designed to help track behavior related to travel and air quality, as well as evaluate the effectiveness of the Clean Air Program. The findings indicate that the CAP “*clearly increases awareness, belief and actions related to improving air quality.*” Staff also received four evaluations from teachers and leaders after youth presentations. Results indicated that the presentations were effective in increasing knowledge regarding air quality and were effective in encouraging actions to protect the air and environment.

COMMUNITY RESOURCE DEVELOPMENT

Clean Air Program staff works with a variety of community organizations to develop and implement a multitude of community outreach programs.

GENERAL SERVICES TO THE 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 other government and non-profit agencies, businesses, and the public regarding air quality, alternate modes of transportation, public health, pollution prevention, and/or 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.

SPECIFIC PROJECT DEVELOPMENT & ASSISTANCE

Air Quality List Serve

Staff maintained communication with more than 420 members of the Air Quality Advisory list serve sharing information about timely local air quality issues and special events related to actions that help reduce motor vehicle use and protect air quality. The public can sign up to be a member via a link on the PDEQ website, or list their names on sign-up sheets that staff provides at appropriate outreach events.

Community Meetings

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.

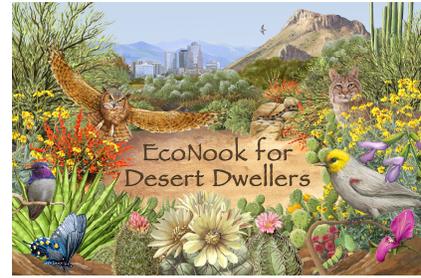
Staff continues to participate on the Green Educational Forum, a committee of the Tucson Association of Realtors (TAR). Topics such as homeowner education relating to air quality, green building and infrastructure, energy efficiency, pollution prevention and “smart growth” are discussed at the monthly 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.

Driver Education Working Group

Staff continued serving on the Driver Education Working Group for the Tucson Office of Conservation and Sustainable Development. The Working Group meets as necessary to develop a plan to present to the City of Tucson Mayor and Council that will encourage driving behaviors that reduce greenhouse gases and vehicle-related 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.

EcoNook for Desert Dwellers & Eco Kids Corner Library Program

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,



designed by the Pima County Graphics Department, was distributed to additional library managers who have expressed interest in the program. A staff presentation to the Children's Services library staff and branch managers was well received. The library's "Dig-in" summer reading program highlights gardening topics which tie in well with conservation topics such as air quality and airborne dust issues relating to soil. Staff is in contact with each managing librarian to keep the materials in stock. During this quarter, 10,013 pieces of educational literature were distributed through this program to the Pima County Library network.

El Grupo Youth Cycling Club & BICAS

In support of this group which empowers youth through bicycles, staff provided financial assistance in purchasing relevant training and bicycle supplies such as tubes and tools. Staff also provides air quality presentations at various bike camps held during the summer and fall that train new cyclists how to ride bikes safely, empowering children and families to drive less and ride bikes more frequently for transportation.

Environmental Education Centers

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 continues to support the project as planning efforts move forward 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 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, including air quality.

Pima County Sustainability Action Plan

As part of the Sustainability Action Plan Alternate Fuels and Wellness subcommittees, staff met to discuss updates to the five-year plans, refining goals and action items for both components. 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.

Promotional Items and Efforts

Staff worked with Pima County Communications Office to develop *The Benefits of Bicycling* flier to encourage the public to drive less and use bicycles more by highlighting a multitude of benefits including the fact that bicycles: have zero emissions, helps us breathe easier, allows us to whiz past traffic jams, slows climate change, makes you feel like you're flying, and more.



Staff wrote and facilitated the distribution of three e-mail announcements to Pima County employees regarding the Reduced Emissions & Air Pollution (REAP) Commuter Rewards contests to provide incentives to encourage the use of alternate modes of transportation thus reducing vehicle emissions in our community.

Staff worked with Living Streets Alliance to promote Cyclovia Tucson Car-Free, Care-Free Streets and Bike Fest by distributing e-mails about the events to colleagues and sending information to the media. The Clean Air Program also paid for advertising in weekly and monthly publications and on-line to promote the events to encourage walking and bicycling in our community. Over 20,000 people participated in the Cyclovia and Bike Fest events throughout eastern Pima County.

Staff revised and printed more copies of the *Little Green Riding Hood* books distributed during this story-telling youth presentation. The book uses a familiar childhood story to introduce ways to improve the environment and air quality to those attending the presentations.

Staff developed artwork for and purchased pens made from recycled plastic bottles and tire gauges to help promote Clean Air Program efforts in our general campaign, as well as the Tire Inflation Education Campaign to be launched during the 2013-2014 fiscal year. The tire gauges provide individuals with the tool that they need to check tire pressure and ensure that their vehicle is riding on well-inflated tires, thus reducing gasoline use and associated vehicle emissions.



Staff purchased low-cost supplies to make glass/magnet message beads to promote air quality and environmental messages. We will distribute these long-lasting reminders of the “Clean Air” message as prizes to people participating at our information/activity booths. Staff plans to craft these items for availability in the first half of the 2013-2014 fiscal year.

Staff continues to promote Clean Air Program presentation opportunities to teachers and schools. When appropriate, staff provides sign-up sheets at community events where teachers can ask for more information or request to be contacted for scheduling presentations. During one such event in June, the *FAIR for Educators*, fourteen teachers left contact information. Staff promptly responded sending each a description of our presentations and PDEQ website resources for possible use in their classroom lessons.

The Pima County Department of Transportation provides youth bicycle programs at public schools throughout Tucson. Staff asked that they promote Clean Air Program outreach/education services with their bike program promotions, as the two topics enhance and complement each other. PCDOT agreed, and staff provided a short description of our presentations for inclusion

into their outreach. The first promotion of these programs will be in August as the new school year starts.

Staff continues to fine-tune and customize presentations, and develop new presentations to effectively engage audiences and encourage changes in behaviors.

Tire Inflation Campaign

Staff continued working with the City of Tucson, Pima Association of Governments, Pima County Communications Division, 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” or “Pump Your Ride” 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 have been sought and at least one new set of tires will be given away in the contest.

