

PIMA COUNTY  
DEPARTMENT OF  
ENVIRONMENTAL QUALITY



**SECOND QUARTER REPORT**  
OCTOBER 1, 2012 – DECEMBER 31, 2012

GRANT NUMBER EV11-0067



Clean Air Program  
Department of Environmental Quality  
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**Pima County Clean Air/Voluntary No-Drive Day Program  
Second Quarter 2012-2013 / October 1 – December 31, 2012**

**EXECUTIVE SUMMARY**

During the second quarter of Fiscal Year (FY) 2012-2013, staff continued to develop and provide community resources regarding air quality and other environmental concerns. Staff participated in public events, presentations, materials distribution, and inquiry response. Staff met regularly with the Green Valley community regarding air quality issues; continued working to design and develop a community-wide tire inflation education program; worked with libraries to maintain the *EcoNook for Desert Dwellers* program; continued with a working group regarding a driver education program; continued to provide resources and information to the Green Committee of the Tucson Association of Realtors; helped to plan the Greenville corner of the Tucson Meet Yourself Pima County Pavillion and created a display and interactive activities to engage the public at this event; continued to administer the Travel Reduction Program for County employees; facilitated an *Energy Wasteline Workshop* for Pima County and City of Tucson employees; renewed our internship agreement with the University of Arizona College of Public Health; and participated in the Sustainable Action Plan for County Operations.

Staff was involved in coordinating and supporting major anchor community events including Cyclovia, Green Living Fair, Tucson Earth Day Festival & Parade, 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 more than 300 individuals on this list.

Staff provided 19 presentations, tabled at six community events, and distributed materials on at least 13 occasions reaching a total of nearly 12,000 individuals. More than 9,800 pieces of literature and promotional materials were distributed during the second quarter.

Staff crafted and distributed eleven news releases, was interviewed by the media or provided supplemental information on at least six occasions, and exposure to PDEQ and Clean Air Program topics was facilitated via radio, television, newspaper, and websites on at least 63 occasions.

PDEQ maintains and updates three websites, [www.deq.pima.gov](http://www.deq.pima.gov), [www.AirInfoNow.org](http://www.AirInfoNow.org), and [www.cleanair.pima.gov/](http://www.cleanair.pima.gov/) and an intranet site for Pima County employees regarding travel reduction. During this quarter, there were 216,427 requests reported on the PDEQ site, 257,608 on the AirInfoNow site, and 23,172 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 eight evaluations from librarians 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 issued several air quality advisories to the media and to the list serve of those individuals who have signed up to receive the notices. In addition, articles regarding air quality issues were written and placed on the PDEQ website.

Staff answered inquiries from 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 or telephone. 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, and Jack Furriers Tire and Auto Centers to design and develop a community-wide tire inflation education program. The purpose of the program is to encourage monthly tire pressure checks to reduce fuel use and associated air pollution. Plans are being considered for a Miles per Gallon Challenge to encourage tracking of gas mileage with the regular tire pressure checks to 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.

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* promoting air quality and environmental awareness. PDEQ is providing educational materials from multiple organizations and literature holders to accommodate the needs of each library. Wayfinding signage to guide library patrons to each EcoNook for Desert Dwellers and Eco Kids Corner is currently being designed by the Pima County Graphics Department. Staff is in contact with each managing librarian to keep the materials in stock. During this quarter, 6,651 pieces of educational literature were distributed to the participating libraries and other organizations, including the Pima County Housing Center and the Arizona Geological Survey's "Arizona Experience Store 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.

Staff continues to participate on the Green Committee for the Tucson Association of Realtors. 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 and PDEQ educational materials are distributed to fellow committee members.

Staff continued work with Pima County Departments of Economic Development and Communications to plan and develop activities for the Pima County Pavillion component of the annual Tucson Meet Yourself event. This "folklife" festival celebrating cultural diversity has been taking place annually in downtown Tucson since 1974 and draws tens of thousands of residents each year. Staff provided input for creating the sustainability corner of the Pavillion, *Greenville*, developed interactive activities focusing on resource conservation topics, coordinated stage events including a vintage clothing fashion show and a home energy savings demonstration, and staffed the booth over the three-day event that drew over 100,000 people.