UofA Student Programs

Staff worked with four undergraduate interns from the University of Arizona College of Public Health. Each intern was assigned their own project including: creating new information for our Eco Kids Corner website about environmental issues and human health, developing enhancements to existing website pages such as interactive games and glossaries of key terms for each main topic, developing drafts for youth activity books, and developing ideas and activities for our tire inflation campaign. Staff guided the students throughout their projects, including performing their final evaluations before the internships ended on April 30. Staff has incorporated work on the tire inflation campaign in current project development and hopes to incorporate ideas and product developed for the Eco Kids Corner website in the early half of the 2013-2014 fiscal year. Staff also met with one additional undergraduate student in May and accepted his application to intern with us in the fall.

INTER- AND INTRA-AGENCY COORDINATION

There is mention of Clean Air Program staff working with many agencies throughout different sections of this report. A few organizations are highlighted below listing collaborative efforts that help our program reach a wider audience with limited resources.

Living Streets Alliance

The mission of Living Streets Alliance is to “promote healthy communities by empowering people to transform our streets into vibrant places for walking, bicycling, socializing, and play.” They work to make alternative modes of transportation safe, comfortable, and accessible in the greater Tucson region. Since their mission is closely aligned to the Clean Air Program’s goals to reduce vehicle emissions by encouraging the use of alternate modes of transportation, staff works together with LSA on community projects including Bike Fest and Cyclovia.

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 jurisdictional representative for the PAG Travel Reduction Program Task Force which meets regularly to assist in program implementation. PDEQ staff worked with the County Attorney to develop an Enforcement Procedure for TRP companies in unincorporated Pima County who do not comply with the TRP Ordinance requirements. This template for enforcement was shared with the other local jurisdictions so that enforcement actions would be handled in a consistent manner across jurisdictional lines. PDEQ is the TRP Enforcement Agency for companies located in unincorporated areas of Pima County.

Staff continued working with PAG in implementing the REAP Commuter Rewards program to encourage Pima County employees to use alternate modes of transportation for their commutes.

Staff attended and acted as a mediator to the Air Quality Trends portion of PAG's Southwest Air Quality forum on June 18. The forum facilitated information sharing and discussion on a wide range of air quality related environmental topics. The Air Quality Trends section included regional and local air quality trends and health issues. Sector Trends in Air Quality – Transportation section included discussion of a passenger rail study, an update to Regional Transportation Authority improvement projects, strategies to reduce vehicle miles traveled, improving alternate mode usage, and transit impacts on air quality.

Staff is participating in planning meetings for PAG's new campaign, *Tucson on the Move*, targeting the mid-town neighborhood near Palo Verde and Pima Street. This campaign involves many activities for the community designed to familiarize neighbors more with bicycle and pedestrian routes as well as transit opportunities. PDEQ staff performed a bike and pedestrian count at an intersection in the neighborhood. In the early planning stages, plans incorporate a fun kick-off event, bike rides, bike repair event, bike safety classes, a walk to the Tucson Botanical Gardens, a treasure hunt, and more. Other agencies on the planning committee include Pima County Department of Transportation, City of Tucson Department of Transportation, and the Ward 6 office of Councilman Steve Kozachick.

Pima County Departments and Programs

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.

Staff worked with the Department of Transportation to provide bicycle resources to Pima County employees via New Employee Orientations and e-mail blasts, as well as events such as Bike Fest and Cycloviva. Staff distributes City of Tucson bike maps, maps of The Loop and other promotional materials provided by the PCDOT Bicycle and Pedestrian Program.

Tucson Electric Power Company

PDEQ staff periodically partners with Tucson Electric Power (TEP) to promote energy efficiency (ie. past Energy Wasteline Workshops and other outreach events). This quarter, staff distributed for TEP nearly 1,000 compact fluorescent light bulbs plus additional energy

conservation literature at community events in which TEP was unable to participate: Pima Community College Northwest Campus Earth Day and Northwest Fire Rescue Burn Buster Blast. Of course, staff also promoted PDEQ literature highlighting actions for conserving fuel by driving less and driving smarter, the impact of energy efficiency on air quality, and the safe disposal of CFLs.

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; continued the employee rewards and recognition program with prize incentives, and updated the TRP intranet site.

Staff met separately with representatives from Human Resources Wellness Program and the Office of Sustainability and Conservation to discuss possible collaboration and ideas to make the Travel Reduction Program more effective in encouraging employees to use alternate modes of transportation for work commutes. Staff agreed to accept and distribute reflector/flashers for the Wellness Program, encouraging employees to be safe while biking and walking. Staff distributes the flashers during New Employee Orientations and as prizes for folks participating in Commuter Camaraderie Contests of the REAP Commuter Rewards program. Staff also received resources of travel reduction programs that other agencies operate. Staff will research these resources for ideas to implement in our program as time allows.

Staff obtained information from Pima County Human Resources and Facilities Management and completed the annual Travel Reduction Program Activity Inventory Report for the Pima Association of Governments. This annual report is due each May and allows PAG to assess the activities businesses/agencies are engaging in to promote alternate modes of transportation to their employees. Our program promotes alternate modes



thoroughly through presentations, intranet site, mass e-mail blasts, and providing our REAP Commuter Rewards Program. Additional incentives encouraging employees to leave their motor vehicles at home include: a monthly bus pass subsidy, carpool parking subsidy, pre-tax payment of carpool parking and transit costs, bike lockers, and limited teleworking and compressed work schedule options. An average of 411 employees per month have taken advantage of the bus pass subsidy during Fiscal Year 2012-2013. Forty-two employees took advantage of the carpool parking subsidy, and 54 employees took advantage of the pre-tax payment of transportation costs for their bus pass purchases or parking expenses.

REAP Commuter Rewards

Staff continues administering the *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.



This quarter, staff created and facilitated the distribution of three e-mails to employees promoting the rewards and recognition program, incorporating timely transportation news including Bike Fest activities and special prizes awarded to bicycle commuters.

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. Staff also manages the Commuter Camaraderie contests, a morale-building component scheduled every other month where participating employees share information about their commutes in fun ways. During this quarter, there were 31 winners via the Sun Rideshare component who received a variety of prizes including Sun Rideshare travel mugs, lunch bags and flashlights, as well as tickets to Old Tucson Studios, Arizona-Sonora Desert Museum, and Colossal Cave Mountain Park, free parking passes to downtown garages, Mrs. Green's World tote bags, a Loop bicycle jersey, and a Massage Envy gift card. There were an additional 13 entries in the *Lighthearted Look* and *Enduring Commutes* Commuter Camaraderie Contests. Of these participants, three won prizes (S'well insulated water bottle and tickets to Colossal Cave Mountain Park) and the rest received safety reflector flashers courtesy of the Pima County Wellness Program. All winners also received certificates of appreciation for their participation and their dedication to using alternate modes of transportation for their commutes. All prizes were donated from a variety of organizations including: 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.

Initially, there was a 64% increase in the number of employees entering data in the Sun Rideshare database during the first month the contest started compared to February, before the campaign began. Curiously, there has been a steady decline in participation of folks entering their commutes in the Sun Rideshare database. As of June, there was only a 26% increase in participation when compared to February. Still, this quarter saw a 55,512 mile reduction in vehicle miles traveled for work commutes and a corresponding 44,502 pound (22.25 ton) reduction in air pollution and greenhouse gases. Staff will try to learn why participation is declining and act to reverse the trend.

Travel Reduction Intranet Site

Staff updated the Pima County employee intranet site, providing updated information on the REAP Commuter Rewards program for each month this quarter, Bike Fest, Cyclovia, and the Tucson Earth Day Festival.

Staff also identified a new video about bicycle riding produced by Grist Magazine, Inc., *How to Ride in the City*. The video provides basic and useful tips about bike riding with traffic on city streets. Staff secured permission from PDEQ and Grist to provide this video for employees on the Travel Reduction intranet site, hoping to alleviate some concerns of would-be bicycle commuters and share tips on being safe while biking. The video was posted on this site in June. Printouts of the site pages can be found in Appendix B.



TRP Presentations

Staff presented information about the Pima County TRP at the Pima Association of Governments Transportation Coordinator “Pool Party” luncheon on May 7. Representatives from a variety of government agencies and major businesses from the Tucson area were in attendance. Several other presenters provided information about their TRP programs, sparking ideas and enthusiasm for continued and new employee TRP programs.

During this quarter, staff delivered six TRP presentations reaching 98 Pima County employees at New Employee Orientations facilitated by Human Resources. Information and resources regarding alternate modes of transportation was presented via a PowerPoint presentation and literature. Staff updated the PowerPoint and a promotional letter listing alternate mode resources to include information on the new SunGO bus pass and subsidy and refreshed the look of both incorporating images now found on the TRP intranet site.

MAJOR ANCHOR EVENTS ↻

BIKE FEST ↻

Staff continued working with the City of Tucson, Living Streets Alliance, and Pima Association of Governments to plan and host the 2013 spring-time bicycling event. Over 20 different activities were conducted including Bike to the Zoo, Pedal the Pueblo Week, Commuter Challenge Contest, Bike to Work & School Day, Pedal the Pueblo Happy Hour, U of A Bike to Work & School Day, Historic Bicycle Tour of the Downtown, Bikes & Burritos, El Tour de Campus for Preschoolers, Beer & Film Tour, Ride with the Mayor, Bike Scavenger Hunt, and more!



Pedal the Pueblo Kickoff at Whole Foods Market

CYCLOVIA

As a member of the Steering Committee for Cyclovia 2013, staff continued working with a variety of agencies including Living Streets Alliance and Pima County Public Library to plan and host two fun, free Cyclovia events. Staff helped investigate and plan routes, solicited sponsorship from within our community, and assisted with outreach to invite participation in the events. Additional 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.

Each event had a separate route reaching different neighborhoods to encourage and celebrate biking, walking, skating and other forms of people-powered movement. Cyclovia I, held at Santa Rita Park on April 7, focused on downtown Tucson and south-side neighborhoods, schools and businesses. Cyclovia II held at Dodge and the Rillito River area was held on April 28, and connected mid-town schools, businesses and residential areas with existing bike routes, such as *The Loop*, a multi-use pathway connecting the river parks surrounding metropolitan Tucson. Both events were huge successes drawing an estimated 10,000 and 15,000 participants respectively.



Bicyclists at Cyclovia

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.

EARTH DAY FESTIVAL AND PARADE ♪

Staff is on the planning committee for the Earth Day Festival and Parade, which was held on Sunday, April 21, at Reid Park. 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 was in partnership with The Water Festival, another annual event. Both events took place next to each other at the same location and shared some resources such as promotion, music and food booths.



Staff edited and distributed the last of three news releases to the media promoting the Earth Day Festival to the general public. Staff printed and mounted way finding signs to make it easier to locate the Bike Valet and Volunteer Break areas. As Volunteer Coordinator, staff developed and managed a list of tasks with which help is needed during the event, solicited for volunteers (71 showed up to help), assigned tasks and developed the volunteer schedule, created lunch tickets for the volunteers, developed a participant survey and analyzed the results of it after the event ended, created volunteer name tags listing individual schedule of tasks on each, and created a sign-in sheet for volunteers. Staff remained at the information booth during the event, signing in and directing volunteers, answering questions from exhibitors and the public, serving lunch to volunteers, and helping to take-down the supplies after the event closed down.

Staff also tabled at the event, providing an interactive spin-the-wheel activity and information about PDEQ and Clean Air Program resources. Staff arranged use of PDEQ's Director's Chevy Volt electric hybrid vehicle to showcase at the Alternate Fuel Vehicle Show of the event.

Staff attended a follow-up meeting to discuss the success of the event and what we plan to change for next year's event. It was estimated that up to 6,000 people may have attended the Earth Day/Water Festival event. Participant surveys indicated that most attendees heard about the event by word-of-mouth, the website, or by brochures mailed out; what folks enjoyed the

most at the event is the interaction with exhibitors; and 89% of respondents plan to return to the event next year.

Exhibitor surveys indicate that most had attended the event previously with an average of returning at least five years, with a maximum of 19 years as an exhibitor at the Earth Day event. The majority of exhibitors rated the event as “Fantastic,” they thought the entertainment was “Good,” and most feel it is important to keep the parade as part of the event. The things exhibitors liked the most about the event are the volunteers, organization, and friendly crowd.

Although most respondents of the participant and exhibitor surveys enjoyed having the Earth Day and Water Festivals held simultaneously, the committee decided to not hold the events in conjunction with each other in the future due to difficulties with planning and logistics in operating the events together.

GREEN LIVING FAIR

In contrast with the 2012 Green Living Fair where Clean Air Program provided funding for large canopies to house the event, 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. Staff plans to remain on the committee to help coordinate the 2013 event and will collaborate with Habitat for Humanity’s HabiStore, Pima County Regional Wastewater Reclamation Department, Pima Association of Governments, Mrs. Green’s World, and many green businesses and non-profit organizations.