Staff developed a *Ways for Waste* interactive activity to be used at the Tucson Meet Yourself. The activity was designed to educate participants about different waste streams and challenge them to determine which items would best be recycled, composted, reused, or landfilled. Participants were offered an extra challenge to beat the fastest time recorded that day in sorting the waste. Many accepted the challenge and became quite engaged in learning each waste category in more depth. A table top display, *Complete the Recycling Loop, Buy Recycled Content*, was also created to showcase easily-purchased common items that are made from recycled content. These educational pieces were created to strengthen the underlying message about the festival's promotion of recycling and reinforce awareness that conserving resources also improves air quality.

Another interactive activity developed to engage participants at the Tucson Meet Yourself is the *Wheel of Wisdom*. This spin-the-wheel activity housed questions on a variety of topics that Pima County Public Works Departments are involved with including air quality, waste water, storm water, solid waste management and energy use.

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 facilitated the renewal of the internship agreement between PDEQ and the University of Arizona (UofA) College of Public Health. Staff reviewed and edited the descriptions of potential projects and contacted staff of Student and Alumni Affairs as well as some graduate-level professors. Four undergraduate students responded to the announcement. One interview was held in December, with three additional interviews scheduled for early January. Internship assignments will begin the second or third week in January, and include researching and

providing content on new website pages for our Eco Kids Corner website, developing an eco-minded activity book, and developing a new campaign promoting the proper inflation of vehicle tires as a means to conserve fuel and improve air quality. These unpaid internships allow students to receive credit towards their graduation requirements.

Staff provided a letter of recommendation for a former UofA College of Public Health graduate student intern, Jessica Ortiz. The letter was to accompany her application for admittance to the UofA perfusion program. Jessica helped develop our Eco Kids Corner website.

Staff facilitated another *Energy Wasteline Workshop* in cooperation with the City of Tucson Office of Conservation and Sustainable Development. As in previous hands-on workshops, employees attended during lunchtime and learned about ways to conserve energy at home, were provided tools to implement energy-saving techniques, and were provided resources for alternate modes of transportation. Attendees learned about money and air pollution savings associated with reducing energy use. Both Pima County and City of Tucson employees attended this workshop. Two more workshops are schedule for July 2013 through staff at Pima County Superior Courts.



Caulking exercise, Energy Wasteline Workshop

Staff promoted Clean Air Program presentations to the Tucson Unified School District. Several presentations were scheduled shortly after the promotion, including those at Bonillas and Pistor Elementary schools.

### **PIMA COUNTY EMPLOYEE TRAVEL REDUCTION PROGRAM**

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

Staff also promoted the PAG Sun Rideshare monthly commuter contests via three e-mails to Pima County employees this quarter. From October through December, four Pima County employees won \$150-\$250 each. Overall, 52% of the prizes distributed in 2012 from PAG (33 out of 64 prizes) were awarded to Pima County employees for a total of \$3,050.

PAG will not be continuing the contests in 2013; however, they are providing resources to major employers to conduct their own commuter activities. Staff has begun to plan and design a new *REAP Commuter Rewards* program for Pima County employees to begin in February or March 2013. This *Reduced Emissions & Air Pollution* commuter 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 alternate modes amongst employees driving single-occupied vehicles. Staff plans to work with the Pima Association of Governments (PAG) and use their Sun Rideshare database for employees to enter their

commutes for a random prize drawing, and also will implement a morale-building component every-other month where employees will share information about their commutes in fun ways. Staff's request to County Administration for funding for prize incentives was declined for this fiscal year. Prizes will be obtained from PAG and staff began soliciting prize incentives from other supportive agencies and businesses in the community. Ideas for the bi-monthly morale-building commuter contest can be found in Appendix C.

Staff received a special award presented by the County Administrator and Director of the Office of Sustainability and Conservation at the Pima County Sustainability Summit on November 7. The Certificate of Appreciation was awarded honoring the work and efforts made towards promoting alternate modes of transportation and other eco-messages to Pima County employees and the community. Eleven other certificates were awarded to Pima County employees for their sustainability efforts related to department programs. Staff also prepared a presentation summarizing the accomplishments of the Alternate Fuels Chapter of the Pima County Sustainability Action Plan which was delivered by the Chair of that subcommittee at the Sustainability Summit.



From left to right: Karyn Prechtel, Danielle Cariglio, Chuck Huckelberry, Carmine DeBonis, Nicole Fyffe, Kerry Baldwin, Linda Mayro, George Kuck, Mandy Armenta, Marc Lynn, Karen Wilhelmsen, Charles Casey, and Robin Samitz.

Staff updated the TRP intranet site for Pima County employees, posting information on the commuter survey completed in the spring of 2012 and updating resource locations for the employee bike sharing program provided by the Pima County Department of Transportation.

Staff attended the Association for Commuter Transportation luncheon with keynote speaker Mayor Jonathan Rothschild who spoke about transportation issues within the City of Tucson.

Staff presented air quality information related to transportation for a regularly scheduled Transportation Coordinator Training hosted by PAG.

## **MAJOR ANCHOR EVENTS** ≈

### **BIKE FEST**

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

### **CYCLOVIA**

Staff is a member of the Steering Committee for Cyclovia 2013. Two events with two separate bike routes are scheduled for April 7<sup>th</sup> and 28<sup>th</sup>, 2013. Staff joined three other committee members for a morning bike ride in December to explore and select the final Cyclovia routes and identify nodes for educational activities. One bike route will tie in downtown businesses and the University of Arizona and the other will connect schools and residential areas with existing bike routes, such as The Loop. The Loop is a multi-use, non-motorized 55-mile pathway connecting the river parks around metropolitan Tucson. Cyclovia is intended to attract more wide-spread

community support for bicycle paths and to encourage more people to use active modes of transportation for commuting and recreation. The 2013 Cyclovia Tucson is expected to attract more than 40,000 attendees between the two events. Major supporters for Cyclovia include United Health Care, Tucson Medical Center, YMCA, SunTran, Fourth Avenue Merchants Association, Girl Scouts of America, the City of Tucson, City of South Tucson, the Pima County Board of Supervisors, Living Streets Alliance and Pima County Environmental Quality's Clean Air Program.

### **EARTH DAY FESTIVAL AND PARADE**

Staff attended committee meetings and worked with other agencies and businesses including SunTran, City of Tucson, IBM, Terracon, Raytheon, Pima County Regional Wastewater and Reclamation, University Medical Center and Tucson Arts Brigade in coordinating the 2013 Tucson Earth Day Festival and Parade. The 2013 event will be 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 will continue to work as Volunteer Coordinator, has completed the first of three draft news releases for distribution to the media, is helping with updating banners and signs, is arranging for banner mounting in the downtown area, mailed letters to potential sponsors seeking support for the event, and will be distributing half of the promotional brochures in a mass mailing. The event will be held on Sunday, April 21 and will provide the public with an even more extraordinary event than has been provided in the past.

### **GREEN LIVING FAIR**

Staff attended planning meetings and also participated in operating the Green Living Fair held in November. The Clean Air Program provided funding for large canopies to house the event. Staff facilitated this purchase in the County's "PimaCore" financial system.

The goals of the event are to encourage individuals to take more environmentally-friendly actions in our daily lives at home and at work. Ways to save money and energy were highlighted, including water harvesting, organic gardening, recycling, sharing surplus items, alternate driving options, planting trees, and maintaining your vehicle.

A special guest appearance from University of Arizona's Department of Music took place with "Dr. Solara and the Fossil Fools," who perform solar-powered music with environmental stories. The Pima County Public Library's Book Bike and Freecycle were both there for a free book exchange.

Staff collaborates with Habitat for Humanity's HabiStore, Pima County Regional Wastewater Reclamation Department, Pima Association of



PDEQ booth at the Green Living Fair  
November, 2012



Dr. Solara and the Fossil Fools perform music  
powered by solar at the Green Living Fair

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**

Staff created and distributed a news release in support of the Pima County sponsored event held each year to encourage active ways for children to get to school and to improve air quality around schools and in neighborhoods. The event was held on October 10, 2012. A record-breaking 52 schools participated in the event this year.

### **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](http://www.deq.pima.gov) and [www.AirInfoNow.org](http://www.AirInfoNow.org).