The goals of the Green Living Fair are to encourage individuals to take more environmentally-friendly actions in our daily lives at home and at work. Exhibitors share “green” information through hands-on educational props, displays, interactive games and free literature. Ways to save money, resources and energy are highlighted at booths, including: reducing vehicle trips, alternate driving options, water harvesting, organic gardening, recycling, sharing surplus items, planting trees, and maintaining vehicles.

Green Living Fair Committee members made the decision to redesign this event, including a name change and venue, to attract more participants next year. Exhibitors who promote environmental subjects, such as alternate modes of transportation will continue to be invited.

WALK TO SCHOOL DAY

The spring Walk ‘N Roll to School Day was one of many Bike Fest events, and was held on April 12. This Pima County sponsored event is held twice a year to encourage active ways for children to get to and from school, to improve air quality around schools and in neighborhoods, and to promote bicycle and pedestrian safety. Close to 50 schools participated this year with thousands of parents and families walking or riding bikes together to school.



Walk to School Day, Butterfield Elementary School

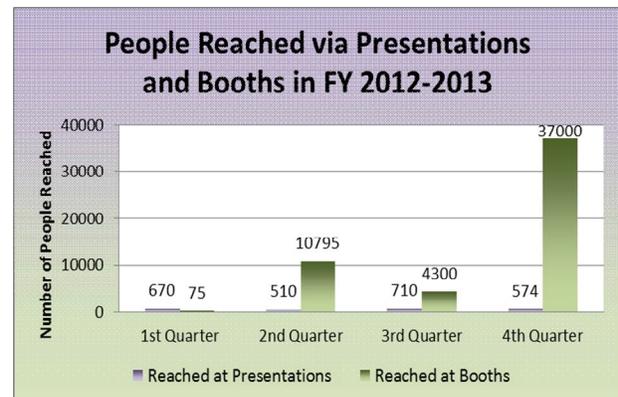
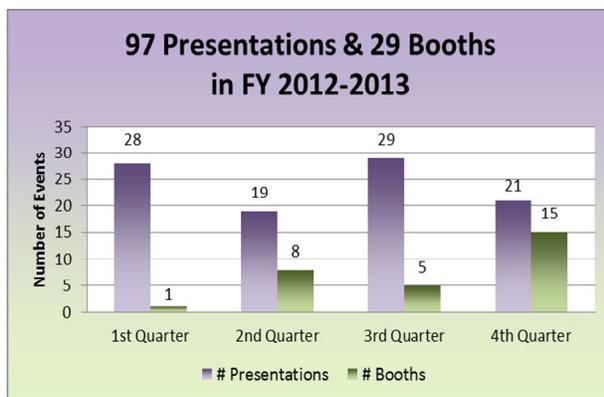
AIR QUALITY INDEX PROGRAM

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 is also posted on PDEQ’s web sites: www.deq.pima.gov and www.AirInfoNow.org.

PRESENTATIONS

Staff delivered 21 presentations to youth and adult groups during the fourth quarter, reaching 574 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-Apr-13	Collier Elementary	3	72
11-Apr-13	TRP New Employee Orientation	1	16
19-Apr-13	Butterfield Elementary School Career Day	3	29
22-Apr-13	Butterfield Elementary School	1	57
24-Apr-13	Catalina High	2	12
25-Apr-13	TRP New Employee Orientation	1	16
7-May-13	PAG Travel Reduction "Pool Party"	1	27
8-May-13	PAG Stormwater Seminar	1	130
9-May-13	TRP New Employee Orientation	1	19
9-May-13	Robles Elementary	2	60
23-May-13	TRP New Employee Orientation	1	15
4-Jun-13	Bike Camp - El Grupo	1	59
6-Jun-13	TRP New Employee Orientation	1	14
19-Jun-13	Ellie Towns Community Center	1	30
20-Jun-13	TRP New Employee Orientation	1	18
Total		21	574



BOOTHS

During the fourth quarter, staff “tabled” at 15 community events reaching about 37,000 people. Information provided incorporated a wide range of environmental topics including air quality, alternate modes of transportation, and energy conservation. Staff provided interactive activities to engage participants and educate. A list of events in which we participated is below.

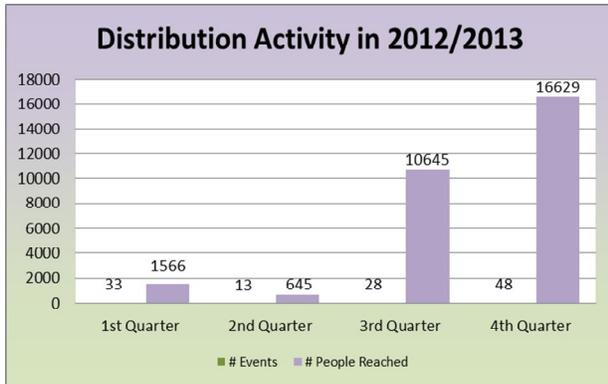
Booths			
Date	Location	# Events	# Attendees
03-Apr-13	Tumamoc Hill - Cyclovia Recruitment	1	200
05-Apr-13	RUMBA Recycled Art - Home Show	1	200
07-Apr-13	Cyclovia #1 - Santa Rita Park	1	10,000
8-Apr-13	Whole Foods - Speedway - Pedal the Pueblo Week Kick-off	1	350
10-Apr-13	Downtown Bike to Work celebration	1	80
10-Apr-13	University of Arizona Bike Week	1	20
17-Apr-13	Pima Community College NW Campus Earth Day	1	500
21-Apr-13	Earth Day and Water Festival	1	6,000
27-Apr-13	Burn Busters Blast - Foothills Mall	1	2,500
28-Apr-13	Cyclovia #2 - Dodge and Rillito River	1	15,000
4-May-13	Arizona Feeds Country Store	1	600
19-May-13	Desert Dreams Showing Fox Theater	1	1000
18-Jun-13	PAG Air Quality Forum	1	100
24-Jun-13	FAIR for Educators	1	400
29-Jun-13	H ₂ Oopla at the Desert Museum	1	50
Total		15	37,000

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 at least 48 separate occasions in person or via mail, reaching approximately 16,629 people. A list of materials distribution events is below.