### **PRESENTATIONS**

Staff delivered 19 presentations to youth and adult groups during the second quarter, reaching 510 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.

<b>Presentations</b>			
<b>Date</b>	<b>Location</b>	<b># Presentations</b>	<b>Attendees</b>
3-Oct-12	Green Valley Council Environmental Subcommittee	1	23
4-Oct-12	TRP New Employee Orientation	1	16
4-Oct-12	Bike Camp	1	43
10-Oct-12	Sahuarita Library	1	26
18-Oct-12	TRP New Employee Orientation	1	14
1-Nov-12	TRP New Employee Orientation	1	13
7-Nov-12	Green Valley Council Environmental Subcommittee	1	25
9-Nov-12	Homeschool Group	1	25
15-Nov-12	TRP New Employee Orientation	1	15
16-Nov-12	Greater Tucson Leadership	1	35
27-Nov-13	Habitat for Humanity	1	80
28-Nov-12	TRP New Employee Orientation	1	14
5-Dec-12	Green Valley Council Environmental Subcommittee	1	24
2-Dec-12	Columbus Eckstrom Library	1	15
6-Dec-12	Energy Wasteline Workshop	1	37
6-Dec-12	TRP New Employee Orientation	1	15
11-Dec-12	Sam Lena South Tucson Library	1	15
11-Dec-12	PAG TC Workshop	1	58
20-Dec-12	TRP New Employee Orientation	1	17
	<b>Total</b>	<b>19</b>	<b>510</b>

### **BOOTHS**

During the second quarter, staff “tabled” at community events eight times reaching about 10,795 people. Information provided incorporated a wide range of environmental topics including air quality, alternate modes of transportation, household hazardous waste, illegal dumping, storm water, energy conservation, recycling, and waste reduction. Staff provided interactive activities to engage participants and educate.

Booths			
Date	Location	# Events	# Attendees
02-Oct-12	Pima County Health Fair - Downtown	1	150
02-Oct-12	Pima County Health Fair - Kino	1	150
Oct-12to14	Tucson Meet Yourself Festival	3	10,000
17-Oct-12	Pima Community College NW Earth Science Day	1	100
18-Oct-12	Clean Cities - Doug Fine Event	1	45
3-Nov-12	Green Living Fair	1	350
	<b>Total</b>	<b>8</b>	<b>10,795</b>



Awesome Air & Stomp Rocket presentation delivered at Bike Camp • October, 2012



Tabling at the Pima County Employee Health Fair, Downtown Tucson • October, 2012

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

Materials Distribution (mailings)			
Date	Location	# Events	# Attendees
5-Oct-12	So. AZ Buffelgrass Coordination Center	1	1
9-Oct-12	Joel D. Valdez Main Library	1	300
16-Oct-12	Tucson Association of Realtors	1	114
19-Oct-12	Ray's Place	1	50
22-Oct-12	Boy Scout Troop #248	1	11
26-Oct-12	Pima County Attorney's Office	1	1
31-Oct-12	Pima County Finance Department	1	25
1-Nov-12	Pima County Finance Department	1	1
5-Nov-12	Pima County Graphic Services	1	1
7-Nov-12	Sustainability Summit	1	60
9-Nov-13	Green Home Tour	1	50
10-Dec-12	Ray's Place	1	30
11-Dec-12	Himmel Library	1	1
	<b>Total</b>	<b>13</b>	<b>645</b>