Materials Distribution (mailings and delivery)			
Date	Location	# Events	# Attendees
1-Apr-13	Sunrise Drive Elementary	1	6
1-Apr-13	Pima County Employees TRP Announcement	1	5000
2-Apr-13	List serve Cyclovia Announcement	1	50
2-Apr-13	Pima County Human Resources	1	1
3-Apr-13	Pima County Finance	1	1
4-Apr-13	Southwest Library	1	100
4-Apr-13	Himmel Library	1	14
4-Apr-13	PDEQ Front Lobby	1	25
9-Apr-13	Pima County Administration	1	50
9-Apr-13	Arizona Geological Society	1	30
10-Apr-13	Janos Neighborhood Association	1	12
19-Apr-13	Pima County Public Libraries	1	25
21-Apr-13	Tucson Earth Day Bike Valet Parking	1	12
23-Apr-13	Pima Community College West Campus	1	65
24-Apr-13	Pima County Health Department	1	1
25-Apr-13	Pima County Flood Control	1	25
30-Apr-13	Ray's Place	1	25
2-May-13	Pima County Public Libraries	8	8
4-May-13	Star Valley Meeting District 3	1	120
6-May-13	Pima County Employee TRP Announcement	1	5000
13-May-13	National County Spuervisor's Association	1	1
14-May-13	Santa Rosa Library	1	100

15-May-13	Regional Wastewater Reclamation Dept.	1	1
15-May-13	Pima County Administration	1	25
15-May-13	Wheeler Taft Abbett Library	1	100
21-May-13	ADEQ	1	25
23-May-13	University of Washington - Biology Dept	1	1
23-May-13	Miller Golf Links Library	1	100
23-May-13	Murphy Wilmot Library	1	100
23-May-13	Joel D. Valdez Main Library	1	100
23-May-13	Mission Library	1	100
23-May-13	Quincie Douglas Library	1	100
24-May-13	Murphy Wilmot Library	1	30
5/30/2013	AZ Geological Survey	1	50
5/31/2013	Tucson Association of Realtors Green Forum	1	50
6-Jun-13	Santa Rosa Library	1	50
6-Jun-13	Sahuarita Environmental Services	1	1
6-Jun-13	Pima County Employee TRP Announcement	1	5000
25-Jun-13	Ajo Solid Waste Ordinance Public Meeting	1	25
26-Jun-13	Ray's Market	1	50
27-Jun-13	Joel D. Valdez Main Library	1	50
Total		48	16629



Staff distributed more than 15,960 pieces of literature and promotional items during the fourth quarter. At least 110 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	Q4 Qty. Distributed
10 Tips to Fight Air Pollution/10 Steps to Save Energy and Money at Home	425
51 Ways to Clean the Earth bookmark	652
51 Ways to Green the Earth poster	739
Air Info Now magnets	14
Air Pollution and Your Health brochure, English	245
Air Quality Index Bookmark	130
Airborne Dust & Your Health brochure, English	63
Airborne Dust & Your Health brochure, Spanish	3
Airville Color Poster	122
Alternate Modes letter - new Pima County employees	88

Audobon Healthy AZ Home	80
AZ Game & Fish - AZ Off-Highway Vehicle Laws brochure	9
Benefits of Bicycling Flier	42
Bicyclist's Guide to the Law - PCDOT	6
Bike Fest literature	321
Bike Map of Tucson - PCDOT	206
Bike Safety Classes flier - PCDOT	372
Buffelgrass Wanted Dead or Alive brochure - NRPR	122
Butterfly Garden ANPS	22
Bright Solutions - TEP	113
CAP Presentation Descriptions	85
Change a Light, Change the World brochure	91
City of Tucson Map	77
Clean Air Starts with Me bookmark - PAG	185
Clean Air Starts with Me brochure - PAG	351
Clean Air Starts with Me sticker - PAG	7
Clean Water Starts with Me brochure - PAG	276
Clean Water Starts with Me watershed map - PAG	60
Clean Water Starts with Me sticker - PAG	226
Compact Fluorescent Lightbulbs - TEP	964
Cyclovia Literature	461
Desert Dreams poster	10
Desert Dwellers Activity Sheet - City of Tucson	109
Do More Blue brochures - City of Tucson	161
Do More Blue magnets - City of Tucson	32
Drought Magnets - RWRD	55
Dust Control-Open/Vacant Lands Brochure-English	12
E is for Environment colouring sheet	30
Eco Kids Corner bookmark	1334
Eco Kids Poster	8
Eco Nook for Desert Dwellers Poster	6
El Grupo Summer Bike Camp flier	21
Energy Saving Tips - TEP	293
Facts and Fun for Kids About Air Pollution brochure	584
Flingers - Be Active Be Healthy	1
Free Eco Presentations (PDEQ + other agency/non-profit)	52
Gray Water brochure - ADEQ	80
Grease Monster magnets	120
Green @ Work bookmark - PCSD	7
Green @ Work flier - PCSD	6
Green Pueblo Map postcard	175
Grow Native Pamphlet	205
Harvesting Rainwater for Landscape Use - UofA Cooperative Extension	24
Healthy Arizona Home - Audobon	35
Home Composting in the Desert Brochure	2
Home Composting Recipe Card	621
Home Energy Savings Checklist - PCSD	1
Household Hazardous Waste Brochure, English	70
How Air Pollution Affects the View brochure - EPA	5