Staff distributed more than 9,800 pieces of literature and promotional items during the second quarter. At least 61 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	Q2 Qty. Distributed
10 Tips to Fight Air Pollution/10 Steps to Save Energy and Money at Home	633
51 Ways to Clean the Earth bookmark	984
51 Ways to Green the Earth poster	391
Air Pollution and Your Health brochure, English	330
Air Quality Index Bookmark	404
Air Quality Permits Purpose and Process	16
Airborne Dust & Your Health brochure, English	1
Airville Color Poster	20
Alternate Modes letter - new Pima County employees	91
ASARCO Mission Mine - Dust Related Compliance & Enforcement History	18
Audobon Healthy AZ Home	132
Bicyclist's Guide to the Law - PCDOT	27
Bike Map of Tucson - PCDOT	268
Bike Safety Classes flier - PCDOT	99
CAP Presentation Descriptions	11
Change a Light, Change the World brochure	176
Do More Blue brochures - City of Tucson	225
Do More Blue magnets - City of Tucson	150
E is for Environment colouring sheet	105
Eco Kids Corner bookmark	1006
Energy Saving Tips - TEP	136
Environmental Resource Guide	238
Facts and Fun for Kids About Air Pollution brochure	169
Free Eco Presentations (PDEQ + other agency/non-profit)	30
Government Agency Roles in Air Quality Protection flier	16
Green @ Work bookmark - PCSD	90
Green @ Work flier - PCSD	9
Green Building Rating System	100
Green Living Fair fliers	505
Green Pueblo Map postcard	29
Harvesting Rainwater for Landscape Use - UofA Cooperative Extension	31
Home Composting in the Desert Brochure	3
Home Composting Recipe Card	241
Home Energy Savings Checklist - PCSD	101
How Green Can You Go? poster	79
How to Save Energy - coloring book, TEP	40
Landscape Plants for the Arizona Desert	21
Landscape Watering by the Numbers - City of Tucson	28
Loop Map - PCDOT	402
Pen made from recycled plastic bottles	1059
Pencil made from recycled paper	109
Pet Waste and Storm Water	18
Plastic Bags - COT Water	76
Poison Control materials: fliers, stickers	177
Recycle While You Work flier	93
Reduce, Reuse, Recycle activity sheet	87
Save Money, Save Gas Bookmark	294
Share the Road booklet - PCDOT	24

Share the Streets bumper sticker- PCDOT	2
Speaking of Gasoline Bookmark	46
Stormwater Seven Suggestions/Five Facts bookmark-blue	8
Street Smarts - ADOT	7
Sun RideShare brochure - PAG	108
Sun Tran - Ride Guide	136
Sun Tran Free 2 Ride bus pass	50
Swimming Pools and Spas - Discharge Requirements	4
Tips for Desert Dwellers flier	19
Tire gauges - Air Up, Clean Air Starts With Me	113
Tote Bag - Drive Less, made from recycled plastic bottles	16
Tucson Clean & Beautiful Waste Reduction card	18
Xeriscape	1
<b>Total</b>	<b>9820</b>

## MEDIA CAMPAIGN

Staff crafted and distributed eleven news releases to the media during the second 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 300 individuals on this list at the end of December.

News Releases	
Date	Title
2-Oct-12	It's Walktober! Celebrate Children's Health Month and Walk to School Day
5-Oct-12	Visit Pima County's "Greenville" at Tucson Meet Yourself
10-Oct-12	5th Annual Green Living Fair Saturday, November 3
26-Oct-12	5th Annual Free Green Living Fair, Saturday, November 3
1-Nov-12	Reminder 5th Annual Free Green Living Fair - This Saturday!
8-Nov-12	Air Quality Advisory (particulate matter)
9-Nov-12	Chilly Forecast May Increase Fireplace Use & Health Problems
9-Nov-12	Air Quality Advisory Downgraded (particulate matter)
4-Dec-12	Green Up Your Holiday Clean Up
13-Dec-12	Air Quality Advisory (particulate matter)
13-Dec-12	Air Quality Advisory Cancelled (particulate matter)

Many news releases were picked up by the media leading to at least 55 news stories aired on television or radio or posted on websites. An additional eight articles were printed in newspapers, magazines or newsletters. News releases, articles and postings are provided in Appendix A.

Television/Radio/Website Exposure		
Date	Station/Website	Subject
1-Oct	tucsonnewsnow.com	Kick start for fall bike camp
4-Oct-12	kvoa.com	Free bicycle event downtown next weekend
10-Oct-12	tucsonweekly.com	Walk to School Day
10-Oct-12	tmcaz.com	International Walk to School Day
10-Oct-12	amphi.com	Oct 3rd: Walk to School Day
4-Oct-12	downtowntucson.tucsonnewsnow.com	Celebrate children's health month and walk to school day