How Green Can You Go? activity sheet	57
How Green Can You Go? poster	3
Illegal Dumping brochure	1
Iskashitaa flier	75
Landscape Plants for the Arizona Desert	99
Landscape Watering by the Numbers - City of Tucson	127
Lets Make Compost	80
Little Green Riding Hood book	136
Loop Map - PCDOT	260
Native Trees booklet	50
Particle Pollution & Your Health & Air Quality Guide - EPA	26
Pen made from recycled plastic bottles	381
Pencil made from recycled paper	72
Pet Waste and Storm Water	69
Pick Up After Your Dog Stickers - PAG	39
Poison Control materials: fliers, stickers	1631
REAP Commuter Rewards flier	13
Recycle Bin Sign	14
Recycle Ruler	15
Recycle While You Work flier	20
Reduce, Reuse, Recycle activity sheet	95
Reduce Your Carbon Footprint stripcard - PAG	199
Reduced Emissions & Air Pollution Commuter Rewards Flier	13
Regional Wastewater Reclamation Department coloring book and sheet	466
Ride Responsibly: Avoid Residential Areas, Avoid Washes Flier	15
Riding Responsibly Brochure, English	11
Riding Responsibly Brochure, Spanish	15
Safe Walking, Riding bookmarks	160
Save Money, Save Gas Bookmark	82
Share the Road booklet - PCDOT	15
Something in the Air coloring book - ADEQ	62
Speaking of Gasoline Bookmark	89
Storm Water Pollution Prevention brochure - PAG	16
Stormwater Pollution Prevention is Everybody's Business	27
Stormwater Seven Suggestions/Five Facts bookmark-blue	15
Stormwater Word Search - PAG	159
Sun RideShare brochure - PAG	47
Sun Tran - Ride Guide	83
Sun Tran Free 2 Ride bus pass	41
Swimming Pools and Spas - Discharge Requirements	1
Tips for Desert Dwellers flier	1
Tire gauges - Air Up, Clean Air Starts With Me	4
Tote Bag - Drive Less, made from recycled plastic bottles	40
Tucson Clean & Beautiful Waste Reduction card	28
Tumamoc Sketchbook bookmarks	21
Unpaved Lots Brochure	41
Wellness reflector flashers	58
Watching Wildlife - AZ Game & Fish	141
Water Conservation Maze - COT	150

When You See This [Haboob] on the Horizon Be Prepared - ADOT	9
Xeriscape	73
Total	15961

MEDIA CAMPAIGN

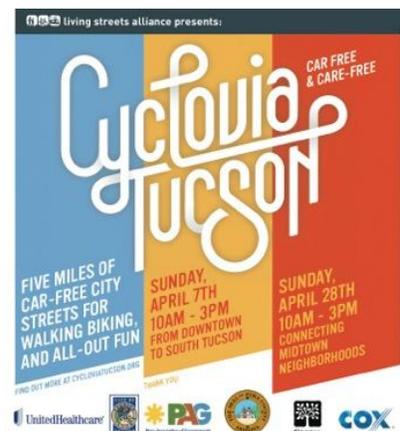
Staff crafted and distributed eleven news releases to the media during the fourth quarter, including four air quality advisories. The releases were not only distributed to the media such as KOLD, KVOA, KGUN, FOX 11, various radio stations, and the Arizona Daily Star, but were also distributed to an ever-growing number of individuals on an air quality advisory list serve to receive such advisories. There were more than 420 individuals on this list at the end of June.

Staff worked with the local media to provide interviews and information regarding air quality issues in our community. The air quality advisories issued in the beginning of May triggered an interview with KVOA-TV regarding particulate pollution and public health issues. Staff was interviewed along with PAG staff on Mrs. Green’s World radio show regarding the “Clean Air Starts with Me!” campaign, which was aired on June 11. The June 24th release about 4th of July barbecues triggered interest on Mrs. Green’s World website where the information was shared with the public on a blog increasing tweets and FaceBook exposure of this timely topic. Mrs. Green’s World reaches a variety of age groups both locally and internationally. According to her January to March quarterly report, there is a monthly average of about 7,400 listeners who follow the shows by podcast, blog downloads, streaming or listening live. There are nearly 3,000 subscribers to her newsletter, about 2,100 Twitter followers, and over 3,600 likes on her Facebook pages.

Staff also worked with KVOA-TV to develop 10-second and 15-second public service announcements which were aired on the station 47 times in May and June. The announcements focus on saving money and keeping the air healthy while highlighting actions individuals can take to improve air quality. Actions include driving less by carpooling, biking and riding the bus, combining errands, and avoiding engine idling. The PSAs are also posted on the PDEQ website.



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. Advertisements were placed in Zócalo Magazine, Bear Essential News for Kids, the Tucson Weekly, and as rotating slides on the Arizona Daily Star website. Additional listings and articles were printed and posted on a variety of other publications.



At least 63 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
2-Apr-13	Celebrate the Environment and Community at the 19th Annual Tucson Earth Day Festival & 4th Annual Water Festival
8-Apr-13	Air Quality Advisory (particulate matter)
9-Apr-13	Air Quality Advisory Continued (particulate matter)
9-Apr-13	Celebrate Bike Fest at Jácome Plaza tomorrow morning
16-Apr-13	Changes in EPA Air Quality Standard Will Reduce "Good" Air Days
24-Apr-13	PDEQ Clean Air Program IDs Some Bicycling Benefits
1-May-13	It's Air Quality Awareness Week!
2-May-13	Air Quality Watch (particulate matter)
3-May-13	Air Quality Advisory (particulate matter)
24-Jun-13	Make Your July 4th BBQ Healthier for You and the Environment
28-Jun-13	Survey Says More People Support Clean Air Activities

Television/Radio/Website Exposure		
Date	Station	Subject
1-Apr-13	azstarnet.com	Road runner: Saddle up on a bicycle this month
1-Apr-13	tucsonvelo.com	Tucson's Bike Fest gets a major overhaul: April full of events
April 2013	azstarnet.com	Several rotating slides re: Bike Fest
4-Apr-13	newsnet@tucsonaz.gov	First of two April cyclovia events this weekend
4-Apr-13	downtowntucson.org	Cyclovia, Sunday, April 7
4-Apr-13	tucsonsentinel.com	Cyclovia rolls around, with a new route
8-Apr-13	tucsonvelo.com	Photos: 2013 Cyclovia Tucson I
8-Apr-13	tucsonnewsnow.com	PCDEQ issues air quality advisory for today
8-Apr-13	tucsonnewsnow.com	Air Quality Advisory in effect for Pima County
8-Apr-13	tucsonsentinel.com	Air quality warning: Winds kick up dust
8-Apr-13	kvoa.com	High winds expected to foul up the air Monday
8-Apr-13	topix.net	PCDEQ issues air quality advisory for today
9-Apr-13	kgun9.com	Air quality advisory remains in effect for Pima County
9-Apr-13	tucsoncitizen.com	Pima County Air Quality Advisory continues April 9
9-Apr-13	tucsonnewsnow.com	Air Quality remains 'Unhealthy' in Tucson metro
11-Apr-13	tucsonsentinel.com	Dust in the wind: Air quality warning continues
10-Apr	tucsoncitizen.com	Celebrate Bike Fest at Jácome Plaza tomorrow morning
10-Apr-13	gvnews.com	Wind topples trees, shreds playground canopy
12-Apr-13	kvoa.com	11th annual Walk n' Roll to School Day!
12-Apr-13	amphi.com	April 12 - Walk n' Roll to School
18-Apr-13	tucsoncitizen.com	Changes in EPA Air Quality Standard will reduce "good" air days
19-Apr-13	azstarnet.com	Dust storm put Pima County over EPA air-quality limit
19-Apr-13	azstarnet.com	Pima County officials investigate high dust levels
27-Apr-13	azstarnet.com	Ozone a concern for local air quality
1-May-13	tucsoncitizen.com	It's Air Quality Awareness Week
1-May-13	azstarnet.com	Record dust levels of April 8-9 came from California
2-May-13	kvoa.com	EPA changes standard for measuring air quality
3-May-13	kvoa.com	Air Quality Advisory issued for Pima County
3-May-13	KVOA TV	Interview with Beth Gorman re: air quality advisory for particulates
4-May-13	azstarnet.com	Pima County air quality rated "unhealthy"

4-May-13	gvnews.com	Unhealthy' air readings prompt focus on quality
6-May	gvnews.com	Monitoring the air
6-May-13	printthis.clickability.com	Pima County officials investigate high dust levels
6-May-13	tucsonnewsnow.com	Air quality low this morning due to windy conditions
7-May-13	tucsoncitizen.com	"Ride with Chuck" on The Loop to Cyclovia this Sunday
15-May-13	tucsonnewsnow.com	Air quality can get bad during spring weather
16-May-13	KVOA TV	Clean Air Program "Billboard" sponsorship
4-Jun-13	gvnews.com	They're in the wind (particulates)
11-Jun-13	Mrs. Green's World	Clean Air Starts with Me! Interview with Beth Gorman, Sue Cotty
13-Jun-13	azstarnet.com	Commuting distances up for county workers
14-Jun-13	wrh.noaa.gov	Tucson air quality - link on website
17-Jun-13	Mrs. Green's World	Where Does Clean Air Start Anyway?
25-Jun-13	Mrs. Green's World	guest blog based on news release, Green Your Grilling
25-Jun-13	tucsoncitizen.com	Make your July 4th BBQ healthier for you and the environment
26-Jun-13	webcms.pima.gov	Make your July 4th BBQ healthier

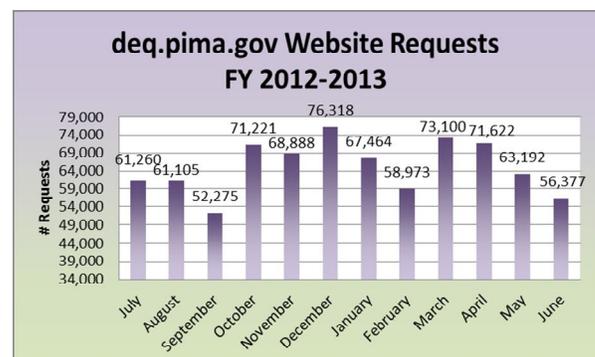
Newspaper/Newsletter Exposure		
Date	Publication	Description
April-2013	Zócalo Magazine	Bike Fest advertisement
April-2013	Tucson Happenings	Tucson Earth Day Festival & Parade article
April-2013	Tucson Happenings	Tucson Earth Day advertisement
April-2013	Tucson Happenings	The Water Festival advertisement
April 2013	Tucson Happenings	Celebrate Water & Community at the Water Festival article
April 2013	Tucson Happenings	Cyclovia - listing of weekly events (April 7)
April 2013	Tucson Happenings	19th Annual Tucson Earth Day Festival & 4th Annual Water Festival - listing of weekly events
April 2013	Tucson Happenings	Bike to the Zoo Day - listing of weekly events
April 2013	Tucson Happenings	Cyclovia Tucson 2013 - listing of weekly events (April 28)
Apr-4 to -10-13	Tucson Weekly	Revenge of the Bicycles
Apr-4 to -10-13	Tucson Weekly	Bike Fest advertisement
8-Apr-13	Arizona Daily Star	Bicyclists roll out for open-street event
Apr-11 to -17-13	Tucson Weekly	Pedal the Pueblo - listing in Events this Week
Apr-11 to -17-13	Tucson Weekly	Earth Day Festival and Water Festival - listing in Events this Week
Apr-18 to -24-13	Tucson Weekly	Bike Fest advertisement
19-Apr-13	Arizona Daily Star	Dust storm put county over EPA air-quality limit
27-Apr-13	Arizona Daily Star	Ozone a concern for local air quality
4-May-13	Arizona Daily Star	Blame dust for Pima's dirty air

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 191,191 requests for information during the fourth quarter. Since its inception in 1996, there have been approximately 9,176,713 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 4 th Quarter FY 2012-2013
Air Quality Watch – High Particulate Levels Possible, Thursday, May 2, 2013
Close the Recycling Loop with Your Purchases
PDEQ Clean Air Program TV Commercials
New Eco Kids Corner Website Where Discovery and Fun Meet
51 Ways to Green the Earth
Did You Know – Clean Air Program description
Make Your July 4 th BBQ Healthier for You and the Environment

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 331,013 requests during this quarter. The peak interest and number of website visits in April are likely due to the air quality advisories that were issued and corresponding media coverage. Approximately 12,222,825 requests have been made on this website since its 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. Photos from the webcam are often used on the morning news to show visibility or issues with air quality.



Current Visibility Photo - [Large Format](#)
 All Current Photos - [Panorama](#)

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.

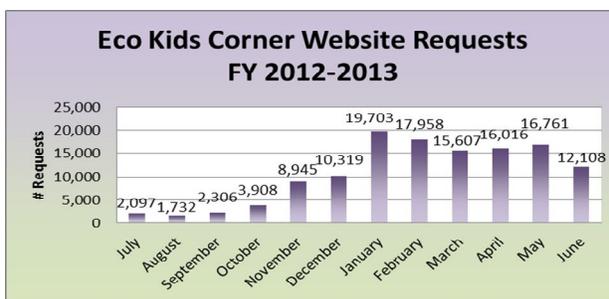
TRAVEL REDUCTION PROGRAM INTRANET SITE

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 with 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, updates included adding information about the April, May and June employee REAP Commuter Rewards contests and adding a link to a new video, *How to Ride in the City* produced by Grist Magazine, Inc. The YouTube video promotes safe bike riding in city street traffic.

ECO KIDS CORNER

There were 44,885 requests for Eco Kids Corner webpages in the fourth quarter. A total of 133,439 requests were made for this website since tracking started in February, 2012.