9-Oct-12	kvoa.com	Safe Kids Tucson celebrating International Walk to School Day Wednesday
2-Oct-12	news.breakingtucsonnews	It's Walktober! Celebrate Children's Health Month and Walk to School Day
10-Oct-12	topix.com	Visit Pima County's "Greenville" at Tucson Meet Yourself
10-Oct-12	facebook.com	It's Walktober! Celebrate Children's Health Month and Walk to School Day
10-Oct-12	edweb.tusd.k12.az.us	International Walk to School Day
5-Oct-12	tucsoncitizen.com	Visit Pima County's "Greenville" at Tucson Meet Yourself
24-Oct-12	tucsonweekly.com	Green Living Fair
26-Oct-12	tucsoncitizen.com	Tucson 5th among the "Top U.S. Cities with the Cleanest Air"
26-Oct-12	mrsgreensworld.com	Green Living Fair
26-Oct-12	eventful.com	Green Living Fair at HabiStore
26-Oct-12	tucsonweekly.com	Green Living Fair
26-Oct-12	events.tucsonnewsnow.com	Green Living Fair
26-Oct-12	visittucson.org	2012 Pima County Green Living Fair
26-Oct-12	cms3.tucsonaz.gov	Green Living Fair
26-Oct-12	pima.gov	Green Living Fair
29-Oct-12	tucsoncitizen.com	5th Annual Free Green Living Fair will be held Saturday, Nov. 3
30-Oct-12	www.cnn.com	Top 10 U.S. cities with the cleanest air
29-Oct-12	buckmastershow.com	Tucson prepares to celebrate green living
29-Oct-12	tucsonnewsnow.com	Tucson ranks high for clean air
27-Oct-12	geardiary.com	New Study Names Top U.S. Cities with the Cleanest Air Quality
31-Oct-12	habitattucson.org	Free Green Living Fair at the HabiStore
31-Oct-12	pagnet.org	Green Living Fair
26-Oct-12	kgun9.com	Green Living Fair set for next weekend
2-Nov-12	mrsgreensworld.com	Green Living Fair
2-Nov-12	kgun9.com	Guy Atchley's Weekend Roundup - Green Living Fair
30-Oct-12	Zocalo Magazine calendar	Green Living Fair
2-Nov-12	explorernews.com	Green Living Fair
2-Nov-12	tucsonnewsnow.com	Green Living Fair
2-Nov-12	facebook.com	5th Annual Green Living Fair
2-Nov-12	tfssolar.com	Green Living Fair
2-Nov-12	tucsoncitizen.com	Free Annual Green Living Fair to be held on Saturday, Nov. 3
2-Nov-12	tucsonnewsnow.com	Green Living Fair aims to lower your bills
7-Nov-12	KVOA-TV 4	Interview re: Asarco Mission Mine Proposed Air Quality Permit aired 6:00 news
9-Nov-12	kvoa.com	Air Quality Advisory issued for Tucson
9-Nov-12	tucsoncitizen.com	Pima County Department of Environmental Quality issues Air Quality Advisory
9-Nov-12	ktar.com	Pima County issues air quality advisory
9-Nov-12	kpho.com	Pima County issues air quality advisory
9-Nov-12	azdailysun.com	Pima County issues air quality advisory
9-Nov-12	kgun9.com	Pima County issues air quality advisory
9-Nov-12	kgun9.com	Pima County air quality downgraded
9-Nov-12	azstarnet.com	Pima County issues air quality advisory
9-Nov-12	therepublic.com	Pima County issues air quality advisory due to expected high winds
9-Nov-12	kvoa.com	Air Quality Watch issued for Tucson
13-Nov-12	tucsonnewsnow.com	Fireplace safety for cooler temps
6-Dec-12	pima.gov	Green up your holiday clean up
4-Dec-12	tucsoncitizen.com	Green up your holiday clean up
12-Dec-12	facebook.com/pimacountyarizona	Air Quality Advisory Today
13-Dec-12	tucsoncitizen.com	Department of Environmental Quality issues Air Quality Advisory for Thursday, December 13, 2012
21-Dec-12	thinkingarizona.com	Tucson Sky Much Healthier Than 20 Years Ago

Newspaper/Newsletter Exposure		
Date	Company	Description
Oct-12	eScoop Employee newsletter	Learn to save energy at a popular County workshop
2-Oct-12	tucsoncitizen.com	It's Walktober! Celebrate Children's Health Month and Walk to School Day
30-Oct-12	eScoop Employee newsletter	Win an iPad at Green Living Fair on Saturday, Nov. 3
1-Nov-12	Habitat for Humanity Tucson eNewsletter	Visit the 5th Annual FREE Green Living Fair this Saturday, November 3rd!
1-Nov-12	Zocalo Magazine	Green Living Fair Sat, Nov. 3
15-Nov-12	eScoop Employee newsletter	Pima County Pavillion a big hit at Tucson Meet Yourself
Nov-12	The Pipeline - RWRD newsletter	Fifth Annual Green Living Fair and Success! And blurb on Tucson Meet Yourself Greenville Corner
7-Dec-12	eScoop Employee newsletter	Sustainability Program honors those who helped recycling and conservation efforts

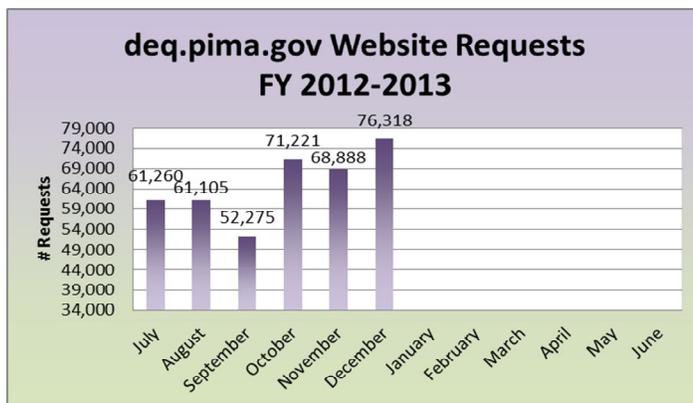
## WEBSITE EDUCATION OPPORTUNITIES

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

### PDEQ HOME SITE

The PDEQ website, [www.deq.pima.gov](http://www.deq.pima.gov), recorded 216,427 requests for information during the second quarter. Since its inception in 1996, there have been approximately 8,785,985 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 2 <sup>nd</sup> Quarter FY 2012-2013
2012 Green Living Fair – November 3 <sup>rd</sup>
New Eco Kids Corner Website Where Discovery and Fun Meet
What is the second largest energy user in your home?
51 Ways to Green the Earth
Can Light Pollution Contribute to Air Pollution?
Air Quality Advisory – High Particulate Levels Possible, November 8 & 9, 2012
Close the Recycling Loop this Holiday Season
Green Up Your Holiday Clean Up
Fireplace Smoke Can Take Your Breath Away

### **AIR INFO NOW WEBSITE**

PDEQ continues to maintain and promote the [www.AirInfoNow.org](http://www.AirInfoNow.org) website, providing near real-time air quality data from monitoring sites throughout Pima County. The Air Info Now site received 257,608 requests during the second quarter. Approximately 11,605,268 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 and at air quality presentations.

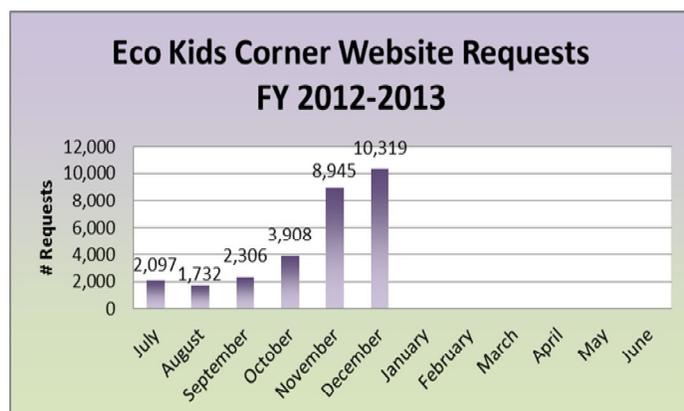
### **TRAVEL REDUCTION PROGRAM INTRANET SITE**

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, updates include adding information about the results of the employee travel reduction survey that was conducted May, 2012, updating the locations employees can borrow bicycles from, and correcting the locations from which employees may purchase bus passes.