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 13 different types of nature poems, and find additional resources for local eco-related activities as well as a plentitude of resources for more information and fun websites.

During the third quarter, 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. PDEQ staff is hopeful that this change will take place during 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. Staff hopes to review these projects and prepare them for the website the first half of Fiscal Year 2013-2014.

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.

PROGRAM EVALUATION

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.

TELEPHONE SURVEY: EVALUATION OF THE CLEAN AIR CAMPAIGN

Staff hired FMR Associates, Inc., to 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. FMR staff conducted a random dialed telephone survey gathering data from 504

respondents in early June. Several questions were added to the survey to gather baseline data regarding tire inflation behavior prior to the launch of that campaign in FY2014. Questions regarding stormwater pollution were also added to assist the PDEQ Water Program in assessing public knowledge and behavior regarding this topic. The PDEQ Stormwater Program paid for half of the survey cost.

Voluntary No-Drive Day/Clean Air Program Evaluation, FMR Associates, Inc. Survey Analysis

Awareness of the Pima County “Clean Air” Program and Concern about Air Quality

Clean Air Program awareness is consistent among those who think that Tucson has a “major” (47%) or “moderate” (46%) air quality problem – compared to 37% of those who perceive a “minor” problem.

Awareness of Various “Clean Air” Events or Activities

Ninety percent are familiar with at least one program event or activity, up slightly from 88% in 2011. And, across-the-board, awareness of specific events continues to be significantly higher among respondents familiar with the “Clean Air” Program.

“Clean Air” Campaign Event Participation and Actions Taken

Among the nine of ten familiar with at least one “Clean Air” Program campaign event, 17% report that they (or someone in their household) participated in one or more of these activities. Among the record-tying 17% of respondents who indicate participation in a “Clean Air” event, 76% report that they have changed (or are considering actions to change) their daily behaviors to help improve air quality. *Among the total sample, this equates to a record-topping 11% who indicate a behavior change due to their participation in a campaign event – up progressively from 9% in 2011 and 7% in 2008.*

Air Pollution Information at Schools

One-third indicate that they have children aged 5 to 18 living in their household. Forty percent of households with children indicate that these kids have “talked about or brought home materials from school about improving air quality.” *This is up from 36% in 2011 and 29% in 2008.*

Importance of Regional Campaign to Encourage People to Take Actions to Improve Air Quality

Fully 89% of survey respondents believe it is at least “somewhat important” to have a regional campaign that encourages people to improve air quality. *This is up from 84% in 2011,*

Miles Traveled to Work or School

Compared to 2011, work or school commute distances are shorter. *Average commute length dropped from 14.8 to 11.6 miles (a decrease of 20%), so people are living closer to where they work or attend school, driving fewer miles, and reducing associated vehicle emissions.*

Estimated Number of Daily Commuter Miles Saved Through Alternate Mode Use

The consultant estimated that the reduction of single-occupant vehicle commutes through *the use of alternative methods of travel saves 3,195,589 vehicle miles per day – or 32% of total miles*

driven/not driven. *The percentage of miles saved through the use of alternative modes has increased from 25% in 2011 to 32% in 2013.*

Estimated Vehicle Emissions Reduction Linked to PDEQ Clean Air Program's Public Outreach Efforts

Based on the EPA mobile sources modeling used by PAG, every 41 miles driven produces one pound of air pollution. Therefore, the above number of vehicle miles not driven through the use of alternative modes of transportation has reduced vehicle emissions by 77,941 pounds (or 39 tons) per day in our community. If the figure from the telephone survey is used (11% of people changing behaviors after exposure to Clean Air Program activities), this would result in 4.2 tons/day of vehicle emissions reduced partly through the efforts of the PDEQ Clean Air Program.

According to the 2013 PDEQ Survey's Executive Summary produced by FMR Associates:

“these findings and tracking results suggest that the Pima County Clean Air Program clearly increases awareness, belief and actions related to improving air quality. Without question, this study also highlights the increased benefit of greater promotional, marketing, branding and advertising efforts – to the extent possible – in order to expand awareness of the “Clean Air” Program (as well as specific events).”

FMR Associates suggests the Clean Air Program target the northwest Tucson area, men, 16-35 year-olds, non-Whites, and individuals who have lived in the Tucson area from two to ten years. The study also highlighted the benefit of greater promotional, branding and advertising efforts.

PRESENTATION SURVEYS

Surveys are distributed during Clean Air Program presentations or other outreach events throughout the year, as appropriate, to help in evaluating program effectiveness. 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 surveys received this quarter. 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, 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
4/3/13	Collier Elementary	5	5	5	The presenter was engaging and energetic. She kept the pace quick and moved the program along. The props/artifacts were interesting.	n/a	Thank you for writing such an interesting story and sharing it with us. The students (and teacher) loved it! We had a long discussion after the program. It was a great way to jump start our Earth Day unit!
6/19/13	Ellie Towne Community Center	5	5	5	Making bottle rockets	n/a	This was great for the kids.
6/19/13	Ellie Towne Community Center	5	5	5	The kids loved it. Great learning tools.	Make sure all kids involved.	It was great even the 2nd time.
6/19/13	Ellie Towne Community Center	5	5	5	The kids really enjoyed the pigs lungs.	Nothing.	The kids loved making stomp rockets.
	Total	20	20	20			
	Average	5.0	5.0	5.0			

Analysis							
Q1: Facilitators heard about PDEQ's outreach program via a variety of ways, including word of mouth and a flier.							
Q2: Most of the audiences previously 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 5.0.							
Q4: On a scale of 1-5, where 1 is Low and 5 is High, the effectiveness of increasing knowledge ranked a 5.0.							
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: Three facilitators stated the presentation was age-appropriate, one thought it was too advanced for the audience.							

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 the expectations of the attendees.

APPRECIATION

Staff occasionally receives thank you notes or letters of appreciation regarding the services we provide. This quarter, notes came from: a high school teacher and students appreciative of the information shared at a discussion/presentation; individuals receiving air quality notices glad for the persistent information; event organizers appreciative that we attended their community or school events; an individual grateful for an explanation about dust control measures; and others. One note was received from a Cuban resident who works for the Department of Prognosis. He is studying air pollution and its health effects and found PDEQ's website helpful for his project.

The executive summary of the FMR telephone survey, evaluation forms, and thank you notes can be found in Appendix E.