### **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.

There were 23,172 requests for Eco Kids Corner webpages in the second quarter. In the last six months, the number of requests for information on the Eco Kids Corner website has increased 392%. A total of 42,543 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 attended two different presentations on atmospheric aerosols at the University of Arizona to expand our knowledge of air quality issues.

Staff also attended a webinar entitled “Estimating the Health Impacts of Climate Change and Clean Energy Programs” in October.

Staff attended a webinar regarding the “Use of Social Media for Public Works Professionals” to increase understanding of effective ways to use new social media tools to reach the public.

Staff met with the National Weather Service staff located in Tucson to discuss potential assistance with the provision of data related to ozone forecasting.

Surveys are distributed during presentations or other outreach events throughout the year, as appropriate, to help in evaluating program effectiveness. Staff received eight 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 4.88. On the same scale, the effectiveness of encouraging actions to protect the air and environment ranked a 4.8. From this data and comments received from educators, it appears that PDEQ’s Clean Air Program presentations are highly effective.

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. Copies of five newly updated or customized presentations can be found in Appendix C. Presentation evaluations and a few thank you notes can be found in Appendix F.

## **INTER- and INTRA-AGENCY COORDINATION ≈**

### **PIMA ASSOCIATION OF GOVERNMENTS**

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

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

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

Staff presented to PAG's Watershed Planning Subcommittee on PDEQ's environmental outreach and engagement techniques. Highlights included recommended actions to prevent air and storm water pollution including video clips of inflating healthy vs. unhealthy pig lungs and a demonstration of how to properly pick up pet waste, using a Babe Ruth bar as a prop, from the *Stoppin' the Droppin'* campaign.

Staff worked with PAG to coordinate an air quality and water planning meeting in November. Participants guided the format and content of future meetings.

### **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 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, 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. The interview provides the student with an opportunity to learn about the real-life experience of working in a governmental agency that works to protect public health.

Staff worked with PDEQ Air Permitting staff to help facilitate public meetings regarding the proposed air quality permit renewal for Asarco Mining. Staff researched the location, dates and times for the open house and hearing meetings, scheduling them for November 7, 8, and 27 in the towns of Sahuarita and Green Valley. Staff also crafted and distributed news releases, created

signs to post around the facilities directing people to the meeting room; created sign-in sheets and name cards for public statements; copied and provided educational materials for attendees; and attended the meetings for smooth operations and encouraging public input on the proposed permit.

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.

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**

**Projects**

BICAS	Bike Camp support, Cyclovia
City of South Tucson	Cyclovia
City of Tucson Department of Transportation	Cyclovia
City of Tucson Environmental Services	Earth Day Festival, recycling resources,
City of Tucson Office of Conservation and Sustainable Development	Energy Wasteline Workshops and Tire Inflation Program
City of Tucson/Pima County Household Hazardous Waste Program	Information, materials distribution
El Grupo	Bike Camp support, Cyclovia
Habitat for Humanity, Habistore	Green Living Fair
IBM	Earth Day Festival
International Traditional Knowledge Institute	Sustainability of Tucson
Living Streets Alliance	Cyclovia
Mrs. Green’s World	Green Living Fair
Pima Association of Governments	Travel reduction programs and committees, air and water programs, Cyclovia
Pima County Communications	Employee e-mail announcements
Pima County Economic Development & Tourism	Tucson Meet Yourself
Pima County Environmental Quality	Permitting, waste management programs
Pima County Human Resources	Travel Reduction Program, StairWELL Gallery, Sustainability Wellness, Employee Health Fair
Pima County Natural Resources Parks & Rec	Environmental Education Center
Pima County IT	Employee e-mail announcements
Pima County Public Library	Eco Nook for Desert Dwellers, youth

Pima County Regional Wastewater Reclamation	presentations Earth Day Festival, Tucson Meet Yourself, materials distribution, Green Living Fair
Pima County Office of Sustainability and Conservation	Recycle While you Work, Travel Reduction Program, Energy Wasteline Workshops
Pima County Transportation	Bike sharing program, materials Distribution, Cyclovia
Society of Women Engineers	Earth Day Festival
Sun Tran	Travel reduction resource, Earth Day Festival, materials distribution
Terracon	Earth Day Festival, SAEMS seminar
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
University Medical Center	Earth Day Festival
Water Management Inc.	Earth Day Festival

